

Festival Fireworks Have Aerial, Ground Displays

One of the colorful features of the Tobacco Festival will be the big display of fireworks. This will be presented by the Fireworks Corporation of America, with a specialist in charge and is scheduled to take place between 6:30 and 7:00. There will be a large number of aerial displays as well as ground set devices.

The aerial displays will include: Aerial salutes, for Bally Ho; new aerial effects, large spreaders; magnesium and variegated; aerial wonders and reports; golden rain and 8 shot shells; red, white and blue showers; green and silver stars, with noise; new smashing aerial effects; flying fish and whistling effects; fancy red and green aluminum shells.

Artillery shells; electric shells; shell of shells with points; three break shell, gold, silver and blue; three break shell, green, with flutter effect; four break shell, red, white, blue, bang; four break, triple break of silver stars and report; two break, golden gem, with flashes; two break, spider effect; rainbow and thunder effect; assorted double aerial effect shells; aerial flash and report shells.

The ground set devices consist of welcome opening number; modernistic effects; fountain display; golden gloria; circles of cross fires; rainbow device; sax-on wheel device; the target; mystic falls, rainbow curtain storming of Niagara.

Feature presentation: "Blazing the trail;" American flag; finis.

LARGE CHRISTMAS BUSINESS PREDICTED

(Continued from Page 1) these reasons for their optimism: Supplies of goods are better and more varied than they have been in years, there are more eye-catching special gift items, prices are higher but values are better, and there is a greater range of moderate-priced gifts.

Merchants are stressing the moderate price levels — for months consumers have been turning aside from high priced luxury goods. They realize that the day has gone when the consumer would buy a gift no matter what its price.

Competition is back in full force. Merchants have recognized that in their selection of goods. They also plan bigger Christmas promotions than in many years — and plan to start them earlier than usual this year.

Manufacturers, too, have been giving more thought to the consumer. They have set out to develop new, fresh ideas.

Toilet goods markets have come out with a wide variety of moderate priced cosmetic kits, toilet sets and novelties.

"There is a marked awareness of the value of Christmas gift packaging among cutlery and kitchen tool manufacturers," said Julien Eifenbein, editor of House Furnishings Review, a

Santa Claus School Trains Jolly Gents

In a colonial farmhouse at Albion, N. Y., there's a Santa Claus school and it's the only educational institution of its kind in the world.

Graduates wear white wig and whiskers, red suit trimmed in white fur, wide white belt, and black leather boots.

A course at the school prepares the prospective Santa Claus to properly shake when he laughs like a bowl full of jelly, remain calm when a child glares and yells "there ain't no Santa Claus" and maintain proper diplomatic relations with a parent who thinks Santa has given her tot the brushoff.

Tinsel
Old and tarnished tinsel can be made to look almost as bright as new by washing it in warm soap suds to which a few drops of ammonia have been added. Dry tinsel with a towel and hang it up to finish drying.

Towel manufacturers again are offering Christmas - packaged gift sets which disappeared during the war — and notion departments have everything from casual slippers to kitchen bowl covers in gift garb.

With lingerie, a favorite gift item for women, one corset company is introducing in time for Christmas selling, a new washable nylon velvet blouse brassiere. A first-of-its-kind article, the company said, the garment can be worn as a blouse for daytime or evening.

"Practical gifts will dominate sales increases," said the International Statistical Bureau, private research firm, in a summary of the Christmas outlook.

That idea is borne out in a survey of consumers in 31 cities by sales management trade magazine.

The poll showed that women are asking for household goods and clothing as Christmas gifts, while men list wearing apparel as their first choice. Beyond that, women list jewelry as their third choice, and automobiles are second in line with men. After that men will take radio-television - phonograph sets.

"Only a resigned one per cent of the men want neckties, and perfume ranks just about as low with women," Sales Management found.

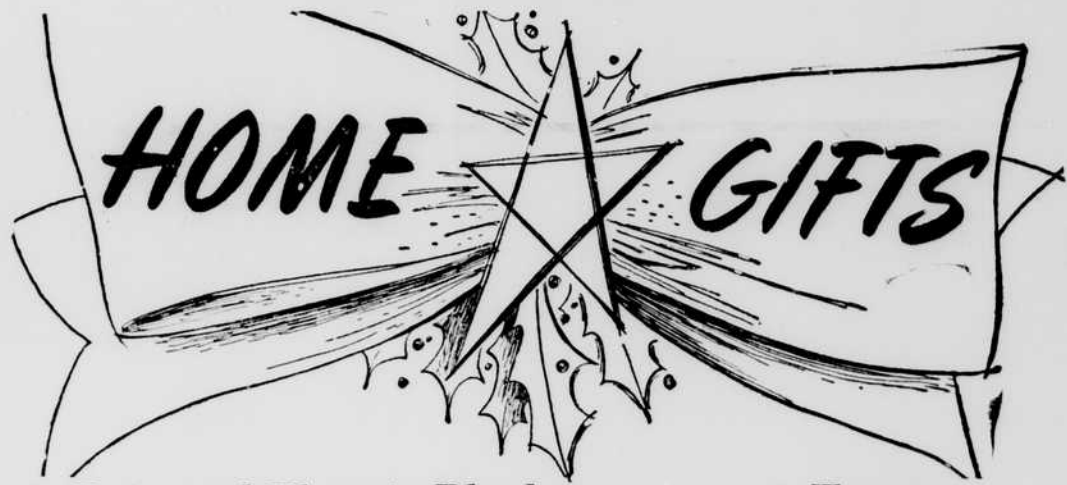
When it comes to the children, toy manufacturers expect sales to reach a new high around \$300,000,000. And there again, there is stress on moderate priced items. Toy makers say the supply of good quality, moderate priced toys is far greater than a year ago.

PROGRESS IS MADE IN AGRICULTURE

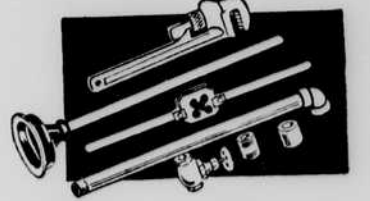
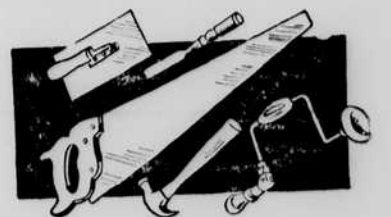
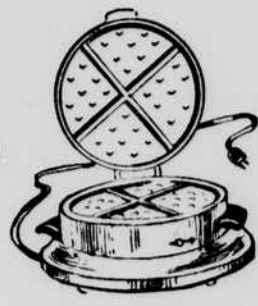
(Continued from Page 1) chell and Ashe counties," H. B. Lacey, Jr., instructor, said. "We feel the boys are doing a grand job as agriculture was offered for the first time last year to these boys," he concluded.

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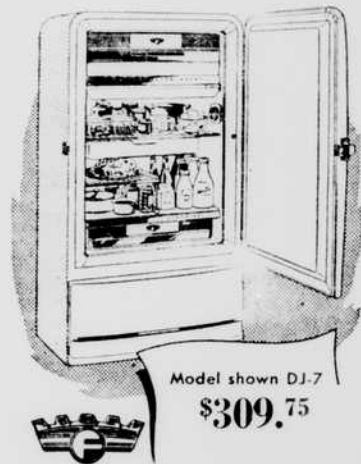
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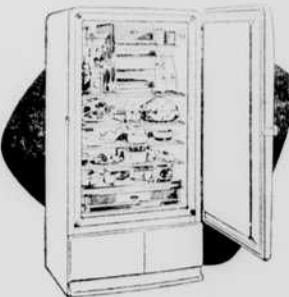
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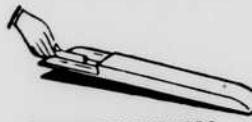
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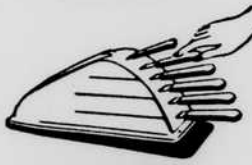
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