

Williamston Stores Are Filled With Brilliant New Gifts

Santa Claus In Town With A Full Gift Bag

Additional Goods Unpacked Daily By Local Stores

Gift Lists Most Extensive Ever Seen In This Section Before

Santa Claus has come to town, his great gift bag overflowing with glittering, glamorous and useful things for giving; his eyes twinkling a heart warming invitation for everyone to lose no time in coming downtown to see his wonderful collection of Mid-Century Gifts.

Santa Claus has come to town very early indeed this year—far in advance of the exciting holiday itself—to give everyone the best possible opportunity to choose what they will give to their loved ones and friends with care and consideration.

Santa has come to town early so that none need lack the chance to make the 1950 Yuletide the most perfect in all history for their friends and loved ones.

A great corps of assistants has unloaded the contents of his overflowing pack, spread them on gaily bedecked counters and shelves in stores of our city, to await your admiring inspection.

Tonight, show windows scintillate with myriad suggestions for giving that you will find multiplied ten fold inside the stores themselves tomorrow, when you go down town to see for yourself.

And this special supplement to your favorite newspaper is brought to you with the cooperation of Old St. Nick and his assistants to give you a preview of his collection and to help you chart your course through the Christmas gift wonderland that awaits you.

There are several reasons, especially important this year, why Christmas gift shopping should be started without delay.

First is the fact that with one out of almost thirty of our men folk in the armed forces this year, there is a heap of mailing that must be done early to make sure all get their gifts on time.

This means it's wise to shop early.

Second, while the vast productivity of our nation has brought us an amazingly bountiful array of exciting, beautiful and practical gifts, there are many more people to give them to than ever before.

Interest in some of the newer and more exciting gifts is so high stocks may disappear quickly and those who delay their shopping may be unable to get delivery in time for Christmas day.

Gift List Longer

Third, with almost everyone's

THE BEST GIFT OF ALL...



Your Portrait

For those you love the best... and want to please the most... give a portrait of yourself. Call or drop in for an appointment now while there is still time for "before Christmas" delivery.

ROYAL Photographic Center
WILLIAMSTON, N. C.
Phone 2876

Make It A Perfect Christmas For All

Do you want to make this coming Christmas the best and happiest that you have ever experienced? Then you'll take Santa's advice.

Don't lose a single moment. Don't be lulled into careless thinking by a glance at the calendar. We know Christmas is several weeks away yet.

Better start your Christmas shopping early! Start now.

Don't lose any time. As a matter of fact you can start immediately, while you are holding this special section of your favorite newspaper in your hands.

To help you start Christmas Gift planning list without delay, is why this Gift Guide is being brought to you early by Santa with the cooperation of his enthusiastic corps of home town aides.

Pore over its pages. Study the many fascinating gift suggestions you'll find in it, with thought of your friends and loved ones in mind.

Read the announcements of our leading stores as published in

this section. They are all ready with their preparations to help you start your Christmas Shopping early.

We're all going to need more time this year to complete our Christmas Gift Giving lists, if we want to make sure that no one is forgotten.

Most families are bigger this year than ever before. Remember the bumper crops of babies, the greater number of marriages that have taken place during the past several years.

Many of the babies of yesterday are grown children now and you won't want to forget them. More marriages have expanded our circles of both relatives and warm friends.

We don't want to forget any of them.

And very, very important indeed, are the gifts we must choose for our men in the foreign services.

Some are in foreign lands, some camps, many are on ships and in combat, some closer home in the air.

No matter where they are we do not want them to be without

a gift from us for Christmas. That means especially early shopping.

The expansion in our gift lists is going to put an extra heavy burden on our stores this year. The supply of some eagerly wanted gifts, may be exhausted before the late shoppers can get around to them.

Those who shop early will find fresh, unbroken assortments of gifts from which to make their selections.

Those who shop early will find clerks less harried and less hurried and therefore better able to help you in choosing the gifts you want to buy.

Wise Christmas shoppers will make it a point to be in the stores tomorrow to look over the wonderful collection of gifts Santa has brought to town.

Wise Christmas shoppers will make it a point to select at least one gift a day—maybe more—and tuck them away for giving on Christmas day.

This is the way to make sure that for your friends and loved ones, that Christmas 1950 will be bright and gay.

Exchange Christmas Gifts



EXCHANGING GIFTS ON CHRISTMAS MORNING means a host of pleasant surprises and the good feeling that comes only with giving. Here, he offers his tokens of the Day to a happy and just a trifle curious young lady. Both are wearing earlier gift arrivals, a weskit for her, a sleeveless pullover for him, both made to look exactly like real fur of Avisco rayon.

Make Certain All Presents Will Be Ready Christmas

Pack and Address Carefully All Presents To Be Sent By Mail

First on every Christmas Gift Shopping list this year should be the gifts that you are going to have to entrust to Uncle Sam for delivery.

If you want to make sure that they reach their destination before Christmas Day, then don't wait until the last minute. Everything now points to the heaviest burden of Christmas mail in history.

One cardinal rule to remember is that the further the gift has to travel the more time should be allowed for the postman to make the delivery.

Best plan is to double wrap the gift. Do it first in gay gift wrapping, after making sure that the gift will not rattle around in its box.

Then put the "gift wrapped" package into a corrugated container of sufficient strength and securely enough bound for you to be sure that the package will not be damaged en-route.

And finally, have the package weighed carefully and be sure you have enough postage on it.

It's A Record For This Christmas

For music lovers at Christmas time there is a limitless number of gifts to choose from in the form of records, and albums of records. Whether tastes run to classical or popular music, you can't go wrong. Similarly there are special records and albums for giving to children.

Since Classical music lovers usually lavish their affection on a single composer or school, be sure to sneak a peek at the collection before you make your gift choice. If you see a lot of Brahms, you'll be on the beam if you choose more Brahms.

Lovers of lighter music often devote themselves to schools of arrangement or execution of their favorite type of music. Thus, you may find a lot of Eddie Condon in the Dixie-land-enthusiast record library. More of the same type is the rule here.

In choosing dance records, also consider the tastes of the individual, though here, almost everything is welcome.

The field of recorded music for children is especially noteworthy for two facts. Most of it is done on unbreakable plastics. R. C. A. has a wide selection also in colorful plastics making them especially good Yule gifts. Some other companies are making children's records exclusively, they are now so popular.

Finally, be sure to find out what type of record player your gift prospect has. If his or hers plays 33 r.p.m. or 45 r.p.m. records, be sure to choose these and your gift will be distinguished for tone and ease of handling.

YOUR CHRISTMAS DOORWAY is a happy prophecy of the glad holiday cheer that reigns within. The wreath that can be lighted is designed by Stanley Wessel.

Gift giving list longer this year than ever before, everyone is going to need more time to shop for the perfect gift. And there is so much to do before Christmas day to prepare the home for the wonderful occasion.

Better start Christmas Gift Shopping immediately.

The ingenuity of Old St. Nick, aided and abetted by the resourcefulness of American industry and 20th Century progress in the development of new materials and the application of traditional materials to new uses, has transformed what once were considered prosaic items, into glittering new gifts, and has brought into existence new devices for work saving, and entertainment for the whole family.

There are extra special treats for all the youngsters in toyland this year, where new plastics have made possible the production of sturdier longer lasting toys that will mean longer lasting joys for the children.

Toyland is characterized this year by amazingly realistic reproductions in miniature of almost every device used in the practical world that excites the imagination of children. And they are working models which not only will delight but will instruct young girls and boys.

Life-like Dolls

Playland is peopled with dolls that act, talk and actually toddle like real live babies and many have soft-to-the-touch skin textures that will make little girls squish with happiness. There are big dolls and little dolls and character dolls and of course western dolls too.

There is glamour in gifts for the girls—the older girls who prize glamour so much and the mature girls who look forward to Christmas as a glamorous occasion—that will make gifts of beauty as well as gifts that will be cherished for their usefulness.

There is glamour also in the gifts for men this year as well as the essence of the practical which they prize so highly. Wearables, gadgetry and sports equipment furnish endless choices to suit every personality.

This too is a year when gifts for the home will be high on the list because they can contribute so much the year round to make the occasion a memorable one.

This is the year when Santa has come to town early to help you make Christmas gay and happy and lasting for all of your friends and loved ones.

Key Itself Is Key To Giving A Car

Key to the most exciting way to give a new automobile to someone for Christmas is the car key itself. Put it in a little jewel box. Wrap it as carefully as you would a fine watch. Put it under the tree.

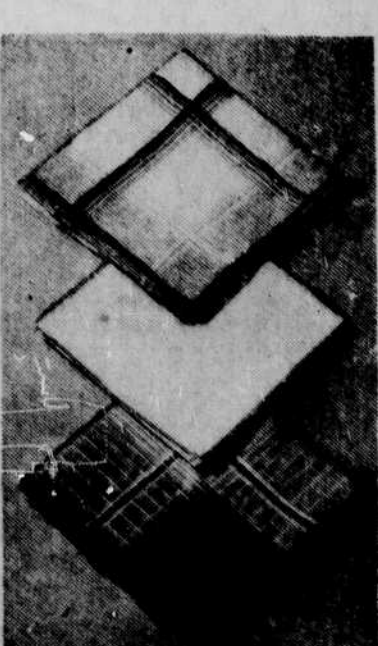
Then, when the surprised recipient opens the box, make sure there is a little message, in addition to your love, that tells him or her that "this little key will really take you places, if you'll just step outside the house and find the door it opens."



KEEP HER WARM AND PRETTY in a gift shortie robe she'll wear for lounge, and (if she's very young) for study. Above, a quilted knee-length coat in pastel rayon crepe over matching pajamas by Weisman.



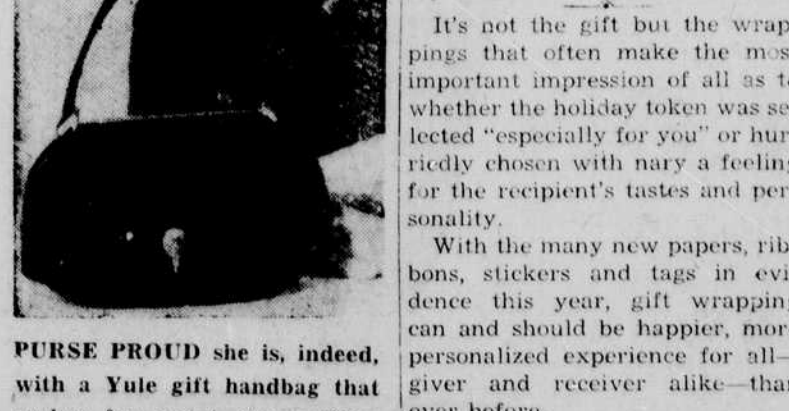
PURSE PROUD she is, indeed, with a Yule gift handbag that makes for smart accessorizing with every thing, every day. City Flair handbag in suede by Bienen Davis.



AND 'ROUND HER NECK she will wear a pretty scarf you so thoughtfully give her for Christmas. Wide or narrow, long or short, a scarf is always a prized gift. The rose printed satin scarf above is by Glentex.



SHE'S TUNING IN ON CHRISTMAS in happy anticipation of all the wonderful things to come on the Great Day. Her Motorola "Radio-Larm" clock may very well have been an early gift arrival.



Wrapping Helps Make Impression

It's not the gift but the wrappings that often make the most important impression of all as to whether the holiday token was selected "especially for you" or hurriedly chosen with nary a feeling for the recipient's tastes and personality.

With the many new papers, ribbons, stickers and tags in evidence this year, gift wrapping can and should be happier, more personalized experience for all—giver and receiver alike—than ever before.

For instance, if you've the men folk's gifts on hand, keynote their pipe-and-slipper masculinity with simple dramatic wrappings that feature broad, yet Christmas-colorful stripes or monotoe scroll-work motifs of green, gold or red all sturdily, in a holiday-mood, tied with wide red or green ribbons.

Then, for the ladies, bring their femininity to the fore with tinselly papers of silver, gold or multi-hued bubbly prints that have delicate ribbons tied round about with a multitude of bows. Or play up to their appreciation of whimsy with little pine cone corsages or tiny dolls you've made yourself, clipped onto their gift packages.

Above all, let your choice of wrappings this Yule make that little sticker reading "Don't Open Until Christmas"



FOR SAFE KEEPING, a bill-fold she'll value for its looks and safety aids. By Buxton.

Legendary Story About Christmas

In an old song about the twelve days of Christmas the fifth day is marked by the line "the fifth day of Christmas my true love sent me five gold rings." In many parts of Europe December sixth is St. Nicholas Day, and according to the Jewelry Industry Council, this is the day that he gives presents to the good children and a switch for the bad. After this day until Christmas the children go about carrying good luck switches. The idea is to use these switches on their elders and collect Christmas gifts in return.

FRESH CUT FULLY LIMBED CHRISTMAS TREES

CEDAR TREES HOLLY MISTLETOE

See Our Selection Of Toys For The Children

Lilley's Toy Shop

J. H. Lilley N. Houghton St.

CHRISTMAS FRUIT CAKES

Fruit rich cakes made by Bamby and Bell attractively packaged for Christmas giving as well as for home use.

HOLIDAY FRUITS

Oranges, tangerines, grapefruit, grapes and apples for holiday meals.

CANDIES AND MIXED NUTS

Hard candies, chocolates, and nuts of all kinds. Also candy filled stockings for the kids.

D. L. Hardy Grocery

Highway 64 Williamston, N. C.