

Christmas Trade Promises To Be Large

Santa Claus Has Had Busy Year At North Pole Home

Early Survey Shows Christmas Trade Will Exceed Former Years—Postoffice Department Makes Preparations to Handle Greatest Volume of Business in History With Additional Thousands for Extra Service—Mail Early.

Christmas is in the air. As the tinkle of Francer and Dancer and their faithful teammates, is heard as they approach from their North Pole seclusion, Ashland merchants are busy unpacking a great stock of holiday goods—the greatest stock which has been unpacked for a number of years. Early sales and all early indications point toward the largest sale of holiday goods in the history of the United States.

Meanwhile Santa Claus is speeding toward the homes of all good boys and girls bringing a record-breaking stock of toys.

The click of the cash registers in many stores, indicate thousands of retailers are finding their trade taking advantage of the "shop early" slogan which means much to store clerks and

to the Christmas shoppers themselves.

Uncle Sam, who in order to facilitate the work of Postal employees, must know something in advance of the Christmas rush regarding the volume of business which will be done, has taken official notice of Santa Claus' heavy load and through the Postoffice department is making arrangements to handle an extraordinary heavy load.

The department it is said, spent \$8,868,000 last year for additional service to handle the holiday mail. This year Uncle Sam estimates it will require \$40,000 additional to meet the rush.

Toys ranging from the five cent article to imitational automobiles at \$150 each and imported animals which retail at \$200 and playhouses which cost \$400 and more, are being thrown in great quantities on the market.

Already Ashland merchants are showing large stocks of Christmas goods. Within the next week banks throughout the United States will distribute more than five hundred million in Christmas Clubs.

Old-Fashioned Christmas Cheer Gives Way to Better Celebration

Good old-fashioned Christmas cheer, so loudly mourned for in these modern days, is a myth. The new fashioned Christmas is far better, declares the Woman's Home Companion in its December

number. "Much has been added and nothing has been taken away unless by our own blindness or folly," it continues.

"Sleigh-bells and Yule log, the far, slow pilgrimage over drifted roads to the home-of childhood, the groaning board lined with beaming faces, voices lifted in familiar hymns—the old-fashioned Christmas.

"Fast motor cars, rows of city houses heated by oil, families scattered over a dozen states sending quick greetings by wire, a few gathered about a smartly decorated table, the loud speaker filling the room with music from a distant orchestra—the new fashioned Christmas.

"It is easy to draw a contrast. But it is harsh and false as is the way with cynicism and offends our inner knowledge that all is still well in the hearts of the people. Merry Christmas is merrier than ever and its spirit is as true and earnest.

"Children still scream for very joy over the tiniest gifts. The fingers of age unwrap parcels with ardor undimmed by the years. Funny little sprigs of mistletoe still beckon above the doorways. From every window wreaths smile at passers-by. The highways even into the country and hamlets are swept, if there has been a fall of snow, and are open to the eager traffic that brings people together. And, for all the bustle of it, men and women pause to think and speak reverently of the Christ-child.

"Never was the world so wide for happiness, never so deep for the current of friendliness. Never so many men of good will, never so ardent a desire for peace on earth, never so many things to make Christmas merry."

Lots Like Him December 25

Mrs. Blin—Harry took part in a Christmas play last night and today he's so hoarse he can hardly talk.

Mrs. Bam—Oh, he was the leading man, then?

Mrs. Bam—No, he was the prompter.

For the Bachelor's Den



For many this Christmas is going to make a reality of that oft-dreamed wistful dream, "When my ship comes in." It is all due to the conspicuous part that ships are now playing as a decorative feature in modern house interiors. There are ships and ships to be had, some of brass, some of glass for table appointments. The bachelor who glories in a well-furnished den would feel honored to receive this endstick which embodies a ship in its design.

ELKS HELP OLD SANTA WITH WORK

No Home Will be Forgotten This Year—Committee is Busy

There should be no little boy or girl in Ashland who does not receive some gifts to make them happy at the holiday season because a committee of Elks has been designated by Exalted Ruler Wm. Briggs to assist Santa Claus in finding every home—even those which Santa might accidentally overlook—everyone of them should be remembered this year.

D. Perozzi heads the committee and will be assisted in his assistant Santa Claus work by F. E. Whittle, E. V. Jones and E. C. Payne. The lodge of Elks accepts as one of its duties the assistance to Santa Claus each year, in order that there may be no unhappy hearts at the holiday season.

Read All Ads in This Edition



MERRY CHRISTMAS FOLKS



Make the Most of Christmas Joy

MILLER'S TOGGERY

Exclusive Mens' Wear Shop

"Hab-a-dash Inn"

USEFUL GIFTS

EXCLUSIVE REPRESENTATIVES FOR FAMOUS HICKOK BELTS

The New 1927-28 Patterns



A Wonderful Gift

IN HIS INITIAL

MASONIC EMBLEM—ELKS EMBLEM, ETC.

Free! - To Every Customer - Free!
Holly Wrapping Paper and Mistletoe

Bathrobes and Pajamas

ALWAYS GOOD GIFTS

Hart Schaffner & Marx Suits and Topcoats

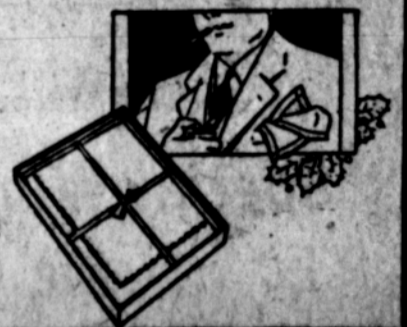
MILLER'S TOGGERY



Shirts, Ties, Pajamas That Will Please Him

Give Him Kerchiefs

They're Useful



Original Cooper's Hosiery
Snappy Patterns
25c to \$1.25 Pair



"HIS" GIFT SHOP



What "He" Wants
\$1.50 to \$3.50



Beautiful Scarfs
For Comfort
\$1.50 to \$5.00