

Pitch of Peddler Continues To Have Merchandising Role

New York (AP)—The itinerant peddler and repairman from the American scene, and his jangling horse-drawn cart have just about vanished. His sales pitch—taking wares directly to the prospective customer—remains an essential part of merchandising, for everything from a paper of pins such as he might have carried, up to giant machine tools.

Opportunities Open

It has long since gone international, and some recent Department of Commerce figures show the opportunities open to the U.S. businessman—and to his foreign competitor—for displaying his products at a point where sales might be made or stimulated. In the most recent issue of "International Commerce," publication of the U.S. Department of Commerce, appeared a list of more than 700

trade fairs, most of them slated for 1963, in nations ranging alphabetically from Algeria to Yugoslavia. Plenty of nations want to get into the trade fair show circuit: Cyprus, Fiji, Malagasy, are among the newcomers. The 13-page list as published in the magazine did not, however, include scheduling for any trade show in the Soviet Union. "U.S. merchants may display their wares to a worldwide market" through these fairs, the article said. **U.S. To Participate** Participation for the U.S.

government by the Department of Commerce is planned tentatively for a few. Subject to review, and in some instances further negotiations, the tentative schedule of participation for early 1963 includes fairs at Mexico City, Tripoli, Libya, Conakry, Guinea, Tokyo, Phnom Penh, Cambodia, Poznan, Poland, Rio de Janeiro. In the majority of cases, each of the fairs is limited to a particular type of product; it would be a diversified corporation indeed which would consider entry in all the shows.

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Santa Claus Known by Variety Of Names; Customs Vary

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Living in the Fourth Century, according to legend, he secretly went about giving gifts to the needy. In one favorite tale he left bags of gold for three girls who had no dowries; needless to add all three soon were married.

Other names for the gift-giver are Papa Noel, La Befana, Jule-nissen—plus many more.

From German

Kris Kringle, for instance, comes from the German words "Christ Kind" or infant Christ, but is depicted now as a girl wearing a crown and carrying a Christmas

tree. She shares honors with Knecht Rupert, who gives presents to the good children and Pelsnichol (Nicolas with fur), who leaves only switches in the shoes of naughty boys and girls.

It probably is from the European custom of setting out the shoe or sabot for gifts that we derive our own ceremony of hanging up a stocking on Christmas Eve.

Some scholars believe caroling is a carry-over from the Roman songs of the Saturnalia. The first songs of the Nativity date from the Fourth Century and German lieder from the 11th. Some 200 years later, carols found their way into France and Britain. One quaint belief of northern England was that on Christmas

Eve the bees gathered and hummed carols.

The Puritans strongly opposed singing and even the celebration of Christmas itself. In England they passed laws in 1644 forbidding its observance, but these were repealed after the Restoration.

From 1659 to 1681 in parts of America it was a criminal offense to celebrate the holiday. Later in our history, George Washington credited his success against the Hessians of Trenton in 1776 to the enemy's evening of Christmas revelry that left them open to a surprise attack.

The word "Yule" comes from the Scandinavian feast of Yul. Great fires were built to honor the god Thor and to defy the Frost King. The medieval English considered it bad luck if a squint-eyed person entered the great hall while the traditional log was burning—and even worse luck if a barefooted or flat-footed woman appeared.

Twice A Year

Christmas comes twice a year to lucky children in Germany, Switzerland, Belgium and Holland. On St. Nicholas' Day, Dec. 6, good children received candy, nuts, oranges and some toys. The bad ones, supposedly, are put into St. Nick's sack and spirited away.

If the family can afford it, toys and candy are distributed again on Dec. 25, perhaps tucked in a shoe placed under a window or near the fireplace. However, this custom is fairly recent; it dates back to World War II and was introduced by American GIs.

As more and more Americans continue to travel the wide, wide world, they are making friends everywhere.

For extending cheer to your international friends, here is a rundown of some "Merry Christmas" translations:

French—"Joyeux Noel."
German—"Froeliche Weihnachten."

Italian—"Buon Natale."
Spanish—"Feliz Navidad."

Norwegian, Swedish, Danish—"God Jul."

Japanese—"Korimassu omedeto gozaimasu."

Swahili—"Siku kuu ya kulu liwa Masiaya."

Tips Given To Check Calories

Christmastime is party time.

It's turkey dinners with all the trimmings, candy canes, fancy sugar-trimmed cookies and fruits and nuts. In other words, it's thousands of extra calories.

Just consider: four or five little cashew nuts can add an extra 100 calories to your daily intake. If you munch them while drinking a Tom and Jerry, add 250 more.

Of course, you don't want to miss out on the holiday treats. They taste good. And anyway, who can go to the many holiday socials and not eat?

But you do want to wear your new holiday clothes and your post-holiday outfits, too. Unless your name is Santa Claus, you won't be able to if you take in too many calories, because extra calories mean extra inches.

Solution? Cut your caloric intake at non-party meals, but don't cut out any of the essential nutrients. You'll need lots of pep and energy for the hectic rush of parties, cooking, shopping and general fun ahead.

You can help insure adequate nutrition in low caloric meals by making them Metrecal meals—either a can of the liquid, nine wafers, or on a cold wintery day, a piping hot bowl of soup. All provide well-balanced, 225-calorie meals and will help you keep in trim to enjoy the holidays to the fullest.

BOATING IN WISCONSIN

Chicago (AP)—About 40 per cent of the persons using boats on Wisconsin waters are non-residents. Most operators are 26 years of age or older and the large majority use outboard motors of 19 horsepower or less, says Wisconsin's Conservation Dept.

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