

Expect Christmas Toy Sales To Near Billion Dollar Mark

New York, Nov. 25—Santa's sleigh will carry a record billion dollar load of toys to the nation's children this Christmas, the toy industry predicted today.

Toy sales are expected to pass the \$1,250,000,000 mark this year, and most of the business will be done between now and Christmas, the toy manufacturers of the United States said.

On the basis of a survey by the Opinion Research Corporation of Princeton, N. J., the nation's small fry will be deluged with \$171,000,000 worth of riding toys including bicycles, and accessories.

Second only to these toys will be dolls—\$161,000,000 worth, with \$28,500,000 in doll houses and furniture and \$19,000,000 in doll carriages and strollers.

Also under the Christmas tree will be a \$38,000,000 arsenal of the latest toy rifles, pistols, death ray guns and other "lethal" play weapons, the survey showed.

Nearly 80 per cent of the 42,000,000 families in the United States are expected to die into their savings to turn Santa Claus into a billionaire for the first time in history.

The heaviest outlay will be made in the six New England states and New York, New Jersey and Pennsylvania. Most of the actual purchases will be made by women, according to the survey, but boys will get more toys than girls.

Prosperity and an increasing birthrate are the main reasons the toy industry expects its merriest Christmas this year. The industry thought it was doing well when it did a \$75,000,000 business in 1916. Now the 445 manufacturers that belong to the big trade organization have their sights on \$1,500,000,000 or more next year.

A CHRISTMAS CAROL
God give you grace, O gentlemen,
And wealths of hope and cheer;
Let sweet bells chime at Christmastime.

And for the glad New Year!
God grant you health, dear gentlemen,
And make and keep you whole;
May every strength be yours, at length,
To lift the heart and soul!

God lend you sight, O gentlemen,
The truths of life to see,
So that your talk and daily walk
Shall prove what they should be!

God rest you well, kind gentlemen;
God rest your lives in peace;
On Christmas Day, O kneel and pray
That hate and strife may cease!

God help us all, both great and small,
To make our Christmas bright;
May Christliness the season bless,
And fill the earth with light!

The "Hardups" Do Their Christmas Shopping

by E. H. Johnson

'Twas one day before Christmas and everyone was up early at the Wee R. Hardup family, even grandma was up. The scanty breakfast was soon eaten as this would be a busy day. Christmas shopping had to be done.

The Hardups lived in a little, boxed lopsided house at the head of Sinda Hollow where they paid five dollars a month rent, but the payments were three months past due. Mrs. Hardup had just been given some cast-away clothing for the children and the man hadn't called for the rent money, which they didn't have.

The Hardup family consisted of Mr. and Mrs. Hardup, two boys, two girls and grandma. All were rushing about getting ready to go to the local town to see Santa and by Christmas presents.

They piled into the old jalopy which possibly was an old Ford, but Mr. Ford himself would do well to recognize the old, battered, feeble thing. The car wouldn't start. They stumbled out of the car and pushed it—but no start. Suddenly it occurred to Mr. Hardup that he didn't have the key. After much fussing and searching one of the boys remembered he had the key right there in his overall pocket. The car started.

They were on their way with shouts of joy. Even grandma smiled in fond recollection of days gone by. Voices roared as at the Temple of Babylon. Soon

they came to the little town and parked at the school house as no one seemed to know how to operate those funny things all along the streets. They hurriedly got out of the car onto the street.

Then the fact suddenly dawned on this family that they had only two dollars and twelve cents and that few if any of the stores would extend them more credit. The Hardups decided it was useless to expect credit at some stores. So they decided to try the ones where their account was small.

The children had run on up the street and grandma was excited and feared they'd get lost. Soon they were found in the "5 and 10."

The children stormed the place and they were more successful than David Crocket. They all came out alive.

The saleslady did little to prevent the children from handling the toys as the manager had told her to be easy with children. Children will sell their parents and we got to get rid of this stuff now.

They left the store with sixty-three cents which was enough to buy two gallons of gasoline to get home.

Soon after leaving the store, grandma noticed that Junior's pockets seemed to be stuffed with something. Sure enough he had stolen, but the father said, "Now Junior you ought not to do that," and let it go without further action or words. Grandma was surprised and sad.

On the way back to the car, they noticed a sign said, "Used T-V—No down payment—First pay February 1st." They decided to see it. Believe it or not, they took it home. Payments were one dollar a week.

They arrived home in the late afternoon, all were tired, hungry and happy. Grandma's rheumatism was really painful. But as luck would have it, the old man Goofus came along and "tried on it," and soon the rheumatism was better after she rested in the old rocking chair awhile.

After supper they gathered around the open fire place and checked the presents. The T-V was for mother and dad. The girls each had a doll. The boys had a train. Grandma had a big bandanna kerchief. They had all this besides an unknown variety of doodles in Junior's overall pocket. Now it was the night before Christmas and the shopping was done.

As all were retiring to bed, Grandma Hardup asked, "Ain't we all going to meeting tomorrow?" There was a long silence and then, Mrs. Hardup replied, "I just don't see how we can, I'm so tired and the children not got much clothes." Grandma said, "Well, we used to celebrate Christmas by going to meeting on Christmas Day—My, how times have changed!"

Then all was silent.

SOMEBODY

Somebody did a golden deed,
Proving himself a friend in need;

Somebody sang a cheerful song,
Bright'ning the sky the whole day long.

Was that somebody you?
Was that somebody you?

Somebody tho't 'tis sweet to live,
Willingly said, "I'm glad to give;"

Somebody fought a valiant fight,
Bravely he lived to shield the right,

Was that somebody you?
Was that somebody you?

Somebody made a loving gift,
Cheerfully tried a load to lift;

Somebody told the love of Christ,
Told how His will was sacrificed,

Was that somebody you?
Was that somebody you?

Somebody idled all the hours,
Carelessly crushed life's fairest flowers;

Somebody made life loss, not gain,
Thoughtlessly seemed to live in vain,

Was that somebody you?
Was that somebody you?

Somebody filled the days with light,
Constantly chased away the night;

Somebody's work bore joy and peace,
Surely his life shall never cease,

Was that somebody you?
Was that somebody you?

—John R. Clements

Cheerful Holiday Wishes



And if we pop up with a Yuletide wish for everybody?
May your Christmas be a joyous one, remembered for years to come.

H. B. REEDY
PLUMBING & HEATING CONTRACTORS
H. B. REEDY
AND EMPLOYEES
PHONE 2621 — WHITESBURG, KY.



A CHRISTMAS GREETING

Let us harken to the clear-voiced choristers, as they hail the approach of another Christmas! May you partake in fullest measure of all of the joys of the season and carry its inspiration with you into the New Year.

WARDROP PACKING CO.
Blackey, Kentucky
WARDROP PROVISION CO.
Harlan, Kentucky
"Another Mountain Industry"



GREETINGS

Here's hoping that all the joys of this Holiday season will be yours in fullest measure...and that the New Year will be richly rewarding in warm friendships, good health and happiness.



Our jolly good wishes go out to all our friends and neighbors for this season of good will and cheer!

NEON DRUG CO.
Neon, Kentucky



BEST WISHES for the NEW YEAR

As we welcome the arrival of the New Year, we want to thank our many friends for their loyalty and good will during the year that has just gone by.

THE HUB CAFE
ESTILL BENTLEY
NEON, KENTUCKY

Pet Dairy Products Co.

Big Stone Gap, Va.