

Druggist Anderson pulled off a unique advertising scheme last Saturday, which has brought him good returns for the money invested. Santa Claus was advertised to arrive on the train and nearly every "kid" in town and many grown-ups were on hand to meet him, and all were escorted to the drug store, where each one was given a Christmas card free. The results therefrom have been phenomenal. As a follow-up, Mr. Anderson will have Santa in his display window all afternoon next Saturday. It will be a novel stunt, and very attractive. Suggestions of gifts for the entire family will be displayed by Santa himself.