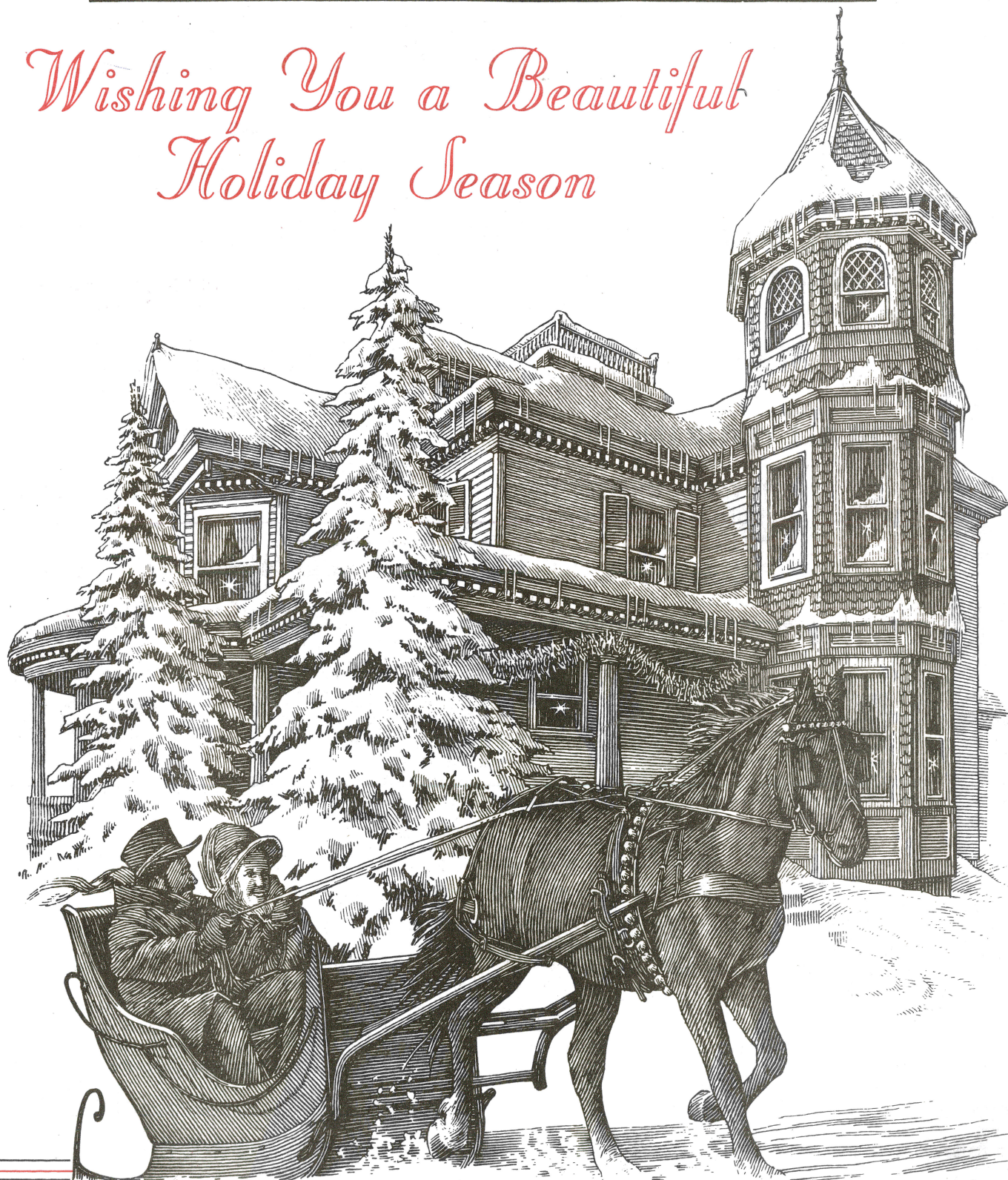


Winter Issue 1992

# MATAWAN-ABERDEEN HOMETOWN SHOPPER™

*Wishing You a Beautiful  
Holiday Season*





**MATAWAN-ABERDEEN  
HOMETOWN  
SHOPPER™**

P.O. Box No. 8  
Matawan, NJ 07747  
566-6637



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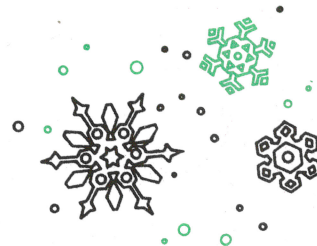
Member of the  
Matawan-Aberdeen  
Chamber of Commerce

Member of the  
Matawan Main Street  
Association

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Society

# HOLIDAY BUSINESS SURPASSES HOPES OF THE MERCHANTS

*As reported by The Matawan Journal  
December 31, 1936*



**Upgrade Commerce Trend  
Reflected In Bayshore  
Area As Merchants  
Report Good Profits**

**GAY NEW YEAR DUE  
Taverns, Motion Picture  
Houses Await Turn On  
Thursday Nite; Many  
Events Are Carded**

Interviewed this week after what some Bayshore businessmen labelled the "buyingest Christmas in years" Matawan, Keyport, Red Bank and Perth Amboy merchants are taking inventory of depleted stocks, ravaged by the hordes of Yule buyers, and still pinching themselves to see if it were all a dream.

Women and men's clothing stores, house furnishing dealers, jewelers, confectioners and pharmacies contacted after the purchasing storm had receded, almost generally voiced the opinion that the upturn in buying power reflected in reports from widely scattered national fronts was correspondingly reflected here.

A representative of the West Furniture Co., Keyport, discussing the Christmas buying business enjoyed by that firm, labelled it as "the best in seven years." To show that dealers in both large and small articles of merchandise profited the management of the Regent Five & Ten Cent Store, Matawan, declared "Our business this Christmas was the best since we came to Matawan."

All the jewelry, drug and confectionery merchants seen were emphatic in stating that their establishments had not been forced anywhere near the red side of the ledger. It was the opinion

of these dealers in the so-called "luxury articles" that the bayshore was beating its way back to the point where it was becoming worthwhile once again to open the business doors of a morning.

In keeping with the general upturn in the merchandising business bus lines and transit company officials whose carriers transported the out-of-town shoppers declared that the increase in the number of shoppers who had money to spend was reflected in the gross receipts at the end of the day.

One factor which convinced even the most skeptical merchant that the long awaited "old man prosperity" was really rounding the belated corner was that although both the Saturdays previous to Christmas, looked upon as the heaviest buying days of the year, were coupled with rainy weather, the shopper who was out to buy, was not deterred but turned out as though the sun were shining its brightest.

Encouraged by the successful December enjoyed by the merchants, motion picture and "hot spot" operators are awaiting their annual windfall on New Year's eve. In order not to be unprepared to completely satisfy the desires of patrons who again have a dollar or two and a desire to spend it, the managements have spared little in the way of expense in order to garner an array of entertainment talent which is banked to give the stay-up-lates a memorable chance to welcome Miss 1937 in a champagne manner.

This holiday season shop locally for all your gifts and needs. Our hometown businesses offer high quality, good value, and personal service without the need to travel far. Hopefully, our retail merchants will also experience the same high level of success as did our local businesses fifty-six years ago.



# SANTA CLAUS

## IS COMING TO

### MAIN STREET, MATAWAN!

### SATURDAY, DECEMBER 12, 1992

### 11 a.m. - 3 p.m.

(See page 19 for the exciting details!)