

### Red Cross Stamps



Place a Red Cross Stamp on each Christmas gift parcel. This is a bullet in the fight against tuberculosis. Red Cross Stamps at either of the Hyde Stores, 1c each.



### Xmas Candies

Fenway Chocolates, lb. box, --- 60c  
Liggett's Special Chocolates, lb. box 80c  
Woodard Dainties, lb. box --- 40c  
Huyler's Chocolates, in 1, 2, 3 and 5 pound lb. boxes, ----- per pound 80c

## CHRISTMAS SUGGESTIONS

### Gifts of the Most Acceptable Character.

Real Satisfaction to the giver and Genuine Pleasure to the recipient is assured only when the gift is of superior quality. Every article in our collection that we have assembled especially for your selection as Christmas gifts is made on honor as you would have it that a gift should be. "Hyde Quality" applies to a gift article as much as it does to drugs.

#### Hair Brushes

Solid backs of rosewood, olive wood, mahogany, and celluloid with 9 to 17 rows of pure bristles. Specially priced at

50c to \$6.75

#### Military Brushes

Pair, 75c to \$9.00

#### Perfumes

Our assortment of high grade imported and domestic perfumes is now complete—more attractive than ever before. Exquisite and beautiful holiday packages for Christmas gifts.

25c to \$10.00

#### Hand Mirrors

Best beveled plate glass with backs of all natural woods, Parisian ivory and celluloid. Hundreds of styles to choose from.

50c to \$5.00

#### Manicure Sets

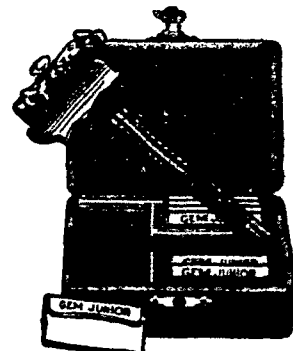
\$1.00 to \$10.75

#### Medicine Cases

Cases of all kinds of leather, with 4 to 12 bottles, suitable for liquids, powders or tablets.

Travelers' Flasks, leather covered, with caps of silver, nickel and gold.

50c to \$4.89



### Safety Razors

Let us decide that present for him now—A Safety Razor! It is a gift most acceptable to any man. Our assortment is so large we are certain you will find quickly just the one you want.

Gillette Razors  
\$5.00 to \$10.00

Gem Junior  
Razor, \$1.00

Auto-Strip  
Razor, \$5.00

Ever-Ready  
Razor, \$1.00

Our stock of Waterman's Ideal Fountain Pens embraces all styles, Regular, Safety, Self Filling and Gold and Silver decorated styles.

Waterman's Ideal Fountain Pen

Pens for ladies, business men, stenographers, bookkeepers and school boys.

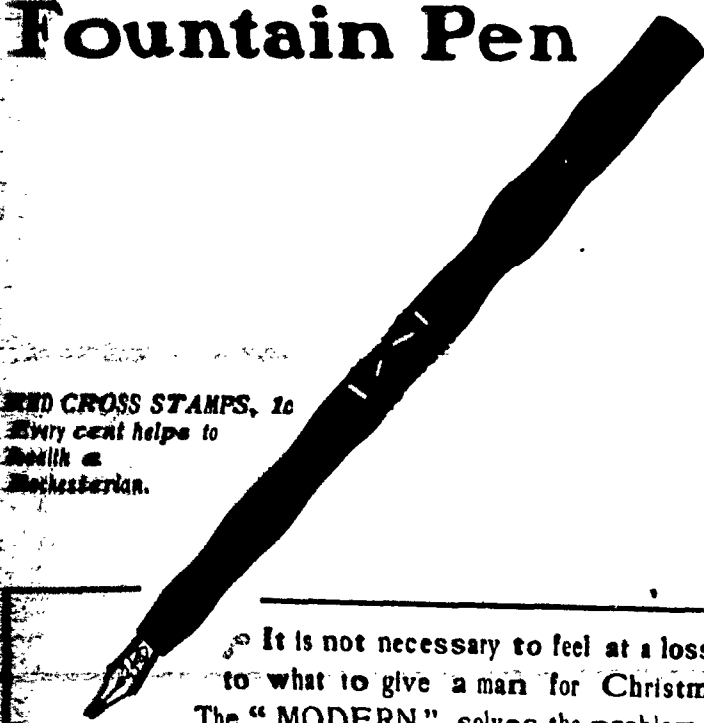
Prices, \$2.50 to \$15

Free City Delivery

B. M. HYDE DRUG COMPANY

Free City Delivery

## THE "MODERN" Automatic, Self-Filling Fountain Pen



RED CROSS STAMPS, 1c  
Every cent helps to  
Build a  
Rochesterian.

It is not necessary to feel at a loss as to what to give a man for Christmas. The "MODERN" solves the problem.

The "Modern" Fountain Pen is made by the A. A. Waterman Co., and is an acknowledged convenience—it is an improvement on other makes. The owner has but to unscrew the top and twist to fill. All the objectional features of the old style ink wells are done away with. The ink flows freely. The "Modern" is a model of compactness and for this reason is highly desirable. The "Modern" is fully guaranteed by the makers and Scrantom, Wetmore & Co. Thousands of them are in use in Rochester and giving entire satisfaction.

Should the point be at all unsuitable for the hand of the person to whom the pen is given, we will gladly exchange after Christmas. In case you wish, your old pen (any make) will be taken in part payment, at a liberal allowance.

A "Modern" pen for ladies, that may be carried in the handbag without danger, is shown.

Prices \$2.00 to \$8.00 in plain holder.  
Prices \$3.80 to \$10.00 in silver and gold mountings.

The famous Keen Kutter line of Pocket Knives, Scissors, Safety Razors, Etc., is carried at the fountain pen counter and also makes very acceptable gifts for men.

Commercial Dept.  
**Scrantom, Wetmore & Co.**  
Company  
POWERS-BUILDING

**JOHN M. REDDINGTON,**  
Lehigh Valley COAL

Bright, Cleanest, Best.

Telephone 371

**Santa Claus on the Street.**  
In the larger American cities of late years Santa Claus has come to be pretty well known to everybody who frequents the business streets during the two or three weeks preceding Christmas. The Volunteers of America, organized by Ballington Booth, formerly of the Salvation Army, supply Santa Clauses in considerable numbers. The traditional chimney idea is put to practical use. A member of the Volunteers rigs himself up in true Kris Kringle costume, with long coat, flowing white beard and fur cap. He stands beside a miniature chimney set on the sidewalk, on top of which is a large placard requesting passersby to drop in a coin to help send Santa Claus down the chimney with a big Christmas dinner for the poor or to carry shoes, clothing or other supplies to the city unfortunate.

**Christmas Family Advice.**  
To Papa—Remember the myth of Santa Claus, to keep it holy.  
To Mama—Don't worry about the molasses candy getting on the parlor rug. Christmas comes but once a year, and the stores will sell you a parlor rug any day.

To Miss Belle—It is not necessary to stand under a bunch of mistletoe if you look at him the right way.  
To Little Willy—Don't be envious of Jimmy Jones because Santa brought him a cannon. Next year you may get a disappearing gun. (It will disappear mysteriously shortly after you begin to make a noise with it, and maybe mamma can explain.)  
To Baby—Be good, dear child, and let who will be clever.

**Old Folk at Home Remembered.**  
A good many hundred thousand dollars have been shipped home to Europe for Christmas, through the banks, by foreigners employed in America. This year, probably because of the high rates of wages, the banks have been busier with this class of exchange than usual. The bulk of the drafts go to England and Ireland. Servants send most of this money, and none is apparently so poor or ragged that he or she has not at least the equivalent of a pound sterling to send home to the old folks.

**Grandmother's Present.**  
An attractive little workbasket is made in this way: Use for the bottom a soft, pliable woven basket on which a design of daisies and leaves can be worked with raffia in the shades of suit. After this is finished the basket should be lined with green rajah silk, which comes about eight inches beyond the edge of the basket. A casing is made at the top of this and the bag drawn together with green ribbon. A basket of this sort will be found very convenient for holding a ball of yarn, letting the end come out at the top.

### A FEW HELPFUL HINTS

- Leather Suit Cases, \$2.50 to \$40.00.
- Matting Suit Cases, \$1.50 to \$5.00.
- Traveling Bags, 75c to \$50.00.
- Ladies' Hand Bags, \$1.00 to \$25.00.
- Umbrellas, \$1.00 to \$25.00.
- Ingersoll Watches, \$1.00 to \$2.00.
- Fountain Pens, \$2.50 to \$10.00.
- Men's Gloves, \$1.00 to \$5.00.
- Women's Gloves, \$1.00 to \$5.00.
- Children's Gloves, 50c to \$1.50.
- Dressing Cases, \$1.00 to \$25.00.
- Writing Cases, \$1.50 to \$5.00.
- Sewing Sets, 25c to \$25.00.
- Military Brushes, \$1.50 to \$7.50.
- Nail Buffers, 25c up.
- Nail Clips, 75c up.
- Nail Scissors, 50c up.
- Scissor Cases, \$1.50 up.
- Men's Collar Bags, 50c to \$1.00 to \$5.00.
- Collar and Cuff Boxes, \$1.00 to \$5.00.
- Medicine Cases, 35c to \$15.00.
- Music Rolls, 50c to \$5.00.
- Stick Pin Cases, \$1.00 to \$5.00.
- Jewel Cases, 25c to \$15.00.
- Flasks, 50c to \$5.00.
- Coat Hangers, 35c to \$4.00.
- Skirt Hangers, 35c to \$4.00.
- Drinking Cups, 25c up.
- Cigar Cases, 50c to \$5.00.
- Cigarette Cases, \$1.00 to \$2.50.
- Bill Books, 50c to \$5.00.
- Letter Books, 50c to \$5.00.
- Pocketbooks, 50c to \$5.00 up.
- Card Cases, 50c to \$5.00.
- Change Purse, 50c up.
- Tobacco Pouches, \$1.00.
- Playing Cards, 50c up.
- Shaving Mirrors, 75c up.



Whether your gift is to cost fifty cents or much more, it will be a satisfactory gift if selected at

LIKLY'S 155 Main St. East

## A Safe Home Beer

# Maltop

A BEER

Pure Palatable Perfectly Aged  
Contains all the rich, vital properties of nature's most nourishing products.  
Keep a Case In YOUR HOME.

**Flower City Brewing Co.**  
271 'Phones 271  
HOME MAIN

ROCHESTER