



U. S. Rubber Co. Rochester Branch

## A STORE OF SENSIBLE GIFTS

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| Men's Coats           | Umbrellas             |
| Misses' Coats         | Rubber Toys           |
| Men's Mackinaws       | Rubber Dolls          |
| Boys' Mackinaws       | Rubber Balls          |
| Children's Coats      | Automobile Robes      |
| Boys' Rubber Boots    | Legalite Lenses       |
| Felt Overs            | Warner Lenses         |
| Driving Gloves        | Electric Lanterns     |
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| Ivory Toilet Articles | Chain Jacks           |
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| Fitted Cases          | Thermite              |
| Army Cases            | Johnson's Freezeproof |
| Bath Slippers         | Battery Testers       |
| Bathing Hats          | Pyrene Extinguishers  |
| Bath Sprays           | Klaxon Horns          |
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United States Rubber Company

24 Exchange Street

## The Laundry The Journal Recommends and Advertises The Swiss

A score of Christmas days have come and gone since the Swiss Laundry began serving Rochesterians, who are particular in regard to their linen. May we add you to the number of our pleased patrons this Christmas? The way is open; you have but to telephone and the man will stop tomorrow.

With best wishes for a happy Christmas day.



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## LACE COMES BACK

Decorations for Frocks Promises Wide Popularity.

There is No Attempt to Relieve the Neckline of Evening Gowns When They Are Deeply Decollete.

By this time it is quite apparent to even the casual observer, states a fashion writer, that old lace has come into its own again and that there is a revulsion of feeling against the severe neck line except by women who know they look extremely well in such severity. It is not especially trying when the decollete is square, but when round, or V-shaped it takes a woman with remarkably regular features to



An Oriental Frock for Dinner and Theater, of Bright Blue Satin and Black Thread Lace. The Bodice is of the Latter. The Girdle is Caught by a Plaque of Colored Beads.

carry it off. This refers to day frocks. There is no attempt to relieve the neckline of evening gowns when they are deeply decollete, as the bodice is rarely of heavy or opaque material.

The introduction of an afternoon frock, which now means a rock worn for lunch as well as tea, but not for the ordinary purposes of shopping or patriotic work, with a deep U-shaped decollete half filled in with a flat ruffle of lace, has met with sufficient popularity to insure a reasonable measure of success, and one hears on every side the expression of pleased acceptance with a fashion that gives one a chance to have the face softened.

Against this judgment there are a host of objectors who insist that the severe neckline is smart and that the other is out of the picture but as soon as enough well-dressed women adopt the advancing method then she who is out of the picture will be in it. It is merely a question of the eye. We are the victims of visual familiarity with objects, otherwise there would not be that complete change in the fashions which occurs season in and out.

## MITTENS ARE IN GAY COLORS

Woolen Hand Coverings Are Seen in Large Variety; Often Match Scarf or Cap.

One reason put forward for the vogue for mittens is that one cannot carry a muff and carry a bag, and every patriotic woman simply must carry a bag these days. Another reason, and one that holds true of the woman of moderate income, is that fur is high and a new muff is out of the question. Then a lot of women are doing outdoor work who never did it before. They are exposed to the cold nipping air of morning and evening on their way to and from volunteer or paid work. They drive automobiles and "conduct" street cars and act as messenger boys and collect bills, and for this work they need to have a protection for their hands that is more substantial than the kid glove or fabric glove of other days.

Hence the mitten! The prediction was made some months ago that the smartly-dressed woman would be wearing shaggy angora gloves and mittens and some people shrugged their shoulders and felt sure that there was nothing that would tempt the well-dressed woman away from the conventional kid. Surely the fact that they had almost doubled in price would not have this effect on the woman who took dressing seriously. But the vogue has come, and where well-dressed women are seen in outdoor attire there one also sees woolen gloves and woolen mittens. They are made in the gayest colors, often to match a woolen scarf or cap, and as the season advances they will be even more in evidence than they are now.

## Linings Are Colored.

A notion reminiscent of the blouses of several seasons ago, when many colors were transferred by means of many linings placed one above the other, is shown in some clever blue blouses of georgette through which red, canary or petunia shows part of the way to the yoke and again for cuffs and collar.

The Burke, Fitz Simons, Hone Co. Inc.

## CHRISTMAS GLOVES

Make your purchases of gloves early in the week and early in the day. You can find gloves here for any and all occasions—semi-dress, full dress and exceedingly smart gloves for street wear for men and woman. We put all Christmas gloves in boxes free of charge. If you are undecided about the size of glove required, buy a glove certificate.

## Men's Bathrobes

Why not give your husband, brother or friend a first-class bath robe for a Christmas gift? We have a new assortment of very attractive patterns that would be very acceptable and the prices are very conservative.

A good robe for \$6.50 and up to the highest grade at \$13.50.

## Men's Smoking Jackets

Men's house coats or smoking jackets are always acceptable for Christmas remembrances. We are offering an exceptionally good coat at \$6.00 and better ones up to \$10.00 each.

## House Dresses for Christmas

Dresses that are different from the general run. Made along improved lines, of the best percales and ginghams. Dresses that fit perfectly and give a great amount of satisfaction to the wearer. Nothing better than one of these dresses for a Christmas gift. \$4.74 each.

## Christmas Handkerchiefs

In making your Christmas boxes don't forget to put in a good supply of handkerchiefs. We can supply all demands from our extensive assortment. We are offering an unusual line for men, woman and children, from a few cents for a very good article up to the very finest quality.

The Burke, Fitz Simons, Hone Co. Inc.

## Buy a Phonograph for Christmas

and make the whole family happy

The largest and most complete stock in Rochester to select from

Tonal perfection and beauty of design assure satisfaction.

The demand for phonographs this year has been greater than before. We anticipated this and now when other dealers are short of stock and can show only a few styles, we have all the styles from which you can make your selection.

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