

Early Gift Shopping Made Easy In This

Store of Christmas Plenty

Of inestimable value in solving your Christmas perplexities will be the wide diversity of suggestions presented by this store.

In our third floor Art Shop you can procure a broad variety of articles most suitable for novel, useful and decorative gifts.

Here you will see a remarkably fascinating display.

On the Main Floor, numerous gift booths present most appropriate mementos.

And Oh! so many other departments whose wares lend themselves so aptly to the Christmas spirit of giving--Dainty

Lingerie, Men's and Boy's Furnishings, Jewelry and Silverware,

Leather Goods, Handkerchiefs, Umbrellas and the like.

DUFFY-POWERS COMPANY

"A Good Place to Trade"

Rochester, N. Y.

CANDLES OF BAYBERRY WAX

Important and Decorative Yuletide Accessory May Be Made With Little Effort.

BAYBERRY candles for the Yuletide season were the pride of colonial dames. Then they went out completely and no one ever heard of home-made bayberry candles until a few years ago saw a revival of the art, when one found them again in arts and crafts shops, writes Eileen Harrison in the New York Post. Antiquarians began to experiment, and they learned that candle making is not a difficult art.

One amateur experimenter found that brass or copper kettles, used for melting wax, made the gray-green of bayberry wax much greener.

The old-fashioned candle dip method is simple, or one can construct molds of heavy paper if regular forms are not available.

One quart measure of berries will make a medium-sized candle. The old-fashioned candle molds are large and require about two quarts of berries for one candle.

The berries should be covered with water and set over the fire to melt off the wax coating. As twigs and leaves get in with the berries, it is necessary to strain the wax through a sieve at first. After the first straining the wax should be reboiled and then strained again through coarse cheesecloth.

When ready to mold, fasten lengths of candlewick through each mold, knotting the wick at the mold's point and tying the other end around a stick that will rest across the top of the mold.

Heating the wax again, fill in each mold, making sure that the wick is taut. To remove from mold without cracking, warm it slightly in hot water before slipping the candle from the form.

Heavy paper can be sealed or pasted into mold forms and a horizon glued to each, leaving a small hole in the center of the bottom, through which the wick can be slipped and knotted. It is a slow process, but satisfactory as it makes itself.

To make candle tips fasten two or three pieces of wick to a stick and set through to prevent touching and set far to extend beyond the end of the kettle holding the wax. After hot wax is repented, as each candle is made, until desired size has been reached.

RAINBOW AROUND MOON

THE moon came up like a big gold plate. As it slowly mounted higher, the man in the moon looked down to see what people were going to get for Christmas. A lovely rainbow grew so interested, too, that it gathered in a beautiful circle around the moon and sailed up the sky with it, thinking of all the happy time they had. Then a moment later the face of Tim Purdy, as he lay sleeping near his window, and was changed into a smile as it got into his dream. He thought he saw the very thing that he had wanted so much and so long, coming down to him through the air. As the moonbeam stayed until it awoke him, and as he looked up and saw the colored light that crowned the moon's head, he exclaimed: "What a purty rainbow! Faith I think it means good luck for me!" He was right. It did. In the morning he found that some good fairy had found out and brought the very thing that he wanted. — C. G. Hazard. (© 1911 Western Newspaper Union)

ANUALLY, the spirit of Christmas descends upon the world. For a little space the cranberries and mistletoes, the tidings and annoyances of workaday life, the sorrows and anxieties are forgotten. Humanity, prosperous, turns its thoughts to humanity in suffering, and seeks to bring to those in want and in distress at least a fragment of the spirit which is abroad throughout the land.

Then memory turns back to old Christmas, perhaps almost forgotten in the rush of the year's affairs, kindly thoughts and pleasant recollections fill the mind. One turns naturally to the greeting and the gift as a means of expressing the joy of Christmas which is in the heart, and on each of us is impressed a new thought that it is more blessed to give than to receive, giving not only material gifts, but friendship, kindness and good will.

And then, when the brief holiday season is over, when the Christmas greens have disappeared and the world is again in its drab working clothes, the spirit of Christmas vanishes. Again the suspicions and jealousies and envy show themselves. Again we forget the old friends, and the happy memories of other days are submerged under the pressure of the business of today.

KEEP PEACE AND GOOD WILL

Essence of the Spirit of Christmas Should Be Retained Throughout the Year.

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CHRISTMAS RIBBONS

CHRISTMAS ribbons could excite themselves they would say that people were thrifty. For some laborers claim to have been doing business ever since Christmas for many, many years. They are often pressed and made to look their best, but they are the same ones used again and again. However, if they could philosophize they would rejoice that they were the means of adding stability and cheer to Christmas packages year after year!

IN MEDIEVAL England it was customary to commence all grand Christmas feasts by the solemn ceremony of bringing in the boar's head as the initial dish. The master cook, preceded by trumpeters and other men with bear spears and drags with chains and jugs carrying trussed, bore the smoking head aloft on a silver platter, which he deposited at the head of the table. The head was garnished and garlanded with rosemary and laurel, and a roan, symbol of plenty, was placed between its grinning chops.

To the end of her life, Queen Victoria retained the ancient custom, also in many of the public schools and universities, the boar's head is still the great dish of the Christmas banquet. On such occasions every dignitary and lord in the "Boar's Song," which has been sung for centuries. The words are set to the common chant of the prose version in cathedrals.

IT'S DIFFERENT NOW. Lady: I suppose you wish Christmas came several times a year. Willie: I used to till I got engaged to Millie Nextdoor, but it's different now.

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CHRISTMAS OPENS THE HEART

It is the Gladdest Season When the Happiest People Are Those Who Give the Most.

CHRISTMAS is one of the words of the language that convey a suggestion, create a vision, project an atmosphere of glamour, romance and sentiment far greater than themselves.

To say Christmas is to open the eyes of the mind and the doors of the heart to the dearest recollections of our childhood; and these fond and shadowy remembrances mean little unless they create in us the desire to have Christmas mean as much to children today as it meant to us when we were tiny.

For Christmas, the birthday of an immortal child, was, is and must remain especially the festival of the bright innocence of infancy. That is why we resent it when some over-literal and painfully conscientious person rises up in duty bound to declare there is no Santa Claus. Such joy-killers, robbing the nursery of an illusion cherished, would take away the fairy tales and quell the spirit of adventure and food every mystery of shadowland with the light of common day.

Let no improving modernist tamper with the old-time, traditional observance of Christmas. We need for the life of our own souls the Christmas tree and the Yule log of the domestic hearth, and the stockings hung a-row, and the joyful clatter of the great morning, and the dinner with the family gathered round in glad reunion.

We need the sweet custom of the interchange of tokens, when into that custom there creeps no accent of compulsion, no hint of a mercenary calculation. For we know that it is of the very essence of Christmas to give, not to receive. The blessing rests on those whose love, "great enough to hold the world," seeks outlet on this day to other lives—cramped and pinched, alone and poor, meager in comfort, facing the day without a smile and the night without the pillow of a hope.

CHRISTMAS DINNER

EVERY Christmas they invited one or two to have Christmas dinner with them who would otherwise have been alone. It gave them so much pleasure that they never felt they were being "kindly" nor that they were "doing a real charity." So that their guests always had a real Christmas with real Christmas cheer. For they never felt that they had been invited out of kindness, nor out of charity!

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SANTA FOR ITALIAN KIDDIES

Befana, Good Fairy, Is Supposed to Fill Stockings With Toys on Twelfth Night.

THE character in Italian childhood lore corresponding to our Santa Claus is Befana, a good fairy who is supposed to fill the children's stockings with toys on Twelfth Night. She does not, however, come down the chimney, and the stockings are hung in the child's bedroom. When someone enters to fill the stocking, the child, according to a very ancient practice, cries out "Befano la Befana."

The legend concerning this lady is that the Magi, while on their way to Bethlehem, stopped at her home, but found her too busy with household affairs to entertain them. She told them that she would see them on their return, but they went back by another route, and therefore Befana comes out in search of them every Twelfth Night. Her name is a corruption of Epiphany, which is Jan. 6, the twelfth night after Christmas, according to the church calendar.

FINEST EVER

Does Jack send you good Christmas presents? The finest I ever exchanged.

CHRISTMAS CAKE DECORATIONS. To make attractive Christmas cake decorations, lightly butter the under side of perfect holly leaves, then coat with icing and let dry. When dry the icing will come off shaped and veined like the leaf. Make into a wreath by joining with icing stems.



MENG-SHAFER-HELD CO. MANUFACTURING FURRIERS ROCHESTER BUFFALO

FURS

A gift thrice welcome

Welcome because it is beautiful--because it is useful and lasting--and because it is a feminine possession highly prized by every woman.

And it will be all the more welcome if it bears the label "Meng-Shafer-Held."

When you select "Meng-Shafer-Held" Furs you are sure of good value at a reasonable price.

Small Furs---

In Scarfs and Chokers in Wolf, Mole, Lynx, Skunk, Fitch, Mink, Stone Marten, Baum Marten, Fox in the new shades, Hudson Bay and Russian Sable, Silver Fox and other rare and popular pelts.

The prices range from \$5 to \$1200 with a wonderful showing of small furs for Christmas Gifts, at from \$10 to \$35.

Fur Garments---

You will find here the newest interpretations of the style masters as well as the conservative models developed in Raccoon, Marmot, Bay Seal, Muskrat, Squirrel, Nutria, Jap Mink, Beaver, Hudson Seal, Australian Opossum, Eastern Mink, Mole and other fashionable furs.

The price range is from \$95 to \$2250.

<p>Gift Umbrellas</p> <p>Our Umbrella Department have attractive displays of Umbrellas for Men and Women. The latest styles in handles in Bakelite, Amber, Leather, Natural Wood and Silver Inlay are here. The prices range from \$1.50 to \$15.</p>	<p>Gifts for Men</p> <p>In the "Meng-Shafer-Held" stocks are many gifts of the sort men like. Soft Hats, Stiff Hats, Caps, Umbrellas, Fur Coats, Fur lined Coats, Fur Collars for Overcoats, Fur Caps and Fur Gloves.</p>	<p>Gloves for Men</p> <p>All of the new shades are here in Mocha, Buckskin, Reindeer, Pigskin and Capeskin at prices ranging from \$1.50 to \$6.</p> <p>Gloves lined with knit wool, fleece, and fur at prices from \$3 to \$9.</p>
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MENG-SHAFER-HELD CO. INC.

12-14 Main St. West - 11-15 State St. 182-186 Main St. East
 Powers Block Opposite Alliance Bank
 Also at 501-503 Main Street, Buffalo, N. Y.