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AS WE look back over the many years we have been selling our Clothing direct to You here in Rochester, we know of no time when materials have been better, qualities finer, styles more pleasing and prices as little as they are right now. In other words, the man who has clothes needs at this moment, can acquire a great deal for the money he desires to spend—for, being manufacturers, we naturally produce to fit every size of purse.

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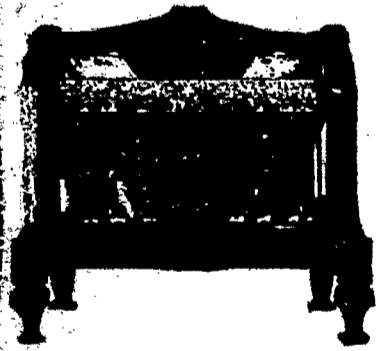
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The Christmas Spirit; It Can Never Be Cheap

SHE worked in what was considered a second-rate store in a big city. To her, though, the store was a beautiful one. And when it was decorated at Christmas time with its tinsel and gay Christmas touches, she thought it the most beautiful place on earth.

She loved the jewelry that was sold there. Sometimes she would hold a bit of cardboard from which hung a cheap earring to her ear and would think that when she got her pay the following week she might buy a pair. They were certainly becoming and would be more so when off the cardboard.

How crowded the store became around Christmas time. The people would look and admire and buy. She would be so busy. It was splendid to be busy, and even to be tired with the Christmas rush. There was something so stimulating about the Christmas rush.

There were several floor walkers in the store—an extra one was added for the Christmas season. True, their presence was not so magnificent as the floor walkers in the great, expensive stores, but they were grand to her. And she loved to say, with a beautiful manner:

"Just a moment, madame; I will call the floor walker."

And then, this Christmas, greater happiness than ever came to her. A most wonderful floor walker came as an "extra," but they said he would be taken on for good—he was such a capable man.

And she took him on for good. For hadn't they fallen in love with each other at once?

Oh, to some the store might seem cheap, the people in it might seem funny imitations of the people who belonged to the very expensive stores. But there was glorious Christmas happiness in that store. For it radiated the Christmas spirit. And the Christmas spirit can never be cheap!—Mary Graham Bonner.

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Expensive Presents Do Not Give Most Pleasure

MR. AND MRS. GORSE were invited to spend Christmas with Mr. Gorse's wealthy sister on her farm. "But we can't; we can't," insisted Mrs. Gorse. "Our rent has been raised this year, and living is so dear in town we cannot afford presents that even her children will enjoy."

"It's us they want, and not our gifts," rejoined Mr. Gorse. "You leave the presents to me."

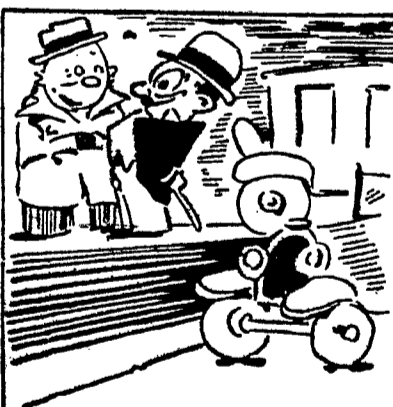
On Christmas Day the Gorses drove up to the big white country house in their flivver. Such a welcome as they received. Not an idle nor an embarrassing moment—even for Mrs. Gorse who discarded so reluctantly the weight of city poverty. Laughter, music, fun prevailed. And after dinner, when the grown-ups peeked into the nursery to see what the children were doing, Mr. Gorse had his triumph. The children had discarded their expensive toys, and sat in a circle on the floor playing industriously with some ten-cent magnets he had brought.

"You know our children's likes better than we do," said the charming hostess, as she led the Gorses back to the living room. "And nothing I received pleases me so much as the books you brought me, unless it is to have you here on Christmas day."

Even Mrs. Gorse knew that her words rang true.—H. Lucius Cook.

(© 1925, Western Newspaper Union.)

HIS GENEROSITY



"I hear that you are going to give your mother-in-law an automobile for Christmas."

"Yes, but it is guaranteed not to run more than half way from her house to mine, without breaking down."

Cocunut Balls

Into a saucepan put three cupfuls of granulated sugar, add two cupfuls cold water and boil until sugar spins thread from tip of fork dipped into it. Into this syrup stir a good-sized cocunut, grated—the prepared dry cocunut does not answer the purpose quite as well—take saucepan, at once from fire and turn contents into bowl or set saucepan where candy will cool quickly. When cool enough to handle make into balls with the fingers, roll in powdered sugar and wrap in waxed paper.

Common Type

Jud Tunkins says his folks always put off their Christmas arrangements so that along about the 23rd of December they have to shop both early and late.—Washington Evening Star.

It Is Christmas

In due time we shall wish a merry Christmas to everybody except those who call it Xmas.

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Any dainty, sheer fabric in pastel colors, or gay, colorful, printed designs, will make the pretty boudoir or breakfast jacket pictured. Narrow frills of val lace trim it, satin ribbon supplies the short girdle and a chiffon blossom is posed at the neck. The same kind of ribbon, lace and flowers adorn a bandeau of wide ribbon.

Novel Powder Puffs



Gay little beauty doctors are these up-to-date powder puffs, and ideal Christmas gifts. By means of water-color paints, narrow ribbons, laces and tiny flowers, ordinary powder puffs are transformed into these whimsical affairs that portray saucy flappers or demure maids. One side of the puff is decorated while the other makes itself useful.

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