

## CRAMER DRUG STORES

East Avenue at Chestnut St.  
92 Main St. W. at Plymouth  
Dewey Avenue at Magee Ave.

Three Pharmacies That Will  
Solve Your Gift Problems From  
ATTRACTIVE STOCKS

### FOR WOMEN

Perfume Atomizers  
Perfumes Toilet Waters  
Compacts Soaps  
Powders Bath Salts  
Stationery Manicure Sets  
Perfume and Toilet Sets

### FOR MEN

Cigars Kaywood Pipes  
Ash Trays Cigarettes  
Razors Shaving Necessities  
Hair Brushes Military Sets  
Shaving Brushes

And Big Varieties of the better kind of candies

## The Zest of Christmas

Were you one of the many that received one of our Christmas Checks? If not we advise you to join our 1930 Christmas Club now forming. The zest of Christmas is enjoyed especially by those thrifty people who through the year have made regular deposits in our Christmas Club. By becoming a member, prepare for the zest of Christmas.

You want money for Christmas shopping, and membership in our Christmas Club is the easiest way of having it.

**Mechanics Savings Bank**  
MAIN OFFICE:  
18 Exchange Street  
BRANCH OFFICE:  
89 East Avenue  
(Gas & Elec. Bldg.)

### What You Will Receive

Deposit Each Week	Next Xmas You Will Receive
50c	\$25.00
\$1.00	\$50.00
\$2.00	\$100.00
\$5.00	\$250.00
\$10.00	\$500.00

## "Busted but Happy," Was His Christmas Slogan

"BUSTED, but happy, busted, but happy." These words kept ringing through Dick Westworth's ears. He had overheard them as he had slipped through the hall, past the cheery living room, where his mother and well brother Jack and his adoring little wife were enacting the Santa Claus role.

Dick had been urged to join them in putting the final touches on the tree and in filling the six little stockings of the six little Westworths, but he had plied a downtown engagement.

"The idea of Jack actually busting himself to buy a lot of fodder for his kids and then broadcasting the fact as though it were something to be proud of. Now, if I had kids I'd get them sensible presents, not things that are likely to be busted up before the holidays are over. I'll set an example for Jack and his dotting wife by giving each one of the children something they would have to have anyway—catch me wasting my money just because it happens to be Christmas," and so saying, he addressed himself and turned into bed.

But, somehow, sleep wouldn't come. He fidgeted about nervously, finally falling into a feverish sleep only to awaken again.

"Maybe moving about a bit will help," he said to himself. "I'll go down and slip the handkerchiefs into the youngsters' stockings instead of giving them in the morning," and so saying he slipped on his bathrobe with out turning on a light and picked up the little flat package he had laid on the chair beside his bed.

Not until he had switched on the light in the living room did he notice that it was his well filled wallet that he had picked up in the dark. He started to go back for the sensible gifts that he had told himself "would do," but something restrained him. If you believe in the Christmas Spirit you will know what it was, if not, no explanation would make it any more clear to you. Dick Westworth did not believe in the Christmas Spirit so, of course, he did not understand exactly why he suddenly decided to change his Christmas gifts.

But the Christmas Spirit went right on with its good work, having got a tiny corner in his heart, and Dick went right on tucking bills and coins into the chimneys of the six knobby stockings that were dangling by the fireplace.

"Busted, but happy," he said to himself later, as he tossed his empty wallet carelessly aside and dropped off into a peaceful sleep.—Alice Crowell Hoffman.

## "Am I My Brother's Keeper?"

By W. H. Pierce

MY PIPE and a book, and a broad arm-chair,  
Small fingers that sleepily curl and crook  
In mine as I'm sitting contentedly there  
In the shadows and lights of the ingle nook  
The life in her corner, at unthought ease;  
The street noises faintly white and drone;  
Tis the hour for communion and reveries—  
When, hater of horrors, there jangles the phone!

Who is it? What! Santa Claus! Well, I declare!  
So long since I've heard from you—I don't know when  
You're both of us busy, I'm here and you're there  
But I'm awfully glad to hear from you again.

What's that? You're in trouble—so many in need,  
So many who're helpless and hopeless and ill!  
And so you want help—and I'm certain, indeed,  
It is true, so I'll mail you a five-dollar bill!

What's that? There's a widow with five little ones  
Whom only the pittance of charity keeps!  
And that is because naked poverty runs  
While self-vaunted charity sluggishly creeps.

Now listen a minute: I'm ready to give  
As much as I can when I know where and when  
The money is going. These people must live,  
And so I'll increase that five dollars to ten.

And now there's another? A man old and blind  
And his feeble old wife in a garret bare;  
What is there for these that Old Santa can find  
To lighten the hopeless and settled despair?

Now wait, I've been thoughtful and careless, unkind,  
Just stepped in selfishness up to my neck;  
Now I'll heed what your message has brought to my mind  
First thing in the morning I'll send you a check.

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## WISHING YOU

A Merry Christmas and a Happy New Year

Thanking our Customers for Their Patronage  
the past year, which was a very successful year

### Max Russer's Market

GENESEE 3174—PHONES—GENESEE 3175  
257 AMES STREET, ROCHESTER, N. Y.

GEO. L. SWAN, President  
RICHARD GORSLINE, Vice-Pres. & Treas.

## GORSLINE AND SWAN CONSTRUCTION CO.

Rochester, N. Y.

OFFICE  
245 POWERS BLOCK

## JOS. J. BUCKLEY FUNERAL DIRECTOR

Our parlor is available to the bereaved  
There is no charge

796 DEWEY AVE. GLEN. 4906

# Travel this winter

When you travel you seek the best. You want to be well served. You desire to have your own wishes respected, yet naturally, you welcome experienced suggestions.

Union Trust Travel Service fulfills this demand. It has discovered the secret of pleasing you, and in this, one finds the reason for its being the headquarters of discriminating travelers of Rochester and the surrounding communities.

### Here Are a Few Suggestions:

**Short Holiday Cruises**  
To the West Indies.  
Two weeks to a month at minimum rates from \$140.00.  
To Bermuda \$70.00 and up round trip.  
To Havana all-expense trips.  
Nine to twenty days at minimum rates from \$160.00 up.

**Mediterranean Cruises**  
Short cruises to the Mediterranean.  
First-class rates from \$550.00.  
Tourist rates from \$255.00.  
Long Mediterranean Cruises.  
From forty-two to seventy-three days.  
First-class rates from \$600.00.  
Tourist rates from \$420.00.

**For Next Summer**  
A motor pullman cruise of Europe.  
Limited to fifteen passengers.  
Including the Oberammergau Passion Play.  
Seven countries will be visited.  
The itinerary will be unhurried.

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### UNION TRUST TRAVEL SERVICE

80 East Avenue - Main 7100  
Temporarily located at 227 Main Street, East

## As Jesus of Nazareth Passeth By

IT WAS Christmas morning. An old man stood with bared and bowed head before the great cathedral. Chimes pealed forth the glad message—"Joy to the world, the Lord is come." The hour was early for passers-by, and the man had thought himself alone until a youth touched him, saying:

"Can I help you, sir?"

The worshiper looked up. Observing a tool box swung over the lad's shoulder, he exclaimed, "A carpenter!"

"No; a carpenter's son. Father has an emergency call this morning. He is not well, and I'm carrying his heavy tools."

"I see," said the man, "and you also wanted to help me. Good boy. You have the spirit of kindness, the Christ-like spirit. Thank you, son, but I'm not needing assistance; I just paused to consider that other carpenter's son who went about doing good."

"I know," said the boy, "the Christ."

"Yes, and may many this Christmas day realize that again 'Jesus of Nazareth passeth by.'"

—Lily Rutherford Morris.  
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## A FAT MAN'S TROUBLES



"Ready for the holidays, Bill?"

"Holidays no eye. I'm jes gettin' ready for some real work."

"Waxsmatter, ain't the plant closin' down?"

"Yeh, but every year I gotta play Santa Claus for the school."

**Flowers as Presents**  
Flowering plants make good Christmas presents. Cyclamen, flowering bulbs, poinsettia pans, ferns, primulas, and aralias may all be used.

The Catholic Courier and Journal  
A Paper that should be in every Catholic Home in Rochester.

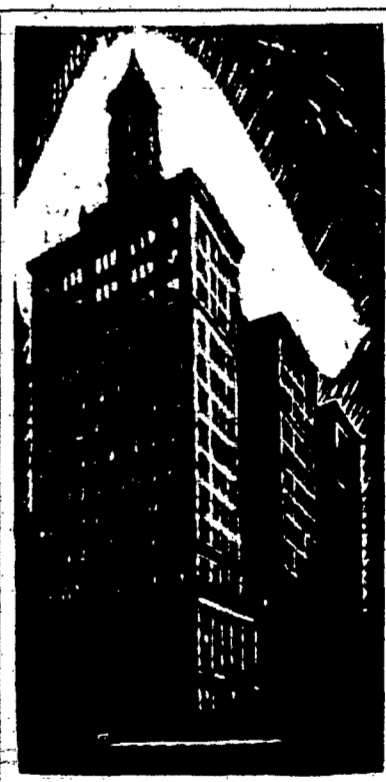
## The Steady Accumulation Of Money In A SPECIAL INTEREST ACCOUNT

enables you to take advantage of favorable opportunities that may arise—is an aid to independence—an inspiration to plan for the future. It is also a fund that may prove invaluable under circumstances of unforeseen stress.

The principal is always safe—always available—and always earning interest.

A Special Interest Account with the Lincoln-Alliance means a banking connection with an old-established Rochester Financial Institution noted for able administration, competent counsel and faithful service.

The Lincoln-Alliance Branch Offices, conveniently located in progressive sections of the city, maintain a service that is supported by the full strength and resources of this great organization.



## LINCOLN-ALLIANCE BANK AND TRUST COMPANY

MAIN OFFICE  
183 Main Street East

LINCOLN OFFICE  
33 Exchange Street

WEST END OFFICE  
Main St. W. at Genesee

EAST END OFFICE  
Main St. E. at No. Goodman

LAKE AVE. OFFICE  
Lake Ave. at Ridgeway

MONROE AVE. OFFICE  
Monroe Ave. at So. Goodman

Portland-Clifford Office  
In Course of Construction