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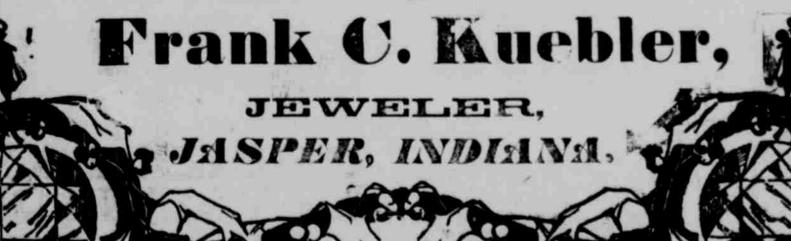
## It's Your Store

We had you in mind exactly when we ordered all these thousands of silvers, and ivories, and golds, and cut glass, which are here in unparralled splendor. And we had you in mind when we put the finishing touches to the "St. Nicholas fixings."

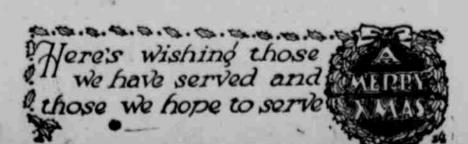
Never have you owned a store just like this. This is your invitation to come in and see if it meets with your approval.

The Gifts are shining and glittering, rows upon rows of them—we'd love to list them all if we only could. Among many others you will find

Floor Lamps, Victrolas,
Player Pianos, Moulton
Wireless Umbrellas,
Toilet Articles, Jewelry,
Silverware, Etc.
COME AND SEE







## Merry Christmas

Whether it be prattled on baby lips that scarce can shape the words, or saying them, thinks not, but only feels the insensate overflow of giving from a soft, full heart...

Although it be mumbled inarticulately by the shabby nonentity whose whine for charity one acknowledges in the spirit of the season, even while knowing that the words be said in servile mockery...

If it be breathed by mother mouth, the sad, sweet lines of which were molded so by a yearning, prodigal tenderness and an unfaltering devotion, be its object worthy or not . . .

Whether it be panted from between the warm, moist lips of maidenhood —tremulous, palpitant, shame-faced and shy because of an ardor which it dreads to comprehend...

Although it be uttered by maid, matron or man, friend, chance acquaintance, tradesman or servant ...

Merry Christmas to You and to Yours

By DE LYSLE FERREE CASS



With Embroldery or Any Needlework.

May all your years be glad and bright.

Deep filled with pleasant days,
And all your hours know sweet delight

Of love that lives and stays!

With some such wishes, true and kind,
Each Christmas should begin.

While some of these must surely bind

Because they've been sewed in!

With a Gift to a Smoker.

When clouds of smoke around you fleat
Think sometimes of this loving (friendly) (cordial) note.
When pictures in the smoke you see
Waft now and then a thought to me,
But though you newer joys evoke.
Don't let our friendship "end in smoke."

With a Box of Candy.

"Sweets to the sweet," the wise old saw,
I quote because 'tis fitting.

And tribute pay unto the law
With gladness unremisting,
"Like unto like" is also true,

Therefore these candles haste to you.

With Music or Musical Instrument,
Because the very thought of you,
Makes music in my mind,
Pray let me share the music true,
The sweetest (gayest) (brightest) I could

CO RECEIPTION LIST OF BAD

With a Laundry List or Bag.
This gift is clean, as you may see,
So, every time you'd cleaner be
Just send a pleasant thought to me.

To "Her," With a Pair of Gloves.

O little thumbs, and fingers, too,
I can but wish that I were you,

Since you, unchid, may clasp her hand, Tell her—but no! She'll understand,

cannot make new worlds for you
Yet these closed covers truly frame
wondrous world of rapture true—
Be pleased to enter in my name!

To a Lady, With Slippers.

O pretty slippers, small and slight,
Be sure to lead her steps aright;
And when her dainty feet you hold,
Guard them alike from hurt and cold.

With Shaving Materials.
Should you cut yourself in shaving,
Don't-blame-me!
Small effect has bitter raving

When the wound one may not see.
But should your razor smoothly gilde,
Include me in your smile so wide.

With Picture of Some Rural Scene.

If your thoughts of town are weary,

Rest your eyes and dream,

Rest your eyes and dream,
Gazing on this picture cheery
Of woodland (rural) (springtime) (vernal) vale and stream;
Remember that had I my way,
Such joys would greet you every day.

With Any Christmas Gift.

Here's a thought of joyous cheer
For Christmas and for all the year!

