



# McCurdy & Co. - Rochester's Christmas Store

With Santa, Himself, Here in Person Daily  
(Santa's Hours: 9:30 to 12 A. M., 1:30 to 5 P. M.)



## Good Morning!

**S**PEAKING of Santa Claus, the South Pole was discovered this day fifteen years ago (1911).

If the North Pole is Santa's home, the South Pole is probably his summer resort—he's such a hardy fellow, you know.

Regardless of where he stays summer or winter, he is making McCurdy's his Rochester headquarters. He, himself, is spreading good cheer daily in McCurdy's Toy Town, at the foot of Elevator Hill in the Busy Basement. But his gifts for all the family overflow all the store for all its six sales floors.

And you may be sure that Santa brought with him to McCurdy's the very best gifts in his magic pack. The more he takes out of it, the more there seems to remain to be taken out.

*McCurdy & Co.*

## Gift Blankets

**T**HE Blanket Department offers many helpful and lasting suggestions in blankets, comforters, bathrobe blankets, slumber and auto robes, traveling rugs and bed-throws.

One of the attractive values is a splendid well made plain or plaid blanket that is sold regularly at \$3.50; our special price **\$2.95** each.

All-wool fringed auto or traveling robes, in a wide range of color combinations. **\$8.00.**

Other all-wool fringed robes. **\$6.00 to \$42.50.**

*McCurdy's—Street Floor*

## All-Linen Gift Towels

**T**OWELS are an every day necessity and a gift you can be sure will please.

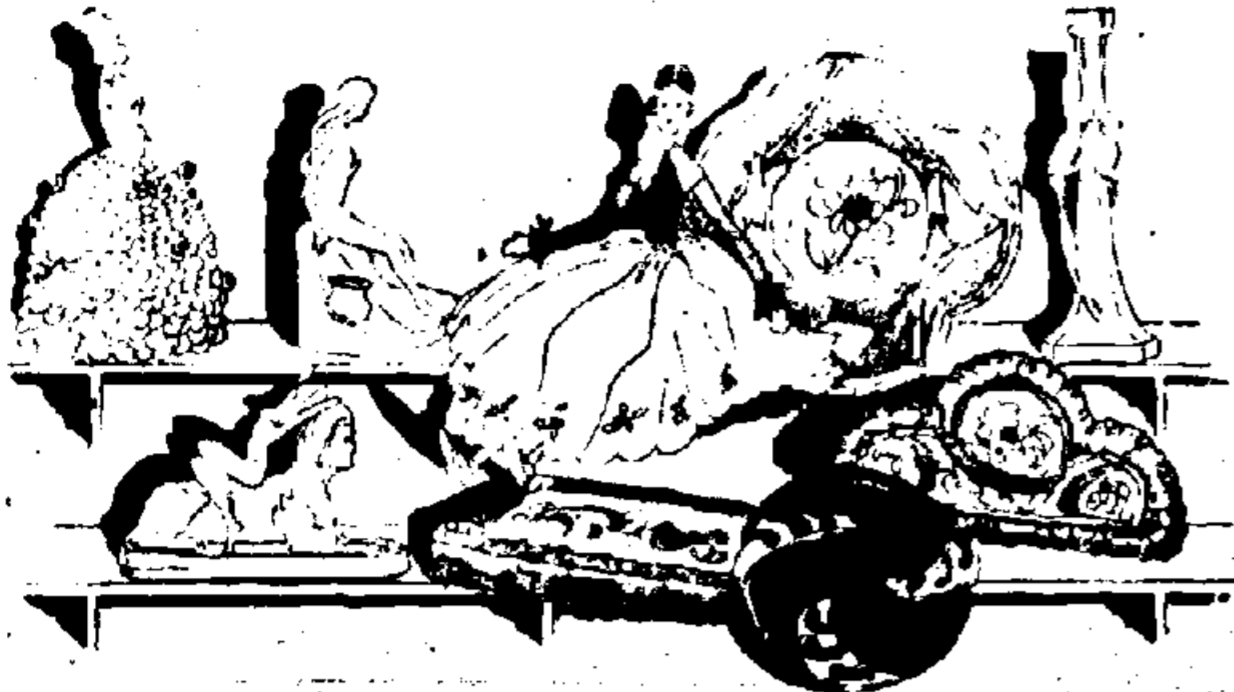
18x32 hemstitched all-linen tuckback towels with colored borders and crest ends. A very attractive towel at **50¢** each.

18x32 fine hemstitched all-linen towels. fancy crest and brocade side borders. **75¢** each.

20x36 fine Irish brocade border all-linen tuckback towels. This is a regular \$1.00 towel we are selling special at **85¢**, or **\$9.00** dozen.

Other all-linen towels, **80¢ to \$2.50** each.

*McCurdy's—Street Floor*



Let the Third Floor Art Department's Gift Division be Your Mecca for those

## Personal Presents

that you put in Christmas stockings

- |  |   |  |
|--|---|--|
| Bronze Book Ends, \$7 a pair.  | Pin Cushions, 89¢.                                | Linen Refreshment Sets, five pieces, \$2.95, \$3.39, \$4.50, \$4.95, \$5.39. |
| Doll Telephone Screen, \$13.95.  | Glass Hand Painted Dresser Vanities, \$1.00.      | Linen Towels, hand embroidered, 79¢, \$1.00, \$1.25.                         |
| Black Velvet Pillow, \$6.50.   | Art Shoe Trees, 98¢.                              | Linen Lid Lifter Sets, \$1.00.   |
| Half Scalloped Shape, \$13.00.   | Handkerchief Cases, lace and petit point, \$2.25. | Silverware Cases of linen, hand embroidered, \$1.                            |
| Large Pillow, \$15.00.   | Holly Candle Holders and Candles, 98¢.            | Art Telephone Screens, \$7.25.   |
| Dainty Silk Bed Lights, many pretty styles, \$2.98, \$4.69, \$4.98 and \$6.00. | Art Ash Receivers, 69¢.                           | Bedtime Stories, 50¢.  |
| Men's Neck Tie Racks, \$2.00.  | Jewel Colored Grass Mats, \$1.25, \$1.35, \$1.98. | Crayon Sets, 50¢.  |
| Art Needle Cases, \$1.69.  | Tapestry Pillow Tops, \$1.00.                     | Leather Pencil Holders, 89¢.   |
| Art Calendars, 50¢.  | Lace Pillows, \$1.19 and \$1.95.                  | Manicure Sets, 69¢.  |
| Mandarin Chinese Mats, \$1.50.   | Italian Leather Note Books, 69¢.                  | Toasting Forks, 59¢.   |
| Colored Glass Vases, \$1.00.   |   | Orange or Lemon Squeezers, 75¢.  |
- McCurdy's—Third Floor*

## Ribbon Novelties

For Christmas Gifts

**F**ANCY Sachet Power Puff, Garters, Pillows, Lingerie Sets, Novelty Powder Boxes, Shoe Trees, Baby Sets, Baby Bonnets, Vanity Bags and Corsette Bouquets. Fancy Shoe Trees, Fancy Garters, Fancy Lingerie Sets, Sachets, on special tables to-day, Main Aisle, East Bldg.

EXTRA SPECIAL TODAY

1000 Fancy Powder Puffs, 49¢

*McCurdy's—Street Floor*

## Gift Fabrics

Wash Goods for Christmas Gifts

Imported Madras Shirtings, \$1.35

From D. & J. Anderson, Glasgow, Scotland. Extreme styles for men's custom shirts.

Madras Shirting, 59¢

1,000 yards Fancy Woven Madras Shirting, in jacquard and fancy stripes and checks.

Punjab Percales, 35¢

3,000 yards of celebrated Punjab Percales in exclusive designs. One hundred styles in fast colorings.

Imported Metal Ribbons

Imported Fancy Metal Ribbons from France. Bright red with "Merry Christmas" and Christmas trees embroidered on same. In all widths for decoration and tying packages. 10¢, 15¢ to 30¢ a yard for No. 40.

Red Ribbons

2700 pieces No. 1, 10¢ a piece, on special table to-day.

Other red ribbons in various widths, 15¢, 19¢, 29¢, 39¢, 59¢ and 99¢ per yard. Many of them interwoven with gold and silver metal threads.

Gift Woolens

Coatings, Imitation Fur Fabrics, Albatross, Crepe Egyptian, Challies, Flannel, Canton Crepe, Twilla.

Chinchilla Coatings, \$4.98

Regularly \$6.00. Chinchilla Coatings for boys' and girls' winter coats. In all the new winter colors.

Fancy Coatings, \$2.98

600 yards 34-inch All-Wool Fancy Coatings, sold early in the season at \$4.00 to \$6.00. Scotch Mixtures, Fancy Stripes, Fancy Plaids, Camel's Hair Effects, Homespuns. The best offering of the season, for women's and children's coats.

Grandmother's Chintz, 49¢

5000 yards Grandmother Chintz, Holly Dimple Prints, Wm. Anderson's Prints and the famous Year Around Chintz and Prints, all fast coloring. Two hundred styles to select from. Fancy holiday boxes with each dress pattern on request.

Challies, 98¢

Japanese, French, German and American Challies for Christmas Gifts. 5000 yards of All-Wool Fancy Printed Challies, in two hundred new and dainty designs from roushied to large floral effects.

*McCurdy's—Street Floor*

## IMPORTATIONS OF OLD WORLD ART

Hand Tooled Italian Leather

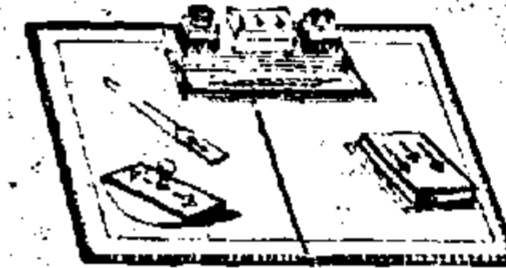
## Gifts de Luxe

Fashioned by Florentine Craftsmen in that Ancient Center of Art

**T**HE finest quality Russian calf leathers are sent to Italy and tooled by hand by master-craftsmen of Italy. Many are exquisitely painted in colors, or treated with gold leaf in such a way that water does not affect either.

The Gift Shoppe now has on display thousands of dollars worth of these leather gifts de luxe—in Antique Italian tooled leather, Venetian tooled leather and Roman tooled leathers.

It's well worth seeing—and to see in to select some for yourself as well as for others.



The pieces above are individual pieces of a desk set of beautiful hand-laced Roman design tooled leather selling for **\$102** complete.

Set consists of desk basket, 7 1/2 inches high; leather pen holder, letter opener, roll blotter, ink stand and ink wells, together with stamp box; memo pad, desk pad and blotter and stationery box with lock and key.

Among the Pieces Shown are:

Ink well in green antique finish, \$7.50. Image of Dante or Beatrice on each piece.

Egyptian designed Pillow Cover with leather fringe and tassels. Has three snaps at opening to insert pillow 21x18 in size. \$27.00.

Cigarette Box with content capacity of 20 cigarettes. \$25.50.

Table Mats, \$17.00.

Book Bags, \$7.50.

Book Covers, \$5.50 to \$8.50.

Book Ends, \$5.50 to \$8.50.

Cigarette Boxes, \$3.50 to \$25.50.

Manicure Sets, \$19.00.

Card Boxes, \$9.50.

Bridge Sets, \$6.00 to \$14.50.

Bridge Pads, \$3.50 to \$5.50.

Writing Pads, \$3.50 to \$6.50.

Writing Sets, \$28.50 and \$29.00.

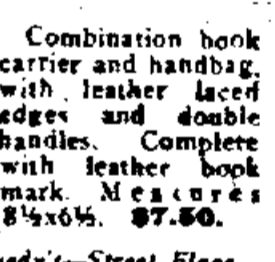
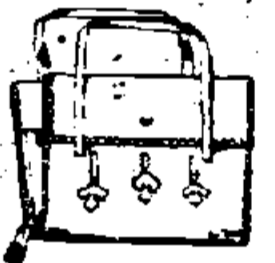
Memo Pads, \$2.00 to \$5.00.

Picture Albums, \$5.00 to \$19.00.

Music Albums, \$10.50.

Picture Frames, \$1.00 to \$10.00.

Jewel Boxes, \$1.50 to \$25.50.



*McCurdy's—Street Floor*



3,000 Bottles Regular \$1.25

## Parfum La MEMO

at a low price sale of **69¢**

No need of coupons Just a need to hurry

**S**UBTLE combination scents in choice of six odors:

Narcisse Jasmine Chypre Rose Violet Lilac

A perfume event second in importance to none. And second only in importance to the rare fragrance is the generous quantity contained within the beautiful art flask. In black and gold art paper covered gift boxes.

We reserve the right to limit quantities to any one customer. None sold to dealers. Phone and mail orders filled.

*McCurdy's—Street Floor*

Now—for Gift Seekers

## 1000 Pieces Art Glass

**T**HE Christmas display of colored art glass has produced some wonderful values at \$1.00 and \$1.50. Each piece is a work of art, a thing of beauty—and as useful as beautiful.

Gift seekers will do well to make early purchases.



Roll Edge Bowls

Nut Bowls

Cake Plates

Cheese and Cracker Sets

Sandwich Trays

Flower Bowls

Candlesticks

Flower Vases

Choice

\$1.00

and

\$1.50

*McCurdy's Busy Basement*

