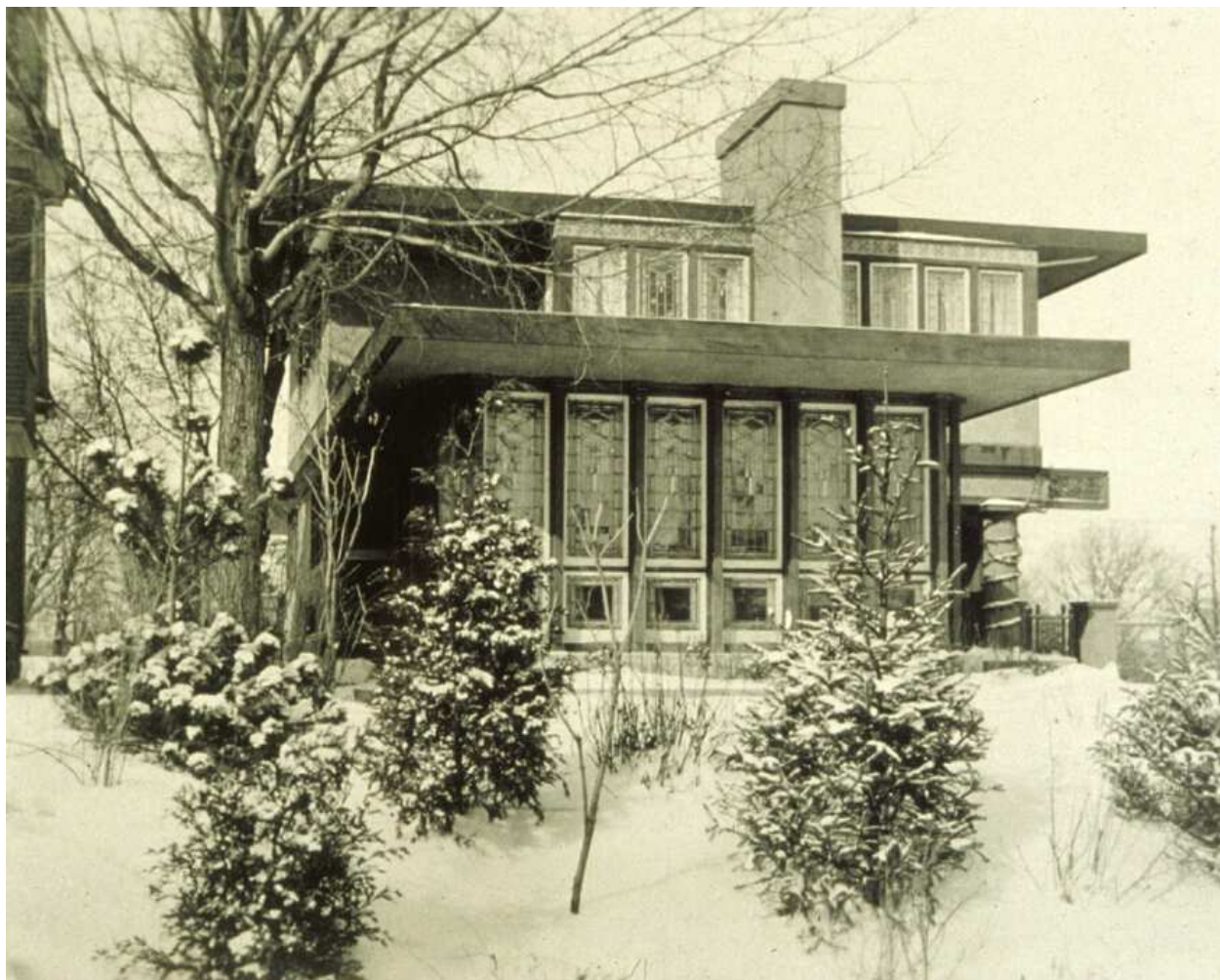


Winterlights at the Purcell-Cutts House



Docent Manual

Updated December 2010

Winterlights at the Purcell-Cutts House

Welcome to “Winterlights at the Purcell-Cutts House!” This short guide has been prepared to familiarize you with the way the Purcells, an upper-middle-class American family, might have celebrated Christmas in 1915. You will notice that many of the traditions discussed here are very old and have survived to the present day, so it is suggested that you consult the *Holiday Traditions in the Period Rooms Docent Guide* in addition to this guide for the origins of such traditions.

During “Winterlights at the Purcell-Cutts House” we will examine holiday social traditions, food, and gifts in the Purcell family while focusing on the individual perspectives of each member of the household during the holiday season. In doing so we hope to help our visitors better understand the period while enjoying the beauty of Christmas in 1915.

General Background

William Gray Purcell, his wife Edna and their adopted son James moved into the house on Lake Place shortly before the Christmas of 1913. For our interpretation of “Winterlights at the Purcell-Cutts House” we have chosen to move forward to observe the Christmas of 1915 with the Purcell family.

This was to be a particularly joyful Christmas for the Purcells because of the addition of their newly adopted son Douglas. Douglas would have been about 10 months and James would have been about 4 ½ years old. Catherine Gray, William Gray Purcell’s maternal grandmother, lived only a short distance away at 2409 E. Lake of the Isles Parkway (Catherine Gray House, designed by Purcell, 1907), and probably would have participated in the family celebration as well. Another, often overlooked, member of the household was Edna Purcell’s maid. Even though she lived with the Purcells, she probably would not have participated in the family’s

Christmas celebration, though she would have played an integral behind-the-scenes role in preparations for the holiday.

The Purcells would have been considered an upper-middle-class family in 1915. William Gray Purcell was a partner in a relatively successful architectural practice. Purcell's father Charles, a self-made millionaire in the Chicago grain trading business, left his son a substantial sum of money to get started in life. In addition, Edna Purcell came from a wealthy, well-connected Chicago family (her father owned a music publishing business) and had a substantial income of her own. Domestic labor was still very affordable and the Purcells, as an upper-middle-class family, could afford a live-in maid. The house on Lake Place had cost approximately \$14,000 to build in 1913, while the average new home cost under \$3,000. Keeping this in mind, we can see that while the Purcells were not rich, they were certainly comfortable in the years preceding America's entry into World War I.

Social Traditions

Victorian Christmas celebrations in America were a blend of German and English traditions passed down from generation to generation. (For more information on Victorian Christmas traditions see the *Holiday Traditions in the Period Rooms Docent Guide*.) As a Prairie School, or as it was referred to at that time, a "Progressive" architect espousing a modern outlook, Purcell valued simplicity, function and the organic relationship of man and nature. He was determined to abandon outdated Victorian notions both in his architecture and his lifestyle. However, the Purcells probably combined elements from their modern lifestyle and beliefs with more characteristically Victorian Christmas traditions, much the same way many of us do today.

A photo taken at the Catherine Gray House while the family was decorating for Christmas gives us insight into how the Purcells might have decorated their own home in 1915. (Fig. 1)

The photo shows Edna Purcell, Catherine Gray, and probably Annie Ziegler, Catherine Gray's live-in companion, in front of the hearth, with Edna and Annie actively engaged in Christmas preparations. William and Edna were married December 29, 1908 and lived in the Catherine Gray House for a few months afterwards. This photo may have been taken around that time or perhaps at a subsequent Christmas celebrated at Catherine Gray's home. William Purcell may have been the photographer. The hearth is decorated with pine garlands, wreaths, and collapsible tissue-paper bells. Annie is gingerly hanging the last of four long stockings from hooks. The many presents lying in front of the hearth are wrapped in plain paper (only one has patterned paper) and tied with string or twine. Unfortunately, in black and white it is difficult to tell whether the paper is plain brown "butcher paper" or whether some may have been colored. A copy of this photo will be placed in the Purcell-Cutts House for the holiday tours.

Religious Services

While there is no evidence that the Purcells were overtly religious, Dr. William Cunningham Gray, Purcell's maternal grandfather, was an important figure in the Presbyterian community as well as an important influence on Purcell. Purcell was involved in the Church of Christian Science as an adult. He wrote articles for the Christian Science Monitor and even submitted a design for the new Third Church of Christian Science in Minneapolis. We have no information on Edna's religious affiliation. We do not know whether the Purcells attended any type of church services on Christmas, so we will concentrate primarily on secular traditions.

Gift Giving

Magazine advertisements and short stories of the day indicate that many people suffered from anxiety when trying to choose just the right Christmas gift to match their relationship with the recipient. Up until about 1880, Christmas gifts had primarily been hand-made. Parents made

wooden toys for boys or dolls for girls. Women made clothes for their husbands and gave baked goods or needlework to their extended family and neighbors. Between 1880 and 1920 rapid industrialization and expansion of the transportation system resulted in a gradual but dramatic shift toward manufactured items that were inexpensive and widely available.

Around the turn of the twentieth century it became traditional to give a gift to nearly all friends and acquaintances. It also became almost a requirement to give your supervisor a Christmas gift, especially for those working in the retail business. This brought about the rise of mass-produced, poor-quality knickknacks known as “gimcracks” (JIM-cracks) to fulfill the demand for inexpensive gifts to give at Christmas. These gifts consisted of items like gaudy figurines, cheap paintings, or poor quality jewelry, and were characterized by low cost, cheap construction, and lack of any practical function. (Fig. 1a)

The backlash against America’s increasing industrialization was reflected in various Christmas reform movements, discouraging shoppers from purchasing useless Victorian gimcracks in favor of useful gifts that reflected modern aesthetic values of simplicity and function. Magazine articles and advertisements of the period abound with suggestions for gifts that are “useful and wanted.” “The Christmas Present Problem,” an article in *The Craftsman*, a contemporary periodical of the Arts and Crafts Movement published by Gustav Stickley, illustrates this trend. The article’s author states the reformed gift giver’s goal: “We want to give something that is distinctly individualistic, something that carries an especially intimate recognition and understanding with it, something that is so intrinsically beautiful it will always remain an object of value to the friend.”

The Society for the Prevention of Useless Giving (SPUG) was a progressive group formed in 1912 to eliminate the compulsory and useless gift giving that they considered a

throwback to Victorian times. Adherents to this philosophy on gift giving were referred to as “SPUGs.” Related to SPUG was the Shop Early Campaign, which encouraged shoppers to buy early and only during regular shopping hours, thus discouraging the practice of extended holiday hours that ruined the holiday season for retail clerks, shoppers, and their families.

Appliances were the most popular gifts for middle-class women between 1910 and 1930 because many middle-class women could not afford the rising cost of domestic help as working-class women left for higher paying factory jobs. (Fig. 2) Although gifts like electric vacuum cleaners and “fireless cookers” were becoming more popular, it was nevertheless thought that handmade gifts at Christmas were superior because they reflected the skill and sentiment of the giver and were thought to be free from the impersonal values of the marketplace.

In view of the positive social attitude toward hand-made gifts, some manufacturers produced items that were only partially finished so that the gift giver could supply the traditionally desirable “hand-finished” touch. Historian William Waits calls these “halfway” items and gives examples like furniture kits, pictures outlined for coloring, blank Christmas cards ready for hand decoration, blank china for hand-painting, and pre-drawn embroidery patterns like the one on the purse donated for display in the House. (Fig. 3) These types of kits were popular with many working Americans because they took less time to complete. They were equally appealing to ladies of the middle and upper classes (like Edna Purcell) because by giving a gift that appeared to be hand-made they demonstrated their leisurely lifestyle and social status. In spite of the fact that most people thought hand-made gifts to be superior, shoppers increasingly favored manufactured or “store bought” items as time went on. After 1920 these halfway items fell out of favor and nearly all gifts were manufactured items.

A photograph taken at the Catherine Gray House, probably of William and Edna Purcell's wedding gifts circa December 1908, provides insight into the type of gifts given in Progressive circles in the early 1900s. (Fig. 3a) There are several items of clothing, including a waistcoat and tie for William, and nightgowns, embroidered bags and purses, and stockings for Edna (some of these may have been "half-ways".) There are also several books, at least two 78-rpm records, some jewelry, and a scattering of knickknacks. This photo will be on view at the Purcell-Cutts House during holiday tours.

William Gray Purcell was an important part of the Progressive movement both as an architect and a writer on Progressive ideas. He was no doubt aware of the various social reform movements surrounding the holidays and would have probably given gifts that adhered to the ideals of beauty and function that they espoused, thus setting the example for his entire family. Purcell was a very busy man, but would nonetheless have been responsible for buying a gift for his wife, toys for the boys, and probably a gift for his grandmother Catherine.

Purcell's most difficult choice in Christmas shopping might have been a gift for his wife, Edna. Because Edna had a full-time maid, she probably would not have received the modern, laborsaving devices many housewives received from their husbands for Christmas in the 1910s. Instead, Mr. Purcell may have selected gifts such as beautifully designed Arts and Crafts jewelry, perhaps by Liberty & Co. of England, a Japanese silk kimono for use as a robe, piano music, books on poetry or travel, or an outfitted traveling case. Closer to home, there was Handicraft Guild of Minneapolis metalwork (there is a Handicraft Guild ceramic candlestick in the house), leatherwork, jewelry, embroidery or pottery. (Figs. 4 and 4a)

Because of Mr. Purcell's close relationship with his grandmother Catherine Gray, we may assume that he would have taken it upon himself to select her Christmas gift. Appropriate gifts

might have included books on poetry or romance novels, an amethyst or pearl brooch, or a fine lace collar.

Christmas was seen as primarily a time for children, so Mr. Purcell's selection of toys for his two young sons would have been of paramount importance to him. Children's toys were to some degree excused from the requirement of functionality. Children traditionally received hand-made toys fashioned of wood, such as a model of Noah's Ark complete with pairs of wooden animals or animal shaped pull-toys mounted on wheels. Noah's Ark evolved as a "Sunday Toy" designed to teach a biblical story through play. A reproduction Noah's Ark is on loan for our display. Such arks remained popular as traditional Christmas gifts through the early twentieth century.

Mechanical tin toys, often imported from Germany until World War I, were also very popular and represented various modes of transportation or animal forms. Children's toys were another gift item that evolved from simple, hand-made objects into a hugely successful industry. Toys cut out and put together on an assembly line replaced handmade wooden toys. Tin toys, popular since the mid-nineteenth century, were becoming more affordable and available through industrialization. These were often mechanized and formed in the shapes of vehicles or animals, such as the mechanical tin kitten on display. Other popular gifts for boys included sleds, wooden blocks (Frank Lloyd Wright was given Froebel blocks as a boy), books, erector sets, bicycles and scooters. Gifts with transportation and building themes were abundant in this era of rapid industrialization. Examples of this can be seen in the toy wheelbarrow and wooden automobile pull-toy on display. (Fig. 5)

A photograph probably taken at William Purcell's father's house (the Charles Purcell residence in River Forest, Illinois, designed by Purcell, 1909) shows several examples of the

types of Christmas presents children were given in the early 1900s. (Fig. 5a) The photo shows a young, unidentified girl in the foreground surrounded with toys, including a small iron stove, a toy ironing board, a metal doll's bed, a toy squirrel or chipmunk (which may have been mechanical), and what appears to be a toy loom. The lower left of the photo shows a small wooden rocking horse chair and a small wooden wagon. Finally, items on the table include a stuffed toy cat and some sort of mechanical toy in the form of a man. The wagon and rocking horse are probably the same types of items the Purcells would have purchased for their two young boys. This photo will be displayed in the Purcell-Cutts House during the holiday tours.

Finally, in agreement with George Grant Elmslie, Mr. Purcell would probably not have overlooked some sort of Christmas gift for the team assembled at the architectural firm of Purcell and Elmslie. They might have given each member of the firm a holiday turkey (which was very expensive in 1915) in addition to some sort of cash bonus.

Although Mrs. Purcell was considered a woman of leisure, she was responsible for running the household. She would also have been responsible for much of the Christmas shopping for friends and family as well as for Mr. Purcell. Mrs. Purcell might have given her husband books on travel or history, a warm-wool scarf (possibly one she made herself), a fountain pen, a watch, a desk set, or possibly a camera like the one on display in the house (Figs. 6 & 7)

Edna would also have been responsible for purchasing or making gifts for other family and friends, or for sending Christmas cards if the Purcells chose to follow the SPUG guidelines. (Fig. 8) She would also have purchased a gift for the family's live-in maid, which might have consisted of a silk scarf, a pair of gloves, a book, or perhaps a small cash bonus.

While Mr. Purcell would have purchased toys for the boys, Mrs. Purcell might have purchased clothing or other more practical gifts. As seen from the family photograph on display in the house (probably taken around 1916 or 1917), sailor suits for little boys were very popular.

James was quite young, but may have had some help (from the maid or from their grandmother) in making small gifts for his parents. These gifts may have been such items as bookmarks, paperweights, hand-decorated Christmas cards or Japanese-style origami figures.

The Purcell's maid may have found Christmas shopping season a less than happy time. As a live-in maid she may have earned as little as \$4-5 for a five and one-half day workweek in addition to her room and board. Many young, working-class women were encouraged to join Christmas savings clubs through local banks or with women's magazines such as the "Ladies Home Companion." These Christmas clubs guaranteed the diligent saver a certain amount at the end of the year for Christmas shopping, though most paid no interest. Unfortunately, we know little about the maid or her family or where she would have spent her hard earned wages if she had anything left over for Christmas, which is rather typical - neither were any photos taken of the maid's quarters during the Purcell's stay in the house.

The Tree

The Christmas tree tradition developed in Germany around the sixteenth century. Queen Victoria's German-born husband, Prince Albert, is credited with spreading the tradition to England after the birth of their first son in 1841. Christmas trees became popularized in America around 1850. In 1900 only about one American family in five had their own Christmas tree. In the first years of the twentieth century the custom grew until by 1910 in most parts of the country, nearly every family had a tree at home.

We can only speculate about what type of tree the Purcell family might have had. Mr. Purcell would probably have chosen the tree in the few days leading up to Christmas Eve. It might have been a large tree to challenge the high ceilings of the living room. He would have tried to hide the tree from the children, outdoors if possible, because it was tradition that, although the parents kept the Christmas ornaments stored throughout the year, it was Santa Claus who actually brought the tree on Christmas Eve. On Christmas Eve, the boys would have been allowed to place their stockings on the hearth, then would have been safely tucked into bed. Their parents would spring into a flurry of activity to bring in the tree, decorate it and distribute the presents beneath its boughs.

Interestingly, Christmas tree decorations did not differ very much from those we know today. Many of the decorations for the tree would have been homemade, both those that had been handed down through the family, and those made recently made in the evenings leading up to Christmas. Hand-made decorations might have included cookie cutouts, paper chains, popcorn and cranberries on a string, and various edible candies or nuts covered in gold leaf. Most Christmas ornaments available through retail outlets were handmade and imported from Germany.

Prior to World War I glass balls and figurative ornaments imported from Germany were very popular in America. The balls were hand-blown in a free-form manner, then silvered and lacquered by hand. The figurative ornaments, often in the form of Santa or various animals or fruits, were hand-blown into a mold. The characteristic wire hook for hanging ornaments dates from before 1892. Icicles were also produced in Germany as early as 1878. Made of very thin strips of silver foil, these were immediately popular in the United States. By 1915 the outbreak

of World War I made it difficult to purchase German ornaments and by 1916 they were non-existent.

From the 1890s on, many American cities had stores that sold inexpensive gifts and decorations imported from Japan, including tiny collapsible Japanese lanterns, miniature fans and brightly colored parasols. It seems likely that Mr. Purcell would have tried to purchase some of these types of tree decorations given his interest in Japanese style. Mr. Purcell might also have acquired some imported Japanese decorations from John Bradstreet's Craftshouse.

Lights for the Christmas tree are a matter for speculation. In 1915 many households were still using the traditional candles to light the tree. This was usually done after dark on Christmas night by the man of the house. The father would close off the room where the tree was located and light all of the candles while the family waited in anticipation. When it was time, the family would come into the room to bask in the beauty of the lighted tree while the father stood nervously by with a bucket of water. This usually lasted for about two minutes, then the candles would be immediately extinguished to avoid a conflagration.

Sometimes candles on the tree brought about heartbreaking results. The day after Christmas one could usually find a newspaper story about a tragic Christmas fire caused by candles used on the tree. By the early 1900s many people were sufficiently frightened to give up using candles on the tree, turning to a new innovation - strings of electric lights. A mere three years after the introduction of the light bulb, Edward Johnson, a colleague of Thomas Alva Edison, introduced the first electrically lighted Christmas tree. The year was 1882. The bulbs were hand-blown, miniature versions of the original light bulb colored red, white and blue, and were wired directly to the tree. The tree was placed on an electric turntable and the lights blinked on and off as the tree turned around.

By 1903 the Ever Ready Company of New York began marketing strings of lights called “festoons” or “outfits.” General Electric produced the bulbs for these strings of sockets and sold them in strings of 28 for twelve dollars, an average man’s weekly wage. In about 1910 GE changed its miniature bulbs to a ball shape measuring one inch in diameter. The bulbs were dipped in a transparent lacquer in various jewel tones.

It was quickly discovered that there were nearly as many dangers associated with faulty electrical wiring as with candles. However, Underwriter’s Laboratories (UL) would not establish safety requirements for Christmas tree lights until 1921. Given Mr. Purcell’s insistence on providing modern lighting fixtures for his home, he might have been very interested in purchasing the most modern technology in Christmas tree lighting, or he may have mixed traditional candles with electric lights. Which ever method he chose, a letter to Purcell’s insurance agent on January 4th, 1915 reveals that the family narrowly escaped tragedy when they had a Christmas tree fire in the same location where the tree now stands for Holiday Traditions. (see Appendix A).

Christmas Dinner

Christmas dinner was usually served after all the presents were opened on Christmas morning. The main course was usually turkey or goose, both of which were very expensive in 1915. Fortunate working-class families received a bird from their employers as part of their Christmas bonus. The less fortunate settled for beef stew or other such mundane fare. The Purcells were in a position to have a wonderful dinner, complete with tantalizing deserts. (see Appendix B) The maid probably would have arisen very early on Christmas morning to prepare the meal, then taken the rest of the day off to enjoy Christmas with her family or attend church.

Some additional information about the maid's role in the household seems appropriate at this point. As previously mentioned, we know almost nothing about Mrs. Purcell's maid other than that she lived in the house with the family. The entrance to her small room, complete with sink, is on the landing of the stairs leading to the family's sleeping area. Her bathroom, with tub but no shower, and a small window, was located in the basement of the house next to the laundry area. The front entrance to the kitchen is at the base of the stairs leading up to the second floor (with her room off the first floor landing) and the kitchen's rear entrance leads to the stairs down to the basement. The kitchen door could be opened and closed with a specially designed foot pedal, while the phone closet and entrance to the basement stairs could also be closed off. This entire arrangement allowed for the maid's areas to be closed off from the family's main living areas, even in such a comparatively small house (approximately 3,200 sq. ft.)

Statistics from the period indicate that the Purcell's maid was very likely a white, working-class woman or a white immigrant of Irish, German or Scandinavian origin. Many immigrant women entered domestic service upon their arrival to the United States because they spoke little English. This position gave them a safe place to stay and did not require complicated language skills for instructions as factory jobs often did. After 1900 the use of very young girls (under the age of 16) as domestics was uncommon due to newly instated labor laws. It was hard to find servants and very hard to keep good ones. The constant shortage of good, experienced household servants was constantly referred to in women's literature of the time as "the servant problem." The shortage was caused by several factors. First, immigration to the U.S. began to slow, reducing the supply of young, unmarried women needing positions. Middle class households began to aspire to the leisured lifestyles of the upper-classes, so that most middle-class housewives had at least one maid, stretching the already short supply over a greater number

of American households. Factory work, though difficult and dangerous, began to pay higher wages than many domestic positions. Finally, experienced maids were difficult to keep as they usually stopped working when they married.

As the Purcell's maid was the only domestic in the house, her duties would probably have been very broad. Mrs. Purcell would have probably prepared detailed instructions on her daily, weekly and seasonal duties. A typical day might have included rising before the family to be sure the coal-fired furnace was working properly (though the responsibility for keeping the furnace stoked after Purcell left for work was often left to a "colored man" he describes in his notes regarding the house). She would then commence with her personal hygiene and breakfast. She would prepare and serve breakfast for the family, then proceed upstairs to air out the bedding, sweep the floors and clean the bathroom. Depending on her agreement with her employers, she might have cared for the children. She also would have done laundry, though the Purcells might have hired a professional laundress to come in once a week. They might have had an electric washing machine and wringer system, as these were fairly common at the time, though the laundry room sink does have a built-in washboard. The room at the back of the basement was used for clothes drying. The electric buzzer system rang in the kitchen and kept the maid apprised of the family's needs with buttons located in the Purcell's bedroom, the dining room, the living room and the back porch. In the evening she would prepare and serve supper, then clean up afterwards. Finally, she would retire to her small room off the staircase to do darning, needlework, etc. - the lighting in her room was particularly good for doing close work.

As previously mentioned the maid probably worked five and one-half days per week with Saturday and one-half day on Sunday off. If the Purcells needed the maid to prepare and serve for a Saturday dinner party, she would probably have received all day Sunday off. During her

free time the maid might have shopped, taken walks, attended plays or gone to dances. The employer/employee relationship was often similar to that of parent/child. Some maids were allowed visitors to the home if they secured permission from their employer first. Of course, male visitors to her room were prohibited. Servants usually were subject to a curfew. If she became ill, it was the employer's responsibility to provide medical attention. Employers provided uniforms if they wanted a specific mode of dress. Oftentimes the maid wore a standard three-quarter-sleeve, ankle-length dress of dark fabric and the employers provided the standard white collar and cuffs. It was up to the maid to see that these were kept clean and presentable. (Fig. 9) These almost parental restrictions on the maid's behavior and freedom probably contributed to the "servant problem."

While the maid was kept busy on a regular basis throughout the year, the holidays probably presented a particular challenge. Increased visitor and delivery traffic, parties, well-wisher's phone calls and the increased cooking and baking workload combined with her own holiday worries probably made the holidays an extremely stressful time for the maid.

Christmas Day

On Christmas morning the boys would have awakened to find that Santa had brought them a wonderful, giant Christmas tree and had beautifully decorated it just for them. They would have found a myriad of wonderful presents under the tree, including a small, boy-sized wooden wheelbarrow, tin and wooden toys, books and several beautifully wrapped boxes with other gifts concealed inside.

After they sat down to a wonderful meal of turkey and dressing, their mother might play Christmas music on her piano while they sat in front of the fire with Father and Grandmother

Catherine. Later on, guests would arrive bearing gifts of food or bottles of wine to wish their family a merry Christmas.

Conclusion

Evening brings the Purcell's Christmas of 1915 to a close. This was one of the family's few Christmases in the house on Lake Place. Architectural commissions were waning, and William Purcell was already in negotiation with Charles O. Alexander about doing advertising work for his industrial leather belting firm in Philadelphia. By now it was evident to most Americans that it would only be a matter of time before America entered World War I. In 1916 Purcell began commuting to his new job in Philadelphia while maintaining a presence in Minneapolis with Purcell and Elmslie Architects. By 1918 the entire family had moved and the house was put on the market. In 1919 Anson B. Cutts purchased the property for \$15,000, ushering in 66 years of Christmas for the Cutts family at Lake Place.

Updated by Jennifer Komar Olivarez, 2010

Appendix: Historical Images



Figure 1

Christmas Favors



China Bald Head Match Holder, China Scratch Me Match Holder, Above two figures 45c each including mail. China Dutch Kist Figure 15c, Brocan Pencil 5c, U. S. Mail Bag 5c, Miniature "Cold Feet" Bag 10c, Celluloid Bird Card Holders, assorted designs, 15c, Christmas Stockings filled with good Toys 5c, 10c, 25c, 50c, \$1.00, Red Flannel Stockings, holly trimmed, to fit presents to, 10 inches, 25c, Holly Jack & Horner Pie, 12 Ribbons, \$4.00, Crisp Paper Holly-Salted Nut Cases, 90c doz., Holly Ice Cream Cases, \$1.20 doz., Christmas Shopping Motives 25c, 50c, \$1.00 per lot of 1 dozen. We make up 12.50, \$5.00 and \$10.00 assortments of Christmas Treasures Table Favors. *It's necessary to put my name charges.*

B. SHACKMAN & CO., Dept. 13, 512 Broadway, New York.

B. Shackman & Co. Christmas favors, *LHJ*, 28 (Dec. 1911): 78.

A Pleasing Christmas Gift



What shall I buy the folks for a Christmas present? One of the most pleasing and acceptable gifts you can make is a set of the **Pan-American Exposition Souvenir Coffee Spoons** made especially for the **the Lake Shore & Michigan Southern Railway by the Onondaga Community**. They are made of best material, carefully and handsomely finished and fully guaranteed. They are serviceable and will last for years. Like quality spoons sold at Expositions at 50 to 75 cents each. The set consists of six spoons. A different Exposition subject is engraved in the bowl of each spoon.

In ordering: Remit by express or post-office money order to **ONONDAGA COMMUNITY, Niagara Falls, N. Y.** Complete Set in Satisfaction Box, postpaid to any address for **\$1.00**

For consideration, manuscripts should be sent to the office of Chicago, Toledo, Cleveland, Buffalo, New York and Boston, via the Western Express Office and the Lake Shore & Michigan Southern Railway. For any goods we should receive via the express, address A. J. SMITH, C. P. & S. A., Cleveland, Ohio.


Oneida Pan-American Expo souvenir spoons, *SEP*, 174 (7 Dec. 1901): 30.

Beautiful for Christmas Gifts. Order To-Day

Easily sent by mail. Suitable for all ages. Inexpensive. Reproductions of the world's great paintings. Each 5 1/2 x 5 inches. Send 25c in stamps for 25 art subjects, or 25 Madonnas, or 25 for children, or 25 kittens, or \$1 for the 4 sets, no two alike. Send \$1 for Art Set of 100, or for 21 pictures, each 10 x 12.

CATALOGUE two-cent stamps. It ought to be in your home. The Perry Pictures, 15 to 25 times as large as this Baby Stuart, cost **ONE CENT EACH** for 25 or more. 220 subjects. Awarded Four Gold Medals.


THE PERRY PICTURES COMPANY, Box H. J., Malden, Mass.



Perry Pictures Co. reproductions, *LHJ*, 28 (Dec. 1911): 70.

"Gimcracks" such as these were the most popular type of Christmas gifts from 1880 to 1910, the first thirty years of the modern celebration. Their hallmarks were low cost, low utility, and low aesthetic merit.

(From Waits, *The Modern Christmas in America*)



A Bromide

is one who gives useless Christmas presents — just to "hold his end up."

Don't Be a Bromide

Give your friends Christmas presents they want — not presents they're going to wrap up and give to someone else a year hence.

ANY friend will appreciate a year's subscription to some good magazine. There's real pleasure in store for him. Fifty-two times a year the postman will remind him that last Christmas you thought of him — and weren't a bromide.

Send us the names and addresses of the friends you mean to favor. Inclose your remittance of \$1.50 each (\$1.75 in Canada). Tell us the subscriptions are Christmas gifts.

Then, to reach each of them on Christmas morning, we will mail one of the beautiful Maxfield Parrish announcements, stating that *The Saturday Evening Post* will be sent for a year — at your request. The copies will follow weekly. Address your letter to

THE CURTIS PUBLISHING COMPANY, PHILADELPHIA, PENNA.

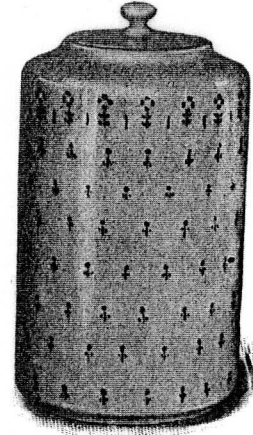
Saturday Evening Post magazine ad, *SEP*, 186 (6 Dec. 1913): 64.

Gimcracks appealed to givers on the basis of low price and (dubious) aesthetic rather than usefulness. Although they dominated Christmas gift giving between 1880 and 1910, during the Progressive period, they alienated many celebrants. The Progressive antipathy to useless items inspired the creation of the Society for the Prevention of Useless Giving (SPUG) as well as this 1913 ad for *The Saturday Evening Post*.



A fruit basket forms the main motif on this cream pitcher

PATTERNS of the designs and directions for decorating the tea caddy and the cream pitcher illustrated on this page will be sent on receipt of five two-cent stamps. Please order H-298, China Painting, and address Handicraft Department, in care of the Woman's Home Companion, 381 Fourth Avenue, New York City.



Tea caddy decorated with a conventional pattern

(Woman's Home Companion, Dec. 1915)

A Beautiful Cushion or Pillow Design
A Pair of Embroidery Hoops and Four Skeins of Silk

All for **25c**

The perfect manner in which these pillows are fitted makes it a pleasure to work them. You can furnish your cozy corner in this way attractively and with less cost than is often paid for one pillow. They are the very thing for Christmas presents. Cheap in price, handsome in design, rich in thought for a friend.

The Silk is POTTER'S BRAIDED WASH SILK
 No better is made. Fast colors, all shades, works with unusual smoothness and convenience—made in exact needle lengths, no thread to cut or tangle. It is kept in perfect condition until the last thread is used by the New Patent Holder.

Ask your dealer for this outfit; if he hasn't it ask him to get it for you; if he refuses, send us his name and address together with your own, and we will send to you direct, and then convince the dealer it is to his interest to carry

Potter's Silks and Stamped Goods
Valuable Book of Instructions Free.
WINSTED SILK CO.
 Art Dept., 254 Franklin Street Chicago, Illinois

Potter's Silks and Stamped Goods, *LHJ*, 20 (Dec. 1902): 56.

5 ARTISTIC XMAS CARDS 25c

You can easily color these cards for gifts or to sell. Cheerful Holiday verses with dainty borders, designed in our studio and printed in soft outline, on ART card board 6 x 4 in. May be used as they are or decorated in colors by YOU. Start Your XMAS work now. Send 25c to-day for 5 carefully assorted cards (postpaid).

HERRICK DESIGNS CO.
 867 Zeigfeld Building, CHICAGO

Herrick Designs Co. Christmas cards, *LHJ*, 28 (Dec. 1911): 82.

Let Your Holiday Gift be Impressive and Convey a Feeling of Personality to the Recipient

THE simplest piece of linen, in the hands of an inexperienced sewer, with the use of the REIS Foundation Letters and a few easy stitches, becomes the most elaborate, daintiest, and neatest Holiday Gift. REIS Foundation Letters mean easy and quick embroidery without the tediousness and "eye-strain" of stamping and filling in.

Remember, REIS Foundation Letters are the only ones guaranteed to retain their original form for an indefinite time without discoloring or injuring linen even with constant washing, boiling or ironing.

Made in three styles, Script, Old English and Block, from 1/4 inch to 10 inches. Your dealer has them, or he can get them for you.

A sample of your initial in the REIS Foundation Letters and a handsome illustrated booklet of styles and uses sent upon receipt of your dealer's name and 2c stamp.

G. REIS & BROS., 636 Broadway, NEW YORK

G. Reis & Bros. Foundation [embroidery] letters, *LHJ*, 28 (Dec. 1911): 72.

"Halfways"

Figure 4



Figure 5

THIS FETCHING LITTLE BRUSSELS NET WAIST \$2.98
Postage Paid

A charming and practical Christmas Gift which every woman will appreciate



To Wear Inside Or Outside Skirt THE "NEW PEPLUM RUFFLE"

No. 2181.—A dainty Waist of two Brussels Net over Japanese silk, with the front exquisitely embroidered with heavy Japanese flowers. The Waist has a peplum or plaited bosque at the waist line, which may be worn inside or outside of the skirt as preferred. Piping of colored Satin Messaline edges the collar and cuffs and is also used around the armholes. Down the center of the front is an insertion of rich Cluny lace, and the same beautiful lace trims the shoulders. A chic side effect Marie Antoinette jabot of plaited Net prettily tucked and edged with German Val lace finishes the front of Waist, in combination with nine tiny Messaline covered buttons. Where the peplum is joined to Waist, narrow Velvet ribbon is applied and a cunning little velvet bow to match finishes the neck. The cuffs are made of tacked Net, and clusters of tucks trim the Peasant effect elbow-length sleeves and extend down the full length of the back. Waist buttons invisibly in the back under a plait. Colors: white Net with black, Coronation purple or emerald green trimming, also in ecru Net with King blue or Coronation purple trimming. Sizes 32 to 44 bust measure. **\$2.98**

Price, mail or express charges paid by us.

Our Catalogue is Free — Write for Your Copy Today

This handsome Book will solve your Christmas shopping problem. It contains over 2000 illustrations and descriptions of useful and beautiful holiday gifts:—Wearing Apparel, Rich Furs, Jewelry, Silverware, Leather Goods, Gloves, Handkerchiefs, Dainty Neckties, etc., all offered at wonderfully low prices. This Book will delight you. It will save you money. It will spare you the fatigue and perplexity of shopping in crowded stores. We will gladly send it to you FREE on request.

BEAR IN MIND We Pay All Mail or Express Charges on Anything You Buy, and We Refund Your Money AT ONCE if you are not Thoroughly Pleased and Satisfied. Send for FREE CATALOGUE TODAY. **BELLAS HESS & CO.** WASHINGTON, NEW YORK & BARRINGTON, ILL. Send for FREE CATALOGUE TODAY.

Bellas Hess & Co. shirtwaists, etc.,
LHJ, 28 (Dec. 1911): 81.

GIFTS by MAIL **Daniel Low & Co.** ESTAB. 1867



Lovely new diamond and pearl pendants with 15-inch chains.
B7272 Solid gold \$8.50
D 5281 Platinum \$25.00
E 948 Quaint Japanese Signet Ring with any two initials, solid gold \$3.00 Give initials and size.



M253 Black Walrus grain belt with a heavy sterling silver monogram buckle, two or three initials. Give initials and belt size \$3.50

J2430 A unique stiff handled Tea Maker in sterling silver \$1.25



R1357 A tiny silver clothespin to hold a man's tie 35c. As Place Card Holder on goblet \$3.75 doz.



N149 A gift that grows more lovely every day. Three narcissus bulbs in a green Japanese bowl. Hand decorated box with Christmas greetings 60c.



"I let 'Daniel Low' do my Christmas shopping for me."

"The Daniel Low buyers search the world over for Christmas gifts that are just a bit 'different.' Their splendid catalog is, I believe, a secret of success in selecting gifts."

Why not let us send you a copy of our helpful catalog? You find clearly pictured and accurately described 10,000 gifts—novel, artistic, useful—gifts in jewelry, table silver, Sheffield plate, toilet articles, leather goods, travelers' conveniences, and a variety of novel things such as one would not find in a day's shopping in a big city.

You find in the catalog just the right gift for father, mother, Tom, Mary—in short it suggests to you the most appropriate gift for each of those whom you wish to remember, and saves you hours and hours in the planning of your Christmas shopping. You will be pleased with the quality of our goods, and the dainty way we pack everything will delight you. Once you have tried the Daniel Low way you will wonder how you ever shopped the old way, with its hours of tramping, its weary waiting and its last-minute extravagances.

Among our customers are the wives and daughters of Governors, Congressmen, Bankers, and prominent business and professional men, as well as people of more moderate means. Our catalog appeals to discriminating buyers in every walk of life—not only because of the time and trouble saved, but also because of the substantial money saving.

You shop in your own home, you get just what you want, and you pay no more—often considerably less—than you had planned. We prepay the transportation charges and guarantee satisfaction or your money back.

Write us Today for Your Copy of Our Catalog **DANIEL LOW & CO.** Jewelers and Silversmiths 217 Essex St. Salem, Mass.



R 3061 Heavy sterling silver link Cuff Buttons with the new black enamel initial \$1.50. Give initial.

S 686 Hammered sterling silver Pocket Knife, two blades 75c.



R2433 Peter Rabbit, the latest novelty in Babyland, appears on this sterling silver ring 25c. Give size.

Sterling silver baby spoon and fork with fascinating Peter Rabbit handles
J1070 Spoon - \$1.00
J1071 Fork - \$1.00



S 356 Leather Ribbon Box with roll of ribbon and sterling silver holly ribbon runner \$1.00



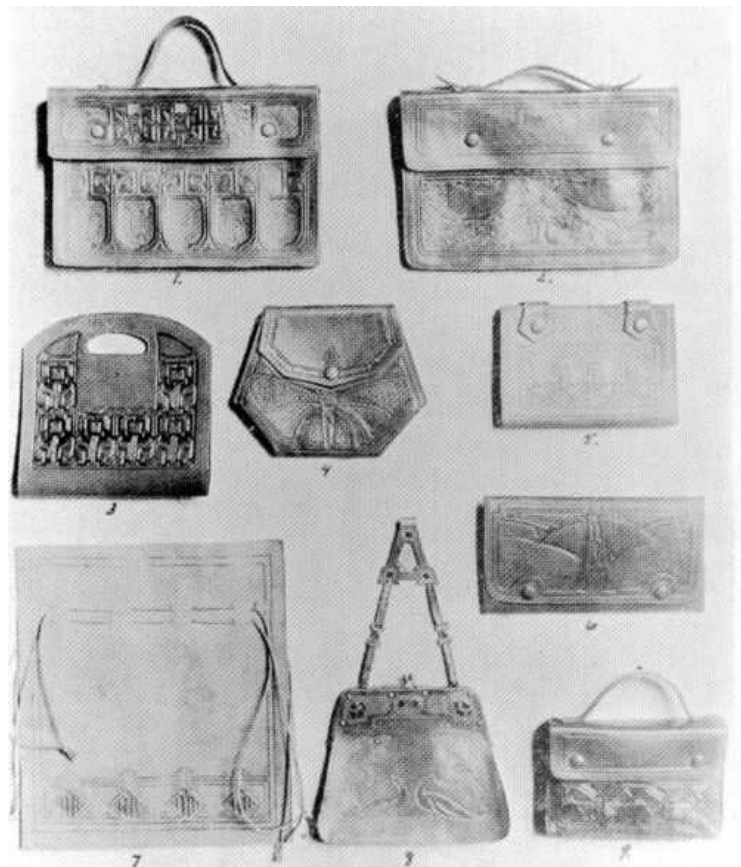
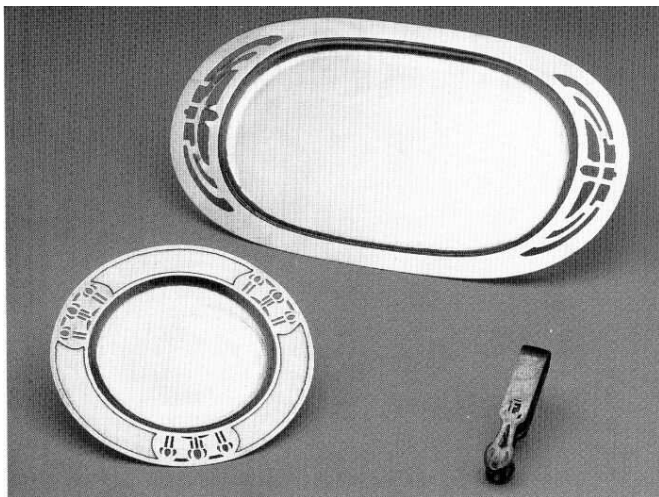
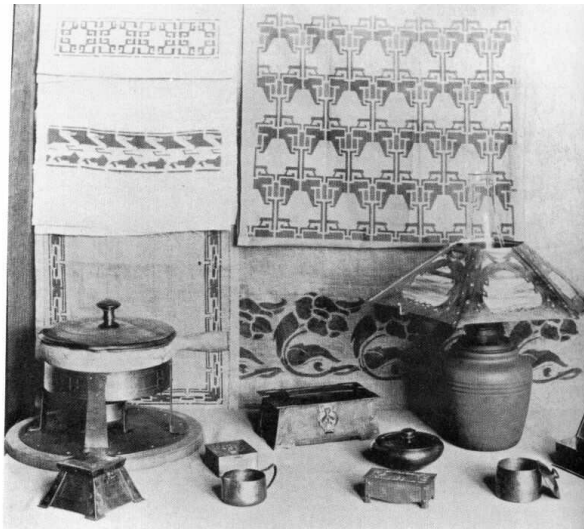
S 480 Embroidery hoop, Sterling rim, holly design; diam. 5 1/2 in. Tied with red satin ribbon \$1.00



L1152 Purse, 4 1/2 x 4 in., black patent leather with white edge \$1.00

Gifts for Women

Figure 6



Handicraft Guild Objects
*(Minnesota 1900: Art and Life on the Upper
 Mississippi, 1890-1915)*

Figure 7

American Model Builder



For Your Boy's Xmas Gift

Here is the most fascinating and instructive mechanical toy ever invented. A game that combines wholesome fun with valuable instruction.

Every boy—and every man—loves to watch the building of skyscrapers and bridges and other big engineering jobs. Give your boy a present this Christmas with which he can learn to imitate the great engineers who are doing big things today. With the American Model Builder he can build working models of real bridges, elevators, cranes, trucks, windmills and giant machines.

The American Model Builder

Includes levers, gears, cranes, wheels and gears with nuts and bolts to fasten them together. All parts are accurately cut from nickel-plated steel and brass. Comes in seven sizes from \$1 up. Complete instruction book with each outfit.

For sale by leading department stores, dealers in toys and sporting goods. Write for our catalog No. 20 and name of nearest dealer.

Canadian distributors, North & Co., Toronto, Canada
AMERICAN MECHANICAL TOY CO.
 434 East First Street, Dayton, O.

American Mechanical Toy Co. model sets, SEP, 185 (7 Dec. 1912): 57.

The ideal Christmas present for your boy

The Meccano Boy says:
 Make your boy as happy as I am—with Meccano.



Building Meccano models is play and glorious fun. Boys delight in building beautiful Meccano models of towers, cranes, bridges, railroads, trucks, monoplanes and machinery of various types—100 structures in all, each a correct working model.

MECCANO

Four boys can start to build Meccano models the moment you give it to him. Everything is simple, and the book of instructions shows what to build. Meccano consists of bright plated steel strips, angle brackets, sector plates, collars, clips, bolts, nuts, wheels, everything necessary, including tools.

Give your boy Meccano. See how he will learn to use his hands, and his head, too.

Meccano outfits \$1 up to \$36. For sale at Toy and Department stores.

FREE Book No. 9, contains the story of MECCANO, by the Meccano boy. Write for it today.

Meccano Company, Inc., 71 W. 23rd Street, New York

Meccano Company model sets, SEP, 186 (20 Dec. 1913): 28.

All-steel Front Grooved non-skid Runners

The ideal Christmas gift for boys and girls!

Flexible Flyer

with new construction—the all-steel Front Stronger, easier than ever to steer and control. The swiftest, strongest, safest sled made. Its grooved runners of chrome nickel steel prevent skidding; and its scientific construction throughout is the reason why it

outlasts 3 ordinary sleds

Nine sizes—ranging from 38 to 102 inches long—including new Junior Racer at \$3.50. Sold by leading Hardware and Department Stores.

Insist on the genuine—unless it bears this trademark it isn't a Flexible Flyer.

FREE Cardboard model shows how it steers. Also attractive booklet. Write us for them today!

Wins Every Race

S L Allen & Co Box 1191 U Philadelphia Pa




Women's Home Companion, Dec. 1915

"Aren't those trains just dandy? They are the best gifts Santa Claus brought."

This is what seventy-five thousand happy boys said last Christmas. It is what your boy will tell you this Christmas when you give him an Ives Miniature Railway System.

IVES TOYS FOR A MERRY CHRISTMAS

Fun and Fascination

The Ives Train will give your child real, lasting pleasure. It will keep him happily occupied for weeks and months to come.

Under his own power, it may train (mounted like the limited mechanical trains) give along a well made, narrow bridge, around corners and through tunnels. It may be stopped at stations or by signal.

The Ives Miniature Railway System is made from a metal toy. It is simple in operation, the arrangement of the tracks, tunnels, bridges, etc., is done by the boy's own hands.

If you have already had an Ives Railway, add such accessories as bridges, tunnels, etc.

We are the oldest and largest manufacturers of amusement railways in the country. The quality and workmanship of every Ives Train are absolutely guaranteed. We replace any parts that may be broken because of defective construction.

Write for a copy, giving your dealer's name.

The Ives Miniature Railways

Engines are of iron. In the electrical, the child can operate it with. The mechanical engines are operated by clock work. Parts are interchangeable. Clashes in operation are eliminated. The engine on the track will be driven by hand, fire, battery, battery, or clock. The engine will run on any track, and will run on any track. After having examined and explored the Ives Miniature Railway, write \$1.00.

Write for a copy, giving your dealer's name.

THE Ives Manufacturing Corporation
 124 Highland Avenue, Bridgeport, Conn.
 Established 1888



Ives toys, SEP, 184 (2 Dec. 1911): 50.

Toys for Boys

Figure 8



Figure 9

GREETINGS to a man on Christmas Day frequently are accompanied by a gift which he gratefully accepts for the giver's sake rather than for the gift's, though mother, or wife, or sweetheart has frantically hunted for something he would like. The designs on this page are offered as a help to these seekers after the acceptable. While planned by a woman, they have been approved by several of the hard-to-please sex as having the practical value which the difficult ones demand, and that lack of frills so insisted upon by masculine taste.

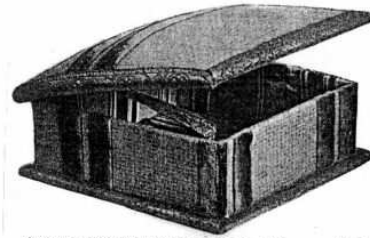


This frame for calendar cards matches the desk box above

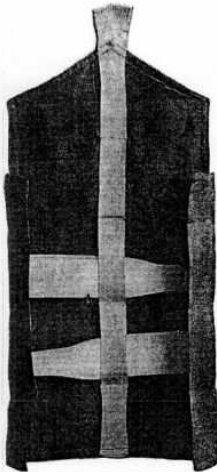


Here's a masculine-looking desk box stocked with pens, rubber bands, clips, and a sponge rubber

USE bristol board for the boxes and frames illustrated, and stitch all possible edges. A long strip stitched between the several boards forms the box sides. The desk box is 10 by 3 inches, and 1½ inches high, and the inside is divided into two square sections at the center and a smaller section at each end. The calendar and photograph frames are of double board, with an opening at the top, and the calendar frame has a standard of cardboard.



A square box for handkerchiefs with a padded top for pins. The top and bottom extend a half inch beyond the sides



Pongee case for dress ties. It is eighteen inches long and ten inches wide. The strap is of silk braid



A knitted neck scarf for the man who motors. How to make it is told higher up on the page

GERMANTOWN, Shetland floss, or Angora wool may be used to make the sports-scarf illustrated lower down on the page. Knit plain on the finest possible needles. Cast on enough stitches for a width of 10½ inches, and knit a length of sixty inches. The border is made by working 4½ inches in color; white, ¼ of an inch; seven stripes of alternating colors, each ¼ of an inch; white, ¼ of an inch. Work 1½ inches in color, then repeat border stripes, and work them twice at other end. Finish both ends with a 3-inch fringe.



When the proud father goes a-traveling he may take the pictures of his children in this photograph frame

GIFTS MEN WILL REALLY LIKE

One of the Most Puzzling Problems of Christmas Solved

(Woman's Home Companion, Dec. 1915)

Lord Elgin

THE gift that a man delights to receive and show. What a happy present to give husband, son or brother! With your picture inside the case!

Men of affairs—of power and prestige—own this watch. And their reliance on its fastidiousness is well founded. For a lifetime it runs true. A marvel of precision and beauty. The thinnest watch made in America. 15 and 17 jewels. Solid gold and 25-year filled cases. Prices range from \$25 to \$75. Examine it at your jeweler's.

ELGIN NATIONAL WATCH CO., Elgin, Illinois.

THE WATCHWORD IS ELGIN

Elgin watches, *LHJ*, 28 (Dec. 1911): 76.

While most of the Christmas gifts that women presented to men were inexpensive, one expensive type of item, the watch, was sometimes chosen. Good watches discretely symbolized their owners' success in business (as well as their concern with punctuality), and were important male status symbols before 1920.

A thoughtful gift is a Gillette Safety Razor for his Christmas.

You cannot make a mistake in giving him a Gillette. If he already owns one of our Standard sets, he will welcome a Pocket Edition in gold or silver or a Combination set for his traveling bag. He is sure to be pleased with the Gillette, when—NO STROPPING over his eye or shaving habits. He will use it every day and prize the good sense that prompted a practical gift. Besides, it is good for him—increases sanitary habits, keeps him from the barber shop, saves him the cost of shaves and tips.

The Combination set at \$4.50 is very popular—Razor, Blade, Soap, Brush, everything he needs for shaving, in a handsome leather case. Pocket Edition, silver or gold plated, very compact and beautiful in design, \$3 to \$4.

Traveler's sets with safety blades, from \$8 to \$25.

For a small gift a packet of Gillette blades at 30 cents or \$1.00 is specially acceptable.

You will find holiday shoppers of Gillette in the stores. Go where there is a good assortment. Make your selection early. Write us today for illustrated pamphlet A.

KNOW THE Gillette WORLD OVER

King & Little

GILLETTE SAFETY RAZOR COMPANY 22 West Second Street, BOSTON

Gillette razors, *LHJ*, 29 (Dec. 1912): 57.

Dec. 10th

ALICE:—"A Conklin Pen! The very thing I'll get Tom! Won't he be tickled! And it's such a sensible, practical gift, too."

Dec. 25th

TOM:—"Fine! Now that's what I call class! And just what I wanted, too! Either I talk in my sleep or Alice is a wind-reader."

Jot down on YOUR Christmas List

Conklin's
Self-Filling
Fountain Pen

The original Self-Filler—never equalled. Sold for 13 years, 1,000,000 satisfied users. It will bring a delighted smile of sheer joy to his face on Christmas morning. He can use it in his work—and every day, too.

The Conklin fills itself and cleans itself! 14K. 18K. 21K. 22K. 23K. 24K. 25K. 26K. 27K. 28K. 29K. 30K. 31K. 32K. 33K. 34K. 35K. 36K. 37K. 38K. 39K. 40K. 41K. 42K. 43K. 44K. 45K. 46K. 47K. 48K. 49K. 50K. 51K. 52K. 53K. 54K. 55K. 56K. 57K. 58K. 59K. 60K. 61K. 62K. 63K. 64K. 65K. 66K. 67K. 68K. 69K. 70K. 71K. 72K. 73K. 74K. 75K. 76K. 77K. 78K. 79K. 80K. 81K. 82K. 83K. 84K. 85K. 86K. 87K. 88K. 89K. 90K. 91K. 92K. 93K. 94K. 95K. 96K. 97K. 98K. 99K. 100K.

The Conklin Pen Manuf. Co., 261 Conklin Bldg., Toledo, Ohio

Conklin's fountain pens, *LHJ*, 28 (Dec. 1911): 90.

By exulting in his new Conklin pen, the "Tom" of this ad alleviated readers' anxieties about pleasing their own recipients. The ad inferred that, if readers gave them Conklin pens, they were sure to be as delighted as Tom.

A Merry Christmas

is assured to him who makes others happy, and at this time of year our thoughts turn toward some useful gift for our friends to make them happy. If Christmas gifts are prized according to their usefulness, a

Utica Plier

will make an ideal gift for your friends, for it is the most useful tool in the world, occupying the relative position among tools that the hand does to the body.

Utica Plier for a Christmas gift may strike you as a little inappropriate, but if you will give it a woman's thought, you will see how very appropriate it is because of its great usefulness. It has features of steel with a thousand times the power of the fingers and hand, and it will do so many things the hand lacks the power to do. It has a natural place in every household, office, garage, workshop and factory.

We extend our hearty wishes to you for a Merry Christmas and a Happy, Prosperous New Year.

The Utica Drop Forge & Tool Co.
400 Whitehouse St., Utica, N. Y.

Utica Drop Forge & Tool Co. pliers, *SEP*, 185 (7 Dec. 1912): 58.

Give Him a Good Set of Tools

A handsome set, shows force and skill, covers every need of course, Nicholson File Co. includes—

A Nicholson File Co. set for shaping woodwork, and metal work and file for finishing work—gold and silver—Taper File for sharpening the saw.

Any one of his can find jobs in "Axe Job" in the same with Nicholson File Co. Experience will teach the value of these sharp cutting, durable tools.

At hardware and mill supply dealers.

NICHOLSON FILE CO.
PITTSBURGH, N. Y., U.S.A.

A File for Every Purpose

Nicholson File Co. files, *SEP*, 201 (8 Dec. 1912): 154.

A hallmark of gimcracks had been their lack of utility. However, around 1910, tastes in gift giving took a practical turn and gimcracks fell out of favor. Useful gift items, such as appliances and these tools, dominated gifts to family members and very close friends during the 1910s and remained popular through 1930.

"Store Bought" Gifts for Men
(From Waits, *The Modern Christmas in America*)

Figure 11

Opening the Christmas Mail



Christmas Cards

Solve the Christmas Problem

A "DAVIS QUALITY" CHRISTMAS CARD costing from 10c to 25c, which carries a sentiment that appeals, will bring more sincere appreciation than a gift costing several dollars.

Christmas gifts you can send to but a few—Christmas cards you can send to an unlimited number of friends and they will feel under no obligation to return the courtesy, except with a letter of appreciation.

The A. M. Davis Co. Quality Cards always carry a thrill of pleasure to the recipient, because they express your thoughts and wishes in an individual way. They have just the sentiment you can't find in a store, or even in a book—the thought that has been lying back in your brain awaiting proper expression, here expressed a little better than you could do it yourself.

"There may be no other Christmas Day but none of us are likely to see the good old-fashioned one."
—President J. P. Morgan

THE A. M. DAVIS CO. QUALITY CARDS BOSTON

are the original American-made Christmas cards of high quality, a refreshing note from the old-fashioned, imported Christmas booklet. The sentiments—by such authors as Henry van Dyke, Kate Douglas Wiggin, Edwin Markham, Robert H. Lord, Clara Louise Burnham, etc.—are published exclusively by us. They are printed, engraved or embossed on quality paper in a quality way. As they have proved themselves good enough to be imitated, *not* for the trade and *Quality Cards* on the back. This made each a Christmas card in the *Quality Cards* equivalent of the word "Quality" as a piece of silver. Ask your dealer for The A. M. Davis Co. Quality Christmas Cards. If he cannot supply them,

SEND IN THE COUPON BELOW
with 10c and we will mail you an A. M. Davis Co. Quality Card bearing the above sentiment and a booklet describing our extensive line.

THE A. M. DAVIS COMPANY, 220 Ashcroft Ave., Boston, Mass.

LOOK FOR THE TRADE MARK
THE A. M. DAVIS CO. QUALITY CARDS

THE A. M. DAVIS CO.
220 Ashcroft Ave., Boston, Mass.
Christmas cards and Quality Cards sent on Christmas Day, Dec. 25, and your order will arrive.

To the Dealer:
This advertisement means you should demand for these Quality Christmas Cards your highest price in advance. Although you may not make a profit, your name will be on the inside of the card.

A. M. Davis Quality cards, *SEP*, 185 (7 Dec. 1912): 51.

Around 1910, Americans began to present cards rather than gimcracks to their friends at Christmas, a shift that was an important part of the Progressive reform of Christmas gift giving. Cards moved to a higher plateau of popularity following World War I when they were promoted by the new Greeting Card Association, and to an even higher level during the 1930s, because of the Depression.

(From Waits, *The Modern Christmas in America*)

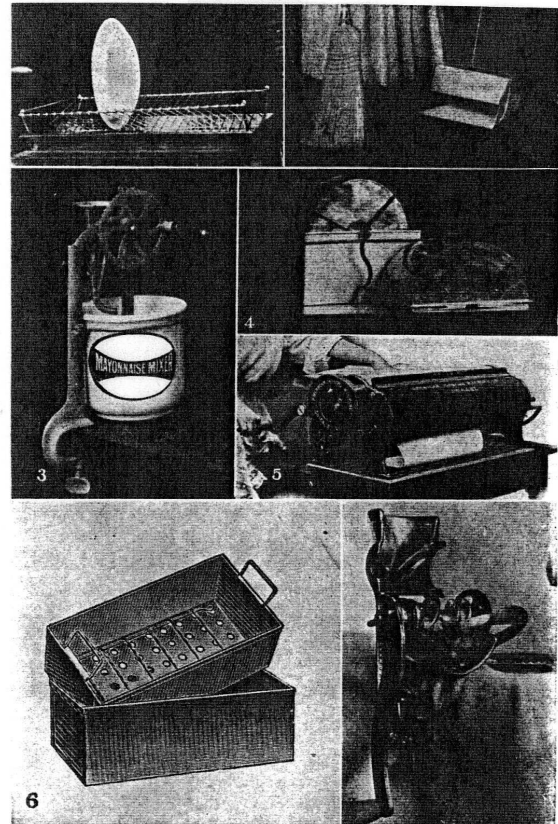
Figure 12



No. 2906—Apron in House-Dress Style.
32, 36, 40 and 44 bust. Pattern, ten cents.

THE apron on this page has all the good features of a house dress, yet can be used for all sorts of hard wear. It fastens with two large buttons, making it very simple to adjust. In a pretty material, with striking buttons and a little ornamentation at belt, armholes and neck, it would serve as a "best" apron; or it can be made plainly for kitchen uses.

Negligee No. 2907 is shown in chintz or cretonne, and these materials make charming and inexpensive little garments. A slightly more dressy sacque is No. 2668, and with nice lace would make a useful addition to a trousseau or a welcome present at Christmas.



LABOUR-SAVERS

- (1) Dish Drainer Allows Dishes to Dry Themselves
- (2) Hooded, Long-handled Dust-pan Prevents Stooping
- (3) Stationary Egg-beater Prevents Waste Motion
- (4) Washboiler with Rotary Wheel Saves Rubbing
- (5) Hot Mangle Which Replaces Hand Labour
- (6) Silver Clean Pan Which Does Away with Silver Polishing
- (7) An Efficient, Easily Cleaned Meat-chopper

Mrs. Purcell might have given her maid fabric to make an apron. (left) The maid probably used tools such as these in her daily work. (above)

Figure 13

Handwritten:
25-C

Minneapolis, Minnesota,
January 4th, 1915.

Charles W. Sexton Company,
Phoenix Building,
Minneapolis.

Gentlemen;- We have had a small fire at my dwelling,
2328 Lake Place, which I brought to the attention of your
Mr. Hauschild, and following his suggestion, I hand you
herewith my estimate of the damage:

One Living Room Rug, 10'06" x 25'-6", from G. F. Weber Studios.....	\$187.00
Damage to floor.....	5.00
1 Copy Galeworthy's Plays.....	1.50
1 Ladies suit (damaged in trying to put out fire with skirt).....	75.00
1 Watch in pocket of Ladies skirt.....	5.00
1 Gentleman's suit (damaged in trying to put out fire).....	10.00
Decorations for Christmas tree.....	5.00
	<u>\$288.50</u>

Yours very truly,

Handwritten signature

Appendix A

Figure 14

SAMPLE CHRISTMAS DINNER MENUS

The following menus were printed in the December 1915 issue of *Good Housekeeping*.

Grapefruit Filled with Tokay Grapes (Placed on Christmas doilies)

Creole Soup, Wafers

Scalloped Oysters, Celery

New Style Roast Turkey, Dressing, Mashed Potatoes

Turnip and Cauliflower Cooked Together

Frozen Cranberries

Neapolitan Salad, Deviled Almonds

A Simple Christmas Pudding

Hard Sauce (Strawberry flavor)

Crackers and Cheese, Coffee, Bonbons

or

Tomato Hors d'Oeuvres

Chicken Consomme with Celery, Wafers

Fish Florentine, Radishes

Roast Goose, Onions, Apple Sauce

Browned Potatoes

Lemon-Jelly Salad, Salted Crackers

Steamed Fruit Pudding, Sunshine Sauce

Italian Ice-Cream with Butter-Scotch Sauce

Hearts and Diamonds

Fruit Bonbons, Coffee, Nuts

or

Cherry Cocktail

Clear Tomato Soup, Croutons

Roast Chicken, Corn Dressing, Brussels Sprouts

Browned Sweet Potatoes, Onions

Cranberry-Jelly Salad, Little Rolls

Creme Boulet, Coconut Puffs

Crackers and Cheese, Coffee, Bonbons, Nuts

Figure 15

The following recipes were printed in the December 1915 issue of Good Housekeeping:

Corn Chicken Dressing

2 ½ cupfuls stale breadcrums	¼ cupful melted butter
½ can corn	2 tablespoonfuls chopped green peppers
3 teaspoonfuls powdered celery-leaves	1 ½ teaspoonfuls salt
	1/8 teaspoonfuls pepper

Combine in the order given. This is sufficient for one chicken.

Mrs. R. Fitch, 610 W. 180th St. N.Y. City

Roast Chicken or Turkey, New Method

Stuff and truss the bird as usual and put it in the lower part of a covered roasting-pan; let it brown slightly in a hot oven, and then pour gravy made as follows: melt two tablespoonfuls of butter, stir in three tablespoonfuls of flour, add gradually two cupfuls of warm water, and when thoroughly mixed, two cupfuls of hot water. Cook together till smooth and season with two teaspoonfuls of salt and one-fourth teaspoonful of pepper. Cover the bird closely and let it cook till done, adding water occasionally if the gravy seems too thick. These proportions are for a chicken.

Mrs. Allen Alber, 1963 Sheridan Ave., Minneapolis, Minn.

Christmas Rolls

2 cupfuls scalded milk	½ cupful sugar
1 yeast-cake	2 eggs
½ cupfuls tepid water	1 tablespoonful powdered cardamom-seeds
3 cupfuls bread-flour	Flour to knead
½ cupful butter	

Dissolve yeast in tepid water, add to milk, and beat in the three cupfuls of flour. Let rise till spongy. Add melted butter, then the sugar, eggs, cardamom-seeds, and flour to knead. Let rise again till double in bulk, shape into strips about eight inches long, fold into rings, or tie loosely into knots, brush over with a slightly beaten egg-white diluted with a little cold water, and sprinkle with sugar and chopped pistachio-nuts, mixed with shredded candied cherries. Bake in a moderate oven.

Mary Lewis, 68 Northern Ave., N.Y. City.

A Simple Christmas Pudding

1 cupful grated raw potatoes	1 teaspoonful soda
1 cupful grated raw carrots	1 tablespoonful water
1 cupful chopped suet	1 teaspoonful salt
1 cupful brown sugar	1 teaspoonful cinnamon
1 pound chopped raisins	1 teaspoonful nutmeg
1 ½ cupfuls flour	1 teaspoonful allspice

Mix thoroughly in order given, put in a well-oiled pudding-mold, cover, and steam five hours. Serve hot with hard fruit sauce

Mrs. F.E. Henry, 85 Pilgrim Ave., Detroit, Mich.

Nut Kisses

1 egg white	1 cupful chopped walnuts
1 cupful sifted brown sugar	¼ teaspoonful vanilla

Beat the egg-white very stiff, stir in the sugar, nuts, and vanilla, and drop on a buttered pan, making the kisses two inches apart. Bake in a moderate oven.

Mrs. J.H. Gray, 412 Walnut St. S.E., Minneapolis, Minn.