

MACY'S TELLS MEN HOW TO PICK PRESENTS FOR WIVES

Gives Suggestions for Anniversary Gifts for Brides of Last Year and Former Years, With List of Types of Remembrances for the Various Marital Jubilees.

That the wedding anniversary is a stunted made a sure-fire hit with the women friends of Macy's, the latter appreciating the service rendered to them by the store's appeal to forgetful or indifferent husbands to "say it with gifts" on the occasion of the wedding anniversary.

The advertisement was headed, "In Honor of the Bride of Yesterday." Stretched diagonally across the page, from top to bottom, was a series of artistically executed pen-and-ink sketches depicting brides in costumes of various periods. In bold type, and double-headed, the purpose of the ad was thus explained.

"Tradition prescribes that we bring gifts to the bride—not only to the new bride, but quite as much in honor of her whom the dignity and grace of years have been added.

"The gracious custom of remembering with a gift the anniversary of the bride is so old that the exact origin of the names for the various weddings has long been forgotten. We only know that since the middle ages certain tokens have been thought to be fitting for certain years as remembrances from husband to wife, and that as the years increase they grow more precious—from the fragile paper gift of the one-year bride to the gold of the bride of a half a century.

"To the family and friends who join in the celebration we offer appropriate gift suggestions for all the anniversary years from one to seventy-five."

In a decorated border appeared a complete list of the different kinds of wedding anniversary, from the first to the seventy-fifth. These were designated as follows:

1. Paper, cotton.
2. Straw, paper, calico.
3. Candy, leather, muslin.
4. Leather, silk.
5. Wooden.
6. Iron.
7. Wooden, copper, floral.
8. Bronze.
9. Pottery.
10. Tin.
11. Linen, silk.
12. Rock, crystal, glass.
13. China.
14. Silver.
15. Pearl.
16. Coral.
17. Ruby, emerald.
18. Sapphire, ruby.
19. Gold.
20. Diamond.
21. Diamond.

**SALT IS SALT
BUT THE
BEST IS
Windsor
Table
Salt**
Purest and Best
THE CANADIAN SALT CO. LIMITED

For Christmas Gifts look at these manicure sets

Each in a beautiful silver
and blue wrapper



For her dressing table
Complete with full size
packages Cutex Five
Minute set. In the new
wrapper.
\$1.00

For her toilet case
Larger, beautiful, conven-
ient. Cutex Traveling Set.
In the new wrapper.
\$1.50



A more luxurious gift
Containing buffer and other
extra articles. Cutex Boud-
oir Set. In the new wrapper.
\$3.00

For her week-ends
Complete with small-
er packages—Cutex
Compact Set. In the
new wrapper.
60c

WHEN you see the Cutex manicure sets in their new wrapper this year, you will instantly welcome them as the perfect holiday gift for any of your friends.

Everything in them has been arranged to make the care of the nails a pleasure instead of an irksome duty.

The file, the orange stick, the emery board in little separate compartments; Cutex for the cuticle, used also as a nail bleach; the polishes, the nail white—all in smart containers.

Whether you want a simple remembrance or a beautiful and distinctive gift that will remain a permanent possession—you have just the right set at exactly the price that your pocket-book can conveniently meet.

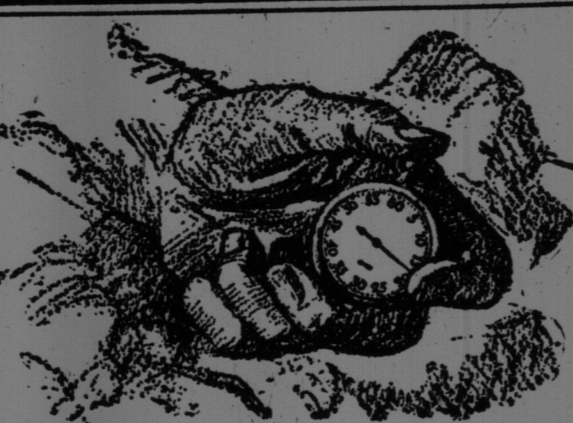
In their black and rose boxes these sets add a touch of smartness and distinction to any dressing table.

And the new Christmas wrapper is like a beautiful miniature painting done in the time of Louis Quatorze. The main colors are silver and blue with a dash of daring red and exquisite cream. It is dainty, yet striking and distinctive. It will stand out as unique among a whole collection of other presents.

Even the smallest set at 60c. contains every essential for a perfect manicure, and any Cutex Set will delight the heart of the person who receives it. Around your own corner there is sure to be a drug, or department store where the clerk will immediately hand you any of these well known Cutex sets. Four of them are illustrated here.

The De Luxe Set which is not shown is sumptuously fitted in a satin-lined case that will be prized as a permanent possession. It too, has its special Christmas wrapper. The price is \$5.00.

MADE IN CANADA
On Sale at all Toilet Goods Counters
NORTHAM WARREN, 200 Mountain Street, MONTREAL



78 Seconds, Men, From Lather to Towel!

The World's Fastest Shave—We Invite You to Try It

For a quick shave, a super-keen blade.

That's the whole story. We've processed a barber's edge—the keenest cutting edge known—on a safety razor blade. It took us years to perfect it. The result is a Velvet Shave in 78 seconds actual time.

Over the Face—Once

No scraping. No after-shave smart. No shaving lotions needed to protect the face.

Once over the face—that is all. Thus you reduce shaving time one-half. And save your face, for dull-edged blades ruin the skin.

Dermatologists tell us three men in four, past 36, look ten years older than they are, because of improper shaving methods.

This new blade overcomes it. Changes the whole shaving situation. It marks a new era in home shaving. Already millions of men are enjoying the comfort it brings.



3
Things in a Shave
You've Never Had
Before

First—a super-velvet shave, going over the face one time. No scraping.

Second—a quick shave. 78 seconds from lather to towel. Only a super-keen blade can do it.

Third—a 78 second velvet shave every day. The strap keeps up the edge of the blade.

AUTOSTROP SAFETY RAZOR CO., LIMITED - TORONTO

Valet Auto-Stop Razor

Sharpens Itself

We recommend your using our famous strap for the same reason a barber straps his razor. It keeps up the keenness. It works as a part of each razor—there if you care to use it, or, if you choose, you can just insert new blades as you feel the need. Self-stropping is a patented Valet AutoStop feature. It helps to give you the world's fastest shave every day.

Make the Test

78 seconds for a velvet shave—that's our proposition. Pick up a Valet AutoStop Razor at your dealer's today. Make the test. It will amaze you.



\$1.00 or \$5.00

Valet AutoStop Razor comes in two styles, \$1 and \$5. The five-dollar difference is in the superlative finish of the latter. The 18-second shave, you find in either one you choose. Gold plated and sterling silver fitted sets—ideal for gifts—are priced up to \$25.

Cuticura Soap The Safety Razor Shaving Soap

Contains the finest shaving cream. Shaves without soap. Shaves without soap.

such gifts as:

- "A mahogany tip table with inlaid top, \$12.48.
- "A mahogany muffin stand, \$11.48.
- "A walnut book rack, \$5.94.
- "Furniture department, sixth floor.
- "A mahogany mantel clock in tambour design, \$9.94.
- "Clock department, fourth floor.
- Center.
- "Hand-decorated bread knife and board, \$2.89.
- "Art embroidery department, fourth floor."

For the Bride of 1912.

- "Let us hope her tastes are domestic! One may buy her:
- "A tin egg poacher, 68 cents.
- "A kitchen reminder, 91 cents.
- "A kitchen set of six indispensable articles, \$1.49.
- "Dishcloth.
- "A decorative painted tray, \$2.69.
- "Art embroidery department, fourth floor."

Suitable gifts for brides of other years, ranging all the way back to "The Bride of 1862," were suggested in the same way. In the latter case, veteran husbands with a sixty years' service stripe to their credit, were offered the following constructive hints:

- "What but the diamond could fittingly symbolize the marriage of sixty years? One might choose:
- "An exquisite wrist watch of solid platinum encrusted with diamonds, \$14.
- "A diamond and platinum scarf pin, \$94.50; a bar pin whose top of filigree platinum is set with three diamonds, \$95.50.
- "Jewelry department, main floor."

Y. M. C. A. ACTIVITIES.

In the Y. M. C. A. League volleyball fixture yesterday the Canadian Club team defeated the Teachers. The Canadian Club team could only place four men on the floor but won despite this handicap. This league is enjoying the best season in its history.

The Young Men's Class met last evening and organized a team, to be known as the Harriers. H. Friars was elected captain, E. Yeomans was elected manager and H. Taylor was elected secretary-treasurer.

A meeting will be held this evening for the purpose of organizing the House basketball leagues, senior and intermediate. These leagues will play throughout the winter.

A compound has been patented for making window shades washable and waterproof.

Sir Henry W. Thornton, the new president of the Canadian National Railway Board, has accepted the invitation of the local Canadian Club to speak here on December 18. A telegram from Sir Henry to the secretary of the Canadian Club was as follows: "Expect to be in St. John, morning of December 18, leaving at 2 p.m. and would be happy to accept invitation of the Canadian Club on that day at luncheon to commence at 12.30 (sharp). Will be accompanied by Major Bell, vice-president, and others whose names will be advised you later. Kindly acknowledge receipt."

Starr



A 400 Year Precedent

THE singing throat of the Starr Phonograph is made from silver grain spruce, a wood that has been the choice of famous violin makers for over 400 years. This gives the Starr a richness and purity of tone unequalled by that of any other instrument of its kind.

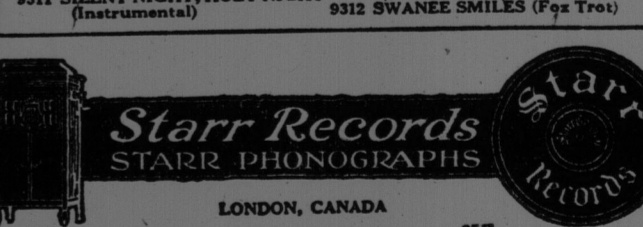
Because of its superiority of tone, the Starr Phonograph was awarded the Blue Ribbon, the Gold Medal and Grand Prize over all competitors at the Panama Pacific Exposition. Visit your Starr dealer and hear your favorite selection as played by a Starr.

"The difference is in the tone."

10-IN. RECORDS 65c DOUBLE-SIDED

Every variety of music, rendered by famous artists and recorded perfectly, is included in the Starr (Gennett) Catalog of 1,500 selections. Ask your dealer for it. The price of Starr (Gennett) Records is the lowest of any high-grade record on the market.

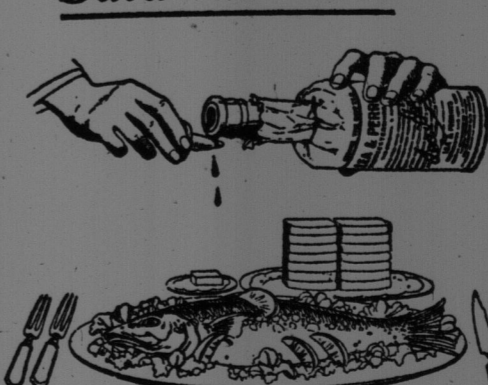
DECEMBER RELEASES
9310 HUMORESQUE (Vocal Solo) 9311 OH CHRISTMAS TREE (Instrumental)
9311 SILENT NIGHT, HOLY NIGHT (Instrumental) 9312 SWANEE SMILES (Fga Tre)



BUY STARR RECORDS

WASSONS - 9 Sydney Street
211 Main Street

Said the Fish—



"No matter in what way I am cooked—just a few drops of Lea & Perrins' Sauce and you'll enjoy me infinitely more than without it."

GOOD food is made all the better by the addition of a few drops of Lea & Perrins'. It enhances the flavor of full-flavored meats and imparts a piquancy to quite ordinary dishes. Its wonderful strength makes it most economical to use.

Lea & Perrins' Sauce

"The first thing to reach for"

The Original and Genuine Worcestershire