







DECEMBER ushers in the happy holiday season. Christmas shopping takes on an air of real activity. Christmas shoppers, lists in hand, begin to buy systematically.

All the stores are filled to the doors with a multitude of good things for the approaching holidays. Every shop glows with the cheerful colors of Christmas time. Counters and shelves and show-cases are running over with gifts for everybody—father, mother, and children.

No healthy human being can escape the Christmas contagion. Cheerfulness and love are in the very air. Good wishes and hope for happy days express something of the general good will, but it is the material gift that is the most satisfactory symbol of Yuletide generosity and the feeling of kindliness to all. The shops are full of these "material gifts." Make this a Christmas of maximum happiness to yourself as well as to others. Thanksgiving is gone—Christmas is near at hand.

Saturday, December 5, 1925

FIVE CENTS