

**THE RIVERTON**

**HOLIDAY MESSENGER**

PUBLISHED BY  
1911 - A Merry Christmas MRS. ALFRED SMITH A Happy New Year - 1912



**MRS. ALFRED**  
DRESSMAKING SUPPLIES, DRY GOODS  
NOTIONS, STATIONERY, ETC. :: :

**SMITH**  
RIVERTON, N.J.

A MERRY CHRISTMAS

# THE HOLIDAY MESSENGER

A HAPPY NEW YEAR



CHRISTMAS GIFT PROBLEMS



Everybody is surprised when they see our elegant showing for Christmas bargains for 1911. We have never been in position to do so well by our friends and patrons as this season. Our bright new line is made up of the latest novelties and newest conceits in really desirable Christmas presents, and to this we add the strong inducement of low prices. It is indeed surprising to our customers to find how far a little money goes in securing pretty and appropriate gifts. Come and see how well we will do by you, one and all.

When Fred was four years old he ran away to a neighbor's at dinner time and when found was eating with the family. His older brother, who found him, ejaculated, "What, are you eating dinner here?" "Yes," said Fred, "and mighty slim dinner, too."



BRINGING HOME THE CHRISTMAS TREE

Every day that dawns brings something to do which can never be done as well again. We should, therefore, try to do it ungrudgingly and cheerfully. It was designed to be our life, our happiness. Instead of shirking it or hurrying over it, we should put our whole heart and soul into it.

Bobby's father, having called Bobby, heard an awful thump on the floor above.

"What was that terrific noise, my son?" he asked in alarm.

"Well," explained Bobby, "I dremp' I was a duck an' when I woke up I had swam off the bed."

## Boys' Presents that really please Boys



Dad doesn't grudge a single dime  
That goes for toys,  
He says that Christmas is the time  
For girls and boys  
It is a pleasure, he asserts,  
To buy ma's furs;  
But there is one expense that hurts,  
So dad avers.

Dad hands the servants goodly tips  
And extra pay;  
Into his pocketbook he dips  
In kindly way.  
But in the lute appears a rift,  
It jars dad so  
To have to buy a Christmas gift  
For sister's beau.



"AIN'T HE A DANDY?"

"I see that an eminent physician declares that two hours of sleep before midnight are worth more than six after that hour."

"Nonsense! Two hours of sleep after you're called in the morning are worth more than anything else."

The Visitor—"Don't you think your oldest brother is quite young to be a physician, Johnny?"

Little Johnny—"O, he ain't a real grown-up physician yet. I guess he only doctors children so as to get some practice."

## "What to Give and Where to Get It?"

You will find an IMMEDIATE answer in our  
**SPLENDID STOCK OF HOLIDAY GOODS**

We wait the opportunity to put you in touch with all the  
latest and best in

## CHRISTMAS NOVELTIES FOR 1911

We are offering the best products of the most reliable  
manufacturers, and certain assurance of High Quality and  
Honest Worth in each article.

## SATISFACTORY SELECTIONS FOR EVERY PERSON

Altogether the most desirable line of Holiday Goods; insuring  
an easy selection of appropriate gifts for old and young.  
We shall deem it a privilege to show you these attractions.

**WE OFFER THE BEST AT TEMPTING PRICES**



A MERRY CHRISTMAS

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It is neither difficult nor extravagant to buy Christmas gifts from our perfect stock, because its varied assortment contains many appropriate selections for any individual, old or young, and values and prices cover such a wide range that every person can purchase satisfactorily within the limit of his means. Remember, we not only have the goods that please, but make the prices that please as well.

Happiness is merely the ability to realize that things are seldom half as bad as it is possible for them to be.



THE BEST PRESENT SANTA CLAUS BROUGHT

Santa Claus is sometimes careless. A west end mother selected a closet under the back stairs as the place in which to hide the Christmas things for which no room could be found upon the sleigh when it was packed in Santa's workshop.

This closet had been explored so often by the three children of the household that the mother thought that there would certainly be no more explorations until after the holidays, but a few days later, as she passed the closet, she heard the surreptitious tearing of paper wrappings within and the well-known whisper of her first-born:

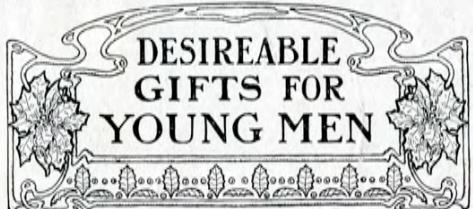
"Strike another match, Jimmie, I've found your'n."



CHRISTMAS MORNING

"Bobby," said his mother, "there is a paragraph in the paper about a bad little boy who cried for an hour."

"Well," rejoined small Bobby, "why didn't they give it to him?"



"Mr. Wombat?"  
"What is it, Tommy?"  
"When you were a little boy and fellers called on your sister, did they ever give you a nickel to go out and play?"

Our selection of Holiday goods for this season surpasses all previous efforts. We can and will please all who give us an opportunity. The latest and best styles, reasonable prices and an immense variety are our three best arguments to induce you to come. Once at our store, our goods will speak for themselves.

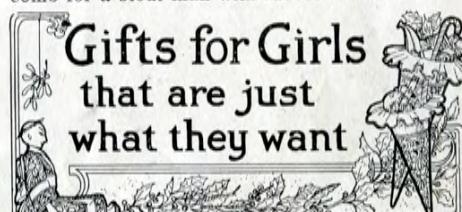


IN KITTIE'S CORNER

He went into a store to buy his friend a comb for Christm...s. He was a Boston man and careful of his grammar and of other folks' grammar. He asked for a man's comb.

"Do you want a narrow man's comb?" asked the clerk.

"No," said the careful grammarian, "I want a comb for a stout man with rubber teeth."



TRYING THE NEW SLED

A MERRY CHRISTMAS THE HOLIDAY MESSENGER A HAPPY NEW YEAR



GREETING

JUST prior to the enjoyments and merrymaking of Christmas time comes a period of perplexity familiar to all buyers of gifts. The selection of just the right and desirable present for each one who is to be remembered is oftentimes a burdensome task. Feeling confident that we can be of the greatest assistance in overcoming these difficulties and can smooth the way for the Christmas buyer in the matter of selection, we are pleased to invite your attention to our Holiday stock for 1911—**A REVELATION IN PLEASING AND APPROPRIATE GIFTS.** Whatever earnest effort and experience can do to provide our patrons with the latest and best has been done, and we are confident our efforts will not fail to give pleasure and the best of satisfaction. We promise to show you in all departments worth and quality for the price, variety and assortment in goods, and novelty and originality in new designs. The time of every Holiday Shopper will indeed be well spent in looking through our bright, fresh selections of up-to-date gifts. Timely hints and valuable suggestions will be made to you by the goods themselves; the fitness and desirability of many articles will recommend them as most appropriate and satisfactory for those you wish to remember. At the present moment it is probable that you have a list of people in mind who should receive gifts from you, and the anxious question of the hour is **WHAT** to get them. Come and see our varied line of really desirable gifts and the problem will immediately be changed to the simpler question of **WHICH** to get them. Christmas buying, so hard and distasteful when one does not know what to get, immediately becomes easy and delightful when one has merely to decide which will be the most satisfactory among a number of really attractive and desirable articles; with this fact in mind, we earnestly invite you to come in and let us make your Christmas purchasing a real pleasure. We acknowledge a more than common pride in our Holiday display this season, caused by the excellence of the goods represented, and the variety and range afforded for perfect satisfaction in the selection of anything from an inexpensive little remembrance to a solid and substantial gift. Hoping we may have the pleasure of welcoming you at our store and wishing you the compliments of the season, we remain,

Respectfully Yours,

MRS. ALFRED SMITH



Gifts for Mother  
that are sure to please

"Now they claim that the human body contains sulphur."

"In what amount?"

"Oh, in varying quantities."

"Well, that may account for some girls making better matches than others."

Old Mother Delay  
Went shopping the day  
Before Christmas; oh, what a mistake!  
For when she got there  
The counters were bare—  
Next year she will be wide awake.



"HURRY TO BED SO SANTA CLAUS WILL COME"

The stock for stockings is the stock that fills our shelves and crowds our counters. As the stockings that hang along the chimney-piece are of all sizes and shapes, so our Christmas stock includes such an assortment and variety that we can supply any stocking, big or little. If you don't want to waste time in hunting around for something that will just suit you something nice enough to give and not too costly to get, come to our store first. It will save you time and worry, as well as money, to begin with us. We want your trade, but we want it on the solid basis of our deserts. We will try, in our fair treatment, fair prices and good bargains, to merit the patronage of all who visit us. See our stock first and you will be content.

"If barring Santa from my heart  
Or hand is to be wise—  
If it is wisdom not to see  
At times with childhood's eyes—  
If I must reason in these days  
By logic's chilly rule  
And shut out love and sentiment—  
I want to be a fool!"



God bless you, merry little ones, and may your shouts be glad,  
And may this Christmas be the best the world has ever had;  
May all the children old and young on whom the saint has smiled  
Learn well the lesson sent us from the Virgin's Holy Child,  
And may each in the happiness that Christmas day has brought  
Remember graciously the ones whom Santa Claus forgot.



READING THE SANTA CLAUS BOOK

Got a great big trouble? Take it out for a walk. Almost every other person you meet will be willing to swap trouble with you.

If a cubic inch of air can contain a million microbes, there is no excuse for any man being lonely.

"When Christmas eve's descending sun  
Recalls no shopping has been done,  
Loud calls Regret with venom keen;  
How easily it might have been!"

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BABY'S FIRST CHRISTMAS

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CHANTS PUBLISHING CO.  
KALAMAZOO, MICH.

## SEE OUR BEAUTIFUL CHRISTMAS DISPLAY

FULL OF NEW IDEAS, COMING SURPRISES, HAPPY HITS, NOVEL AND DESIRABLE FEATURES

**YOU CAN NOT FIND a BETTER PLACE to get JUST the RIGHT THING for EVERYONE**

Our New Stock is FULL OF ATTRACTIONS to buyers who appreciate Superior and Really Desirable Holiday Gifts of the Latest Design and Best Quality

**WE OFFER A SPLENDID LINE OF HIGH-GRADE GOODS AT FAIREST PRICES**

Well adapted to the Wants and Requirements of our Patrons, stocked with most appropriate Gifts, inexpensive Remembrances and valuable Presents

If you want the Good Quality, The Right Article and the Reasonable Price, inspect our line of

## Presents for Father, Mother and the Children

We Especially Call Your Attention to Our Celluloid Novelties, Handkerchiefs and Christmas Stationery

AND A MULTITUDE OF SIMILAR ATTRACTIONS THAT MUST BE SEEN TO BE APPRECIATED

**COME AND LOOK AT OUR HOLIDAY GOODS—THEY HAVE THE MERIT—THEY WILL PLEASE YOU**

Our assortment contains in great variety the very latest and most pleasing novelties of the season which can not fail to meet your requirements

**FOR THE RIGHT PRESENT FOR THE RIGHT PERSON AT THE RIGHT PRICE COME RIGHT TO US**  
DO NOT FAIL TO SEE OUR SPLENDID ASSORTMENT AND TAKE ADVANTAGE OF THE INDUCEMENTS OFFERED

**MRS. ALFRED SMITH**

DRESSMAKING SUPPLIES, DRY GOODS  
NOTIONS, STATIONERY, ETC. :: ::

RIVERTON, N. J.

A MERRY CHRISTMAS

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A HAPPY NEW YEAR.



THE CHRISTMAS STORY

Our multitude of new and choice Christmas gifts pleases one and all because they are so attractive and well fitted for presents for people of all ages. Come in and see our large and varied assortment, including popular selections for all people, at all prices, from a trifle upwards to the highest figure you may care to expend. Come early, while the stock is fresh and unbroken. You will not be disappointed in the quality, the quantity, or the price.

"All the world's a stage," quoted the ready-made philosopher.

"No," replied the Wall Street man. "In the nature of things some of the world is bound to be a box office."



WITH THOUGHTS ON CHRISTMAS

Miss Smith, who is in the habit of assigning long and difficult lessons, called the other evening at the home of her brightest pupil, who had been absent several days.

"Is Willie ill?" she inquired solicitously.

"Oh, no," his mother said, "he is quite well, thank you."

"He has been absent several days."

"Yes," looking innocently at the teacher, "Willie is so busy studying his lessons that he hasn't time to go to school."

Would you know the mystery and magic of Christmas  
Search not among the old or learned;  
Find at random one wee, childish heart  
That nurses bright visions,  
That dreams and with faith o'erleaps tenements,  
That catches the vision celestial, and  
Hears voices of heavenly visitants  
Where others catch only the roar of a busy street.  
Then find, if you can, what that child thinks of the  
yuletide;  
Translate into words the language of its eyes,  
Give voice to its unuttered human longings.  
Write plainly and legibly the message of the unspoiled  
childish heart,  
And you have the message of Christmas.

You may have the hardest kind of luck; every thing  
may go wrong; but as long as you are brave and  
sweet over it you will at least have the sympathy of  
your friends.



"Willie, didn't you go to the trunkmaker's yesterday and tell him to send around the trunk I ordered?"  
"Yes, pa."  
"Well, here is the trunk, but no strap."  
"Yes, pa; but I told him I thought you hadn't better have any strap."



HARK! SOMETHIN' IN THE CHIMNEY

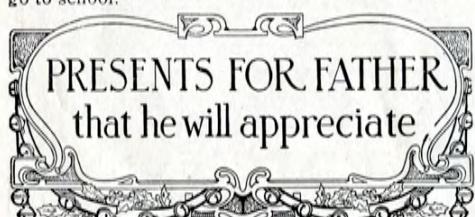
Caller—I've noticed a curious thing about dogs. They generally scratch themselves in the same spot. Bobby (joining in the conversation)—Yes'm; ours always scratches himself behind the kitchen stove.



A great effort has been expended in the buying of our Holiday stock to secure every article at the lowest possible price. No first-class goods could be bought cheaper, and as we believe in "quick sales and small profits," no first-class goods will be sold cheaper anywhere. Come in, and our magnificent and fair prices will prove to you that it *pays* to trade with us.



YOU CAN'T COME IN



A MERRY CHRISTMAS

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"My cocoa's cold," sternly announced the gruff old gentleman to the fair waitress.

"Put your hat on," she sweetly suggested.

There are persons so radiant, so genial, so kind, so pleasure-bearing, that you instinctively feel in their presence that they do you good, whose coming into a room is like the bringing of a lamp there.



ENTERTAINING A ROUGH RIDER

The wise way to spend your dollar is to bring it to us. We can make it go farthest, give you the best satisfaction, and give you the most real worth and merit in appropriate and desirable Christmas gifts of any of them. Our splendid array of Holiday goods include the new, the novel and the beautiful, at the fairest prices you have ever known. For popular gifts and low prices, come to us and you will readily understand the wisdom of spending your Christmas dollar with us.



"My boy is undecided about what collegiate course to take."

"Um."

"What would you advise?"

"That depends. Does he want to build up his back muscles or his wind?"



DOLLIES' CHRISTMAS DINNER

"Why, Nettie, where is your big wax doll that you used to carry all the time?" asked the caller.

"Oh," replied the little miss, "since we've got a real human baby my old wax doll's a back number."

Don't worry about what to get for Christmas gifts, but come and see our splendid assortment of pleasing and popular selections for people of every age and condition. From appropriate little mementos that cost a mere trifle, to richer and more expensive presents, our stock is complete in every detail. Come in and look over our great variety of desirable new novelties, and you are certain to see many things that are just exactly the right article for the person you wish to remember. Popular prices on all our goods, remember.

## PRETTY REMEMBRANCES FOR FRIENDS

There is always something good about the big boy who will play with his baby brother.



LITTLE MISS SANTA CLAUS

A MERRY CHRISTMAS THE HOLIDAY MESSENGER A HAPPY NEW YEAR



HERE HE COMES

COPYRIGHT, 1911  
MERCER CO.,  
KALAMAZOO, MICH.

## THE GIFT MAKERS GREAT OPPORTUNITY

OUR NEW and BEAUTIFUL LINE of HOLIDAY GOODS, full of CHOICEST SELECTIONS for the CHRISTMAS TRADE IS NOW READY FOR THE INSPECTION AND APPROVAL OF ALL WHO KNOW A GOOD THING WHEN THEY SEE IT

**USEFUL PRESENTS** **BEAUTIFUL PRESENTS** **APPROPRIATE PRESENTS**

We have New Novelties in nice but inexpensive goods. We have choicer and more costly gifts. But in ALL grades and at ALL prices we can supply you with THE NICEST and MOST APPROPRIATE GIFTS FOR LITTLE or BIG, OLD or YOUNG

DO NOT FAIL TO SEE OUR SPECIAL ATTRACTIONS IN

## Presents for Father, Mother and the Children

We Especially Call Your Attention to Our Celluloid Novelties, Handkerchiefs and Christmas Stationery

OUR STOCK IS GENEROUS IN VARIETY and INCLUDES ONLY GOODS of APPROVED WORTH and SUPERIORITY YOU CAN NOT HELP BEING PLEASED WITH OUR WELL SELECTED, POPULAR AND IN EVERY WAY DESIRABLE LINE

**OUR VERY REASONABLE PRICES WILL DELIGHT YOU**

Select your Gifts from our Up-to-Date Stock and you will get the Best and Most Appropriate Presents at the Fairest Figures you have ever known

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