

East Falls Past—Christmas Advertisement

The Fallser, December 2008, by Wendy Moody

With Christmas approaching, it is interesting to reminisce about Christmas past in East Falls. Below is an advertisement from the Weekly Forecast on December 12, 1907 showing what gifts were popular, and at what prices, right on Ridge Avenue at Weiss' Department Store. How times have changed!

STANDARD BARGAIN STORE,
4225 RIDGE AVENUE. MAX WEISS, Proprietor.

TOYS and CHRISTMAS GIFTS.

Our trade in Christmas Gifts is like a flood that carries everything before it. Every morning we open with replenished stock by night. They're scattered far and wide. Careful buyers should note that now is the time we are making special offering. When we say special offering we mean that the goods are *Strictly All Right and Prices Positively Lower Than Others.*

SEE WHAT WE OFFER.

<p>DOLLS! DOLLS! The sale goes on with a rush. 500 Dolls that we will sell during sale only at 10c. each. Other stores get 25c.</p> <p style="text-align: center;">Jointed Dolls 19c. Jointed Dolls, the 25c. kind, to go at 19c. Only a few left.</p> <p style="text-align: center;">Dressed Dolls 35c to \$2.00. Call and see the display of Dressed Dolls we have, from 35c. to \$2.00.</p> <p style="text-align: center;">Dolls' Chairs 15c. Special—500 of Dolls' Chairs, that are worth 50c. each, that we will sell at 15c. Don't miss this.</p> <p style="text-align: center;">Dolls' Swings 25c. Large size Dolls' Swings, \$1.50 kind, at 25c.</p> <p style="text-align: center;">Automobiles 25c. Automobiles that run by themselves. This is the 50c. kind; to go at 25c.</p>	<p style="text-align: center;">Guns 25c. This is a toy every child should have, the Rapid Fire Gun. Full directions with every box. The 50c. kind; to go during sale at 25c.</p> <p style="text-align: center;">Banks 25c. Battleship Maine Bank, large size, to go at 25c.</p> <p style="text-align: center;">Building Blocks 25c. Building Blocks, 100 boxes of blocks, 50c. kind, to go at 25c. Don't fail to see these.</p> <p style="text-align: center;">Set of Trains 75c. Full set of Trains, one of the largest set of trains that there is; \$1.50 kind to go at 75c. Only a few left.</p> <p style="text-align: center;">LADIES' GARTERS. Ladies' Garters—A pair of fancy Garters in a glass case, to go at 10c.</p> <p style="text-align: center;">REEFERS. Don't fail to overlook this. A good Boy's Reefer to go at \$1.20. Better grade, \$1.75.</p>	<p style="text-align: center;">GOLF CAPS. Boys' and Girls' Golf Caps, in different colors, to go at 25c. Also a full assortment of other caps, 15c. up.</p> <p style="text-align: center;">SWEATERS. Gifts that will last. Don't miss this sample lot of boys' Sweaters in different colors. These are the \$1.50 kind; to go at 75c.</p> <p style="text-align: center;">HANDKERCHIEFS. Ladies', Mens' and Children's Handkerchiefs, some pure linen, hemstitched and some silk japonette. Have your choice at 5c. each.</p> <p style="text-align: center;">SLIPPERS. Call and see the line of Men's Slippers we are offering at 50c. Other stores get 75c. and \$1.00.</p> <p style="text-align: center;">BIG SALE IN RUBBERS AND SHOES. Thousands of other toys at cut prices. It would take a book to name them.</p>
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Interested? To join the East Falls Historical Society, donate an item of local historical interest, or learn more, contact Wendy Moody at 215-848-5131, or wmoodyw@aol.com