

Christmas in Bloomington in 1910

*"Hustle, bustle, rustle
Corset laces popping:
What is it all about?"*

*Women are Christmas shopping."
Bloomington Telephone, Dec. 23,
1910.*

At the approach of Christmas in December 1910, the editor of the newspaper found an underhanded way to sneak some advertising on to the front page of the Dec. 23 issue.

It began unobtrusively enough, with a sympathetic article about the plight of last-minute shoppers. Began the article, "The troubles of a



Looking back

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Christmas shopper are often that they are stepped upon, bumped into, joggled, pushed, squeezed, shoved, frowned at, scowled upon, trampled, bruised, slammed about, rushed, hurried, dresses torn, corns tramped upon — and then find that

they are in the wrong store for what they want."

The article went on to say that the newspaper wanted to help the beleaguered shoppers by making some timely suggestions about gifts. The hints included the Model Shoe Store's suede-and-velvet-top shoes for young ladies. For jewelry one ought to stop by the store of Paul M. Strain to see his art brass, cut glass and ladies' gold-handled umbrellas.

Neeld's Hardware Store could supply you with ice skates for the

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