

LE ROY PENNSYVER - DECEMBER 12, 2010  
**Christmas Shopping**

by Lynne Belluscio

Perhaps John Parmelee is headed out to do a little Christmas shopping. The picture was taken in 1909 in front of his barn on Parmelee Road. He has two heavy fur lap robes on the seat, so it was probably pretty cold. A trip to LeRoy would be like riding in a convertible with no heat.

The *LeRoy Gazette* carried many Christmas advertisements. The big stores in Buffalo and Rochester had ads in the paper, but the LeRoy stores tried their best to lure folks into town to do their Christmas shopping.

Taft's Store advertised horse blankets and robes as well as heating stoves and coal ranges. H.E Townsend advertised in the *LeRoy Gazette* that to "avoid accidents and exposure to your horse" when you came to town, you could hitch your horse in his shed for only 10 cents. Olsens offered wonderful ladies hats with S & H Green Trading Stamps with every purchase. (Just in case you wondered, S & H Green Stamps were introduced in 1896.)

Steubers listed pottery, gardeners, ferneries and leather goods, and with each purchase you re-



ceived a free birthstone. Smyth's Hardware offered coffee percolators, food choppers. Crumb trays, revolvers and rifles and shot guns. Murphy's advertisement had a letter from Santa Clause and he "commanded every man, woman and child to go to Murphy's where one and all will find those presents which the most deserve." Murphy's ran a

three-day special on coats, suits, skirts and shirtwaists. Their holiday suggestions included gloves, mittens, capes, toques, tams, dolls, toys, and books. "Shop early in the day, early in the week, and early in the month and have the goods delivered when you want them."

For something practical, the LeRoy Cold Storage mentioned that Santa Claus heartily approves a trial order of Susquahanna coal. But Gage and Sullivan offered something for the "dainty woman or those who appreciate hygiene in the home if you make your wife's Xmas gift of fitting up a model bathroom for the family. They guaranteed that they could "make a quick and scientific job by Xmas."

Well, 101 years later, the sleighs aren't lined up on Main Street. The *LeRoy Gazette* isn't around anymore and neither are Green Stamps. You might be able to find a lap robe at the antique store. You can find toys and books at the drug stores as well as mittens. If you want your gifts delivered you'll probably have to place an e-mail order. I'm sure you can get a new bathroom installed -- but not by Christmas.

Just in case you need to shop



A Generous Gift

**Le Roy Cold Storage  
AND PRODUCE CO.**



**A Christmas Delight**

**GAGE & SULLIVAN**

Home Phone

Le Roy, N. Y.

for a few last minute things, the museum shop is open Monday through Saturday, 10 to 4 and Sunday's, 1 until 4. (You can look at the sleighs and lap robes in the transportation exhibit) and we have books and toys upstairs along with LeRoy afghans and all the Jell-O things -- sweatshirts, boxer shorts, T-shirts, hats, golf balls and aprons. Of course the big seller this year has been the new LeRoy book and we have a good supply. For those friends and family that "have everything" we have bricks in the Jell-O Brick Road and memberships for the Historical Society.