

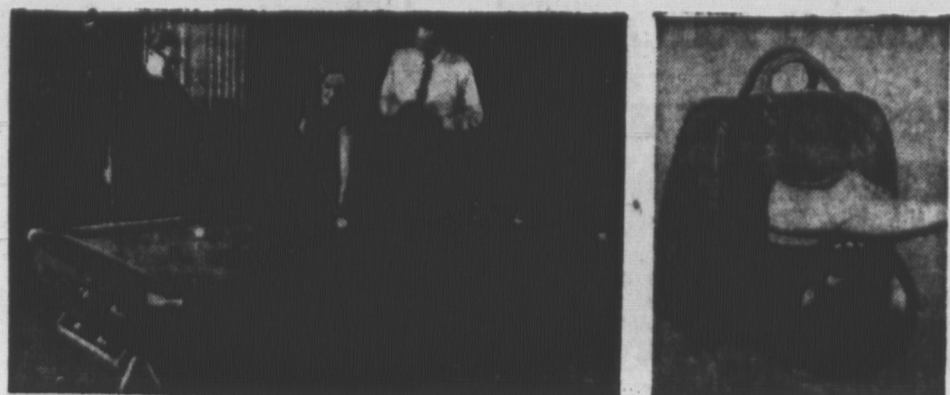
Substitute for sports

If his leisure time is in short supply, that man on the Yuletide

list can get a lot of healthful pleasure out of "Physical fitness" gifts, as a substitute for sports. Exercise equipment could please him, and the whole family. In this category are chest-pulls, bar bells, weight plates,

door bar gyms. These are available from sporting goods stores and departments.

PLAYING MONSTERS
New novelty card games take inspiration from the monster cult. There's Monster Old Maid, for example. The Addams Family and the Munsters are basis for still others.



TO DAD, from all the family, could be a gift that centers around Dad's favorite pastime. If he's one of an increasing number of billiard enthusiasts, a billiard table designed for home use, like this one, is for him and the family, too.

Every man enjoys some active sport

For every man, there's a sport. And that's a Christmas clue that Santa's helpers will do well to heed.

The men on the gift list may be active participants in one or several sports, or they may be spectacular sportsmen. One thing is sure. Virtually every man Santa knows belongs in one or both belongs in one or both categories.

Equipment, accessories and clothing for his favorite sports provide a rich source of gifts ideas.

For the spectator sportsman, possibilities range all the way from a new armchair specially for TV viewing to portable TV sets and radios.

Two of today's fastest growing sports are bowling and boating. For the bowler, there gifts of new equipment—bowling balls, carrying cases or shoe and balls—and apparel gifts, too—shoes, shirts, slacks, blazers.

Compasses, life-preserver cushions, chartholders, marine radios and a host of other nautical aids are designed to please the boatman.

Fishing continues to be one of the most widely popular sports, a fact that's reflected by the

great variety of equipment and accessories available for the fisherman. New rods, reels, fishing lines and flies are just some of the possibilities.

Consider fishing accessories, too, such as a fishing thermometer, waterproof boots, or a hook pack for safe carrying of assorted hooks.

New rifles and shotguns are just the start of a wide range of gifts for the hunter. A really new idea is a camouflage suit, in red with leafy patterning. It can be readily seen by other hunters, but color-blind animals see it as part of a leafy background. Or how about a pocket

SPORTING man is no problem to gift. The bowler might welcome gifts of bowling ball, shoes and carrying case.

A gift idea the indoor sportsman can share with the family is a home billiard table. Then there are new cues, cue cases, cue and ball racks.

New clubs and balls please the golfer, and so do golf bags, club covers, portable caddies and golf shoes.

Tennis players prize such gifts as cans of tennis balls, racquets, racket presses, sweaters, shorts and shoes.

If he's a skier, he'll welcome new skies, boots, bindings and accessories, as well as warm clothing geared to this important sport.

Want to start him on a new sport? Present him with a horse-shoe kit, or a bow and arrow for the increasingly popular sport of bow hunting.

Yuletide popular time for seal on engagement

Amid the toys, sweaters, ties and other packages on Santa's sleigh this year will be many small jewelry boxes containing diamond engagement rings.

Christmas is a popular time for young couples to announce engagements, and to seal their pledges of betrothal with diamonds—the very symbol of love and devotion.

Whether the diamond engagement ring is a "surprise" or not depends entirely on the couple. Some girls like to be surprised—but statistics show most couples prefer to shop together for the ring, letting the girl make her own choice.

If the boy is concerned about prices (and most are) he can go to the jeweler in advance to select several rings within his budget. When he returns with his fiancee, the jeweler will show only those rings selected earlier, and the girl can still make her own choice.

DETERMINING PRICE
How is the price of a diamond determined? It is based on the Four C's—carat weight, cut, clarity, and color of the individual stone.

No two diamonds are alike—they are as different as fingerprints. Even two diamonds of the same weight will vary in brilliance, color and clarity, and will be priced accordingly.

Carat is the unit of measure used in weighing diamonds. A carat is divided into 100 points.

like the cents in a dollar bill. If a diamond is 50 points (popular size for engagement rings), it weighs half a carat.

Cut refers to the shape of the diamond and the arrangement of the facets, "the light planes that catch the light and make the diamond sparkle." The shape of the diamond has little effect on its price.

Clarity means the absence of carbon spots, bubbles or other natural imperfections. The only diamonds that can be rated flawless are those which show no imperfections to an expert, using a glass that magnifies ten times and working under good light.

SHAPES VARIED
Most imperfections are so small that they cannot be seen by the naked eye.

Color of a diamond affects its price. The traditional bridal diamond is clear and colorless. The whiter a diamond is, the rarer it is and the more expensive.

Off-white diamonds are still beautiful and valuable.

Diamonds come in several shapes. Select the one most flattering to the hand. The round diamond, often called a brilliant, is used most often in engagement rings. The marquise is pointed at each end like a small boat; the pear-shaped is wide at one end and tapers to a point at the other; an emerald-cut has a straight sides and comes in square or oblong contours.

Wrap right, mail early

Wrap securely, address correctly, mail early. That sums up the advice from Santa—and from the Post Office Department—to assure arrival of Christmas gifts on time, in good condition.

Proper wrapping starts with the right-size container. Inside a too large carton, the gift may shift around, while a too-small carton doesn't allow sufficient room for cushioning.

About two inches of cushioning—excelsior, felt, plastic foam, cotton, tissue paper—should be evenly and firmly placed on all sides of the gift. Fragile items, such as glasses should be individually wrapped and cushioned.

Wrap the carton in heavy brown paper. To secure the paper, use cord and—or package sealing tape such as Mystatik.

Whether tape or cord is used, leave plenty of clear space for addresses. Sender's name should appear in the upper left corner, recipient's name in the center of the lower half of the package.

P-S-S-T FELLAS

In a Quandary About What to give your favorite girl for Christmas?



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"Opposite Zellers"

Sport shirts have place on gift list

Whether he prefers to spend his leisure hours in sports activities—from fishing to bowling—or would rather just relax in an easy chair, there's a place in his life for gifts of sport shirts.

New shirtjacks and pullovers, as well as traditional shirt styles, offer opportunity to make his gift a bit different, but still practical.

Handsome solid colors are apt to appeal to the man who thinks he doesn't like sport shirts. For the confirmed sport shirt wearer, paisleys and giant plaids are news.

Surprise her with gift of fur

XMAS TED SALE 2-24 SURPRISE
Women love gifts of fur for Christmas. Women love to be surprised at Christmas. Therefore, it seems logical that women would love to be surprised with gifts of fur at Christmas.

Seems logical—but it isn't. By all means, Santa, give her fur. This Christmas offers the best opportunity in years.

But please, Santa, don't surprise her. Save the surprises for little gifts and "exchangeables."

Though gifts of fur now cost considerably less, they still represent a sizeable investment. Make sure the lucky lady will get the years of enjoyment she deserves from a fine fur, by consulting her tastes first.

Simplest way is to tell her this Christmas. Then, take her along to select what she wants, within the range of the fur gifts budget.

One way the surprise element can be maintained is by asking her favorite furrier to provide a suggested sketch of a fur fashion, along with a gift certificate. This can be placed under the tree for her.

Both the budget and her present fur wardrobe enter into consideration, when deciding on her fur gift.

For thrift and for fun, there are vests, cardigans and overblouses in all sorts of furs, from luxurious mink to sports furs such as kit fox and squirrel.

Jackets, stoles and other fur wraps make popular gifts. And the ultimate, of course, is a street-length coat in her favorite fur.

New shades as well as new fashions in furs are creating a Yuletide fur craze. In Persian lamb, for example, a new beige hue and a new iridescent natural brown vie with the top-dyed brown called "Lasur," and with natural gray and traditional black.

As for mink, the selection includes 58 natural colors of American-bred Emba mink.

FOR NEWLYWEDS
Newlyweds often need major pieces of furniture for their first home. Relatives or friends might band together to give them a really big gift—but make sure of their wishes and decorating tastes, first.



SEWING BASKETS

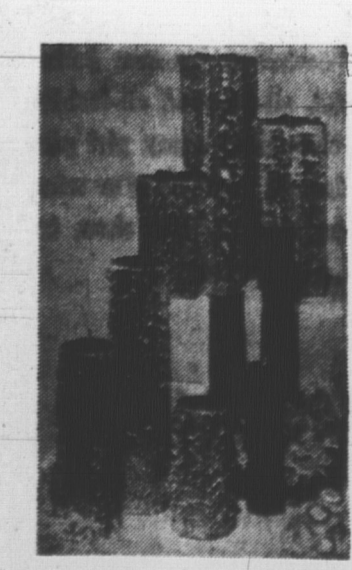
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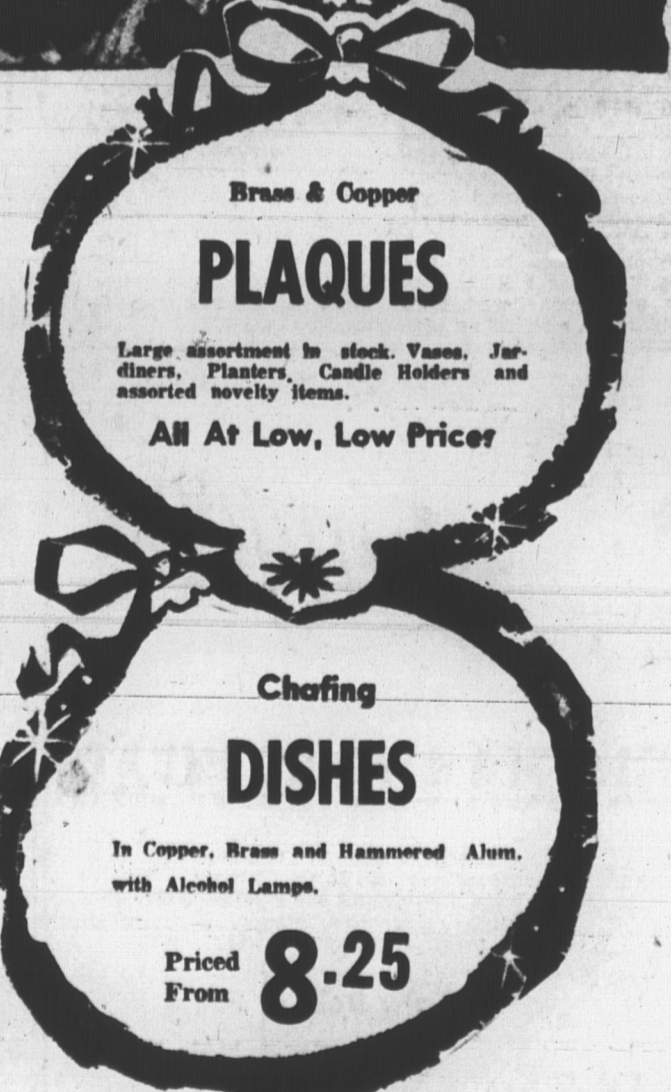
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