

Choice Nearly Unlimited In Selecting Gifts For Men

The holiday mood runs all through the newest lines of men's sports and leisurewear this Christmas season.

No man can resist that mood when he unwraps his packages and finds it so dazzlingly expressed in a fun-inviting sports shirt, corduroy and slacks set, lounging pajamas and complementing bathrob, princely slippers or a host of other handsome things to wear.

The same lift will come from a new ski-wear outfit, hunting jacket, suburban coat—all perfect for him if he's winter-sports-minded. Or if he's headed South for a tropical mid-winter vacation, he will be happier still with a cabana swim set, beach robe, sandals, cool slacks and sports shirts, sports socks and the like.

Men's fashion designers have gone all out to cater to the man who likes to offset his hardworking business hours with fun and relaxation.

Casual-wear, styles for action and for free-time—they all add up to improving the extra hours and days.

Among new-trend gift suggestions for the holiday-minded man are these:

Outerwear coats, extra long this season, with knitted or fur-trimmed shawl collars, in favored grays when made of wool, or natural shades in cotton and blends.

Button-front sports shirts, with regular spread collars or button-downs, in burnished tones of gold

and olive, in solid colors or neatly patterned effects.

Sweaters — an overwhelming selection to choose from, including four-and six-button cardigans, bulky pull-overs, Scandinavian Ski-wear styles, fine wool pull-overs—in solid colors or a wide range of intricate patterns.

Indulge his leisure mood also with smart new slacks or a handsome belt. Warm sports jackets for the stay-at-home Northerner are also a must—in medium-weight wool or wool blended with man-made fibers.

A dressier flannel blazer with flannel slacks are just the thing for casual social times at a winter resort.

Warmly lined after ski boots, water-repellent gloves or mittens, sports mufflers, ski and skating pants, wool sports socks and woolen scarves complete the wide range from which you can find just the gift with a lift he needs.

The trend to sunny area winter vacation continues to grow! Special items he'll need for his tropical sojourn will be walk shorts that come this season in pleated and Ivy models in a variety of lengths; sportswear ranging from wash-wear jackets to shirts in attractive lightweight styles; feather-light sweaters, cool slacks and colorful swim and beach sets.

To round out the wardrobe for winter fun occasions, North or South, formal wear is a must on every man's list. In the right weights for the right climates, they're to be had in black and midnight blue models—the single-breasted shawl style still in number one position.

Giving these formal suits a run for leadership, however, are the new Continental models, and the Ivy tuxedos, too. A big advantage nowadays is the lighter weight of most formal models, making for greater ease and comfort.

And here's the last suggestion for Christmas giving: Check his jewelry—cufflinks, tie-pins and the like — and make sure his are up-to-date.

Notebook Good Idea

Wise idea for making you a smart Mrs. Santa: start a Christmas notebook! Every time you see a good idea or think of one, for making the holiday brighter, and easier on you—put it in your notebook. Here too you can keep your list of cards and gifts sent and received.

Once you have used this handy book you will always keep one—and will probably suggest that your friends might want to do the same.

CREAMY CHEESE

Invention of Camembert cheese, named for a village in Normandy, is credited to one Marie Harel, who presented some to Napoleon III.

Automobile Parts Offer New Field

Almost anyone who owns a car offers the gift-hunter a wide range for gifting.

From four new tires to a radio to a steering wheel cover—that is the budget-range of motoring gifts. Or, for the family, the keys to a brand new car!

There are gifts to make the car safer, more attractive, to help it ride better, and to make driving more fun.

You might consider new seat covers or a gift certificate for a wax job.

Parts, tools, cash for having a tune-up job, tires, even driving cushions help forward making the car run and ride better.

In the "fun" class you can find gift items a-plenty. A compass, radio, garnish holder, sun-visor and knick knacks are just a few of the many that you might choose.

One way to give cash without actually giving it, would be to pay for car insurance for a year. The recipient of this thoughtful gift then has that money free to use as he wants. It's a marvelous gift for parents to give children or vice versa.

Within the family, a gift of a new car or a good used car to the wife and children is a gift they will appreciate 365 days of the year.

Look to the auto field for your Christmas gifts—you'll be pleasantly surprised to find so many unusually-nice items!

Lovely Lingerie Rates With Ladies

Mention lovely, lacy lingerie to any girl (no matter what her age) and watch her eyes light up! That's why when it comes to special gift times, lingerie is the perfect gift for her!

Everywhere on the lingerie scene, there's something new, something bright, something lovely!

Just for example — take a long look at the delightful "long" panties with their tiers of "cane-cane" ruffles at the knee—so delightful in their old-fashioned "pantaloon" inspired charm. For the modern miss, they come in nylon, tricot and gay colors; many have camisole tops.

New too, are jumper topped waltz-length gowns or pedal-pusher length p.j.'s, shell hop out of bed in the "sleep unit" toss the jumper on, and lo—she's ready for callers! (Best of all, they double for daytime wear with blouse beneath!)

Make your gift more lavish, ensemble the gown with a matching peignoir, cape-like collars, lace by the yard, appliques and embroidery help make the new season crop of ensembles quite exciting.

No matter what style you favor, there's a riot of color, trim, fine silks and nylons awaiting your final choice.

The return of the natural waistline heralds a revival of elegant underpinnings—fine nylon tricot, nylon crepes, silks, etc., are used to underscore elegantly detailed slips and half slips.

Applique trims, fine laces, medallion inserts, the daintiest of pleated detail, trapezoid trims and scalloping—are but a few of the many accents that make lingerie so lovely, so much wanted at Christmas time.

Shirtwaist dresses, full skirt handlings and a return to more flared skirts make the bouffant petticoat a welcome addition to any wardrobe.

Ruffles, tiers of skirts, lots of pleats, ribbons, lace—all distinguish the underskirts of the season.

SPORTSWEAR

The woman at ease will love the sportswear-inspired lounging pajamas with their mid-calf or longer, lean pants and easy tops! Just name the color, fabric and style—there's such a wide, wide variety of these!

For the "snug as a bug in a rug" feeling, easy going balbriggan, cuddly chill and gay flannelies are ideal chill chasers in sleepwear.

There's a glamour note to the Orient-inspired collection of robes, pajamas and ensembles. The elegance of kimono detailing and mandarin coat lines are interpreted smartly in fine nylons, silks and smooth rich cottons. They are often printed in vibrant colors, trimmed with embroidery or braid.

For Christmas gifting, gown selections are most diversified—they range from dainty, baby-doll shorties to more conservative waltz-lengths and to the floor-length styles.

LOVED TEA

Samuel Johnson, the 18th-century dictionary compiler and author, once drank 40 cups of tea at one sitting.

LIFE SIZE! Here is the ultimate in doll world realism. Each doll is the exact size and weight of an average real-life child in its age bracket, according to size-weight govern-

ment statistics. The life-size dolls in this family range from six months to school age. Notice the "real", detailed characteristics of each doll. The

baby might be just the right answer as a gift to the child of a new-baby family! At any rate, these dolls are certain to be a most cherished gift!

Life-Like Dolls Are Popular Now

No longer are the most popular dolls those which resemble "make-believe" characters or famous children. Today's favorite dolls are those that look like real, average children.

The ultimate in this concept is the new family group of dolls created from government statistics as to average weight and

measurement of children from six months up to school age. They are completely detailed and sized to look like their living counterparts.

Many dolls this year feature rooted hair which can be handled just like real hair and many of them come with their own hair dressing kits!

"Older" dolls will be dressed in the latest couturier fashions—needle point shoes, dark hued stockings, etc.

These "real life" dolls need life-like accessories too—and they are available now. There are formula making, diaper changing, colic curing and skin smooching kits. Carriages are designed right from the plans for baby carriages. Doll beds can be folded and easily carried. Some are designed to hook onto auto seats as well.

The impact of the larger American family is very evident in the styles of dolls you'll see for this Christmas.

Pipe Accessories Are Wanted Gifts

In 18th Century literature, it was written that a man will share his worldly possessions but never his pipe or tobacco.

This old saying has basis in fact since a pipe brings with it a pride of ownership beyond comparison. The prized "cake" in a pipe bowl contains an achievement pipe smokers brag about.

The gift of a pipe will be cherished by the smoker as he would cherish a rare wine.

It is important that—when purchasing pipes and smoking tobacco—women know a little about the product. Most tobaccoists will be happy to furnish the information necessary to the proper pipe or tobacco selection.

Gift Of Cold Cash Sometimes Best

We may often find that cash or a check is the best solution for problems on the gift list.

The question usually is, how to give it. Why not put it in a bill-fold, or wallet? There are any number of styles in pocket and purse accessories which make ideal "gift wrappings" for money.

A man will appreciate a coat wallet which also holds forms, stamps, etc. For a teenager, a multiple-picture passcase on a colorful billfold is most useful.

And women, accustomed to using a coin purse, will love the new French wallets.

Put checks, or "cold" cash in a billfold—it's a warm way to say, "Merry Christmas!"

finite blends with taste suitable to the most discerning smoker. The aromatic blends appearing in the company of women, since most prefer the pleasant sweet aroma), the milder taste for others, and the heavier cuts for those who prefer their tobacco strong. Some companies also have blending kits for the taste adventurer.

So you see, an era of worldly enjoyment, appeal and glamour will be opened when you select tobacco or pipes or accessories for the smoking men on your Christmas list.

ACCESSORY

There is no greater Christmas present than an accessory for the pipe smoker's arsenal. There is a wide choice of any number of gifts. Humidors, racks, reamers, new tobacco (firms devise any new blends) and, of course pipes. Stylewise pipes have close to 750 varieties of shape, color and finish. That's more than enough to satisfy even the most discriminating in taste.

Seven out of ten of the over forty million men who smoke, have at one time smoked a pipe. So, chances are that you have several pipe smoking relatives or friends on your gift list.

All you do is visit your tobaccoist, drugstore or supermarket tobacco department, and you will find out that a gift selection for pipe smokers is really great. Choosing a Christmas gift for them is relatively simple. Each year you can add to the collection of pipe products.

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Puppies Prove An Ideal Gift For Small Fry

There's hardly a child that wouldn't be pleased with a gift of a pet for Christmas. The parents are the ones to think about. Pets are seldom completely cared for by the child—the parents will therefore have to take on extra work. Also it must be taken into consideration that the feeding and care of pets costs money.

If you are thinking of a puppy as a gift—also look into the matter of sufficient outdoor space for the animal to romp in.

One of the most popular pets right now is the parakeet. It is relatively easy to care for, it's feed is inexpensive, and these birds need only cage area. And, because they talk, it's very easy to become lovingly attached to parakeets.

Tropical fish are another idea as an inexpensive, easily cared for pet. You have a wide price range selection too as you can choose one fish and a bowl or a large aquarium full of fish.

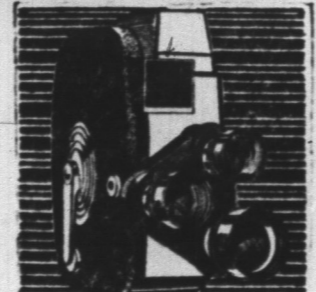
It might be a good idea to query the parents before giving a child a pet for Christmas. If they say "yes," you can be sure, however, that your gift is going to be the most treasured one received.



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