

CHARM HER with the gift of a pendant "charm watch". Novel watches with special favor with teens.

MARKING MANY a happy Christmas is the role of watches. Useful though they are, new watches have many unusual features to put them in the category of different gifts. This one, a Calendar Electric Watch, tells the date as well as the time.



DIAMONDS ARE Santa's best friend at Christmas giving time. Girls of every age love diamond jewelry gifts—such as the diamond-topped star sapphire pendant, diamond-accented earrings, diamond-highlighted gold bracelet and diamond-touched pins shown here.



HIS THOUGHTS turn to her ring at Christmas. Engagingly right gift shown is a brilliant-cut diamond engagement ring.

Lovely, lasting jewelry brings sparkle, splendor

Before charging down the chimney with the usual assortment of Christmas presents, smart Santas are advised to take a look at the jeweler's wide selection of unusual gifts.

There's a present to delight every age, every taste from giddy to practical. And the gift of jewelry brings personal pleasure throughout the years, reminds the Jewelry Industry Council.

Personal jewelry is always a gift to give and receive with pride. Fancifully feminine, hand some masculine, appealingly adolescent or charmingly child-like—jewelry to adorn the individual provides gift ideas to answer the "just right" gift needs of every person on the list.

MONOGRAM IT
Rings are presents of love and prestige, and there's a ring to fit every finger in the gift-giving circle.

Monogramming, universally popular, makes it simple to suit all tastes with identification bracelets or initiated charms, cufflinks or pendants—to mention just a few.

Fair ladies of all ages love earrings, necklaces, bracelets and pins—and a Christmas knight will always appreciate the face or tie bars, cufflinks, belt buckles.

Perennial in appeal to anyone of any age is a fine watch. The variety of watch and watchband designs is particularly rich this year, so that a shopping Santa will find no difficulty in choosing the perfect timepiece for any wrist.

Smiles of joy greet gifts of personal accessories for pocket or desk. With so varied a selection—pen and pencil sets, money clips, key chains and cases, wallets, writing cases, make-up cases, cigarette cases and lighters—there's certain to be a welcome present for even the hardest-to-please person on the Christmas list.

Extra thoughtfulness is expressed by having such gifts monogrammed as well.

Shining silver accessories give a special, cherished feeling. These gleaming gifts include baby rattles, picture frames, scissors, dresser sets, brushes and even tumbler.

Looking for a way to make the whole household happy? Gifts for the home succeed! Far more useful, but no less beautiful,

than that "partridge in the pear tree" are vases, coasters, ashtrays, bowls and trays of silver holloware.

Sterling silver flatware is a patrician present for the favorite hostess. And fine china and crystal go on repeating Merry Christmas to the family for many years.

Hobby interests aid with gifting

"The adoption of a creative hobby offers a kind of antithesis to the relatively constant emotional tensions of work-day or school-day routine demands.

"A hobby offers diversion and relaxation. The mind and body need a periodic change of pace and some enjoyable and non-compulsory recreational pursuits should occur for most people every day."

So says Psychotherapist William H. Van Precht, Ph.D. In terms of holiday giving, this can mean that, when a hobby gift goes under the tree, a good deal more than momentary pleasure results. A gift that enlarges the scope of a present hobby, or starts an individual on a new one, can bring lifelong rewards. And since hobbies are for everyone, so are hobby gifts.

Families who share hobby and crafts projects usually experience the warm, wonderful feeling that exists through working together, sharing their interests and having fun together.

For a child, a hobby "helps develop manipulative skill, helps him learn by doing," and aids him to maintain a natural quality of imagination and creativity," says Dr. Van Precht.

For an adolescent, a creative hobby "may aid in the process of developing self-esteem and confidence, as well as provide opportunities for club partici-

tion and constructive interest which may lead to future career goals."

For the senior citizen, a hobby "may help develop that dynamic 'liveness' which is a benefit not only to himself but to the community."

For all, a hobby "can offer periods of surcease from many of the tensions which tend to reduce the enjoyment of everyday life. Much of the feeling of frustration and tiredness at work or school may be prevented through the constructive form of 'recreational therapy' provided by hobbies."

MAKING THINGS

Craft model kits offer opportunities for youngsters to make "something real." There are even kits for handbags to "paint by number."

FOR EASY SPORT

If a man prefers to watch his sports, there are plenty of gift ideas in that area, from easy chairs to TV sets.

Fashion inspired gift ideas please, surprise Mrs. Santa

Santa Claus is coming to town with lots of fashion gifts for Mrs. Santa. His pack is filled with overflowing with bright and beautiful gift ideas that are sure to keep her glowing all year.

For instance, there's that very special gift of fur. It could be her very first fur coat, or the latest shaped fur jacket in one of the newer pale shades, to add to her fur wardrobe. Whatever it is, Santa knows this is the gift she'll always treasure.

If Mrs. Santa thinks young, a "fun fur" coat of rabbit or other moderate-price fur might fulfill her dearest Christmas wish. And for every Santa's budget are such ideas as a fur hat, collar, scarf or muff—exciting gifts she is sure to appreciate.

Of course, Santa's pack holds something soft and delectable for her to wear at the Christmas morning gift opening: a cozy robe, a dainty peignoir set. Or perhaps the strikingly colored print pajamas, to be worn for at-

home holiday entertainings. When Santa chooses lingerie gifts for Mrs. Santa this year, he'll probably want to rely on the advice of the experts—saleswomen who know colors, styles and sizes and who understand that Santa may be a bit bashful.

The busy hours in Mrs. Santa's day provide a clue for another gift idea. Colorful, casual separates—inseparable from any lady's wardrobe—make the year's brightest gifts.

Stripes, patterns and colors, in combinations that crackle, sparkle and snap, decorate the liveliest knits that Mrs. Santa has ever found waiting under her tree.

Pants suits—now so fashionable for everywhere, from dining car to dance floor, are tops for gifting, and show just how "with it" Santa is.

Blouses pay beautiful compliments to skirt and slack gifts with their garden prints and bil-

lowy, Christmas angel sleeves. Santa may be in for a surprise when he starts to fill her stockings—it may glitter! And if it does, take the hint, Santa—she wants more of the same.

Textured stockings in beautiful, rich colors, or stockings that glitter in silver and gold lame will rate a big "thank you"—especially if they blend with her favorite dress or costume.

And don't forget garter hose and tights, Santa. They're perfect for under those short hemlines, and come in textures, glitters, and colors, too.

Whatever stockings Santa buys, he'll have no trouble filling them. There are sleighs full of "little" fashion gifts that pack a lot of Christmas giving.

Handbags for her casual and dress-up wear; gloves in all fabrics, leathers, and lengths; printed scarves and lace handkerchiefs are just a few of the many ways Santa can say "Merry Christmas."

New glowing jewelry a special enjoyment

While it may be true that "all that glitters is not gold," the beauty and versatility of glittering fashion jewelry can add a special enjoyment to a woman's Christmas, suggests the Jewelry Industry Council.

Shopping Santas can choose from an extravagant array of necklaces, some impressive and multi-stranded or delicate and light, some near-lookers or long loopable chains. For more necklace glamor, the popular pendant makes an exciting gift, too.

Why not charm her with a charm bracelet? Vivid multi-colored charms of festive hue and shape jangle with the season's joy. Or, bedeck her wrist with a bangle, from today's exciting variety of finishes and sizes.

Dramatic long earrings are a fashionable way to dazzle her. She might prefer the dainty, "pierced" look of eclipser earrings—or, pierced earrings themselves may be just the gift for her.

Fashionable pins can be found in a vivid variety of style shapes and sizes. Her wardrobe can be enhanced with one very large pin, or a number of small ones, in golden textures or brightly bejeweled.

Beauty for evening highlights the delicate look of finetinted simulated gold jewelry studded with nob-topaz and deep-toned brilliants. Or, enhance the drama of her evening wardrobe with bright mock-precious stones and rhinestones.

For the casual look at Christmas is tailored gold-colored jewelry, plain or spiced with colorful stones. Silver enters the gift and style scene in beautiful, intricate designs.

Glassware impresses

From family and friends to the newlyweds, from "the kids" to Mom and Dad or from the family to the family, glassware gifts are impressive, yet the cost can be modest.

A crystal punch bowl, for example, sells for under 20 dollars, and a few more dollars will include a footed base, or punch cups.

Less than a 10 dollar bill buys such sparkling glassware gifts as serving bowls, crystal candle holders, candy dishes.

For the "under five dollars" gift list, there are handsome

glass ashtrays or figurines. Add a thoughtful touch to make the glassware gift even more impressive—with the punch bowl, for instance, the ingredients and recipe for a festive beverage, such as:

SPECIAL CHRISTMAS PUNCH
2 cups cranberry juice cocktail, chilled
2 cups apple juice, chilled
2 cups ginger ale, chilled
Combine ingredients. Serve, garnished with orange slices.

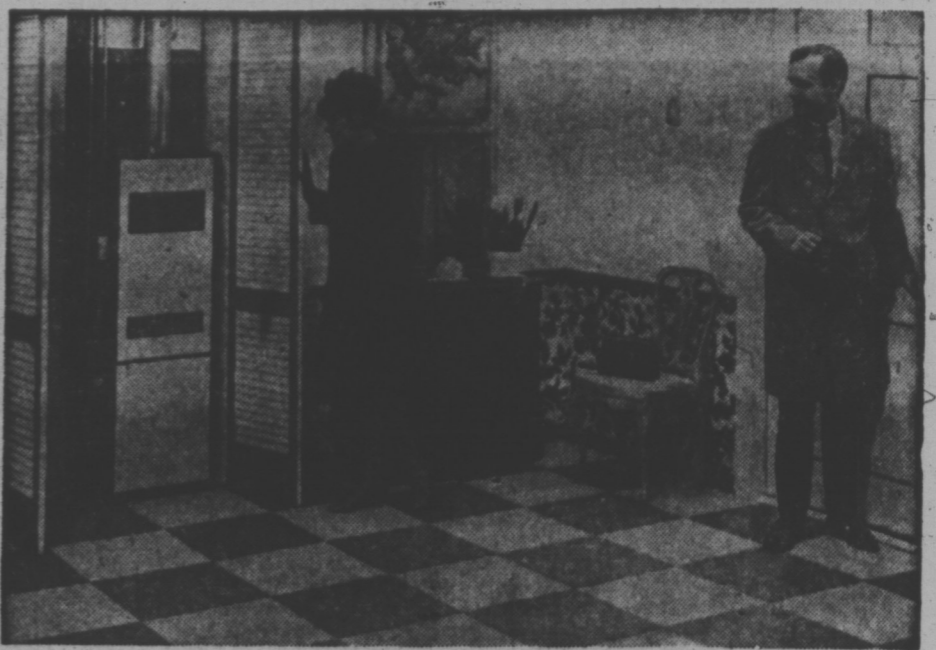
Glassware inspires fine "go together" gifts, too. Several friends or family members can each give one or more coordinated items to accompany a big, collective gift Punch cups, table accessories are individual gifts that might go along with the punch bowl.

Greetings recall fond memories

New trends are starting; old favorites remain. And the choice of Christmas greeting cards is more varied than ever.

Some greeting card companies see a growing interest in the nostalgic message.

Although the tried and true "A merry Christmas and a happy New Year to you" remains almost the standard holiday greeting, there is a heavier than usual sprinkling



ALMOST PERMANENT MAID

SHE'LL BE thrilled with a new device known as the electrostatic air cleaner that actually eliminates the household drudgery of daily dusting forever. The electrostatic air cleaner is a trim, flat little box that may be attached to the forced warm-air furnace to miraculously

trap up to 95 per cent of airborne dirt, dust and pollen in the home. It also greatly reduces need for vacuuming draperies, fabric-covered walls and lampshades, washing windows and curtains and prolongs the life of upholstery and fabric furnishings.

of such phrases as "fond memories," or "thinking of you," and "miles apart," notes Webster Schott, editorial director of Hallmark cards.

For the elegant Christmas card, there's a new look, observes Mrs. Peggy Gilbert, head of the Norcross design studio.

Collages of yarns, felts, fruits are taken directly from the latest interior decorating fashions and photographed. There are also cards designed in gold; and cards embossed, silk-screened, bejeweled.

Mail early rule for yule

One thing is sure in mailing Christmas cards, letters and packages—the earlier they go out, the better!

"Mail early" means: All packages and out-of-province Christmas cards and letters should be mailed by December 10. Mail local Christmas cards by December 16.

Since October 15 is the recommended mailing deadline for packages to men overseas, any tardy parcels should go out immediately.

In addition to timing, there are several factors which help assure proper delivery of Christmas packages. One of the most important is clear and full addressing, plus correct return address.

Wrap packages securely, and provide adequate padding. For speediest delivery of gifts and cards, be sure to use zip code numbers.

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HAPPY COMBINATION
FOR HER Christmas morning pleasure their might be gifts of a fleecy robe, from Santa, and glitter stockings, from his young assistant. Naturally, she wears the robe to open the stockings, which come in a glamorous Vanity Case.

Christmas Shopping is a Pleasure HERE!

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