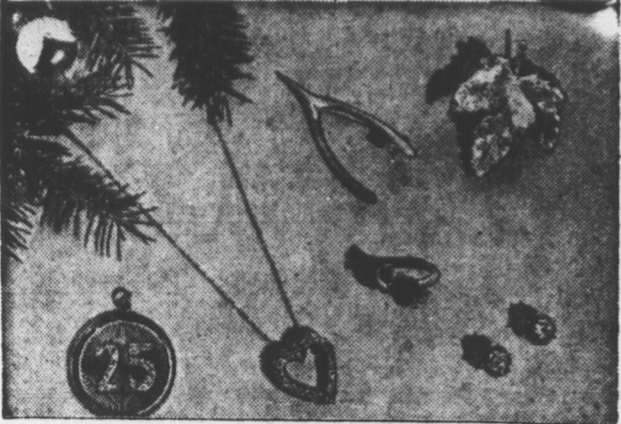




**THE SEASON** of sentiment, Christmas, is a favorite time of year to surprise her with a diamond engagement ring. The round, brilliant-cut, diamond continues the most popular shape for the symbol of betrothal. Other cuts for the center diamond include the pear shape, emerald and marquise. Oval and heart shapes are rising in popularity.



**DIAMONDS** in the Christmas budget? The answer is yes, thanks to modern designs that combine small diamonds with other stones to create exciting effects and make the jewelry precious, though modestly priced. Suggestions here range from diamond-set pendants and pins to a gold charm that marks an anniversary in diamonds, or an amethyst birthday ring enhanced by several diamonds.



**DRESS, SPORTS, business**—there are many times when a man wants a watch, and today's modern watches are styled right for the occasion. If he already has a favorite business watch, then hang a dress watch on the tree for him—or vice versa.



**JEWELRY STORES** shine with a wide array of gift ideas for the home. Shown here are a desk clock, china cigarette urn and lighter, place setting and serving pieces of sterling silver, silver cigarette box, tiny alarm clock, silver tray and sugar and creamer set, coin glass urn and crystal centerpiece with candlesticks.

## Selecting right gifts can be an easy chore

From baby to brother to best beau or belle, all the people on the Christmas gift list are sure to be pleased by a present from the jewelry store.

Because the selection there is so wide, says the Jewelry Industry Council, choosing the "right thing" for each person is easy, and every gift will reflect thoughtfulness and care in a way that only a well-chosen present of quality can.

For Christmas, a diamond engagement ring, a fashionable watch, a set of gleaming silverware, a gold pin, a pearl necklace or any other jewelry item of any kind or price can be bought. Gifts from the jewelry store might begin with baby. Gleaming silver spoons, porringers, cups, rattles, brush and comb sets, lockets and identification bracelets are ready to make

round, bright eyes grow rounder and brighter.

For the teens there are charms, pendants, novelty pins and barettes. An older girl's smile will be brighter than a Christmas light when she opens a gift of sterling flatware in her chosen pattern, or a pin, ring, necklace or bracelet of precious jewelry.

Boys and young men appreciate desk accessories. Leather wallets and key chains or cases are useful items, and cufflinks, tie tacs and tie bars selected to suit the individual are merry ways of wishing Christmas cheer.

Every man, in fact, usually welcomes personal jewelry, from belt buckles to watchbands. Or, flatter his masculine ego with a ring bearing fraternal insignia, initial or signal designs.

Useful and attractive are smoking accessories, such as lighters and cigarette cases, as well as bar accessories.

The nicest way to compliment a woman is to flatter her femin-

ity. Beautiful jewelry in earrings, necklaces, bracelets, pins and rings not only makes her look lovelier—it makes her feel lovelier.

Wrist watches and bands for dress, sport and business are classic gifts, either for him or for her.

Silver shines as a Christmas gift. Trays, bowls and silver dishes are such versatile items the whole family will enjoy using them in many different ways.

## Choosing for kiddies

Choosing gifts for children this Christmas. Remember, as boys and girls grow up, their interests change rapidly. What was most intriguing to them as little as six months ago may be "kid stuff" by the time Christmas comes.

Especially for adults not in daily contact with children, it is particularly difficult to visualize the dynamic broadening of interests and capabilities that arrives, as the juvenile birthday score advances from two to four to six and so on, research indicates. Parents are likely to be help-

ful sources of information as to what kind of gifts will fill significant needs on the home front. They appreciate the giver's generosity and are glad to help.

Many stores also provide lists of appropriate gifts for children, according to age.



**GIVING HIM** transportation is the aim here—a motorcycle or scooter for the college student to use around the campus, and on weekend trips home.

## New car is grandest gift

There's more sparkle than ever at the jeweler's watch counter this Christmas, reports the Jewelry Industry Council.

Multi-faceted crystals lend a diamond-bright splendor to watch faces. Changeable bezels (the rim in which the watch crystal is set) and watchstraps in a variety of shades are ready to expand a lady's watch wardrobe and add a dash of exciting color.

Among the choices for her are bracelet watches designed with combinations of round, pear and marquise diamonds, or watches gloriously studded with emeralds, rubies and sapphires.

In other styles, jeweled lids ingeniously conceal the watch face, and slide or pop up to reveal the time.

Watches and bands in white or yellow gold, as well as multi-colored gold, come in an inspiring array of finishes, including checkerboard, diamond, plaid, polished, bark and mink.

For a man, the wrist watch is a constant companion and an all-important wardrobe item. If he already has one, chances are he'd dearly like another, for sport, dress or business.

A band alone may mean the

difference between sport and dress watchcraft. Gold dress bands for men come in a variety of textures and finishes.

Particularly popular is a band of thin, tapered gold mesh, available in several styles.

For sport or business wear, there are suede, leather and alligator watchbands, as well as handsome metal bands.

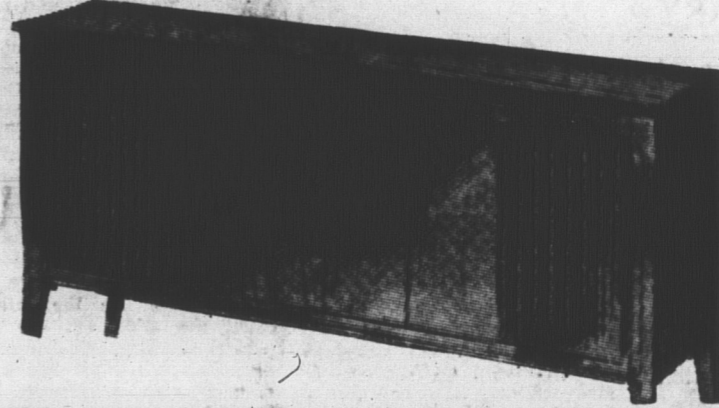
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# APPLIANCES

Brighten Up Your Home This Christmas With One Of These New Electrohome Appliances



Electrohome Stereo

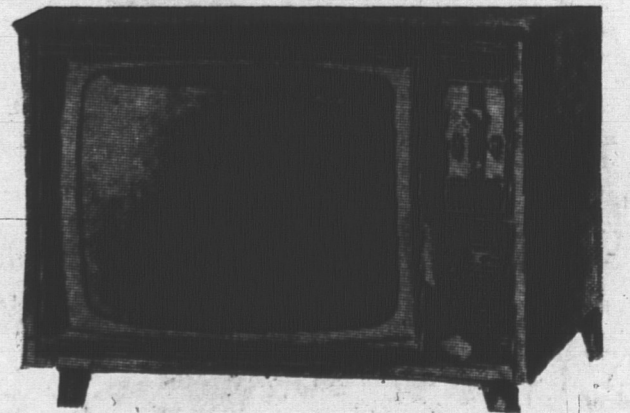
True High Fidelity Sound

You may well ask how Electrohome can offer so much stereo quality at so modest a price. Experience makes the difference. Electrohome engineers have learned how to make every dollar invested in components pay maximum dividends in performance. All are fully transistorized for dependability and distortion-free sound.

- Garrard 3000, precision built 4-speed automatic changer, automatic shut-off
- The exclusive electronic "Slectomatic Switch" simplifies tuning.
- Cabinets by Delcraft, the fine furniture division of Electrohome.
- 4-speed automatic changer, automatic shut-off.

Electrohome Television

Perfection in Every Detail...



It is little wonder that Electrohome T.V. has won such enthusiastic support among viewers. Even these low priced models provide picture quality unequalled in the industry. The Centurion Chassis is the secret of Electrohome success. One glance will convince you of superior performance.

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## What to Buy...

# YOUR FAVORITE GUY

Shop Early - Use Our Lay-away Plan. Every Item Gift Boxed Free On REQUEST

### SWEATERS

By Jantzen, Warren, Jay Berma, Shelby

Cardigans, crew neck pullovers, sleeveless and long sleeve v-neck pullovers.

Priced From

4.95 to 24.95



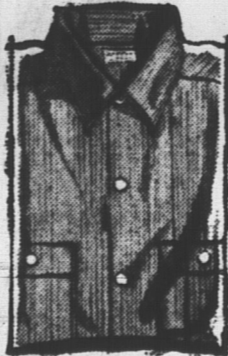
at HIS leisure...

### SPORT SHIRTS

Viyella flannels, Laneross flannels, Raymere flannels, cottons. By B.V.D., Bluestone-Deacon.

Priced From

5.00 to 15.95



### DRESS SHIRTS

Whites and stripes by B.V.D. Regular and little or no iron broadcloths. All terylene and terylene and cotton. Regular collars, tab collars, eyelet collars, buttoned down collars.

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### TIES

Priced At

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### No Needs... No Wants... SLACKS

By Warren K. Cook, Savile Row, Don Parker

Slim, Regular and Executive models.

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