

Gifts Keyed To His Sport Will Be Sure Winners

When it comes to their continued avid interest in sports, few men ever "grow up." Long past the day of their own bat swinging, basket ringing and touch-down scoring, they follow their favorite teams with unremitting enthusiasm from one end of the season to the other.

On the active-participant side, many men channelize their sports proclivities into such pastimes as golf, tennis, bowling, fishing, hunting or boating. If you want to score a solid hit with such a man at Christmas, the surest way is to "play his game" in your gift.

For the golfer, there is a host of gadgets and accessories that will heighten his pleasure, maybe even lower his score! Consider, for instance, one of the new golf umbrellas that will fit so handily into his golf bag, a cart to tote the latter when caddies are in short supply, or a set of numbered covers for his clubs. Then, too, one of the new lightweight golf bags may be right on the beam. There's even a practice device with which he can sharpen up his putting indoors on rainy days and all winter long.

A dozen of his favorite brand of golf balls will always be wel-

come; one manufacturer is putting these up in desk and pencil caddies that make handsome gifts.

The tennis addict will always appreciate a new press or cover to say nothing of shirts, socks, shoes and sweaters geared to his game. A few tins of tennis balls are always in order. While he may prefer to select his racket for himself, you can easily come to his rescue, giftwise, with a Gift Certificate on his favorite sports store.

The bowler might well up his score if he had his own ball, with carrying case; bowling shoes and shirts can also aid and abet his game.

For the angler, the gifting possibilities are practically endless. So many new rods, spinning reels and lures keep bobbing up on the market that the fisherman who wants to keep abreast of the times (as what fisherman doesn't?) usually has an extra long "wish list."

For the hunter, there are sleeping bags, hunting coats and boots, portable cook stoves, compasses and an ample supply of his favorite shells.

For the "arm chair" or spectator-type sportsman, there are books about his favorite game.



TOPS IN HOME ENTERTAINMENT FOR CHRISTMAS giving this year, is made possible by color television sets at new low prices, portable record players and radio receivers, which a modern Santa presents here.

Television Developments Broaden Gift Selections

Two new developments in the field of television promise substantial help for generous Santas this year. One is the portable TV receiver and the other is progress in providing sets for reception of telecasts in color.

Small, smartly styled, rugged portable TV receivers already have proven their popularity in homes and offices. In a sense, they represent the completion of a cycle in television viewing. It was only a short time ago that the public was clamoring for larger and larger screens, which they still want for living rooms. But now, with the mounting popularity of television as a form of entertainment, the demand grows for portability and personalized sets.

Easily Carried About
And as a result, practically all of the major producers of TV receivers, including such manufacturers as RCA Victor, General Electric, Zenith, Admiral and Emerson, are producing models in sizes so small they can be placed on a desk, or easily carried about by a child.

Portability and small size of the personal-type sets is what makes them so desirable for Christmas giving. Among candidates for these gifts are dad, who will like one for his office; mother, who can move it easily from kitchen to bedroom, wherever her chores take her, without missing a scene of her favorite program; obviously for children and for the sick. Above all they are the most convenient as second sets for the home.

This Christmas, also, it appears, color television will really be zooming.

Interest Runs High
Spokesmen for the Radio Corporation of America actually feel that color receivers may be in short supply during the height of the Christmas season, so rapidly is the interest mounting.

Color receivers, which also pick up regular black and white programs are now perfected and are available nationally at prices slightly under \$500. Nationwide networks are increasing color programs and more local stations are being equipped for color-casting.

It all adds up to the opportunity for a gay and colorful Christmas for many this year.



HOSIERY, ALWAYS A HAPPY CHOICE for Yuletide gifting, combines the feminine frivolity she loves with the practicality she insists upon. Fashion-wise hose are available this season in many styles and shades. Suggested here, seamless stockings.

Newberry's CHRISTMAS GRAND OPENING Sale

Santa will be here Friday. Come and bring the children. Free gifts for kiddies accompanied by parents.



Colorful Styles for You or Giving

Aprons

NOW ONLY **88¢**

Adorably styled half aprons in a rainbow of lovely colors and fabrics like sleek polished cotton, all nylon that's so easy to tend and a crisp percale & nylon combination. You'll have to see for yourself how perfect they are!

SAVE NOW Big Selection All Washable SPORT SHIRTS

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ALL-OVER SPACE PATTERN SHIRTS
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Popular pointed collar style. Good selection of prints. Sant.

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Reg. \$2.98 **\$2.77**
Distinctive pick-stitch trimmed collar. Assorted light colors.

Save 21¢
SANFORIZED DAN RIVER COTTON SHIRT
Smart Meadowbrook plaids in assorted light shades. S-M-L.
\$2.98
*Less than 1% shrinkage

Santa Buys His Photographic Gifts At CLARK'S STUDIO & CAMERA SHOP

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WOMEN'S BOXED HANKIES
Fine Swiss lawn — 3 to a box in assorted patterns and colors. **\$1.00**

Jewelry Boxes
Elegant gold tooled simulated leather velvet-lined. **\$1.39**

Misses' DRESSER SET
Crystal, pink, blue metallic backs. In lovely box. **59¢**

6 x 5 1/2" Ice Bucket
Crystal-clear glass. Hammered-like swirl handle and tang. **59¢**

Walt Disney Hankies
Favorite characters embroidered on 3 to a box. Big choice. **59¢**

Asst. Bubble Baths
Choice of 6 adorable soap figures on each bubble bath holder. **79c** PLUS TAX

Men's Handkerchiefs
T.V. fold men's cord imitated handkerchiefs. 3 to box. **\$1.00**

Men's Billfolds
Tool-Craft stitchless construction of fine suede lambskin. **\$1.79** PLUS TAX
GIFT BOXED

"MAN ABOUT TOWN" DUO
After shave lotion \$1.25 plus tax cologne by L'Herminier. **\$1.25** plus tax

4-Pc. MacGregor Set
Useful talismans with that masculine scent he prefers. **69c** PLUS TAX

Wide Western Belts
"Must" gift for boys on any list. Choose it in a Western box. **69¢**

2-Blade Pen Knives
Asst. shapes, sizes. Stag, colors & simulated pearl handles. **59c**

Tommee Tippee Bowl
Upstart-proof bowl is safe, safe for baby. Special gift box. **\$1.00**

Gift Scripto Sets
Ball point pen with pencil to match in a selection of colors. **\$2.00**

Shearing Slippers
Snug, suede bootie style with shearing collar, bell trim. **\$1.00** pr.

Inf. Dress & Slip Set
Dainty nylon dress and rayon slip in assorted pastels. Infant sizes. **\$1.98**
GIFT BOXED

3-Pc. Bootie Sets
Hand-made wool booties in dainty pastel shades. Gift boxed. **\$1.98**

Bath-Mate Dollies
Cute doll sitting in a tub. Also includes soap and sponge. **\$1.00**

Dish Cloth Sets
4 cheery cloths in a selection of metal dustpan colors. **\$1.00**

3-PC. LAZY SUSAN
12 1/2" tray. Base on smooth-swivel ball-bearings. Boxed. **\$3.49**

Footed CAKE SALVER
Lovely 22K gold fire polished crystal, Sandwich design. **\$1.98**

NOEL TABLE LINENS
Gaily printed, spun-rayon cloth and napkins. 54x54 **\$2.98**