



Hawaiian holiday gift — a lei of pearls to brighten her day! From golden chains, the meek pearls bob gaily, and shower from the matching earrings. A bracelet is also available.



Gifts that "go places" — Left: "Tote" bag of tobacco color sued cowhide with black leather trim. Right: Sealed down version of the train-case with room for cosmetics on top, space for night-wear, below.



For your Beau Brummel — The favorite man in your family will love this meticulously tailored sports coat. It's made of fine Irish tweed with a soft over plaid pattern.

Jewelers' Offer Array Of Top Gifts

The joy of giving is the joy of receiving turned inside out. And no one knows more about this happy Christmas psychology than the jeweler.

A recent survey conducted by the Jewelry Industry Council showed that the gifts people most like to receive were the ones they gave most frequently.

At the top of every list for both receiving and giving were the special lasting gifts that come from the jewelers.

Personal jewelry — for all ages and in all prices, both for men and women ranks high as "most wanted to receive" gifts. This year, with its important changes in jewelry, a jewelry gift is an exciting delight.

Cascades of colored stones and beads to lend emphasis to new clothes, the beauty of gold worked in fine filigree designs, or newly textured with a completely new look, are touches of fashion as well as beauty in the new jewelry.

Glittering dress-up jewelry — such as the soft flattery of pearls, used alone or combined with colored stones in finely worked settings, are touches of beauty any woman wears and remembers long past the holiday.

Fine gold is worked in delicate new shapes — in necklaces, pins and earrings that make "modern heirlooms." Sterling silver is a brand new jewelry note this year and has a fresh and beautiful look.

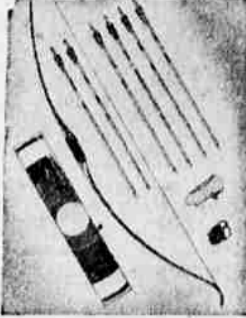
For the woman whose sense of beauty extends to her home, the jeweler features a wide variety of silver dishes, trays and bowls, to give elegance and beauty to a room. Flat silverware and fine ceramic accessories will delight her as appreciations of her homemaking role.

Men also lead two lives as the jeweler well knows. As personal creatures, the gifts of adornment have a special place under their Christmas tree.

Often the things a man most enjoys wearing are the things he is least likely to buy for himself. Some of the new, elegantly styled cufflinks sets with colored stones,

matching tie bars, or tie tacs, money clips, belt buckles, wallets, watches and watch bands are all gifts that give day-to-day pleasure.

This year men's rings have a special place on any thoughtful gift list. They are enjoying a real renaissance — featuring initials.



William Tell's tools — set to give! Package includes fiber-glass bows in varying lengths and weights, arrows, armguard, shooting tab, target face and instruction book by B. Pearson.

signets, some of the beautiful masculine stones like onyx, or set with the insignia of his favorite organization.

The hosting and business hours of a man's life lead to many special gift ideas.

Handsome desk accessories, in beautiful leather, or in gleaming silver or other metals, give a note of distinction to any man's office.

For his hosting hours, the handsome bar accessories featured by jewelers make gifts that have a useful as well as a long enjoyable life.

Too big to wrap? Purchase or make a miniature of your gift to present on Christmas Day.

The world's oldest Christmas trees, 400 of them, stand 600 feet above the Mediterranean. These are the cedars of Lebanon.

Follow the "useful" theme even in your cards. There are many that unfold for a lovely Christmas memento. Some are designed as bookmarks, or for year 'round miniature pictures to hang in bedroom or in kitchen.

All you have to do is use your imagination. The useful Christmas can be the most exciting ever.



Pocket-size movie camera — switches easily from color to black and white. It's always in focus. Normal, wide angle and telephoto pictures possible with converters. Grand gift!



Bath-time basket — Give a garden basket full of gift cheer — containing a standard-size bath towel, fringed miniature fingertip towel and two matching wash cloths. A handsome ensemble!

Desk Items Good Gifting For Old And Young Alike

Gifts for the home or office desk warmly remind of your thoughtfulness all year.

Letter writing and home or office business chores are made much more pleasant with handy, beautiful writing tools.

Stationery is always useful, and the variety is extensive. For a personal touch, have it printed with the recipient's initials or name.

Fountain pens, ball point pens and mechanical pencils are marvelous gifts for everyone, including children.

For very small youngsters, thick, soft lead pencils or crayons are best. For 2nd and 3rd grades, mechanical pencils or ball points are preferred over the fountain pen.

Desk sets are lovely and eliminate the "fumble" for a writing implement. They may be plain or include a clock, ink holder, or clip tray.

Personalized postcards are a novel gift and an extremely useful one, too.

A really appreciated gift is a stamp jar or holder — filled with stamps.



For the V.I.P. — give this Very important Present! He'll love the matching knife and jewelry set. The package is a handsome cigarette case that's perfect for office or home.



"On the go" gifts for him — Left: Soft-side, ultra-lightweight two suiter in grained cowhide. Right: California saddle leather companion case with double front zippers for easy, quick packing.

Flatter Father With Gifts Of Own Furniture

Though it is said a man's home is his castle, a look at the furniture would often indicate otherwise.

Men like comfort and places in the home they can call their own. Why not give him furniture for this purpose as a Christmas gift?

First, see that he has a very comfortable chair. Leather, leatherette or plastic is especially good for fabric. It's so easy to clean, he doesn't have to worry about spills. A matching footstool is a marvelous addition.

A handy table for current reading matter, smoking supplies and snacks would be appreciated.

A good reading light completes his area of comfort.

A desk, all his own, is a wonderful gift, too.

If he owns specific reference or study books that the rest of the family seldom uses, give him his own bookcase!

Dad will certainly appreciate your thoughtfulness in giving him man-size, man-tailored furniture for Christmas.



for a welcome gift...
or to enhance your home

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Just think of the joy that an important HOME GIFT would bring to your family or someone whom you particularly want to remember handsomely. Here you have the widest choice of gifts that combine year 'round appeal... beauty... suitability and long lasting pleasure as they are enjoyed throughout the year, and bring your gift wisdom to mind. At Judd's, you may buy your furniture gifts on very easy budget terms... small amount down, balance on easy monthly payments and without interest or carrying charge.



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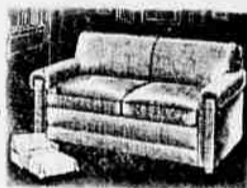
39.95



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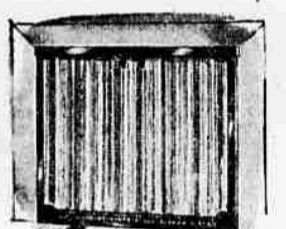
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CEDAR CHEST

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FIREPLACE SCREENS

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