



GIFTS FOR THE MAN — A top notch gift for the man on your list is the saddle-stitched fireman-red sport shirt of brushed cotton shown at the left above. Center is a two-toned sport shirt of washable rayon. At right is a rugged wool sweater which makes a gift that's really welcome.

Most Men Claimed Late Shoppers; Hints To Make Purchases Easier

Though stores in almost every community have set up shopping nights for "Men Only," personal shoppers' assistance, special aisles and booths of gifts for men's choosing — still they tend to be "last minute shoppers."

No matter what "shopping shock absorbers" are created — no matter how early and broadly wives, sweethearts, mothers and sisters may hint as to what they want — the last few days and hours before Christmas Eve, find the men flocking to the stores wearing a "do-it-now-or-die" expression, in complete bewilderment as to what to buy.

More Money, Less Thought

These late, late shoppers — retailers say — generally spend more money and less thought for their gifts than if they had shopped earlier.

There's the late-shopper type who buys his wife a sheer black negligee though she's dropped oodles of hints for a new steam iron. And, the gentleman who hurriedly selects an exorbitant bottle of perfume that the little woman later puts aside to "look at," because she hates to squander the precious liquid.

So, gentlemen — if you still haven't made out your gift list, here are a few ideas that are budget and women-pleasing, too.

No woman ever seems to have too many smart pieces of jewelry. Just take note whether her fancy is for necklaces, pins, earrings or an armful of bracelets. This year's collection is dazzling and exciting!

"Circle Her Middle"
If she's the suit type or the blouse and skirt type — then "circle her middle" with a hand-some belt — or give her a lovely blouse or wrap her in the elegance of a cuddly soft sweater. Here your choice can be the luscious miracle yarns of orlon or nylon — or the ultimate in luxury — cashmere!

Handbags, too, always are most appreciated by the gals — as will be smart leather gloves — or a trim, new umbrella!

So many exciting little, little furs, can be big gift news for the feminine gender — such as a gay fox collar to wear on dresses or sweaters. Or a pretty muff — or a furry beret! Yes, Christmas can be a furry flurry of enchant-

ment when a man is truly gift-wise.

If she's a smoker — perhaps she'd like a trim lighter — or a slim cigarette case — or a gay cigarette holder.

If she's neat 'n' fastidious, there are many, many purse accessories for tidy arrangements of cosmetics, money, keys,

papers, addresses, etc.

And now — if you're still in doubt, give her a gift certificate in the amount you would have spent — at her favorite shop — and, let her do her very own choosing.

See! Early gift shopping can be simple. So men — let's go shopping now!

Clever Wrapping Reflects Joy of Holiday Package

A lot of love goes into the gifts you give at Christmastime so let your clever wrappings reflect the joy with which they are given! Half the fun of gift-giving can be thinking up new and gay ideas for holiday-bright wrappings.

You'll find a wealth of imaginative wrappings at your favorite stationers. Never have they been so distinctive in design, so eye-catching in color! This year's seals, ribbons, tapes, and tags — plus the gay assortment of paper — will make any package a real gift thrill!

Simple Rules

The simple rules for gift-wrapping make it easy to tackle the job with success and a lot of fun.

First, always use a box and measure your gift paper carefully. Use tape to fasten the package as you wrap and you'll have a much neater package. Attach your perky bows separately with ribbon or tape for a really effective package.

To make a large, fluffy bow, loop it over and over your fingers to the desired size. With a separate piece of ribbon, tie it in the center and fasten to the ribbon on the box. Then fluff it out by separating the loops.

For a flat bow, loop the ribbon back and under in graduated sizes and tie in the center.

Cotton gift ribbon can be curled by pulling it across the edge of the scissors.

When you place your gaily-wrapped gifts under the tree or deliver them to a friend, let them express your imaginative touches.

Sprigs of Holly

It is fun to tuck sprigs of holly through the bow, tie little tink-

ling bells on the end of your ribbon, or fasten miniature Christmas ornaments into the center of each bow.

Perhaps you'll want to make your package very distinctive! Try deep-toned paper tied with lacy gold ribbon . . . use perky red and white checked shelf paper and tuck a candy cane into each bow . . . put a clever cut-out figure on each package . . . or highlight each package with an extra little gift slipped through the bow. These little extras can be fun — a wooden spoon for the homemaker, a rattle on a baby's gift, or a packet of seeds for the garden lover.

Be sure to allow plenty of time for planning your gift-wrap theme! Remember, even a tiny remembrance takes on new meaning when your gift-wrapping shows that a lot of time and imagination have gone into making it a clever and cheery messenger of your love at Christmas!

Slippers Considered Excellent Gift Buy

You'll want to slip her into slippers to make it a "Merry Christmas from toe-to-head."

This year's gift slipper selection offers a wide variety of exciting styles that will suit every gal — whether she puts comfort or fashion-novelty first.

Stressing comfort are the bunny-lined foot warmers, the slipper sock that have knitted tops and soft-as-butter soles, the traditional d'orsays, scuffs, felt and soft leather slippers.

With an eye to glamour come the moccasins in soft gay-colored leathers with bright beading . . .

Wearable Gifts Certain To Please Lady Recipients

Make your gift to "her," one with a long-term policy and good fit.

Yes, you'll flatter her femininity if you choose something to embellish her wardrobe.

No girl, but no girl, ever seems to have too many sweaters. So make it a sweater Christmas for her in either a classic style or one that foretells glamour times with its glitter-sparkle or dainty fur trim.

A good, really-good skirt in tweed or one of the magic fibers will thrill her with every wearing.

And from tailored "boyshirts" in white stripes, conversation-piece patterns, or in bright color — to flattery-spelling dressy blouses, there's an "on-top" choice for your particular girl.

If she likes the wind and the rain, an exciting new raincoat with matching umbrella or hat — will have her saying, "it isn't raining rain to me."

For sportswomen and outdoor-lovers there are many jackets in everything from furry alpaca to buttery-soft suedes to put her at ease in smart comfort in any weather.

Too, she may welcome a rain or shine stormcoat — or wrap her in the elegance of a velvet jacket or even full-length coat.

Sleek handbags; gloves of leather, wool, or fabric; a boxful of hosiery; distinctive handkerchiefs — all are welcome gifts for gals.

With suits and jumpers, dresses and coordinates wearing easy, relaxed lines, surely she'll take a fancy to the fancies in scarves, neckwear and lingerie-touched accessories that brighten this season's fashions.

Nothing but nothing can give the excitement that does a gift of fur — and your selection can be lovely, luxurious and not-terribly expensive if you select a small cape, a stole, a tiny jacket or a scarf in a fine fur! Let these little gifts make her Christmas a "big one" — because these are the gifts every girl wants, needs and treasures for long times to come.

Two Pennsylvania communities, Riverside, California, and Salem, Oregon were the first towns in the U. S. to sponsor the lighting of outdoor Christmas trees. Though widely separated in their geographic locations, all four of these towns "lit up" in 1913.

the jeweled slippers of satin or velvet . . . the ballerina types of embroidered, bespangled beauty.

Glamourized too, are the bow-ed, glittered or pom - pom'ed mules — and, in a variety of styles for milady's glamour come thong sandals, instep-strapped wedges, gold - or - silver tread slip-ons — and many, many more styles for at-ease, and leisure-time wear.

A churchman, John Pierpont, composed the gay Christmas song, "Jingle Bells," which has been popular for over a century.



YOUR Gift ...HEADQUARTERS

We Give S&H Green Stamps

The time to shop early is — NOW! Our gift selections are at their peak and it's fun to choose EXACTLY what you want . . . leisurely!

ROBES SHORTY and FULL LENGTH Washable Nylon, Rayon and Corduroys

\$6⁹⁵ up



SLIPS

Nylon, Dacron and Rayon—Half and Full Slips

2.98 up

Glen Raven HOSIERY



Service Weight, Very Sheer, Seamless and Run-Proof

\$1.35

\$1.50 and \$1.65

PAJAMAS

IN FLANNELS and a wide range of very unusual styles.

\$3.95 to \$7.95

GOWNS

Nylon, Dacron, Rayon — Many Lovely Styles.

\$4.95 and up

OPEN WED. 'Til 9 p.m.

When you shop at PICK'S or ROBINSON BROS. PARK FREE on our PARKING LOT

112 EAST MAIN—Next Door to Robinson Bros.

Pick's APPAREL

To Buy or Sell — Use Tribune Classified Ads To Buy or Sell — Use Tribune Classified Ads

FREE PARKING WHEN YOU SHOP at ROBINSON BROS. or PICK'S APPAREL—

ROBINSON BROS. AND PICK'S JUST ACROSS THE STREET FROM THE NEW LOT

South Front Street

New Parking Lot

Robinson Bros.

Pick's Apparel

Main Street

IN THE NEW **PARKING LOT** CORNER FRONT AND MAIN ENTRANCE ON MAIN AT THE ASSOCIATED STATION

GASOLINE AVAILABLE REST ROOMS for public convenience

PUBLIC PARKING RATES
All Day Only30c
First Hour10c
Hours Thereafter 5c each

