

Idea of Christmas Seals Was Conceived in Denmark in '03

Ask the "man on the street" who originated Christmas Seals and his answer will probably be, "The National Tuberculosis Association."

It's true that the first seals sold in this country were for

the purpose of raising money to help stamp out tuberculosis - however this occurred four years and thousands of miles away from the point of origin.

The idea of seals for use in charity fund raising was con-

ceived by a postal clerk in Denmark in 1903.

Mentioned Plan

Einar Holboell mentioned his plan to his fellow workers

who began to help him with enthusiasm.

The idea reached King Christian, who approved, and the image of the Danish

Queen Louise appeared on the first seals in 1904.

Jacob Riis, Danish - born American, saw these seals on letters and packages arriving

to this country from Denmark.

In 1907, a magazine article, which Riis wrote about seals, attracted the attention of a Red Cross worker, Miss Emily Bissell. She was concerned about the fate of a small sanatorium and decided to use the idea in its behalf.

American Seal

The first seal in America, designed by Miss Bissell, was a wreath of holly encircling the words, "Merry Christmas."

She promptly had 50,000 of them printed, but had no way of selling them. The aid of a columnist on a Philadelphia newspaper was enlisted. Within a few weeks \$3,000 was collected.

The following year, a nationwide sale was held. It was supported by publications and

groups all over the country - and sponsored by the American Red Cross and the National Tuberculosis Association.

Today, thousands of dollars

are raised each year by the sale of this one seal. Dozens of other groups, too, have taken up the idea and many kinds of vital charity work

are now aided by the sale of seals.

Belts, Wallets, Hats Rate High As Men's Gifts

Men's accessories are so exciting this year, they are bound to make great gifts.

Belts, for one thing, are really different - now combining leather with print fabric, or more than two kinds of leathers.

Hats this season feature very narrow brims in most all of the favorite crown styles, and fabrics and colors are richer than ever!

Billfolds, too, offer a lot of variety - beyond the regular styles which are even more luxurious.

Then there are the new bill holders. These are offered in leathers and in the Ivy print fabrics. To go with them, there are leather or cloth card cases with accordion clear plastic holders.

Onslaught of Credit

With the onslaught of credit organizations, most men today need these extra large card holders.

Ties are still the narrow models of the past, but there are a host of new patterns. Large diagonals that make plaid patterns will be good in bold or subdued hues.

It is not as difficult to select the right tie as the jokes lead us to believe! Tell the salesman whether your man is more conservative or rather gregarious . . . whether he prefers blue, brown, grey or some of the newer Ivy colors. He will then be able to show you the ties that are sure to please.

Religious medals and crosses set with diamonds are popular gift items.



CHRISTMAS GOWN—Beautiful hostess or beautiful gift . . . for either purpose this hostess gown belongs on the Christmas scene. In luxurious Stehl silk, a year round weight. Belt in front or back! —By Adaptable



KIMONO CHRISTMAS—That's what it will be for the man who receives this smart robe. Sure to be his favorite gift. Of all-wool jersey, more than a yard wide. —By Peerless Robes

Recordings Extend Holiday Pleasure

The Christmas holiday brings with it a wealth of stately religious hymns and heart-warming carols! Even pop tunes add notes of listening pleasure. And gift recordings can extend that pleasure through the whole year.

Music lovers this Christmas have a special treat awaiting them in stereophonic sound, the new tonal magic now available for home fidelity music systems.

Shoes in Dress, Casual Styles Score With Men

Shoes make fine Christmas gifts. They're bound to be a sure hit this year. There are many new styles available, from square-toed slip-ons to straps and buckles.

Most men have just about all the clothes they need, but eight out of ten are short of shoes.

Heading the high - fashion category, is the shoe with the new slimly tapered and squared-off toe.

Seen most often in leathers with a fine grain, this silhouette

is featured in many variations of the slip-on style or in two or three eyelet ties for both street and casual wear.

Soles are made of lightweight, supple leather, detailed with the new inverted moose seams. This seaming adds an elegant and lighter look and will be featured in a great many shoes.

Men who like casual attire, will be easy to please with handsewn moccasins or the popular ankle-high "chukka" boot, available in soft brushed

leathers with flexible leather soles.

Handsome effects are achieved in the deep brown shades, all of which contain less red than in the past, as well as in the neutral tones.

If Junior is at the age where clothes are becoming important, he'll love a pair of "cool" shoes. Much of the new styling has been adapted to footwear for youths, featuring also the new lightweight leathers in both smooth and brushed surfaces.

SOBBING SIMS SAYS:

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