

Fabulous Fabrics, Bright Colors Seen in Men's Fashions

At heart every man is a Beau Brummel, but sometimes it takes a wise Mrs. Santa Claus to bring out this side of him. And as for the junior male, Christmas is a "natural" for early orientation to the "well-dressed, best-dressed" look.

So whether he's tall, dark and handsome or short, friendly-looking and a bit too plump, check your list and make sure you give him something he can wear.

That shirt you have jotted down for your favorite guy can be one of the most hand-

some he's ever owned; this year the variety of shirts is both extensive and exciting.

Dress Shirts

Dress shirts come in fabulous fabrics that wash and iron easily and fit smoothly; white continues most popular but blue, linen, bamboo and eggshell are favored colors. Soft greys, tan-olive and grey-olive are also being shown.

And, there's a "more - collar" look to the shirts with spread, pinned collar and button - down collar taking on more width.

Bright colors and collars are not only newsworthy about new sport shirts - casual shirts are coming - in in loads of zipper-fastened, placket pullover styles instead of the more traditional buttoned ones. Knitted shirts, jacket shirts and cut-and-sewn shirts, all boast a host of autumn foliage colors, stripes of all kinds, textures and weaves, plaids, and more raglan sleeve stylings.

There's a just-right-for-your-guy shirt, available for gifting, no matter what his tastes.

Ankle-length or over-the-calf "executive" length socks are ideal gifts for the masculine names on your gift list, too. Patterns are generally neat and unobtrusive; there are many more patterns and types of stretch socks (cheers from those who don't know sizes) and, for more comfort, many of the socks are knitted with a terry-like sole cushion (formerly only in sport socks) - now a welcome dividend in dressy socks.

Sweaters Noted

If your guy is a "sweater man" - here's a quick count-

down on the Christmas knitwear blast-off: ranging from big, bulky stitches in wools and man-made fibers to almost lacy-looking knits of luxurious alpaca - sweaters hit a new high in fashion.

Pullovers, cardigans, ski-influenced patterns, high V-necks, turtle-necks - all are in - there are more zipper closings on sweaters, too. For the outdoorsman, parka and hood styles help chase the chills.

For a headline gift, you don't have to buy the hat yourself. Hat manufacturers

are constantly coming up with clever presentation ideas for their hat certificates. These gift tickets come in pert miniature hat boxes, clever mugs and other novelty items a man can use long after he's selected his hat.

A gift of jewelry for the man in your life is always welcomed. There's an extra measure of elegance in the new cuff links, tie bars and tie tacks shown for Christmas gift selection.

This season marks the return of the big cuff link. Handsome stones show off in

raised, domed and "floating" mounts for a chunky yet smart look. Textured jewelry metals are new, while many jewelry pieces are done in Florentine-finishes, brushed or dulled finishes in silver and gold-tones.

Men's jewelry generally divide into classic, antique-type and modern free form stylings.

Dress Wear

For dress wear, driving, sports or just for comfort, men's gloves make fine gifts. Chamois, doeskin, leathers and knit, all knits and fine

fabrics are all available in men's glove styles.

For the outdoorsman gloves may be lined. Pile or fur - he'll have comfort well in hand.

If you've decided to answer the male call of gifts with a muffler, you'll find many smart, handsome styles awaiting your choosing.

There are reversible mufflers that switch from one color to the other; others that flip over from one fabric to the other - such as wool or

cashmere on one side, silk on the other.

Casual wool scarves, knits and printed wool challis are new and favored with such classics as foulard, printed silks and plaid fabrics still popular.

If you're still undecided as to what to buy the guy, go to his favorite shop - for a gift certificate. Then, the gift will be yours, and the choice his. Yes, give him something he'll wear, and when he says "thanks," you'll know he means it.

Santa Arrives Friday

SANTA COMES TO SEARS FRIDAY MORNING, NOV. 23rd, 10 A.M.

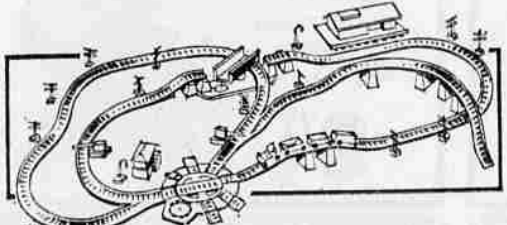
FREE GIFTS FOR THE KIDS . . . FUN FOR ALL. COME IN TODAY



Fun-Filled Games For Young and Old

Hours of family fun in each of these assorted games. Choose from Alfred Hitchcock's "Why," Go to the Head of the Class, Park and Shop, and Game of the States.

2⁷⁷



Preschool Train Sets With Four Cars

Toys enjoy playing engineer on their very own railroad. Contains 22 sections of track, station, bridge, signal tower, water tower and 22 accessories.

3⁸⁷



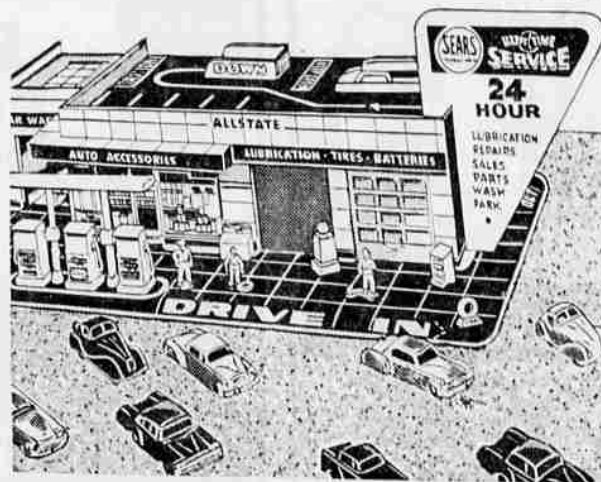
A SEARS EXCLUSIVE!

Doll With Wardrobe And Carrying Case

Her lovely face has painted features. 11 inches tall. Dressed in cotton-knit swim suit. Plastic body, movable arms. Daytime dress, party dress and accessories.

3⁸⁷

VISIT HAPPY-TIME TOYTOWN TODAY!



ALLSTATE Service Station-Parking Set

Check Sears low price

Run your own station

2⁸⁸

Includes: 2 friction-motored cars; 6 cars with easy-rolling wheels; tow trucks; 3 gas pumps, air pump; made of steel; base is 26 1/4-in. long, 14 1/4-in. wide.



Corn Poppers

Gift Priced

4⁸⁸

No guessing, built-in oil measure. No stirring necessary. Complete with lid.

Cooker Fryer

Gift Priced

10⁸⁸

Roasts, stews, boils, fries! Automatic thermostat controls heat. Basket, cord.

STEAM AND SPRAY IRON

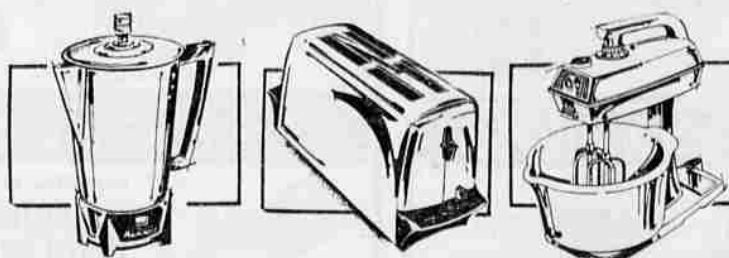
Gift Priced

15⁸⁸

No clogging, self-cleaning spray nozzle. Large 9 oz. water tank. Lightweight.

KENMORE GUARANTEED APPLIANCES

You'll find a gift for every Woman in Sears Huge Selection of Kitchen Appliances



Stainless Steel Coffee Maker

Gift Priced

16⁸⁸

Brews to taste automatically, shuts off, keeps coffee warm for hours. Immerse to clean.

Toaster

Gift Priced

19⁸⁸

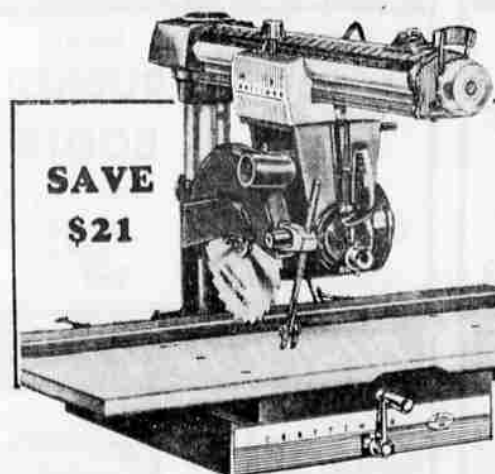
Pre-select dark to light. Toast pops up high, no digging. Snap open crumb tray removes.

Mixer

Gift Priced

34⁸⁸

With 1 and 4 qt. mixing bowls. Built-in unit for operating meat grinder, juicer.



SAVE \$21

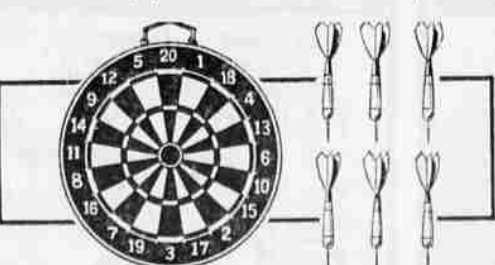
Craftsman Accra-Arm 10-in. Radial Saws

Regular \$249

\$228

With Automatic Brake

The famous precision-made saw with blade above work so you can see what you're doing for more safety, accuracy. Plus-powered 3450 rpm motor develops 2-HP, protected by overload device.



12-in. English Dart Board Sets

Ideal for your game room. English dart board is 3/4-inch thick, 20-point game in 2 colors on both sides. Six 4-inch darts are included. Complete rules.

1⁸⁸



CHILDREN'S PHONOGRAPH

GIFT PRICED

16⁸⁸

Play standard or stereo records monaurally. Dual synthetic sapphire needles. 4-inch speaker. Blue, white and black leatherette-covered case.



"Star Glow" Stainless Tableware

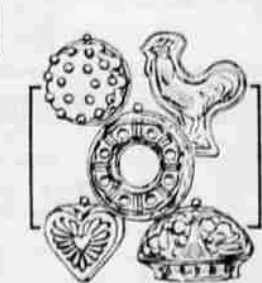
Save! Reg. 5.98

3⁹⁹

CHARGE IT On Sears Revolving Charge Plan

Good Quality

Utility weight. Defies hard usage. Bright finish. Resists stains. Does not need polishing.



SMART COPPER-TONE MOLDS

CHARGE IT! ON SEARS REVOLVING CHARGE PLAN

Assorted decorative shapes. Anodized aluminum. Rings to hang. Molds stand level.

87^c

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WITTMANER Distinguished Companion Watch to the World-Honored Longines. Makers of watches of the highest character for almost a century. Leader in styling and design.

Lady's WITTMANER 17-Jewel "Diamond Gayety" New fashion design watch with two sparkling side diamonds and dependable Shockguard movement.

59⁹⁵

Only \$4.00 Month

Man's WITTMANER 17-Jewel "Chairman" Rugged, active man's watch with stainless steel case, luminous dial and sweep second hand. Famous All Proof watch.

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Only \$4.00 Month

Man's LONGINES 17-Jewel "Commander" New time model with yellow gold case and matching multi-color bracelet. Famous Longines "All Proof" model.

105⁰⁰

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