

Clothing — the Best Gift a Man Can Get From His Best Gal on Any Christmas Day

By WALLACE MYERS

Until a few years ago I had a lovable and generous aunt who never failed to exasperate me at gift time. The dear one was blessed with quite a bit more money than her well-ordered life required. . . . And her principal hobby was the giving of gifts.

Auntie was too utterly honest to be sly and too blessedly sweet to be satanic. But the frequent and costly gifts she bestowed on me the last few years of her life dunned me in despair.

A chance remark of mine one evening about never having enough decent ties started the chain calamities. Thereafter each birthday and Christmas and many rather startling days such as Valentine Day or Robert E. Lee's birthday were marked by Auntie's sending me from two to a half-dozen ties. The ties came from perhaps the finest cravat counter in the country; certainly, one of the costliest.

The ties came from an exclusive men's shop, one so expensive that the depressed college student I was at the time had almost no business haunting it. But being a devoted tie lover I had enough times screwed up my courage to idle about the cravat counter and cele the luxurious four-in-hands with their smug little \$15 and \$20 price clips.

My buying one of these ties during those frugal times was, of course, altogether out of the question. It would have amounted to trading an afternoon at Churchill Downs or an evening in the Pirates Den for a single cravat accessory. Quite ridiculous according to the ridiculous sense of values guiding me then.

So you might wonder that I was not overjoyed at regularly receiving from dear Auntie boxes of the precious ties.

But such patterns! How maddening to see such luxuriant silk sickeningly spotted and curiously curvilinear with nightmarish designs. Every complete cravat counter must, of course, offer a few such normally distasteful designs for the handful of odd men who have a taste for the things. But why under the shining stars did I have to be inflicted with them?

Simple. My clothes tastes were not at all in harmony with Auntie's ideas of a pleasing paisley pinaflore or a cheering hints for a chaise.

And that's the trouble with most of you dunned women when you buy men's clothes. You get off on the right foot with your idea that clothing items are practical gifts. And then too often you go out and purchase for Your Man wearables about as practical as a cussies bath towel or maybe a furlined cuspidor.

Unless he has no more discrimination than a ducky bird and the finesse of a flounder, that Fine Fellow of yours has very definite likes and dislikes about the choice of his duds.

No matter how much it amazes you it is time you women learned that, appearances to the contrary, many men do have personalities. And nothing is more poisonous to a personality than to cloak

the carcass which carries it in unharmonious apparel.

A man keyed to small-figured patterns or solid, soft tones, feels and resolutely acts the perfect fool when he is forced to sally forth in screaming stripes or clanging checks. It follows, naturally, that if the man is of the loud stripe and check school and you cause him to be launched on the day's work in subdued garb he will tackle his toll with all the elation of a bedraggled doorman.

(Aside to my Wonderful Wife: This has nothing to do with my not wearing those socks depicting the yellow and green glory of gushing Niagara Falls. I'm saving the socks until I can find you one of those blazing pink and purple pillows emblazoned with "Remember Pearl Harbor." You can put the pillow on the sofa and I'll get some peg-top pants to wear with the Niagara Falls socks. . . . We'll really LIVE!)

Now before we get down to the brass tacks of specific men's wearable gifts, let us all resolve to try and buy presents as nearly as possible in keeping with the recipient's tastes.

If you're not certain you know what you're doing, it will be safer to stay on the conservative side. Some men always and all men will at times wear solid colors. Only a handful of Bold Ones go overboard for the giddy and gaudy.

Time now to tick off a few pointers on the more popular items:

HATS—Here's a safe and sane bet. . . . Use the gift certificate plan and the one you favor can select his own hat. This is really a fine and clever gift idea. The gift certificates are accompanied by gay little hat boxes containing miniature hats. You'll find serviceable hats starting at around \$7.50 and ranging up to \$25.

SHOES—You can use the gift

certificate plan here too. You won't find good quality shoes much below the \$12 tag and better grades edge above the \$20 mark.

SHIRTS—Now you're on your own; you will have to select the shirt yourself. Don't fear the color styles too much. The short points in both button and pin models are very popular this season. You will have a tough time finding good shirts under \$3.50. Top quality woollens hit around \$14 to \$15. Sportshirt selections are unlimited.

SWEATERS—A great gift for this country and only a badly warped mind wouldn't appreciate one or more. The price range is almost unlimited, with light weight woollens starting below the \$10 mark. You will find coat styles a bit higher than slippers of the same material. There's a wide selection of ski types with colorful

soutache embroidery. The downy cashmere is still tops in both price and attractiveness.

SLACKS—Caution: If you don't know the man's taste awfully well stick to solid colors. You need only the waist measurement. Your man can take them back for length adjustment after Christmas. You won't find anything acceptable much below \$15 and full woollens go to \$20 or more.

JACKETS—It would be hard to imagine a style or material you couldn't find. You can start in lighter materials a little below \$10 and splurge to the \$60 and \$65 class. These top price protectors are the all-weather, down filled coats. They are entirely weatherproofed against both water and frigid wind. Snude jackets and coats are always good and there

is a wide price choice from around \$14 to \$75. A new Holland suede cloth jacket is intriguing at around \$17. Leather garments generally fall between \$18 and \$30.

SLIPPERS—I'm a slipper-sox man myself since last Christmas. You may now have them with sponge rubber soles for a few extra cents. Prices are from \$2 to \$4. Leather slippers seldom go higher than \$8 or \$9.

MUFFLERS—Becoming more popular in these parts and a sensible choice. Woollens for the outdoor feller; soft paisleys and fine silk cashmeres for downtown and evening. \$3 to \$10.

GLOVES—Ordinary leathers are always good but there are some other styles he might like for a change. Ones that captured my fancy were warm woollens with leather palms, the leather to afford a good grip on the steering wheel. Price \$3.95.

PAJAMAS—Try and remember with this one that most men wear pajamas for both sleeping and lounging. The trouser type with contrasting tuck-in jacket are both comfortable and trim. You can safely stay beneath the \$10 mark.

ROBES—Terry cloths are still riding high. They are both warm and washable with usual tags running from \$4 to \$16. You may go as high as you like in the fine towel silks.

SOCKS—Nylons are running far ahead of the field but the woollen boys are putting up a fight with new no-shrink guarantees and seemingly lower prices. I found virgin wools as low as \$1. Here again, unless you know what you're doing, stick to solids or subdued patterns. Socks mean more to most men than mere footwear.

TIES—The flamboyant cravats appear to be swiftly losing the rage popularity in favor of small, neat figures and solids. Polka dots are especially good this year. You are safe with the \$1.50 and \$2 woollens and cottons. Silks are all right at \$2 to \$3 and there's little call for going above \$5.

BILFOLDS—We can run the popular leather keychains and cigar cases in here. They go for about \$2 to \$2.50. Good bilfolds usually start at about \$3 and hit as high as \$18 or \$20 in the fancier leathers.

JEWELRY—The rather inexpensive type found in practically all men's shops is increasingly popular. French-cuffed shirts have brought a plethora of clever cuff links. You have a choice of single links or varied-size matching sets including links, tiebars, collar pins and even cigar lighters. Single items in gold plate start at about \$2.50.

HANDKERCHIEFS—Know any man who doesn't need more than he has?



SPORTSHIRTS—A man who couldn't use a couple more would be mighty hard to find.



GLOVES—The male animal has a peculiar habit of depending on gifts for his glove supply.

Many Names For the Day

Down through the centuries the name by which the day we call Christmas has taken many forms. In English, it dates back to the 11th Century, when it was *Cyrcus Maesse*. The Dutch called it *Kerst*, and the French word *Noel* is a corruption of the Latin "natalis" meaning birthday. Italians called the day *Il Natale*, and to the Germans it was *Weihnachtsfest*. The English term *Yule*, or *Yuletide*, also has the same meaning, but its origin has never been satisfactorily explained to language scholars.

TOPCOATS aren't as difficult to buy for gifts as you might imagine. If you know the man's height a good clothier can hit the correct size on the button.

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many times more. And the TWO
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to suit every gift budget

Gifts UNDER \$5

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Byford Imported English Rib Socks - Adler
Heavy Wool Socks - Esquire Loafer Socks -
Neckties of all kinds - Plaid Sleeveless
Slipover Vests - Warm Gloves - Hickock
Belts - Hickock Tie Bars.

Gifts UNDER \$10

Knox Hats - Van Heusen Pajamas - Van
Heusen Sport Shirts - Hickock Wallets -
Evans Slippers - Wool Gaucho Shirts - Van
Heusen Corduroy Shirts - Puritan Coat
Sweaters - Pacific Trail Jackets - Towne &
King Sleeveless Sweaters - Meyers Dress
Gloves.

Gifts UNDER \$25

Woolrich Jackets - Woolrich Wool Shirts
State-O-Maine Robes - Rough Rider Slacks
Freeman Shoes - Pacific Trail Quilted
Jackets - Holeproof Nylon Tricot Knit
Pajamas - Towne & King Cashmere Swea-
ters - Santa Rosa Work Shoes - Car-Sac.

Gifts UNDER \$50

Vogue Luggage - Pacific Trail Goose
Down Jackets - Zero King Lined Jackets -
Eagle Sport Coats - Scully Leather Jackets
Alligator Topcoats - Fashion Academy
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