

Don't Let Tragedy Mar Your Holiday Happiness; The Christmas Tree Is Beautiful, But Dangerous

The child was badly burned. She knew her dress had caught fire. It happened last year. It happened the year before. It will happen again this year.

AND IT WON'T BE A SINGLE, ISOLATED TRAGEDY.

You'll read about it in your newspaper. These tragedies occur at the Christmas holidays—the happiest time of the year—sometimes even around the Christmas tree itself.

The reason the tree burns so quickly and so rapidly is because it is filled with pitch and resin, which rank among the most combustible substances known.

And the flimsy dress is no match for an intense fire.

Make Yours a Safe Tree

What can you do about the tree? What can you do about the dress? Especially the loosely-woven costume worn in school plays and pageants?

The National Board of Fire Underwriters offers these suggestions:



Choose a small tree. It's less dangerous than a large one.

Don't set it up until a few days before Christmas. Until then, keep it outdoors.

Place it in the coolest part of the house, away from fireplaces, radiators, and don't let it touch an exit.

Stand it in water, or use a tree planted in a tub of water. Never use cotton or paper for decoration on or around the tree.

Do not put electric trains under the tree.

Use only electric lights, never candles, and see that the wires are not frayed. Be sure that the same sets for lights you choose for the seal of Underwriters' Laboratories, Inc. That shows they have been tested for safety.

Provide a switch some distance from the tree for turning

TRAGEDY AT CHRISTMAS can be avoided, according to safety experts. One sure-fire way to prevent fire is by removing wrappings from around the tree as soon as gifts have been opened. Be careful, too, of frayed light wire, poor ventilation, hazards underfoot and dim lighting.

- How to Fireproof Cloth**
- As for the dress, or other fabrics, safety lies in flameproofing. Here's how it's done:
1. First, prepare a solution of nine ounces of borax and four ounces of boric acid to a gallon of water. If the water is warm, the other ingredients can be mixed more easily. Use a spoon or a rotary beater.
 2. When the borax and boric acid are thoroughly dissolved, dip the material or clothing you wish to

flameproof. Then wring it out and hang it up to dry.

This method can be used on any washable fabric. Moreover, the material can be ironed without affecting the flameproofing. It will remain flameproofed until it is washed.

Should a fire happen, the heat of the flames will char the area which it contacts. When the flame is removed, the charring will stop. The result is no sudden flash fire to turn your child's happy Christmas into a family tragedy.

Help For Mom And Dad

From at least one spot under the Christmas tree comes evidence that this is "Be Kind to Parents Year."

Come Christmas, Santa will deliver a variety of "good habit" toys, involving ingenious techniques devised to add fun value to brushing, tidy eating, and careful ablutions.

Tackling the deplorable and nearly universal habit of youngsters to drop used towels on the floor, one toy designer offers a gay tiger whose teeth serve as a clamp to hold the towel.

Idea With "Polish"

Shining up the shoes of all members of the family should become fascinating to Junior with a new shiny red bootblack's kit that's also a bank.

A merry clown camouflages the toothbrush-toothpaste-glass combination that youngsters find so easy to overlook, and a good habit chest gives a gay toy motive to a junior-size medicine chest that can be secured to the bathroom wall alongside the family's first-aid cabinet.

Keeping the nursery clean will qualify as a number one play activity with a new kit which in-

Gifts to Put Sparkle in Their Eyes

For all the sparkle that is Christmas, and the tinkling laughter of children that is holiday, diamonds are still a girl's best friend.

Precious gifts are in the very tradition of Christmas, and jewelry is always high on the list of cherished presents. And under thousands of Christmas trees this year—as in the past—will sit thousands of little velvet boxes silently singing their precious greetings.

Little children go for the sparkle. You can rate a roaring thank you if you give a grown-up girl a novel pin or clasp from the cosmetic jewelry counter. She'll wear it to muddle parties with the same pride her mother would wear the Star of Hope diamond to a coronation.

A pair of earrings, a set of glittering scatter pins, a brooch—all of them inexpensive—should please any girl.

Her father, by the same token, is a fall guy for fancy cuff links or tie clip. It's probably the one dash of sporting life he allows himself. But you'll have to buy it for him. He'd never do it for himself.

Men's Department

For men, Swank has put out a sports set that features a rifle tie clip and wild duck cuff links. On the dresser side, they've got a gold set sparked by a colored stone of red or blue.

Shields, too, has a clip-and-links set in a "Gay Nineties" design done in enamel that pictures ancient autos.

These are merely a clue to the jewelry designs for men. For the most part, though, men's needs



GLITTERING, GLAMOROUS JEWELRY can top the list as personal Christmas gifts for men or women or children. In the men's department, tie-clips and cuff-links are highly acceptable. Top left is Swank's "Continental" set of gold with colored stone. Top center is "Gay Nineties" set by Shields. At bottom left, for kids or their dads, a pair of Flex-Action military bracelets by Hughes that conform to the head. For the gals (bottom center) is jewel-paved pin and earrings by Coro; top right: matched earrings and tassel pin of shaped brilliants by Trifari. At bottom right is La Tusca's cylindrical necklace of topaz and rhinestone with theme repeated in the earrings.

are simple and traditional. It's a good idea to stay away from tiaras and necklaces, no matter how out-of-doorway the design.

But if you're choosing for a girl, it's another matter.

Nearly every combination of every color, gem and fitting are on display at your jeweler.

Just for the record, though, here's a quick look at your store window for a starting point:

A jewel-paved pin-and-earring set in ruby and rhinestone solitaires set on a bright golden three dimensional base. (This model is by Coro.)

A tassel pin of pearls interspersed with fat rondels and other shaped brilliants. Matched earrings are of the long, thin variety. (It's by Trifari.)

A cylindrical necklace of topaz and rhinestone rondels with simulated oblong pearls. The bracelet repeats the cylindrical motif; the earrings repeat the gems. (This one is by La Tusca.)

Jewelry is always a lovely, appreciated, "Season's Greetings."

...FOR BOYS ...FOR SPORTSMEN

Will Spruce up Christmas Morn'

Without being told in this button sport coat tailored by Ray Gilbert. It is a smartish pattern Stepweave in virginia 100% wool...with rich quarter lining and pockets. Choose from navy or brown.

19⁹⁵

and

He'll really look smart in he steps into these Steeple 14 1/2-oz. rayon-acetate gabardine slacks treated to a crease-resistant finish tailored in the Hollywood manner with pleats and Nu-hod pockets. In Navy, Brown or Tan.

5⁹⁵
6 to 12
7⁵⁰
Sizes 25 to 30

JUST LIKE BIG BROTHER'S...

Smart enough for dress-up... sturdy enough for play, this Hockmeyer boy pinwale corduroy sport coat has a full rayon lining. Tailored Jackie Tot just like big brother's. Green or Maroon.

8⁹⁵
6 to 12
11⁹⁵
13 to 20

and, Just Stylish

and as sturdy... his Jackie Tot. 14 1/2-oz. Mooresville club cloth, washable, rayon-nylon, blue or green.

7⁵⁰
6 to 12
9⁵⁰
WAIST SIZES 25 up



SAVAGE

MODEL 99

250-3000 AND 300 CAL.

\$109⁵⁰

REMINGTON

Model 760—30-06 and 270 Cal. 104.40

Model 721—30-06 and 270 cal. 88.35

300 H&H Magnum 99.40

Model 722—300 Sav., 257 Roberts and 222 Rem. Cal. 82.80

WINCHESTER

Model 70—300 H&H Mag., 30-06, 270, and 257 cal. 120.95

Model 94—30-30 and 32 Special 69.00

Model 64—30-30 and 32 Special 91.60

FN MAUSER

30-06 and 270 Cal. **120.95**

REMINGTON

Model 11-48 and sportsman 48 110.45

With ventilated rib 132.55

ITHACA

Model 37 Pump 91.16

With rib 109.31

BROWNING

Light Weight 12 Automatic 129.95

Superposed over and under 236.00

With rib 261.00

WINCHESTER

Model 12—12, 16, 20 gauge 93.85

Model 41—410 ga. 81.70

Model 12, heavy duck 12 gauge 104.85

Model 21—12 gauge magnum 329.50

Model 24 Double Barrel 77.10

Model 97 Pump 77.30

Model 12—Trap 209.80

Wingmaster

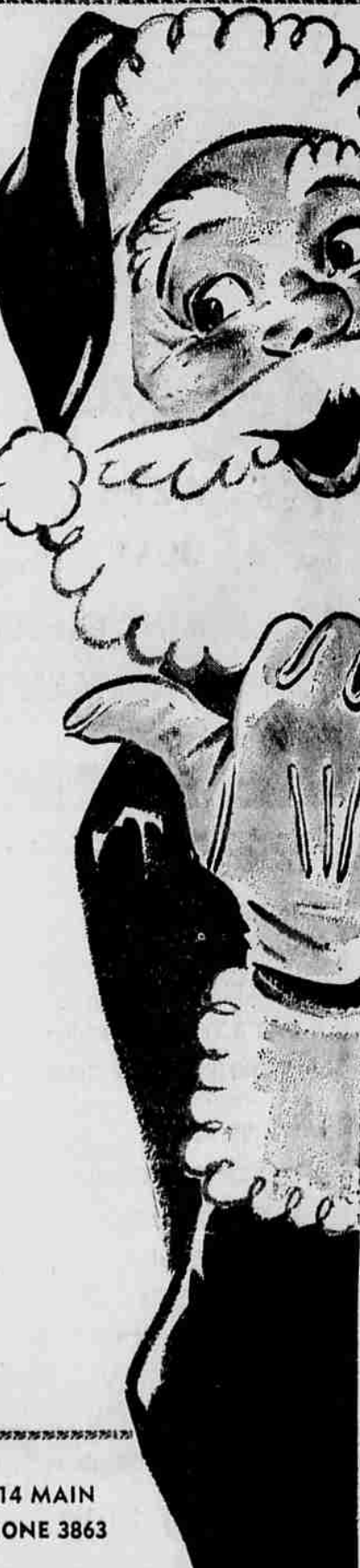
PUMP ACTION SHOTGUN

12, 16, 20 GAUGE

Model 870 **\$77.30**

Deluxe Grade **\$88.35**

with Ventilated Rib **\$110.45**



LET US HELP YOU SELECT THE FIREARM FOR YOUR SPORTSMAN! WE WILL BE HAPPY TO MAKE ANY EXCHANGE AFTER CHRISTMAS.

BUY ON CONTRACT

FISHING RODS

SHAKESPEARE

Fly Rods 22.50 to 36.95

Spinning Rods 19.95 to 34.50

Casting Rods 5.95 and up

PASTOR

Fly Rods 26.95 up

Spinning Rods 25.50 up

GOLDEN GATE

Fly Rods 8.95 to 10.95

We will be glad to assist in the selection of any item of fishing tackle for your sportsman.



FISHING REELS SHAKESPEARE

Automatic Reels **6.50 to 8.95**

Spinning Reel **26.50**

OCEAN CITY 19.95

MITCHELL 29.45

ORVIS 28.50

GOODALL 19.50

SPINSTER 13.50

BINOCULARS

BAUSCH & LOMB

6x30 186.00

7x35 186.00

8x30 204.00

PALOMAR — Tax Incl.

6x30 29.95

7x35 49.50

8x30 46.80

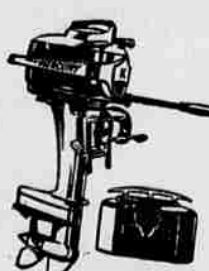
MERCURY OUTBOARDS

MARK 5 197.50

MARK 15 334.00

MARK 20 369.00

MARK 40 602.50



BUY ON CONTRACT

ADULT GAMES

BAR ACCESSORIES

TOYLAND OPEN