

Ideas Galore for Your Christmas Giving

Ideas for a Baby

1. Quilted nursery pad.
2. Disposable cellulose bibs.
3. Baby's hot plate or bottle warmer.
4. One share of sound stock, to be added to annually.
5. Bunting.
6. Diaper service for any set period.
7. High-chair.
8. One year's supply of powder or lotion.
9. Box for storing toys.
10. Baby's silver cup, monogrammed.

Ideas for a Little Boy

1. Pedometer, for measuring how far he walks.
2. Blue denim jeans and jacket.
3. Playtime walkie-talkie set.
4. Autographed baseball (available from most big-league teams).
5. Microscope with slides.
6. Tickets to a sporting event.
7. Collection of coins from foreign countries.
8. Flashlight (perhaps one that straps to the wrist).
9. Wallet, inscribed with his name.
10. Trick watch (with compass, Morse code chart, etc.).

Ideas for a Little Girl

1. Jewel box lined with toiletries.
2. Plastic and terrycloth shampoo goggles.
3. Parasol.
4. Miniature brush and comb set.
5. Inexpensive, but fancy ring.
6. Child's phonograph with record.

For a Teen-Age Girl

1. Harmonica, with instruction book.
2. Slipper socks.
3. Turtle-neck sweater.
4. Professional dancing lessons (ballroom).
5. Set of encyclopedias.
6. Fool-proof camera.
7. Tennis racket.
8. Model kit.
9. Shoe-shine kit.
10. Rubber name stamp and ink pad.

Ideas for a Teen-Age Girl

1. Selection of scatter pins.
2. Suede or corduroy jacket.
3. Ukelele.
4. Photograph album.
5. Dugarees.
6. Sewing kit.
7. Oil painting set (with numbered canvas).
8. Hope chest.
9. Sturdy, but fancy umbrella.
10. Deposit on phonograph records.

Ideas for a College Boy

1. Portable typewriter.
2. Electric razor.
3. Monogrammed waste paper basket.
4. Brief case.
5. Tie rack.
6. Weskit.
7. Personalized stationery (preferably with college seal).

For a College Girl

1. Electric hair dryer.
2. Rhinestone hair clip.
3. Initialed cuff links for blouses with matching collar pin.
4. Alarm clock that folds for traveling.
5. Plastic raincoat.
6. Overnight bag.
7. Leather monogrammed belt with matching shoulder bag.
8. Jewelry box.
9. Leather picture frame for boy friend's photo.
10. Stamp dispenser and roll of 3-cent stamps.

Ideas for Wife or Mom

1. Fancy apron.
2. Housecoat or brunch coat.
3. Nylon stockings.
4. Cufflinks.
5. Money for redecorating her room.
6. New raincoat.
7. Sewing machine.
8. Wrought-iron bird-cage plant-er.
9. Kitchen step-stool.
10. Dishwasher.

Ideas for Husband or Dad

1. Easy chair.
2. Good umbrella.
3. Beer stein.
4. Monogrammed leather jewelry box.

Tool box or household repair kit.

1. Leather house slippers.
2. Thermometer or barometer.
3. Ash tray that glows in the dark for TV-viewing.
4. Personalized shaving mug.
5. Pocket manicure set.
6. Shantung sports shirt.
7. Engraved identification bracelet.
8. Wallet containing your photo.
9. Hand-knit wool socks (with stretcher).
10. An extra-large ash tray.

Ideas for a Girl Friend

1. Photograph.
2. Terrycloth bath slippers.
3. Box of candy.
4. Manicuring set.
5. Cashmere sweater.

Earrings.

1. Fitted train case.
2. Cigarette case — compact set.
3. Contour belt.
4. Crystal perfume flacons.
5. Door chimers.
6. Coffee warmer.
7. Card table.
8. Set of contour sheets.
9. Mantel clock.
10. Table lighter and cigarette holder.

Ideas for an Elderly Couple

1. Television set.
2. An expense-paid trip (perhaps to a distant relative).
3. A grandfather's clock.
4. Theater, movie or concert tickets.
5. Parakeet or canary.
6. Wool, silk or lace shawl for the woman; a wool coat-sweater for the man.

7. Set of garden tools.
8. Magazine subscriptions.
9. Heating pad or electric blanket.
10. Adjustable chair pillow or bed tray.

1. Outdoor grill or barbecue unit.
2. Personalized door mat.
3. Imported bamboo place mats.
4. Bathroom scale.
5. A movie projector.
6. Family shoe-shine kit.
7. Selection of unusual jams or jellies.

8. Tickets to a play or movie or dinner out.
9. Magnetic bulletin board, memo pad, pencil, etc.
10. Black cast aluminum mug with the family's name in gold for hanging on the porch or in the gate.

HEY KIDS!
BACK AGAIN!

Christmas Is Coming
AND SO IS YOUR
BIG FREE SHOW THURSDAY
DECEMBER 24th

SPONSORED BY YOUR
FRIENDLY MERCHANTS

TICKETS FREE in stores displaying Xmas Card.
Ask for them at your nearest store!

ESQUIRE PHONE 1-51-7
PELICAN PHONE 1-5-72
TOWER PHONE 1-1-1-1
ALL DAY FROM 10:00 A.M.

Santa Carries a Tool Kit For All Good Hobbyists

From the Christmas that Junior first "examines" his brand-new electric train with a hammer, to the time when, grown up, he starts making repairs on his own son's train, you have a born tool addict on your hands.

Why fight the inevitable? Man and boy, the male of the race is a born tinkerer. Take advantage of this ingrained instinct to experiment with tools, and give them as Christmas gifts.

You'll build for yourself, without so much as touching a hammer, a reputation for thoughtful ability to pick the "just right" gift.

For apartment-house dwellers, you can buy all-purpose tool kits, made up of a master handle and several interchangeable shanks, each of which is a basic tool: hammer, screwdriver, saw, drill, awl, or chisel. Packaged neatly in box or leather case, they take up little space in tight quarters.

"Bits" of Advice

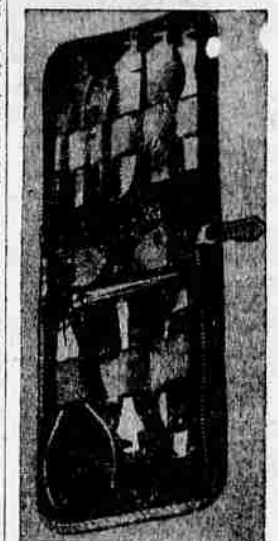
And no woodworker, amateur or professional, ever had too many chisels, nor has there ever been a man known to have too many bits of assorted sizes for his brace or drill. (And these items fit neatly into an average Christmas buyer's budget.)

Now, if the mood is expansive, and the pocketbook in fairly healthy condition, a power tool will make you look like Santa to someone's grateful eyes.

Jig saws, drill presses, or small lathes are available at surprisingly moderate prices, and are basic-starter items for an all-powered workshop.

If that man's shop already is equipped with powered tools, your gift problem is solved. Just tour the shop with him and listen to

his wistful remarks about what he'd make if he only had a double-barreled whistist to attach to his such-and-such. (All hobbyists



TOOL KIT, in leather case, is an ideal gift for handymen who live in cramped quarters.

(talk like this.)

Next stop is the hardware store or home-workshop section of a department store. Browse and buy — and catch the home-workshop disease yourself.

Remember This Name

A lasting gift for any young man — or his father — is a box of personal calling cards. You can make up an etched name plate in any type style and have the cards printed with it.

The plate will last for years and thousands of reprints. And your gift will last as long as the name you have inscribed.



On Christmas Eve in Sweden, aie is given to the cattle in honor of their presence in the manger at Bethlehem.

Martin Luther is credited with having brought the first Christmas tree indoors more than 400 years ago.

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\$3.65 to \$37.50

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at your year-round toy store
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Featuring the widest selection for youngsters of all ages.

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Wood burning sets, nurse sets, microscope sets, erector sets, beadwork set, etc.

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Complete stock of supplies and accessories.

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A SMALL DEPOSIT WILL HOLD ANY SELECTION

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Schwinn \$45.95 up
Gun and Holster Sets \$1.98 to \$11.95
Toy Typewriters \$3.95
Toy Phones 98c
Skiis from \$5.95

SEARS ROEBUCK AND CO.

Christmas for the House

Give a bit of color for the bath — add pastel or embroidered luxury to a bedroom — they're sure to delight for a long time to come. Here are gifts in gay Christmas trimmings from Sears' domestic gift department.

"His and Hers" pastel towel set
2 washcloths, 20x40-inch towels 2.98 set

Circus or rodeo kiddie towels
16x27-in. bath towel, washcloth 98c set

Embroidered pillowcase sets
assorted washfast trimmings 1.98 pr.

Harmony House pillowcase sets
assorted hand loom patterns 2.49 pr.

Embroidered sheet, pillowcases
full size sheet, assorted pillows 4.98 set

Full 81x108-in. sheet, pillowcases
deep toned borders on pastel 5.98 set

Looped Mat Sets
Brightly Boxed For Giving
2-Pieces 2.98
21x36" non-skid mat, lid cover, Deep Mint Green, Sunshine Yellow, Victorian Wine, Pacific Blue, Cherry Red.

Towel Gift Set
Four Harmony House Colors
3 Pieces 2.98
Multi-colored flowers of cotton chenille on terry, 20x40" bath, 14x25" hand towel, 12x12" washcloth. Boxed.

Pillowcase Sets
Many Embroidered Patterns
Pair 2.98
"His and Hers", "Mr and Mrs", floral, ruffled and scalloped hems — so many styles of 42x36-in. muslin pillowcases.

2-Piece Towel Set
98c
Washcloth and towel based in "His and Hers" design.

Children's Towel Set
1.98
Ducks or rabbits, puppet wagon and 20 x 40 inch towel. Washfast design.

"Satisfaction guaranteed or your money back" SEARS

Store Hours: 9:00 a.m. to 5:30 p.m.
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Sunbeam MIXMASTER JUNIOR
Give the famous standard-size SUNBEAM MIXMASTER for ALL the time and labor-saving advantages of an electric food mixer. If it's a junior-size Mixmaster — the Sunbeam is the best junior mixer made.

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Give that wonderful assurance of the same delicious coffee every time — all automatically. No guesswork. You can't miss. America's finest Coffee-maker.