

Cosmetics Contain the 'Essence' of Christmas Giving

Cosmetics and grooming preparations, as Christmas gifts, are now popular with men and women alike that you almost can consider them traditional remembrances. As for men on your list, it's actually quite fortunate that something like to give them line after shaving lotions and dashing colognes as Christmas presents. Even though they like and can use such items, they rarely think to buy them for themselves.

To satisfy an unexpected record demand, cosmetic houses have this year loaded up Santa's gift pack with the greatest assortment of their products ever presented. Special Yuletide packages are available in a wide range of prices.

Packaged for Pleasure

As usual, the items for women are presented in all sorts of attractive containers, ranging from tin-lined music boxes to comical, simulated snow men.

One new package, designed to ease a little lass or a big one, a gay, natural-color straw hand-

bag which contains sachet powder, toilet water and bath oil.

Another kit that's widely popular holds toilet water, soap and talcum in a true copy of an Early American sewing box, topped with a dainty red pin cushion.

All in all, the range of packages you'll find in a visit to any cosmetic counter is far too great for quick description. There's one or more to fit every taste.

For women who love to find cosmetic surprises in their Christmas stockings, stick colognes, lipsticks, bath salts, hand lotions, purse perfumes, dusting powders, nail enamels and many other items have been especially designed as stocking-stuffers. You'll find them in attractive small packages, shaped like Christmas bells, Santa Clauses, candles, reindeer, Christmas trees, etc.

Equally attractive are the grooming preparations for men, in containers that are humorous, ruggedly masculine, or practical.



THE SCENT OF CHRISTMAS comes in both large and small containers and makes excellent gifts—both in the stocking and under the tree. The sequence at left is for Men Only. The gent is holding an assortment of "Old Spice" toiletries by Shulton. At left (top to bottom) are: Yardley's travel kit for men; a new gold-fred flagon of after-shave lotion by Kings Men that can be used over and over; and Palmolive's gift packet of shaving cream and lotion. Scents for milady are at right. The gal holds Yardley's Lotus cologne tied to a cake of Lotus soap. A gift package of scents and sachet by Yardley is at right. Top shows a straw basket of essences to please a little girl's heart. And bottom right is Jean Patou's "Joy," imported from Paris.

Off-Beat' Clothes Make Men Happy

For thousands of gift shoppers each December, men are the hardest of all to check off the list with something appropriate, according to one nationwide shoppers' service.

And one solution to the problem, its service continues, is to give man a present that will make him say:

"I've wanted this for a long time, but I'd certainly never have thought it for myself."



CASUAL WEAR for men leads the Christmas list this year, according to fashion experts. Two examples: At left, a black, dark green and gray check jersey for informal dress. At right, an ombre sweater that starts out gray and deepens to blue. The vest on the chair is red and black check flannel.

One good item to consider is the vest. In the past are combined with new richness.

Some of the different greens and dark browns found in rugged tweed fabrics are used in plaid patterned scarves that will brighten any man's appearance. A doubly appreciated gift would be a cashmere, or wool and cashmere scarf, particularly in the natural tan shade.

There's probably a collection of single gloves in the wardrobe of one man out of three, which makes gloves another good gift idea. Gray mocha gloves are considered the proper dress glove, but they are cold, if unlined. Look for a pair with light wool fabric lining. These provide warmth without making the gloves bulky. And knitted wool gloves are particularly liked because their lower price makes their loss less painful. Solid colors are acceptable for office wear.

Another plus for any man's wardrobe is a casual wool sports shirt for leisure wear. When making your selection, choose a color combination that will permit it to be worn with a sports coat as well as alone. Small checks in two shades of a color—black and gray for instance—are suitable for this; otherwise, let your fancy roam but avoid unflattering colors.

GIFTS

that are different!

FOR THAT MAN THA HAS EVERYTHING!

- ★ **CAR SACS** from \$13
The luggage that hangs in your cars . . . for your clothing and accessories.
- ★ **SWEATERS** from \$5.95
In new colors—Coats, vests or slip-overs.
- ★ **WALLETS** from \$3.50
Alligator-Elephant Hide—Pin Seal, Goutskin and others
- ★ **BELTS** from \$1.50
Narrow or wide, suede, calf, ostrich, alligator, seal and others.

MAIL ORDERS FILLED . . .
GIFT WRAPPING - No Extra Charge!

Rudy's

6th and Main

SAY
"MERRY CHRISTMAS!"
IN A BIG WAY...

Give This Brand
New 12-Piece
CAMERA OUTFIT
Special at **\$13.95**



The attractive presentation box contains everything needed to make Christmas snapshots! You get a genuine

**ANSO
READYFLASH
CAMERA**

Complete 9-Piece

CAMERA OUTFIT

Only **\$9.75**

OUTFIT CONTAINS ALL THIS:

- Camera
- Flash attachment
- 6 flashbulbs
- 3 rolls of Anso film
- Two-compartment zippered gadget bag

It's a Great Gift Value for ONLY **\$13.95!**

We Have Anso Cameras and Outfits Priced from \$4.95 to \$197.34. Come In to Make Your Gift Selections—While Our Stocks Are Complete!

LEO'S CAMERA SHOP

"Exclusively Photography"

836 MAIN PHONE 2-3331

more, you can give him a de luxe "beauty" chest—a handsome box lined in scarlet—that he can use later on to hold handkerchiefs, cuff links, the pins and shirt studs. The chest contains lotion, talcum, cologne and mug of shaving soap, all in cream-colored, pottery-type bottles decorated with decals of blue Clipper ships.

Fired Flagon

Another idea is to present him a similar collection in a handsome leather traveling kit, with sturdy, waterproof lining. Or perhaps you would like to give after-shave lotion in a 23-carat goldfired flagon. And there is a fine shaving soap in a clear-glass, horseshoe-shaped container that's grooved for later use as an ash tray.

You also can ring the Christmas bell with such items as bath soaps, hair tonics or deodorants. Don't get the idea that these aids to good grooming are in any way st-

AT RICKYS THE GIFT FOR...

"HIM"

Give

The Electric Shaver
They All Ask For —

Sunbeam
SHAVEMASTER

Now is the time to start enjoying the cleanest, closest, fastest shaves you've ever had with America's number 1 electric shaver—Sunbeam Shavemaster. It's the ONLY shaver with a REAL motor which has a powerful brush-type, series wound 16-bar armature and exclusive long-lasting nylon crank-shaft drive mechanism. Because of these and other superior engineering features and workmanship Sunbeam offers you a FIVE YEAR FREE service guarantee.

Choice of cases

Shavemaster comes in a choice of two rich, practical gift cases. One is a rich bakelite with a reel in the bottom where the cord sets. The other is a genuine leather, zippered pouch.

- 5 year free service guarantee
- 10 day home trial
- \$5 trade-in allowance on your old electric shaver, regardless of make or shape

27⁵⁰

ON BUDGET TERMS

AND THE GIFT FOR...

"HER" BECAUSE

They all ask for

Sunbeam

THE BEST ELECTRIC APPLIANCES MADE

IS THE Sunbeam MIXMASTER

New, exclusive BOWL-FIT beaters for lighter, higher, finer-textured cakes—creamier, fluffier mashed potatoes, etc. All the batter goes into and through them for more even mixing, greater aeration. Mixmaster does the perfect mixing job. Has the famous Mixer Dial, automatic Bowl-Speed control, automatic Beater Ejector, and other exclusive features that make cooking and baking so fast and easy. Mixes, mashes, whips, beats, stirs, blends, juices, folds, etc.

46⁵⁰

SELECT NOW ON EITHER LAY-AWAY OR OUR BUDGET PLAN

Your gift will be beautifully gift wrapped and waiting.

Rickys Jewelers

700 Main St. Phone 3151