

Be a 'Good Sport' This Christmas



KNOW YOUR MAN and you'll know his gift. Out-of-doors men go for sports accessories as much at Christmas as "in season."

Americans are sports enthusiasts. Several of the people for whom you have especially warm feelings undoubtedly have a favorite sport which they like to watch or take part in. For Christmas this year, then, it's a wise idea to include at least one sporting goods store on your shopping route.

Enjoying a boom at present is an ancient pastime of golf, and anyone you plan to buy for may well be a golfer already or planning to take it up. If so, your shopping problem has vanished. Golf balls, club covers and tees are definitely sure-fire choices. So is a new golf bag, or a cart on which to tote one. And a set of clubs, or that club or two their present set is lacking, will put them in a good mood for weeks. If you want to be fancy or picky, you might select tees that are gold-plated (really not expensive) or a gadget called a ball griever. The latter is a rubber suction cup that fits over a club handle and retrieves a ball from the hole. Saves all that stooping.

BIG, BOUNTIFUL GIFTS

Avid outdoorsmen are even less a problem. "Big" gifts you can

racket restring.

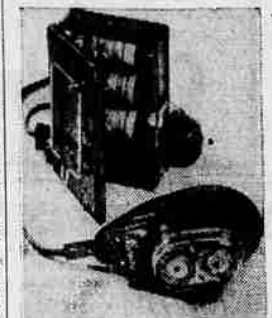
If the person on your list isn't a "participant," but a member of the spectator brigade, he can always use a pair of binoculars to bring the play into closer focus. Accompanied by a leather case, this particular gift is probably one that he's wanted, but never thought of buying for himself.

Out-of-doors folk in any category will thank you for a pair of good sunglasses. Styles available are numerous, and if the recipient wears regular glasses, you can make the gift extra attractive by having the lenses ground to his or her prescription.

Where sports lovers are concerned, don't overlook gifts of clothing.

Gifts That Hit the Mark

A fisherman or hunter, for example, will bless you for any of the following: An all-wool "jack" shirt, a hunting jacket, a long-billed cap, heavy trousers, a mackinaw, or a sturdy, plastic raincoat. And you might bring a laugh as well as a "thank you" with a pair of long wool underwear, a "must" for jaunts in cold weather.



MAN against nature is served by battery-power in self-contained electric shaver. Adaptor draws power from auto cigarette lighter.

Golfers like "knock-around" slacks, especially the belted kind, and colorful tartan caps. Tennis players, of course, have a traditional "uniform" of cap, shirt,



LOVE LIGHT for fishermen is an instant-lighting lantern to brighten the path to outdoor fun. An unusual gift.



SPORTSMAN'S Christmas gift can complement his wardrobe. A pair of golf shoes brings spring into December.

shorts or slacks and shoes—all in white—which they're always happy to have renewed.

The clerk at the sporting goods store will quickly convince you that the above suggestions are only a sampling. And even if you know nothing about sports, don't be afraid to shop. The clerk will offer expert advice, and it's actually

hard to go wrong if you know your friend's favorite sport.

In Italy, children set out their shoes on the evening of Jan. 5 to attract La Befana, an old woman dressed in rags and riding a broomstick who brings ashes for the bad and Yuletide gifts for the good.

SELECT HIS GIFTS

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SCIENCE — THAT'S THE SPIRIT

There are two basic schools of gift-picking-out. There is, first, the easy way. There is, second, the right way.

The easy way is to go buy a whole mess of stuff, all the same, and give one to everybody. For instance, you might buy two dozen boxes of snuff, two dozen bottles of cologne, and two dozen boxes of soaps. Then you'd give every man on your list a can of snuff, every woman a bottle of cologne and every child a box of soaps.

That is nice and simple, but suppose Uncle Bertie, for example, likes snuff, and Cousin Clotilda doesn't use smelling water, and the Buster hasn't got the vaguest interest in balloons. You haven't spread the joy that you should. You've been a Christmas dud.

No, there is only one way to pick gifts. Do it scientifically. Start with that basic element, the list. This is not as simple as it sounds. You must, obviously, put down the names of everyone you want to give a present to. (Note: Don't forget to say to yourself, "I owe so-and-so a gift." That's not the right attitude.)

So you start, on the left side of a page, with a list of names. For example, you might have Un-



I'll take a gross

cle Bertie, Cousin Clotilda and little Buster. In the next column put their address. This is so you'll have a reminder of when you should mail the gift, in case they live out of town.

And then—here's where science enters—put down something about each person. Perhaps a hobby, or a violent dislike. The key to good, successful, appreciated gift-giving is selecting something personal. You know you like gifts that are obviously chosen for you; so does everyone else.

Take Uncle Bertie. (No, don't really take him, he's the rich uncle.) He likes knitting, cooking and collecting old, stained hat bands. If you give him a power saw, he'd take you out of his will so fast you'd think he had a jet-powered codfish.

Give him something he'll use. An old, stained hat band would be nice. (Wrap it with a sprig of holly.) Or something for his hobbies—a new knitting needle, or perhaps a nice new pressure cooker.

Cousin Clotilda is a sweet old gal. She's very handy around the house. The power saw would be right up her antimacassar. Or a set of matched chisels. But she's not just a putterer. She also likes golf and watching the rassing



My year's supply

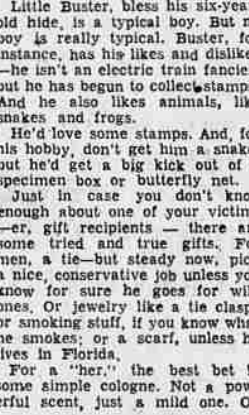
matches on TV. Perhaps a new tee or a subscription to a TV magazine.

Little Buster, bless his six-year-old hide, is a typical boy. But no boy is really typical. Buster, for instance, has his likes and dislikes—he isn't an electric train fancier, but he has begun to collect stamps. And he also likes animals, like snakes and frogs.

He'd love some stamps. And, for his hobby, don't get him a snake, but he'd get a big kick out of a specimen box or butterfly net.

Just in case you don't know enough about one of your victims—er, gift recipients—there are some tried and true gifts. For men, a tie—but steady now, pick a nice, conservative job unless you know for sure he goes for wild ones. Or jewelry like a tie clasp; or smoking stuff, if you know what he smokes; or a scarf, unless he lives in Florida.

For a "her," the best bet is some simple cologne. Not a powerful scent, just a mild one. Or



For a "her," the best bet is some simple cologne.

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CHRISTMAS

YOU name the sport WE have the gift

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