



HIS CHRISTMAS is nearly always a practical one but good looks are combined with the practicality in these gifts. Shirts (upper-left) are in the season's new, toned-down wool plaids. Dark plaid is in red and black, lighter plaid is brown and green on off-white background. Saddle-stitched pigskin travel kit (lower left) contains shaving lotion, cologne and deodorant, all in unbreakable plastic containers. Another leather kit (upper right) has oil-silk lining, is roomy and light-weight. Travel slippers are in soft glove leather, fold into practically nothing, but are sturdy enough for home use. Budget-priced cartridge pen and pencil set (right center) includes new pen with dual ballpoint and standard pen point writing. It comes with refill cartridges. Watch (lower right) is a direct reading jeweled wrist watch that employs no-hands principle. Hour and minute numbers rotate on circular precision disc into clear view through a tiny V-shaped window crystal at point where numeral "6" usually appears.



HANDSOME new mahogany cabinet houses hi-fi phonograph to pamper your gift records.

Toy Trends Show Change

NEW YORK (NEA)—Those big boxes and lumpy packages under the Christmas tree this year will contain everything for the kiddies from toys that teach practical cooking to toys that show junior how to be a full-fledged real estate operator.

This educational trend in toys for America's 46,000,000 children has been heading this way for some time. Now, it's turned in the direction of career-training toys that should help to point the way for ambitious small fry.

Future engineers, for instance, will find real high construction equipment under their trees. For the fledgling architect, there's a wide variety of prefabricated sets that produce entire suburban housing developments. (In miniature, of course). And there's even a new sports-car kit that gives your small son a chance to build a sleek convertible that operates by remote control.

There's another thrill in a radio bike with built-in weatherproof, tamperproof radio with 100-mile range. Or, Junior can operate a motel, supermarket or electronic switchboard.

For our little girls (or boys), there's a Yuletide set practically guaranteed to turn out a good cook. It includes soups, pork and beans, spaghetti and a full selection of quick desserts, cookie and cake mixes.

The outdoor fans get a chuck-wagon cooking set with campfire kettle, chow dishes and utensils plus a cookbook with easy directions. And there's a cardboard barbecue outfit that looks just like dad's.

Dolls are more talented than ever. There's a new baby doll that can wiggle just like a real baby, crying tears out of its big blue eyes meanwhile. Another doll has flexible lips and her own toothbrush to keep her teeth shining. A ballerina dancing doll has elastic bands to slip over her partner's shoes.

Wonderful idea for children learning to read comes in form of magic talking books, that go right on the phonograph. Record is set into the cover and picture stories are inside.

Sluggo is a winter baseball training game that gives players real control of the bat. And there's a realistic ice hockey game that also provides control of a fast-moving puck.



PERFUME TAKES PRECEDENCE as a 1955 Christmas gift. It can be a gift that's lavish or modest but either way, it's always welcome. Lucky girl (left) luses a sophisticated American perfume packaged in blue-and-gold, its scent matched by dusting powder, soap, cologne, hand and body lotion, cream and powder sachet. Imported French perfume (upper left) comes in beautiful crystal bottle that's set into silk-covered box. Budget-priced, cologne (upper right) in fresh flower scent comes in collector's hobnail bottle of genuine milk glass. Cologne and perfume (lower center) are in same scent, one for dressing table, one for handbag. Perfume measures out just so much spray at one puff. Dusting, powder and toilet water (lower right) make another duo.

Gay, Bright Packages Used

NEW YORK (NEA)—In giving beauty for Christmas, the contents are important but the packaging's the thing.

Knowing this, cosmetic houses go all out to make their Christmas packages sparkle, gay, inviting.

Nearly every woman has her favorite perfume. Just ask her. One that makes her feel as if she's going to a party. Most perfume houses put out a super package (for gift giving) and a plainer package that costs less. When you're buying for Christmas splurge and get the fancy box. She'll love it.

This year, couturier Jacques Griffe has a famous French perfume in an elegant crystal bottle, beautiful enough to grace any dressing table. It comes in a white silk case that opens like a flower to display the bottle. But the same scent comes in a plainer bottle and plainer box. Another French house offers something new for Christmas in a two-piece set that includes cologne and

Fishin' For a Gift? See...

We're loaded to the roof with fine gifts for the sportsman and sportswoman. Come in and make your selection... there's even lots of special Christmas prices to make it easy on your gift budget. Take a look at these examples. Lay-aways available, too.

Santa...

JOE!



Pacific Reloading Tool With Dies

24⁹⁵

Shuffleboard Sets
1/2 Price

Pool TABLES
Complete with 4 cues
\$99⁵⁰

Electric SMOKEHOUSE
\$19⁹⁵



Gifts For Every Sportsman

Reg. 72.00 K-22 Pistol 59.95
38/44 Smith & Wesson 59.95
45 Smith & Wesson 59.95
K-38 Smith & Wesson 59.95
Fly tying kit 3.75

Reg. 16.95
Camp Stove
12⁹⁵

Reg. 135.00 Down
Sleeping Bags
99⁰⁰

Reg. 29.50 Hodgeman
Waders
17⁹⁵

Reg. 7.50 Ocean City
Reel
4⁹⁵

Reg. 4.95 Ocean City
Casting Reel
2⁹⁸

Reg. 26.95
Hunting Bow
13⁹⁵

Reg. 3.95
Quiver
1⁹⁵

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All Hunting
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Reg. 5.50 Canvas
Creel 3⁹⁵

Still Fishin' for an Idea ??
Choose From Any Item Listed ...

- Soccer Ball
- Roller Skates
- Bows & Arrows
- Quiver
- Spline Tester
- Straw Target
- Fencing Swords
- Baseball Glove
- Football
- Basketball
- Tether Ball
- Tether Ball Pole
- Boxing Glove
- Ice Skates
- Pool Table
- Pogo Stick
- Toboggan
- Sled
- Shuffleboard Set
- Horseshoe Set
- Table Tennis
- Badminton
- Golf Cart
- Stilts
- Pellet Gun
- Cross Bow
- Sling Shot
- Sleeping Bag
- Air Mattress
- Air Mattress Pump
- Tent
- Ice Box
- Lantern
- Camp Stove
- Camp Table
- Picnic Set
- Bowling Bag
- Thermos Jug
- Minnow Trap
- Smokehouse
- BB Gun
- Camp Chair
- Rod Case
- Axe-Knife Set
- Fly Tying Kit
- Battery Shaver
- Life Jacket
- Gun Cleaning Kit
- Pocket Saw
- Gun Case
- Fishing Lures
- Waders
- Hip Boots
- Insulated Sox
- Shell Vest
- Hunting Coat
- Spinning Vest
- Insulated Hip Boots
- Shell Belt
- Shotgun Reloading
- Target Pistol
- Duck Decoy
- Canteen
- Insulated Coat
- Hand Warmer
- Camp Cot
- Cook Kit
- Automatic Rifle
- Hunting Glove
- Crab Trap
- Belt Axe
- Spotting Scope
- Barometer
- Geiger Counter
- Swim Fins
- Pup Tent
- Tapered Fly Line
- Tackle Box
- Fly Books
- Fly Line
- Landing Net
- Spinning Reel
- Pocket Knife
- Boat Seat
- Fishing Creel
- Sinker Mould
- Spinning Rod
- Mitchell Reel
- Deer Hoist
- Binoculars
- Rifle Scope
- Fishing Pliers
- Deer Hanger
- Back Pack
- Fly Rod
- Compass
- Fish Knife
- Golf Balls
- Tennis Racquet
- Tennis Balls

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