



FOOT COMFORT, BEAUTY FOR ALL this Christmas finds Santa recommending casuals as well as slippers. Grouping upper left, for the kiddies includes slippers, scuffs, moccasins by Honeybug. Lower left, casuals for dad by Florsheim and slippers by Daniel Green. Right grouping, "at home luxury" for mother, pumps, scuffs, moccasins reflecting newest fashion influences, by Sandler, Daniel Green, I. Miller, Bernardo, Capezio and Mademoiselle.

Play The Game With Gifts For The Men In The Family

"Play his game," when it comes to choosing something for the man, is sure fire advice for successful Christmas giving. And you can bank on it that every man has his game, whether as a participant or as an ardent if somewhat sedentary fan.

That fellow who lives, breathes and shouts about baseball without hardly ever swinging a bat himself, for example, also falls into that category of the males called sportsmen, just as surely as does the golfer, the fisherman or the tennis enthusiast.

And don't think for a minute that he wouldn't be pleased with a book on the History of Baseball, or a pair of field glasses with which to catch a close up view of a crucial play.

True, it is much easier to find a gift for the participant sportsman chiefly because there is always some new gadget being developed for his game—as in the instance of the golf bag carts—which save him a lot of energy when no caddy is available—and particularly because no matter what equipment he may now possess, more or better things are always what he wants.

A new set of matched clubs for the golfer, a handsome new (and lighter weight, please) bag, are wonderful gifts for the linksman. Sweaters, sports shirts, shoes, caps, also are welcome always. And a dozen gaily packaged golf balls will send him into raptures on Christmas day.

Reach out among your candidates for Christmas gifts this year and you can hardly miss touching a fisherman. This sport has grown tremendously in popularity. Even women have taken it up in greater and greater numbers.

For the angler there are all sorts of new gadgets and gear among which there are the new fresh and salt water spinning reels. New rods, lures and flies bow into the market constantly. Tackle boxes, creels, landing nets, wading boots, fishing jackets, hats and other

items sports good store folk will suggest, swell the opportunities for appropriate giving.

The hunter will welcome a new hunting jacket, a shell and game vest, cap, pair of boots, a gun cleaning outfit, hunting knife or several boxes of his favorite shells, as well as all sorts of camping gear, from a compass to a sleeping bag and from a tent to a portable cook stove.

For the winter sports enthusiast, there are skis, snow shoes, skates, goggles, ski suits and boots and all manner of warm tops.

Water sports have gained rapidly in popularity lately with particular emphasis on water skiing and "skin diving." For the latter, there are goggles, masks, fins, spears and even underwater breathing apparatus.

On the indoor side, bowling claims more adherents than any other sport. And what bowler wouldn't like to have his own individual bowling ball, complete with carrying case? There are special bowling shoes and shirts that do their part to boost scores.

Don't neglect the distaff side of the sports scene in choosing Christmas gifts. Women are becoming active sports participants in ever-increasing numbers. They play golf and tennis, they ski, fish and bowl, even go along on hunting expeditions. Many are candidates for sports gifts, this Christmas.

Consider too, gifts of games and sports gear that the whole family can enjoy, either in the basement rumpled room or right out in the backyard. Popular in the "indoor category" are table tennis and pocket billiards in junior sizes.



JUST WHAT DAD NEEDS for Christmas: leather wallet, capacious but not bulky, and leather trimmed elasticized belt in the newest color: coffee. Both by Pioneer.

YOU CAN'T MISS

If in doubt about what to give a man, a gift certificate on his favorite men's wear, shoe, sporting goods, "do-it-yourself," or hobby store will give him exactly what he wants at exactly what you want to spend.

GIVE HIM A BELT

Belts, for business and sports wear make very acceptable gifts. Fine leathers, either solid or braided, colorful elastics and silks are included among the new belts, some of which can be bought with initialed buckles.

Bring Him Up To Date This Yule, With New Sports Coat

Changing fashions in men's wear make wonderful opportunities for bringing that man of yours up to date style wise, this Christmas, with the gift of a new coat for casual wear. These include short length outer garments for winter warmth or driving comfort, extremely light weight leisure jackets for lounging about, as well as the traditional sports coat.

Newest style in sports coats is the garment with natural shoulder and modified raglan sleeve. It has charcoal brown and black stripes and a brown velvet half-collar, four-button closing and slant pockets.

Another coat that is growing rapidly in favor is the blazer, now recalled from its gay nineties days, modernized and set back on the road to popularity. A new version is navy wool flannel with lighter blue piping.

The hacking jacket, worn by horsemen for many years, has been adapted for sport coat wearers, retaining the slanted pockets and double vents.

In outer wear, men like the new short length coats usually called "suburban coats." A cross between a topcoat and a sport coat, the suburban combines the reliable warmth of wool with a convenient length that comes to slightly below the hips.

Other short outer coats are the "utility" and the machine. The utility coat can be anywhere from waist to hip length. It's made of lightweight, but warm wool fabrics and is especially suited to driving or spectator sports.

Another new short coat is the

wool fleece spectator coat, a single-breasted coat with patch pockets and tabbed sleeves.



MEN LIKE THE LUXURY of leather, especially in a dry-cleanable suede leather sack coat like this one. By Leather Industries of America.

FASHION IN HIS POCKET

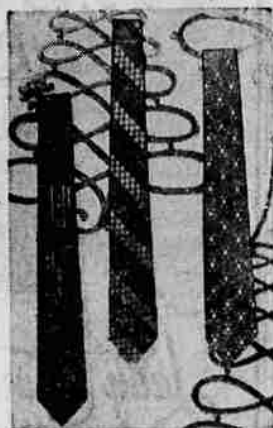
You can add the crowning touch of style to a man's outfits with a set colored-keyed woven handkerchiefs. Match colors with his shirt colors.



LUXURY IS THE GIFT FOR THE MAN who receives a handsome new lounging robe like this on Christmas morning. Made of soft wool flannel in dark green with gold piping, it provides warm, smart looking attire for relaxing at home on a wintry evening. By Rabhor. Wool Bureau Photo.



CHECK SHIRTS on your Christmas list of things a man can always use. Shown here, cotton sport shirt in brown and blue checks. Washable. By Van Heusen.



TIE-UP CHRISTMAS for a man with neckwear he'll be proud to wear, like these three beauties: widely spaced designs, stripes, geometric patterns. By Van Heusen.

HOME GIFTS PRACTICAL

Gifts planned to make the home more livable, whether given to the family or the individual, are practical gifts that go on giving for a long long time.

THINK OF GUESTS

A handsome convertible sofa is a gift for the home that would add to the hospitality the family can show the unexpected overnight guest.



TO GIFT A GOLFER a dozen balls are surefire. Available in attractive packing which serves later as a dresser box. Above by Spalding.



IT'S IN THE BAG for him when you choose a handsome, saddle leather job like this for the golfer. By Spalding. LIA Photo.



ANGLER'S DELIGHT in gift tackle for Christmas, is metal boxed kit including spinning reel, lures, leaders, swivels, float. By Airex.

Surprise Him With New Hat

Since the average man needs a new hat months before he'll actually go out and buy one for himself, there's a wonderful opportunity to surprise him at Christmas time with a useful and fashionable gift.

New hats for men follow the dominant trends in men's clothing. They come in smaller shapes and darker tones. The narrower brims and tapered crowns now so fashionable, are more becoming to most men than any style in recent years.

If there is any doubt about size, color or style, the gift giver need risk taking no chances. Gift certificates for a man's hat, available in all stores, will do the trick.

Hat gift certificates in many instances actually furnish the giver an opportunity to give two gifts in one. Usually the certificate is accompanied by miniature hat box or hat that serves over the long term as dresser boxes, ash trays or other useful accessories.

And in addition, they're usually small enough so that they may be hung on a Christmas tree.



MUTUAL ADMIRATION is evident, as the man of the house dons his new sport coat. Shown in charcoal brown striped wool tweed with velvet collar. Wool Bureau photo.

Santa-inspired GIFTS



**Pendleton Plaid
Loafer Jackets**
\$17⁵⁰

**Fun For Every One
Toboggans**
4 ft. \$16⁹⁵

**An Exceptional Gift
Down Coat**
\$43⁵⁰

**Dad or Son would enjoy a
22 Pump Rifle**
Remington \$49⁹⁵

HAL SAYS:

The way to every man's heart (with a gift) is something to make his favorite sport more enjoyable. Come in and look around, we'll gladly help you make the correct selection. Here's just a few good ideas!

LOOK at these gift ideas!

Barbecue Grills	29 ⁹⁵
Coleman Lantern	13 ⁹⁵
Goose Call	5 ⁰⁰
Basket Ball	4 ⁹⁵
Gun Cases	13 ⁹⁵
Sweaters	19 ⁹⁵
Ice Skates	from 9 ⁹⁵
Decoys	29 ⁹⁵
Sleeping Bag	26 ⁹⁵
Ski Pants	11 ⁹⁵
Thermos Set	29 ⁹⁵
Mittens	1 ⁹⁵
Barometer	8 ⁹⁵
Fishing Vest	8 ⁹⁵

... and hundreds more fine gifts! Shop Early While Stocks Are Complete!

The New AMANTE

The Shoe With A Flare
For Fashion . . .

- Red
- Black
- Benedictine

14⁹⁵



★ HAND BAGS TO MATCH

ARBUCKLE'S

717 Main

MODEL

SHOE STORE

Phone 7363

SPORT

532 Main

HAL'S

SHOP

Phone 5569