



BEAUTIFUL HOSTESS or beautiful gift... for either purpose this hostess gown belongs. In luxurious Stehli silk a year 'round weight. Belt in front or back!

Yule Music Scored By Handel, Bach

It's strange but true! Two of the most famous composers of Christmas music were both born in the same year, 1685, lived for many years within thirty miles of each other — and yet they never met!

The composers were Johann Sebastian Bach and George Frederick Handel.

Handel's "Messiah" will be heard, at least in part, in numerous churches and schools throughout the country. "Joy to the World" is taken from the "Messiah." The musical theme of "While Shepherds Watched Their Flocks" also comes from this master.

From Bach's "Christmas Oratorio" come the themes of several other well known chorales. He is also the composer of "How Brightly Beams the Morning Star."

Bach and Handel both proved themselves masters of Christmas music that is beautiful and easily enjoyed.

No one really knows exactly the origin, or even the meaning, of the Yule log. We know, however, that it is of pre-Christian origin. The ancient Druids blessed it with great ceremony to celebrate the beginning of the winter season.

In some lands even today, the Yule log is decorated with flowers and wreaths, anointed with wine, then put in the fireplace and set ablaze.

To bring good luck they tell you, the log must not be allowed to burn out during the Christmas season. Besides, a part of it has to be kept to start the fire next year.

It is believed that the ashes of the Yule log have the power to increase the fertility of the land. Thus, in many places the farmers scatter the ashes over their land on New Year's Day.

Another custom that came to us from pre-Christian times, is kissing under the mistletoe. Once the mistletoe was used as a weapon of death. According to a Norse mythology, the god of Evil, named Loki, planned to destroy the god of the life-giving warmth, Balder.

Balder's mother who was the most influential of all the goddesses, obtained a promise from all living things that they would not harm Balder. All agreed, except the mistletoe who hadn't been asked. So, it was with a mistletoe arrow that Loki induced a blind man to kill the sun god. However, higher powers intervened, and Balder was restored to life. The mistletoe was placed under Frigga's care and she, the mother of Balder, saw to it that it was never again used to do harm.

The custom of giving a kiss of love or peace beneath the mistletoe is an assurance that it will never again be used as an instrument of evil.

Glamour Gifting Needn't Be Too, Too Expensive

It's easy to give wings to a woman's wishes at Christmas time... especially when local shops are showing hundreds upon hundreds of desirable, wished-for givable items!

Most often the primary and determining factor is the price you have to pay — but you can flatter her wishes and pamper your budget too, with a bit of careful pre-planning.

GIVE HER JEWELRY — you can choose the finest diamonds at extravagant prices if you can afford it, but simple costume jewelry items nowadays are crafted with all the precision and beauty of rare pieces!

FURS — perhaps she's dreaming of a full length mink... but if your choice is a "man-made" precious pile fiber one, she'll cuddle into it with pleasure. Perhaps her yen for mink doesn't extend to coats — she may be thrilled with a gift of a handsome mink (or other fur) collar, a cape, a stole or perhaps a rich-looking fine orlon or cashmere sweater with a real fur collar.

NEW WATCHES — you needn't spend a fortune to find a glamour watch for your special "she." There's the greatest line-up ever, of frivolous fancies in dependable timepieces. With fancy bracelet bands, novel faces, colors of the rainbow and striking designs, it's difficult to tell whether these novelty watches cost under twenty-five dollars or over a hundred!

FINE PERFUMES — Of course, she loves the finest, and you do want to give her the best. But you don't have to buy the exorbitant decanter size, when her favorite fragrance will thrill her equally when you give her that smart purse size flacon (and you'll help her make it last long.

when you complement it with a twin cologne so much less expensive, too).

So, if she wants the moon on a silver platter, shop around carefully — and give it to her on a "sparkle-like silver" aluminum!

You Always Please Teens With Fashion Wearables

What to give the sub-teen and teen-age girls on your gift list? — clothes, of course! At this age the gals are very fashion conscious.

And this year there is a wide variety of fashions sure to fit

your budget and sure to delight the "teeners" too.

Stretch tights head the most-wanted list and are a "must" for the casual look the crowd is going for this year!

New and also very much in demand are the fringed plaid kilts

(very short pleated skirts).

To guide you in buying what these girls want most — here is a summary of the highlights in sportswear. The latter being the basis for every "knowing" sub-teen and teen girl's wardrobe.

Dyed-to-match or blend-color outfits in solid, plaids or stripes... double breasted styling... Reversibles in vests and skirts... the suit look (Car coats, slacks, skirts), bulky knits and

shaggies... Million dollar

and large collar blouses... Fur-like or pile collars, hoods and trims... all always appreciated: skirts, jumpers, slacks, Bermudas, blouses and sweaters.

The girls are very fond of trim and this year the most popular are fur, fringe, ric-rac, braid, novelty belts, gilded buttons and buckles.

Millinery too features the casual, soft look with hats emphasizing

ing soft, blousy crowns, velveteen, hairy and shaggy felts as material. Raccoon is the big news in young millinery trimming.

In lingerie the teenagers will prefer the new two and three tier bouffant petticoats; some come with camisole tops.

At night the girls will take to soft, warm (often flannel) pajamas with breeze-proof legs that tighten at the ankle. Most of the sets double as lounge outfits too.



CLEVER SANTAS WILL SHOP NOW AND LAY-AWAY OR USE YOUR CHARGE ACCOUNT

Charges made now not due until January 10th!

Waltz Length Gowns

Fancy laces accent our collection of easy-to-care-for nylon gowns. And they're priced at such givable prices...

5.95 to 10.95



Luxuriant Nylon Slips

Detailed with luxuriant lace bodice and flounce, our gift slips rate kisses from miss or missus. Prices from just...

3.98 to 12.98



Gifts that rate kisses from Miss and Missus



Pendleton Robes and Many Exclusively Ours!

Smart and warm Pendleton robes always top the gift list. Always first quality 100% wool. Pendleton robes are so welcome on Christmas morning. Choose from Pendleton's wonderful selection of colors.

\$25 & 29.95

The Town Shop

ROSECREST

Beautiful Holiday Dresses for Christmas giving... and before!

You and the night... and a blouse demure and devastating in black velveteen; a shadow-sheer black skirt, lavishly embroidered and fluttered, like a black lace fan, over its own net petticoat! Sizes 10 - 16.

the blouse 8.95 - the skirt 13.95



Beautiful Baby Dolls

Two-piece baby dolls in nylon tricot or fluty flannel. They're so welcome on Christmas morn. Prints and plain colors in all size ranges. Choose her style now...

3.98 to 8.95



NYLON DUSTERS with buttons and bows!

Our holiday selection offers the most heavenly colors ever. Every one a beauty... and all holiday low-priced. Buy now or lay-away. Choose from dozens of styles at The Town Shop.

6.98 to 22.95



Gift Hand Bags

We've a large selection of rich, colorful bags in fine leathers, fabrics and plastics. Grand gifts at low prices.

2.98 to 19.98



Buy Them by the BOX!

Fine Nylons

by No-Mend

Seamless or self-seam styles. All the new shades for winter. Give her the gift she knows... fine quality No-Mend hose.

1.35 - 1.65 pair

3.95 - 4.85 box

Glitter Hose

New! By No-Mend. They reflect the bright holiday season.

1.95 pair



Gift Gloves

Born for beautiful gesturing! Our wonderful choice of glove beauties in supple leathers and soft fabrics.

1.00 to 5.98



Jewelry Glitter

An extravagant selection of rhinestones, pearls, brilliant stones - in pins, earrings, necklaces, sets. All at such reasonable low prices.



Fancy Furs

Smart way for her to spice up her costume... such a wonderful gift to give. Choose from our many styles and colors.

1.00 to 9.98



YULETIDE MOVIES take on a professional polish if you plan your scenario ahead of time. Take the scenes that need exuberance on Christmas Day. Others, such as baby playing with her gifts, can be taken later when the distracting elements, such as crowds, are missing. Whenever you shoot, you can do it better with the self-setting electric eye model.