

Christmas Seal Campaign In Full Swing In County

The 1967 Christmas Seal Campaign is now in full swing with many persons and business firms having answered their seal letters. But quite a few have over looked doing so at W

icans are infected with T. B. germs and about 100,000 persons having known active T.B., it is vitally important that the crusade against TB and other respiratory diseases be con-

tinued. Charles H. Blackburn Jr., Watauga Seal Chairman, issues a special appeal to all Wataugas for their usual good support.

He'll Twinkle To Tune of Jewelry

Concentrating on what to give the man in the red flannel suit? Look around the jewelry store, for an array of gifts ready to keep Santa twinkling all year, suggest Jewelry Industry Council.

The return of flair and dash to the masculine wardrobe has seen an upsurge in cufflinks to dress up smart French cuffs. Diamond, pearl, and semi-precious stones set in cufflinks and tie bars or studs are handsome gifts for Santa.

Small accessories such as a gold key chain, money clip, pocket knife, sterling silver belt buckle—perhaps with his initial—and silver-backed brushes give Santa an impressive appearance and a well-looked-after feeling.

Surprise Santa with a wardrobe of watches to carry him elegantly or sportingly through casual or dress affairs. A new watchband for his favorite timepiece is a surefire Santa pleaser, too.

Leather accessories make for manly gifting on Christmas morn. Wallet and key case sets, pocket secretaries and desk accessories are the attractive choice here.

Says Alcohol Affinity Is For High Brain Cells

Addiction to narcotics eventually undermines health and character. The one most commonly used is alcohol, which is a dangerous narcotic. The chronic drinker sometimes lives for many years. Hedrinks in what he calls moderation, and usually takes his whiskey well diluted. If he should imbibe large amounts at a time he would greatly hasten his death.

Alcohol has an affinity for the higher brain cells which are located in the cerebrum intellect. The animal passions located in the cerebellum (or little brain) are stimulated. The brain of a man who is drunk can be compared to a runaway horse who has thrown the driver from his seat into the mud and is running recklessly to his own doom.

The materia medica says, "The power of judgment is abolished very early by alcohol; this is so while the imagination, the emotion, and the power of speech still remain stimulated; but soon the power of imagination goes. The patient then loses all command over his emotions and he cries and

laughs irregularly but this soon stops. He next begins to lose control over his speech, talking incoherently and thickly, shortly afterwards he cannot talk at all, but can only make a noise. Muscular movements are next affected.

The patient goes from one stage of deterioration until he is paralyzed. Even the reflex centers of the spinal cord are abolished. The respiratory center which was stimulated at the first becomes paralyzed, and breathing is difficult until it ceases altogether and the patient dies.

Clothing Heads List for Him

His Interests, Activities Are Plus Factors In Presents

It's a foregone conclusion that every Santa on the gifts list is going to be presented with something to wear, and maybe several somethings. In fact, apparel gifts for men are so basic to Christmas that they're likely to be regarded as the first beginning.

Santa himself is notably generous; therefore, he deserves not only more than one gift, but more than one kind of gift! So run the reasoning of gift givers preparing to wrap up Christmas for men.

Fortunately, men's needs and interests are so wide and varied that, with gifts selections equally far-ranging, it's no problem to come up with ideas in many categories. Men used to be considered hard to gift successfully, but no longer.

FINDING RIGHT GIFTS

Once the apparel gifts are selected generous givers can go on to those plus gifts with complete confidence in finding the right presents, both traditional and unusual.

Men's interests and activities usually provide the clue. Travel, for instance, is a classic category of gifting, more appropriate than ever now that more men are doing more traveling, both for business and pleasure.

Travel suggests certain types of apparel gifts—those with emphasis on durable press and/or easy care—plus the many other gifts that make traveling easier. Luggage is traditionally right here, and so are grooming gifts slanted to on-the-go needs.

Special thoughtfulness might be expressed by gifts that make it easy to combine travel, business and pleasure, from small items such as pocket secretaries, pens and pencils to bigger ideas—a compact, portable typewriter, or tape recorder, for instance.

Portable transistor radios, good books and similar gifts entertain both the traveling man and the stay-at-home—the sportsman and hobbyist, too.

HE PRICES LEISURE

Since the man who must travel usually prizes his leisure hours, when he gets them, gifts to enhance his home life seem certain to delight. He'll appreciate casual apparel for indoor or outdoor relaxing, and there are many plus factors for gifting in this area.

A reclining chair, a good reading lamp, a spacious desk enter into-at-home giving, as do all sorts of entertainment gifts, which might be as simple as a deck of cards or as happily complex as a complete stereo system.

A pipe rack, an ashtray, a pair of comfortable slippers, a subscription to his favorite magazine—these and more symbolizes for him the comforts of home.

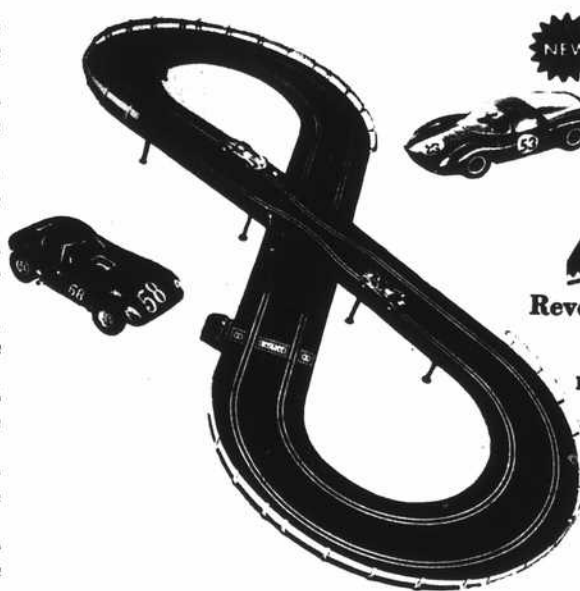
Whether he pursues his fa-

vorite hobby at home or away, in or out of doors, he'll welcome gifts of accessories and equipment—for photography, stamp or coin collecting, Sunday painting, model building, home craftsmanship and a host of other special interests. If sports are his hobby, the gift giver is really in luck, because the selection of wished-for clothing, equipment and accessories for his sporting activities is virtually unlimited. Boating, fishing, hunting, golf, tennis, bowling, skiing, surfing and all the rest constantly offer new ideas to please, amuse and amaze their enthusiasts.

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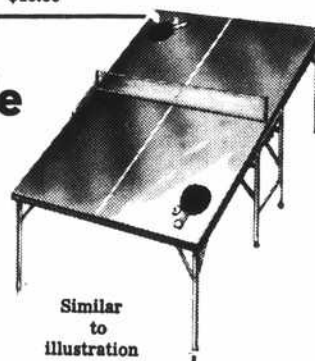


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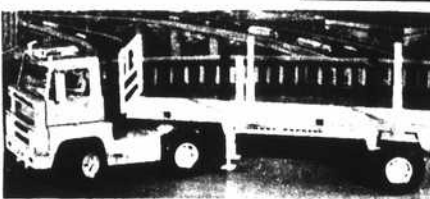
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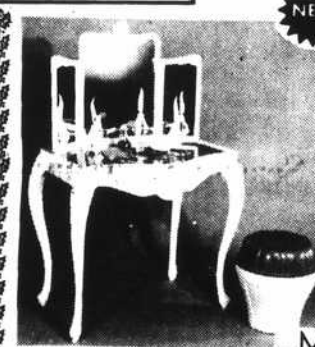
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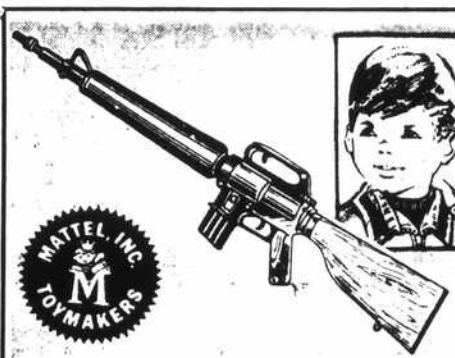
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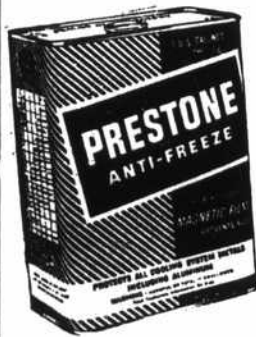
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