

Practical Wearables Are Formost Among Gifts For Men

Robes Rate High On The Gift List This Christmas

Top Coats Too, Gain New Favor for Masculine Gift Giving

As varied as the snowflakes on a ski run are the gift possibilities for men this year, with wearables ranking foremost as desirable in the practical minds of most of the masculine gender.

There is probably only one other classification of gifts that might conceivably outrank the man's interest in practical clothes. It is the all-embraceable gadgetry group which may include everything from a new fangled tie clip to a 1950 model electric shaver.

To help make selections for the men in your life, try to recall the things they have wanted so badly, but never got around to buying for themselves. It's the nature of the male, you know, to talk freely and do little for himself.

This therefore is your chance to play a most satisfactory Santa . . . to play the type of Santa who knows that while men are growing more and more fashion conscious, whatever they want, and especially as a gift, must also have long usefulness.

And this combination of fashion and utility is very strongly reflected in everything men wear from pajamas to raincoats. Take lounging robes, for example . . . something a man rarely buys for himself. They are featured in a wide range indeed this year with a robe available to suit every purse, purpose and personality. Yes, television has had a lot of influence on the variety available this year, and so has the great increase in travel.

Therefore we have the flowing lounge robe in the rage-of-the-season patterns and the terry cloth towelling models that clip around the waist, the robe that folds into its own small bag for easy packing, and the distinguished robes to be worn at the home television party.

Yes, Top Coats, Too!
A surprising trend noted from last year, is the idea of giving a top coat as a Christmas gift. Here again the range is wide including tweedy models, gabardines and reversibles, and there are of course the increasingly popular Storm Coats. These deserve special consideration this year.

Does he have enough shirts, pajamas, handkerchiefs, socks and ties? What man ever has? Or what about the mufflers he needs, the belts, link sets? And when considering these things as accessory gifts, remember to choose them early so you may plan to have them monogrammed.

Cosmetics for men have long ceased to have any feminine connotation. They are really shaving accessories anyway, with special attention to the needs of the fastidious man, and they come handsomely packaged.

Which reminds us all that the electric shaver or the fine razor always make excellent gifts. So do

HOLIDAY CANDY

Come in today and select your Christmas Candies from our large stock of Hard Candies, Stick Candy, Chocolates and Bon Bons.

Candy Filled Christmas Stockings

Mixed Nuts

Also
Brazil Nuts — Pecans
English Walnuts
FRUITS OF ALL KINDS

Lindsley Ice Co.

Purina Store Washington Street



Consider His Practical Nature, His Love of Fine Things, and You Will Have No Difficulty in Choosing from Gifts Like These for His Yuletide



FASHIONABLE INDEED will dad be on Christmas morning if among his gifts is one of the new robes. This one is of light-weight virgin wool in smart and popular Scotch Tartan pattern.



FOR LEISURELY LUXURY it's loafers he wants. And it's a sure bet that he'll grin with satisfied glee when he finds them 'neath his Tree.



WRAP HIM IN A ROBE THIS YULE and win his loving thanks on Christmas A. M. and for many a day to come. If he's got an eye for fashion, give him one of the new Tartan plaids. If traveling is his forte, select his robe complete with a compact carrying bag. And if he goes for comfort in a big way, then satisfy his yen with a smart flannel style, personalized with his initial. Robes above, by Rabhor.



HERE'S HOW TO GIVE HIM A HAT for Christmas, without getting into a diher about whether it's going to fit or not. Just tell the man who waits on you. He'll fix you up with a boxed miniature plus a gift certificate that will give your man a chance to choose his own. Smaller miniatures for hanging on the tree, also are available.



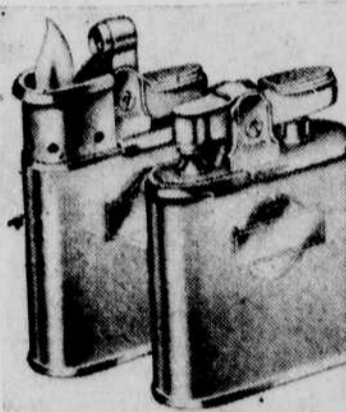
WARM HIS HEART AT YULE-TIDE and keep him warm all-over the Winter through with a snug storm jacket or coat. Above, Misty Millium Jacket of water-repellent rayon with a mouton collar and millium quilted, wool insulated lining by McGregor.

magnifying mirrors.

They Love Leather
Browse through leather goods departments. Men love leather. New wallets, key cases, portfolios, brief cases, and new travelling bags. Just so they are made of fine leather and handsomely styled.

And, finally, in this brief resume, we come to the sports and hobbies of the male which offer in themselves a limitless opportunity for much appreciated gift giving.

Here the jackets, shirts and sweaters for the sportsman wear at play, in the field, or at



CIGARETTE LIGHTER with a windshield to help make it an efficient outdoors as it is smart for the indoors, is a gift the sportsman will appreciate. This one is a "Ronson Whirlwind."

King Carries Out An Old Custom

Each year at Christmas time it is the custom of the King of England to present gifts of frankincense, gold and myrrh to the Chapel Royal in commemoration of the gifts of the three wise men. According to the Jewelry Industry Council, the Christmas gifts of today include watches, rings, gold and platinum pens and pencils, and other jewelry and silverware.

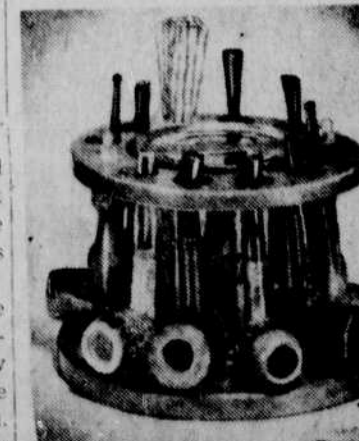
the club are top favorites, and fashion plays a most important part. Choose with care because chances are your man knows what's right.

Is he a fisherman? Then tackle is his bait. Is he a golfer? Anything from a dozen balls to a new bag is par for Christmas. Maybe he relaxes by working with wood. The hardware store is a good place to shop for tool kits. Some men make miniature trains their hobby. Others are amateur photographers. Nearly all play cards.

Know your man and choosing gifts for this Christmas will be easy.

Legendary Story About Christmas

In Sweden as in Pomerania and other parts of Germany it is the custom to enclose the Christmas gift of a ring or other small jewelry in a tiny box. This tiny box is wrapped carefully and packed into a larger one. The process is repeated until finally the gift reposes deep within a series of boxes. According to the Jewelry Industry Council, this is termed the Yule Klapp and great is the merriment on Christmas Day when the lucky recipient goes through the ceremony of unpacking until at last the original tiny box is opened to disclose the gift.



PIPE FANCIERS of whom there are many will welcome this guest set which serves not only as a place to keep the collection but makes room for a can of tobacco in the center. It's by Marx.



KEEP HIM WARM with a smart all wool muffler and matching knit gloves which can be had as a set neatly boxed. Those shown are by Wilson Brothers.



GIVE GOOD GROOMING in the form of utility kits and he'll love it, especially if he gets about a lot. The good guy above is pleased with one by Courtley done in tan leather and fitted with ready to use shaving and hair needs.



THE COMFORT-MINDED MALE (and what male isn't?) will ever appreciate a sweater. Whether it's meant for sport, spectating or just keeping warm, you can be sure it's a gift he'll give long thanks for.

Fashion Is Your Guide To Giving This Christmas

(Continued from page one)

with her personality and her favorite activities in mind and be assured that it will be the perfect gift 'neath the tree and the 365 days of the year to come.



TIE UP HIS CHRISTMAS WITH PLEASURE and we do mean "tie." Figures show that 85 percent of the ties sold throughout the year are bought by women which means that no matter what else, that man of yours will be getting from you this Yuletide, his Christmas will be incomplete without some ties. With a hundred thousand color combinations and forty thousand different patterns available, of which the above are representative, being "tied by you" this Yule will give him pleasure.

Hundred Thousand New Choices Assure A Right Tie for Every Guy at Yuletide

Neckties are one of the safest bets for Christmas gifts. There is no size to consider. There are 100,000 color combinations and 40,000 different patterns now on the market to choose from. The chances of going wrong are slim.

Women buy 85 percent of the ties sold throughout the year, according to the Men's Tie Foundation, but during Christmas holidays the figure hovers close to 100 percent.

The holiday collections highlight a new note in ties that have a "Touch of Fame" and "Picture-writing." Among the famous who are now designing men's tie fabrics are Schiaparelli, Jacques Fath, Molyneux, Tina Leser and Salvador Dali the surrealist. Well known American artists including Adolf Dehn, Edward Millman, Joe Jones and Edward Chavez also are designing new ties.

Necktie designers have also revived the ancient art of picture-writing on the fabrics. Picture-writing was the first used by cave dwellers to convey messages to their tribesmen.

These "conversation" ties are colorful, witty and provocative. They literally sing, dance, talk, read, write and even "make dates."

The Tie Foundation's tips to the woman tie shopper are basically the ones she uses in guiding her

BRUSH HIM OFF

Handy shower accessories assure him a Merry Christmas. Little gifts but important-to-good-living gifts, they may include a long-handled brush, his favorite scent in soap attached to a cord that hangs conveniently around his neck and perhaps, an extra-large-size bath towel.

purchases of her own fashion items.

First, be sure to pick colors that will point up his suits—greens and clear reds and yellow tones with the brown shades, some of the higher pastels for dark suits.

Second, relate the pattern in the tie to the pattern in his suits. Planned bold patterns go better than geometric designs with pronounced suit patterns. Panel designs are especially good with any type of suit pattern. Dark double breasted suits, or suits worn with a vest call for bold sharp patterns.

Be sure his gift tie is of the right tie length. Ties run from 47-54 inches long. If he is tall or wears a large neck size, get him a tie that is long enough. If he wears single breasted suits without the vest, as most men do, he will look best in a longer tie.

The Foundation suggests matching gift tie colors to his complexion tones and hair coloring. Good clear sharp colors will lighten a dark complexion; muted colors and designs will tone down the coloring of a light complexioned man.

Gifts

Let BULLUCK'S help you select the gift that will please "HIM." Our stock is brimming over with the smartest merchandise men can wear. Nationally Advertised Brands. Just take a gander at this Gift List . . .

Let 'Her' Know Your 'Lucky Star'

- ★ SUITS by Style-Mart
- ★ SLACKS by Higgins
- ★ SPORT SHIRTS by Norns-Casuals
- ★ DRESS SHIRTS by Nelson-Paige
- ★ TIES by Wembley
- ★ SOCKS by Esquire & Springfoot
- ★ SHOES by Curtiss
- ★ JEWELRY by Pioneer
- ★ JACKETS by Berkray
- ★ PAJAMAS y Pleetway
- ★ HATS by Adam
- ★ SWEATERS by Lamb-Knit

Our stock of the above mentioned merchandise is the best assembled in years. Come in today and let "us" help "you" select a gift for the "HIM" in your life.

Bulluck's

No Finer Christmas Gift For Young or Old



EASTMAN KODAKS

Films, Developers and Supplies

We also suggest that you drop in and look over our attractive selection of gift items for men, women and children.

DAVIS PHARMACY