

## Lay-Away Gift a Day

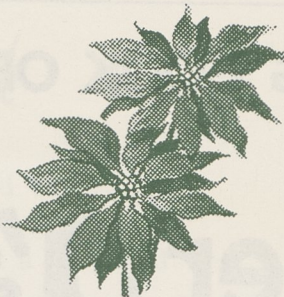
Both Christmas shoppers and Christmas budgets benefit when the shopping rule is "Lay-away a gift a day."

Begin early; select gifts carefully, a few at a time. Even one gift a day soon adds up to complete coverage of gifts lists, if the start is early enough.

For the big gifts, Lay-Away plans in local stores make shopping even easier. A small down payment will hold each gift, and purchase can be completed in easy installments.

"Lay-away" smaller gifts at home — wrap them and hide them till Christmas.

Credit plans and charge accounts help with easy, early, step-by-step gifts shopping, too.



## New Ways To Wrap It Up

What's new in gifts wrapping for Christmas?

Gift wraps and greeting cards that coordinate, lavish gold foil seals in a variety of holiday inspired shapes, ribbons in multi-hues and velveteen textures are among the latest fashions in package wrapping.

Paper velours and other luxurious fabric-like papers are widely available.

Tissue paper, once the only gift wrapping material, makes a comeback this Christmas. But the old red, white and green tissues now get competition from such shades as cerise, lavender, goldenrod.

In short, gift wrappings are more luxurious than ever. But there's still scope for the imagination.

With the abundant assortment of distinctive wrappings available, the creative approach to gift packaging gets a boost. Whatever effect the package-wraper would like to achieve, there's a wrapping material to provide it.

One idea might be to make the gift package a gift in itself. Start with a box — round, square or oblong. A matched set of two or three boxes can be especially useful for closet accessories, or for use on a desk or vanity table.

When trimming boxes, it is easiest to start by lining the inside with a high gloss paper foil. Extend the liner over the rim and secure to outside with cellophane tape. For the outside, select either an embossed foil or a textured velour. This can be secured with white paste. Braids, ribbons or other trims may be attached, too.

Boxes designed to be lasting gifts can also hold many little gifts. A vanity-table box, for instance, might be filled with cosmetics or perfumes.

## Hobbies Lead To Happy Gifting

A man's hobby interests lead the way to successful gifting. Whether he's a stamp collector or a model builder, a photography fan or a coin collector, gifts to help him with his hobby can put real excitement into his Christmas.

The amateur artist can always use plenty of new supplies. If he likes to combine a trip with his painting, he'll appreciate a portable easel, or a carrying case for his painting materials.

Does he collect records? Help him expand his hobby, with a tape recorder — to tape radio programs, for example.

Is he a hi-fi stereo fan? The new stereo portable components could make an unusual gift for him.

Doesn't he have a hobby? Introduce him to one, with a Christmas gift of hobby supplies. Hobby shops and departments abound in ideas that can appeal to his interests.



## "In" Gifts For Teens

Teen-age girls are, in some ways, just younger versions of their mothers, grandmothers, aunts, cousins, older sisters. They need the same fashions, fragrances, accessories adults do. The big difference is that the gifts they want must be geared to teen fads, teen living.

Their fashions are "in" with the "a go go" group or they don't want any part of them. Remember, they're no longer little girls, they are individual young women with likes and dislikes. No "kiddie" gifts will do for them.

Just what is "in" with this group that teens belong to? In fashion it's separates and dresses with the "Mod" or "London" look — high waistlines, lace and ruffle trims, short-short skirts, "cut-out" effects; crochet look knits in sweaters, dresses, separates.

Courreges-look separates and dresses are also on this "in" list . . . they're very jaunty, with lots of seaming and shaping, short-short skirts.

Boots are just the "in-est" thing to have. They come in every height and texture. Little gold-chained handbags, shorter-strap shoulder bags and textured stockings are not far behind boots in teen preferences.

"Just for fun" fashions include ponchos, kiltie skirts, wildly patterned stockings and tops that match or coordinate.

Fragrances and cosmetics to accent every favorite young look will be appreciated stocking stuffers.



## Sport Shirts Fit His Leisure Life

Whether he prefers to spend his leisure hours in sports activities — from fishing to bowling — or would rather just relax in an easy chair, there's a place in his life for gifts of sport shirts.

New shirtjacks and pullovers, as well as traditional shirt styles, offer opportunity to make his gift a bit different, but still practical.

Handsome solid colors are apt to appeal to the man who thinks he doesn't like sport shirts. For the confirmed sport shirt wearer, paisleys and giant plaids are news.

## STOCKING STUFFING

Hanging up stockings in hopeful anticipation of gifts and goodies is a cherished Christmas tradition, and, like most customs associated with this happy season, there's a legend to explain it.

Many centuries ago, the first St. Nicholas, a bishop of Myra, played benefactor to the three daughters of a penniless merchant, with gifts of gold for their dowries. Like Santa today, he wished to present his gifts in secret. Some stories say that he tossed bags of gold through a window, while others hold that the bags were tossed down a chimney.

Legends agree, however, that one bag of gold fell into a stocking hung up to dry. All this happened on Christmas Eve, and thus began the custom of hanging up stockings and receiving "stocking stuffer" gifts — or so legend says.

Although children are usually the first to be gifted with stocking stuffers, adults enjoy this tradition, too. In many homes, hanging up the stockings — and stuffing them in secret — is an occasion for family sharing in Yule joys.

Extra gifts in stocking stuffer size, for both children and adults, are easily selected.



## Yuletide Is Popular Time to Set Seal On Engagements

Amid the toys, sweaters, ties and other packages on Santa's sleigh this year will be many small jewelry boxes containing diamond engagement rings.

Christmas is a popular time for young couples to announce engagements, and to seal their pledges of betrothal with diamonds — the very symbol of love and devotion.

Whether the diamond engagement ring is a "surprise" or not depends entirely on the couple. Some girls like to be surprised — but statistics show most couples prefer to shop together for the ring, letting the girl make her own choice.

If the boy is concerned about prices (and most are), he can go to the jeweler in advance to select several rings within his budget. When he returns with his fiancée, the jeweler will show only those rings selected earlier, and the girl can still make her own choice.

Fruits, nuts, candies form the traditional beginning.

For the children, small toys and dolls make appreciated stocking fillers. The more compact articles of clothing are appropriate, too — stockings themselves, for example.

Women's gifts in "stocking size" range from, again, stockings to scarves, purse accessories, fashion jewelry, perfumes and colognes, cosmetics, gloves.

Santas stumped for stocking gifts to please a man should consider his interests. For the man who enjoys driving a car, for instance, the gifts might be a dashboard compass, a key case, driving gloves — or even a set of spark plugs.

Is he a hi-fi or stereo buff who enjoys tape-recording his favorite music? His stocking gift could be "Scotch" brand magnetic recording tape.

## LIGHTING UP YULE

High-intensity lamps shine as Christmas gifts, with the accent on practicality. Pleasing, too, are the equally practical scaled-down table lamps.

## Hidden Clasps Are News in Pearls

Pearl necklaces, ever-popular presents, make news this year with hidden clasps and roundel clasps of diamonds or other precious stones.

Either one effects a continuous-strand look, so that the necklace can be worn many different ways.

The clasp in matched pearl necklaces is often an extra Christmas present — so beautifully bejeweled that the wearer may want to display it, either in front or to one side.



## THEY'RE POPULAR

Transistorized radios that play on either house current or batteries are popular Christmas gift ideas and come in several new guises — from the "shirt pocket" set to the multi-band receiver.

## FOR NEWLYWEDS

Newlyweds often need major pieces of furniture for their first home. Relatives or friends might band together to give them a really big gift — but make sure of their wishes and decorating tastes, first.



## WITH GOOD REASON

Sheets and towels are always wearing out; appealing new color combinations and patterns are always being created — two good reasons why linen gifts are right for every home.

## Keeping Him Fit

If his leisure time is in short supply, that man on the Yule list can get a lot of healthful pleasure out of "physical fitness" gifts, as a substitute for sports.

Exercise equipment could please him, and the whole family. In this category are chest pulls, bar bells, weight plates, door bar gyms. These are available from sporting goods stores and departments.



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