

IT'S A BEAUTIFUL CHRISTMAS FOR HER

From single lipsticks to complete cosmetic sets, beauty gifts are dressed up in their festive holiday packages and ready to make it a beautiful Christmas for every woman.

In addition to the make-up items, there are dainty bath preparations, handy manicure kits, and, of course, colognes and perfumes sure to take a favored place among gifts for a lovelier Her.

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THOUGHTFUL SANTA PERSONALIZES GIFTS

Thoughtful Santas personalize their presents with monogramming or initialing. Many fashion gifts, from costume jewelry to lingerie, offer opportunities for adding the personal touch. Furs especially designed to be monogrammed, both for protection and prestige.

There are handsome metal initials for leather belts and handbags, white collars, sweaters and blouses take embroidered or appliqued monograms.

TURKEYS THEN AND NOW

Wild Turkeys were abundant in America long before the arrival of the first white settlers. Carl Dossin, Penn State extension poultry specialist, points out that the domesticated turkey is much larger and better fleshed than his wild cousin. This is the result of breeding, feeding, and management.

Lay away a gift a day. Make this Christmas bright and gay. Shop Early! Mail early!

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The Bulletin, Mount Joy, Pa.

Know-How Needed For Men's Gifts

The problem of choosing the right gifts for a man's Christmas is (like so many problems) easy when you know how! Best way to launch your "operation man-gifting" is by doing a little research or review work on the subject of man, himself. No matter how long you may have known him, you will find it wise to make sure that your picture of his tastes, interests, and "off-hour" activities is strictly up-to-the-minute.

Men don't stay in ruts much, nowadays. Instead they are constantly moving forward with the changing times to new hobbies, new sports, new ways of spending their leisure hours, new styles in almost everything they wear. You can keep your gifting "out of the rut" too by gearing it to what your man does, likes, needs and wants as of now.

A good place to start your "gift-thinking" is with a man's wardrobe. "Give a man a gift he can wear" is usually pretty sound advice, especially if you make sure to take into account his personal tastes and the many new ideas in wearables that have recently been finding such strong favor with men of all ages.

Wash 'n' Wearables
For instance, there is a whole new group of wash and wear garments that are now successfully invading the winter-weight field. In addition to shirts and slacks there are sport coats, outercoats, sweaters and suits, all in the dunk-and-drip-dry category.

In outerwear, the fingertip length coat is the newest favorite and will be especially welcome to a man who does a lot of driving or walking. Also, there are zip jackets, both lined and unlined, duffle-type coats and the new shearling coats that are ideal for skiers and skaters.

The "new look" in sweaters (a perennial gift favorite) is big, bulky and hand knitted. Depending on your man's tastes and activities you can choose one of the new low-button cardigans to wear under his sport jacket or a crew-neck shetland or a knit ski-type sweater.

Slacks Always Needed
Most men could use another pair of slacks to mix or match with their sport jackets. The new look in slacks is a slim, trim one. Self-supporting styles with one or two pleats or none at all are as popular as the belted plain-front models.

Few men ever have all the shirts they want. For sports and leisure wear there are long-sleeved cottons, woolens, blends and knitted shirts. You can choose from foulard prints, checks, plaids, and, of course, solid colors. For business wear there are colored and patterned shirts as well as the always acceptable all whites.

While on the subject of wearable gifts give a thoughtful pair of gloves, socks, shoes, mufflers, hats and caps, neckties, a bar and cuff link sets, evening robes and slippers.

Having taken inventory of the "outer man" turn your thoughts to what he does — or a living and for fun — to see how your gift can best aid and abet him.

The business man will often welcome a new wallet, pocket secretary, desk set and pencil set, brief or attache case, or perhaps a portable typewriter. The traveling man is partial to new luggage or a new leather kit to hold his toiletries.

Gifts for Off-Hours
For the off-hours side of a man's life, consider sports gear, gardening equipment, hand or power tools, hobby equipment, books, smokables and smoking sets, records, hi-fi components, accessories for his car, a "second" TV set on which to enjoy his own favorite program, or one of the new transistor radios that tucks in his pocket. The field of your gifting selection is really as wide as the constantly broadening scope of your man's interests. Your problem is not one of wondering what on earth to get him but rather one of choosing from a number of excellent possibilities, the one gift that will give him the greatest measure of pleasure on Christmas morning and long afterwards.

GREAT PRETENDERS
Artificial fruits and flowers that look like the real thing make an unusual, festive gift.

Little Colorful Gifts Greatly Appreciated

You can delight every lady on your Christmas list with gifts of colorful, imaginative accessories.

Gift sets are now available which include coordinated gloves, scarves, belts, bags, collars or headbands in lively colors and gay plaids.

There's a greater-than-ever variety of fur accessories, both real and man-made. Other good choices are little jackets that are sure to appeal to her sense of fashion in new trapeze silhouettes and such fabrics as fur prints or fluffy mohair.

Headbands are a new favorite. There are jeweled versions for glamour and styles with gingham or plaid ribbons, velvet bows or small brass motifs to please teens, college and career girls.

Chiffon scarves are always welcome, and look especially new in tortoise and tweed-effect prints. Also new are oversized flowers and bouquets of feathers, heather or acorns.

More good gift ideas include costume jewelry, warm caps, party aprons, hankies and umbrellas.

Sportsmen Easy To Make Happy

With the increased leisure available in recent years (more and more men in virtually every age range) are engaging in active participation in such sports as golf, tennis, bowling, fishing, hunting and boating.

This of course is very much to the point of solving your gifting problems if the man in mind is a sportsman. When you give him something that adds to his pleasure in his favorite sport, your gift becomes an integral part of some of his happiest hours.

The golfer will welcome as gifts one of the new featherweight golf bags, a wheeled golf cart, a numbered set of club head covers, a box of his favorite brand of golf balls or an indoor putting practice set.

For the tennis addict, good gifting ideas include racket covers and presses, tennis balls, tennis shirts, sweaters, shorts and socks. When it comes to a new racket, he would probably prefer to

select his own, via your gift certificate.

Fishermen always seem to need new things, among them such items as rods and reels, waders and creels, lures and lines.

A bowler would usually prefer to have his own ball, and this makes a deluxe gift. Other ideas are specialized bowling shirts and shoes.

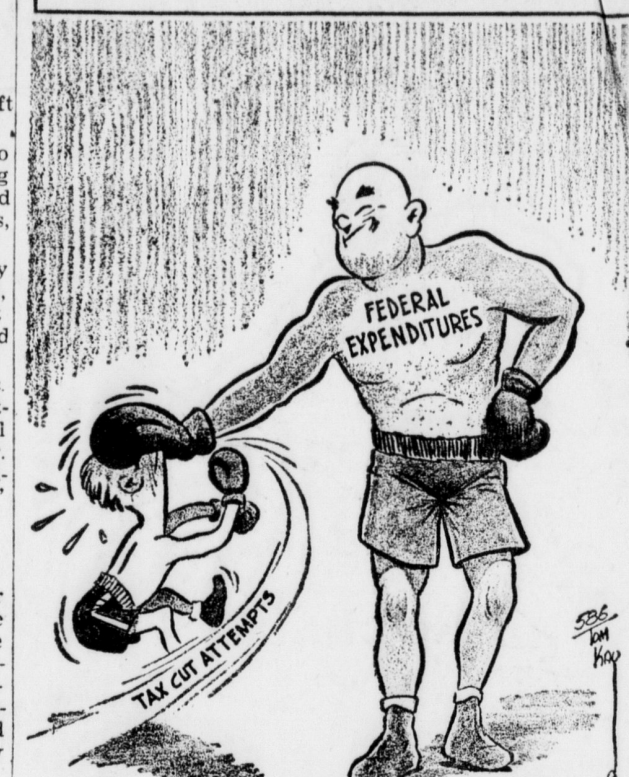
Hunters welcome rifles, shotguns, waterproof hunting jackets, boots and all manner of camping gear. The boatman warmly welcomes gifts to "accessorize" his craft.

GIFTS FOR TRAVELERS

If they are going away for the holidays, there is a wide selection of gifts to help make their journey happier. Foreign currency guides, plastic toilet cases, travel diaries, folding hangers and laundry kits are only a few among the many.

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THE AMERICAN WAY



Flyweight vs. Heavyweight

times change...



people change...



Even your electric service has changed. Where once it did only odd jobs for you, today it is the key to comfort, convenience and modern living. That's why home use has more than doubled during the past ten years. But most important, the average price per kilowatt-hour for home use is 29% less than only a decade ago. Electricity truly is the biggest bargain in the family budget.

PENNSYLVANIA POWER & LIGHT COMPANY
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Last Big Week Contest Closes Nov. 30th

Some Lucky Motorist Will Receive A Wonderful Christmas Gift

WIN... la dauphine

SPORTS CAR EXCITEMENT
BIG CAR COMFORT
UP TO 43 MILES PER GALLON



Employees of Sico-Cities Service Dealers, and their Families not Eligible

HOW TO BECOME ELIGIBLE—Just stop in at Crider's and Ney's Service Stations and ask for a registration form. The signed form makes you eligible for the Grand Prize drawing of La Dauphine.

CHANCES ARE A LOCAL MOTORIST WILL WIN — This is not a nation-wide contest. It is limited to the Sico-Cities Service Stations in Lancaster and York Counties. You have an excellent chance to win!

NO LIMIT TO THE NUMBER OF TIMES YOU MAY REGISTER — You may register for LA DAUPHINE whenever you visit Crider's and Ney's Service Stations. Registration period closes November 30. Let Crider's and Ney's Service Stations take care of your automotive needs this Fall. You'll get premium gasoline, tires, batteries, accessories, and lubricants that match any on the market today... plus prompt, courteous, complete service that is unmatched... anywhere.

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Christmas Shopping Guide

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