

## GOOD TASTE ECHOED BY YOUR GIFT CHOICE

For the ultimate in personal giving, the Christmas shopper will find the jewelry store a happy hunting ground indeed. For here, at prices starting modestly and ranging upward, is a brilliant array of gifts which combine the beautiful, the lasting, the romantic and the useful, all with a touch of prestige that will be eloquent of the good taste of the giver.

A recent survey throws considerable light on the popularity of the jewelry store as the place from which to choose a gift that is really fine. The survey showed that people like to give to those they love, something they would like to own themselves.

This is taken by the Jewelry Industry Council as making it clear why both men and women like to buy watches for each other; or husbands and wives choose gleaming silverware.

Regardless of whether it is a man or a woman, the personal element will find warm expression in a piece of fine jewelry.

For example, the class of gifts may be strictly feminine—as with tailored gold pins, clips, rings, or handbag gadgets, such as gold or silver compacts, pill or perfume bottles, cigarette holders, jeweled fasteners, make-up mirrors, or earrings.

Nevertheless, the kick a man gets out of buying such things for the ladies of his choice is quite personal, perhaps because, subconsciously, he himself likes the design, the tricky appearance (its ingenuity or "cuteness") for its own sake—it appeals to his play instinct.

Also, when similar design values are found in those twenty-

odd items of personal jewelry for men, the kick a man gets may, in turn, be shared in degree by most women shoppers who are after gifts for men.

### Fashions Play Part

Of course, it is helpful for men to know how the wind blows with respect to women's fashions, at least in broad outlines.

Thus, men will be interested to know that bracelets are receiving strong emphasis again, along with heavy gold chains and richly textured pieces to go with the new novelty fabric combinations—such as a very sleek fabric against a roughly-finished one.

Flashing color for earrings and in other jewelry is required to sparkle against the dark browns and blacks of this year's color trend in women's clothing generally.

Smoke tones in pearls are also important, in turn, because varying shades of gray are so important to the styliste this season. Interest in necklaces, as we all must have noted, has increased and jewelry designers in jewelry items to fill in the open suit necklines, as well as important-looking gold or silver pins to dramatize higher dress necklines.

Women, in turn, have probably been aware that the trend in men's clothing is toward greater elegance and refinement—the "bold" look grows more conservative; shoulders become narrower.

Thus, smart gold links in the tailored manner for business are always in style, along with emblematic designs for the "joiner." Colored gem stone, birthstone, or cool diamond links are

## It's Less Costly Than You Think—To Give Diamonds

Fabulous reputation of the diamond need not necessarily mean equally fabulous outlay of money for jewelry items set with diamonds that one might want to give for gifts, says the Jewelry Industry Council.

You may have gold locket, pendants, earrings, set with small diamonds for as little as \$25.

For less than a hundred you may choose watches or bracelets, gold star pins and rings, set with diamonds.

Modern methods of diamond cutting have given smaller diamonds greater fire and lustre than in the past, says the council.

highly personal too. Rings make wonderful gifts for men; originality in choice is never difficult, with birthstone, signet, and the many emblematic designs available.

### Individual Design

Wrist watches, always interesting gift items for men, women, and the younger set, are highly individual in design range and type this season. Each member of the family may have a watch precisely suited to his or her favorite sport, profession, or hobby. Technical advances have been remarkable in the past few years; watch manu-

## Gifts of Silver Are in Season

Sometimes the personal quality combines uncommon practicality with great thoughtfulness, as when planning gifts for that son or daughter-in-law combination—the younger married set, for instance. Perhaps the couple have already got off to a fine start with their silverware pattern. We all know a start isn't enough; and so there is another place setting or two of silver, to add to the basic collection.

This thought carried through to other members of the warm, intimate circle of near ones and close friends who are to be considered this Christmas.

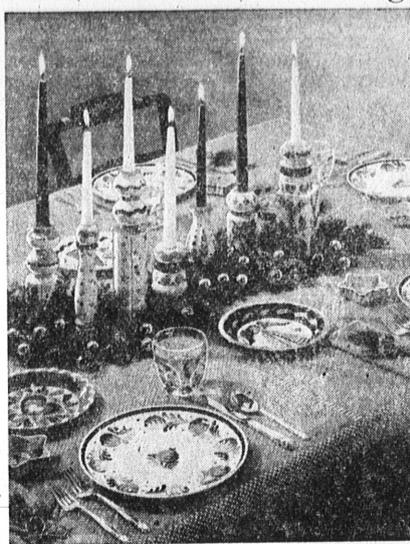
Teenage girls are always interested in beginning a sort of silver "hoop chest," which can be given a fine start with a place setting in the pattern of the girl's own choice.

Larger pieces of fine holloware are especially valued by older members of the family, who may be following the trend of the times toward more entertainment in the home, or who have secretly never quite satisfied all their desires for proper silver flat pieces, formal services, display candelabra, or other somewhat larger items, all of which have their place.

### GIVE HIM STATIONERY

The giving of personal stationery for Christmas is a wonderful way to show your personal interest. Universally useful, stationery can show your good taste since it is available in a wide range of papers and designs.

## A Festive Table Setting



## Santa Claus Has Helpers For Shoppers

More people should be aware of the fact that Santa Claus has some mighty able deputies in hardware stores, and then they would find their searches for the right gift for the right person just a little bit easier.

By way of example, if the man in your life is given to tinkering, there certainly is nothing he would appreciate more for Christmas than some appropriate and convenient tools—or perhaps a complete new chest of tools.

The hardware store usually carries bikes, which are so much treasured as gifts by the younger folk. And as for mother, their stocks of household equipment and major appliances afford innumerable opportunities for giving her immensely practical gifts.

The new quick drying paints and varnishes which women like to have around the house for quick use, or as necessary to

## Here's a Gift That's Off Traditional Paths

Why not go beyond the traditional avenues for choosing Christmas Gifts this season to bring mother one that she'll look upon as really extra special and unusually thoughtful.

It would be a gift of freedom from Monday wash day blues, a certificate which reveals to her that you have made arrangements with a good laundry to take her wash day problems completely off her hands. This can be done by dropping into one of the better laundries and explaining to them what you have in mind.

### MINIATURE RADIO

Tiny portable radios, some almost small enough to go into one's pocket, will be welcomed by those who want to keep in touch with things, especially sportsmen.

personal expression of their own talents for home decoration, also are to be found in hardware stores, and would make for a surprising off-the-beaten path gift.

# IT'S LATER THAN YOU THINK SHOP Early



## Shop at the Torrance Hardware

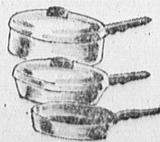
Where You'll Find Practical Gifts For Every Member of the Family!

ENJOY CONTINENTAL COOKING AND SERVING THIS BRIGHT, LIGHT WAY!

### DESCOWARE

Imported Porcelain Enamelled Cast Iron Made in Belgium

Enjoy foods cooked as only cast iron can cook... yet DescoWare is so much lighter... cleans as easily as a china plate! It absorbs heat quickly, distributes it evenly, holds it longer for finer food flavoring. The cheery flame color will add a bright provincial touch to your kitchen, a charming note to your dining table.



Prices Start at \$2.95

### SOLDER IRON

100-watt; copper tip; steel shank. Hardwood handle.

\$3.05



Universal Electric COFFEE-MAKER \$29.95



Sunbeam ELECTRIC IRON Handy Heat Control For All Fabrics \$14.95



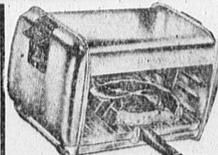
PROCTOR Automatic Electric TOASTER \$17.95



Westinghouse SANDWICH AND WAFFLE GRILL Complete \$17.90



DOMINION ELECTRIC POPCORN POPPER Beautiful Chrome, Glass Top and Complete with Four Plastic Bowls. \$6.65



Broil-Quick ELECTRIC BROILER \$39.95

## GIFTS FOR THAT MAN!



HAND PLANER Hand-honed, 1-piece cutter. Dependable screw adjustment. \$2.95

ROTARY DRILL Drills up to 1/2"; with three-jaw chuck. Screw-top wood handle. 12" length. \$1.69



DISC POLISHER With sander-disc—Use it on wood, metal, plastic, stone; flat or curved surfaces. Trigger switch. Polish, sand or buff. \$32.95



Only 22 Days 'Til Christmas

HUNDREDS OF OTHER GIFTS FINE FOR EVERY ONE IN THE FAMILY

# TORRANCE HARDWARE CO.

1515 Cabrillo Ave.

Phone Torrance 1480

OPEN FRIDAY UNTIL 9 P.M.

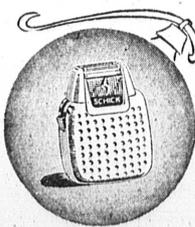
FREE PARKING IN REAR OF STORE

WE GIVE S&H GREEN STAMPS

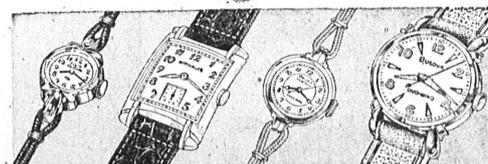
# GLORIOUS Gifts FOR ALL

SEE OUR WIDE SELECTIONS OF DIAMONDS, WATCHES, SILVERWARE, APPLIANCES AND FASHION JEWELRY... AND AT REAL SAVINGS TOO! SELECT WITH CONFIDENCE GIFTS THAT WILL PLEASE EVERYONE ON YOUR LIST.

CONVENIENT BUDGET TERMS AT NO EXTRA COST... BUY NOW!



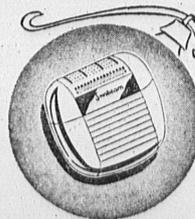
SCHICK RAZOR New Model 24.50



TIME HONORED WATCHES to give with pride at Christmas!

Here it is again! Our Christmas fashion parade of fine watches—BULOVA, ELGIN, WITTMAYER, GRUEN, BENRUS, HAMILTON Priced from—

\$24.75



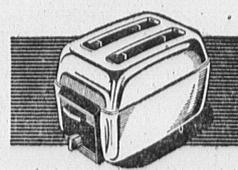
SUNBEAM Shavemaster New Model 26.50



Beautiful Matched Rings

Beautiful and shining as her dreams, these matched sets of engagement and wedding rings.

\$79.50 and up



Fine Gift APPLIANCES Choose a gift for HER—from our large collection of famous-make, dependable home and kitchen appliances.



SUNBEAM ELECTRIC MIXER 10-speed famous-make; complete with attachments. 46.50

SUNBEAM COFFEE MAKER Fully automatic; with hot plate, in gleaming chrome. 32.50

YOUR CREDIT IS GOOD



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