

Sew and Save this Christmas...



Have glamorous fun in Brocades, Lame', Party Taffetas and Velveteens...

priced right for holiday fun!

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Plan Early!... Shop Early For a Merrier Christmas

Once again it's wonderful Merry Christmas time — that joyous, delightfully happy, miraculously exciting time—when suddenly all the world takes on an inspiring glow.

If you've any doubt about it, just look around you... at the store windows stacked with beautiful gifts, at the sidewalk Santas with their kettles for coins... at the crowds hurrying to see everything.

It's a thrilling time, and you'll not want to miss any of it. The shops "knew you were coming" and are ready to welcome you—ready with the most varied, most dazzling gifts in history. So slip into your most comfortable walking shoes and get right into the midst of it!

SOUNDS like fun? It is! Start right now with this special section and you'll find it crammed with good ideas... helpful hints on what to pick for just about any list you could write out. Big gifts, little gifts, all sizes and all prices. The only thing you have to do in the entire "game" is match the present to the individual — and with so many inspirations, how

could you possibly miss?

At this point, the smart thing to do is take out pencil and paper and jot down the names of people you want to remember... family, friends and co-workers. Next come the one-and-only unglamorous part of this otherwise fun story: considering your budget.

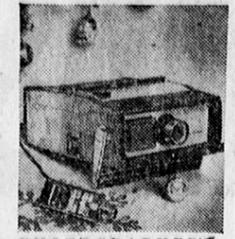
PERHAPS you've been wise and joined a bank Christmas Club last year. If so, you're ahead of the game—and there's no better way to use your new found wealth than to share it at Christmastime by remembering the people you love.

Now you're ready for the next step! Shopping early simplifies so many things. It assures you better selection and ample time to pick and choose while sales people can take extra time to show you the super values.

Lay-away plans are part of every store system today so you can select your presents early and pay for them later on easy terms. It's a great boon to your budget.

account or use the installment plan. Credit sales managers at your favorite stores will gladly help you make the arrangements.

The important thing to remember is **GET GOING!** Time slips around fast. So — join the Big Show, join the crowd, join the fun! You'll find gift items galore. New models in TV, hi-fi sets, beautiful furniture



PHOTOGRAPHERS' DELIGHT! This is the new automatic slide projector with push button image control and built-in timer. It's as trim as a portable typewriter.
By BELL & HOWELL CO.

for the home, lamps, washers, dryers, freezers—cameras and movie projectors—shimmering, shining purses, jewel-like clothes—new shapes in watches and charm bracelets.

POSSIBLY the most rewarding part about shopping early is having time to wrap your purchases in "personalized" covers and glamorized, glittering trims—in having time for shipping those which must be mailed to distant corners—and best of all, having time to enjoy Christmas on your own—time to relax because you know you've picked the perfect gift to make your recipients happy.

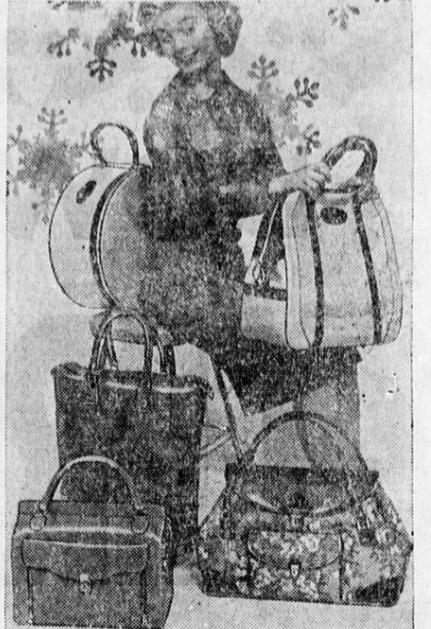
Old Legend About the Thorn Tree

An unusual Christmas phenomenon, of which a great many people have not heard, may be witnessed in the Cathedral of the Close in Washington, D.C., or in Glastonbury, Somerset, England.

In both places may be seen a tree, called the Holy Thorn, which blooms faithfully in the ancient English town every December 25th. The tree in Washington, an offshoot is not quite so reliable, always blooms in December however.

Legend tells the story of the Holy Thorn thus: Two days before Christmas, sixty-three years after the birth of Christ, St. Joseph of Arimathea arrived outside Glastonbury. He carried with him the Holy Grail, the chalice used at the Last Supper. He and his followers were fleeing from Palestine, looking for a place to settle.

As St. Joseph came toward Glastonbury, he stopped to rest on a hill overlooking the town. He drove his staff into the ground and it took root right then. The next day, Christmas Eve, it had become a thorn tree and was covered with blossoms.



YEAR 'ROUND CHRISTMAS GIFT! Luggage knows no season and will be used for years. Select a case to match a set the recipient already owns, or start them on a collection. Shown here are a pair in white vinyl bound with black cowhide; two leather duffel bags; and a handsome tapestry satchel.
Photo Courtesy LUGGAGE AND LEATHER MANUFACTURERS OF AMERICA, INC.

the best gifts come in small packages!

1

DREAM GIRL
FLASHING 11 DIAMOND PAIR
REG. \$149
\$2.00 WEEKLY **\$9.90**

2

PERFECT "200"
ALLURING 8 DIAMOND SET
BOTH FOR
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3

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4

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MATCHED 14K GOLD RING-MATES
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the set **\$12.95**

5

BRIDE AND GROOM
BEAUTIFUL MATCHED WEDDING RINGS
REG. \$110
\$1.50 WEEKLY **\$69.50** Each

6

MASSIVE DIAMOND MAN'S RING
REG. \$149
\$2.00 WEEKLY **\$99.00**

7

PERFECT "100"
LOVELY 6 DIAMOND SET
BOTH FOR
\$2.00 Weekly **\$100**

8

14K GLOWING CULTURED PEARL PENDANT
REG. \$6.95
\$3.95

9

FOR HIM SMARTLY DESIGNED 4 BIG DIAMONDS
REG. \$230
\$3.50 WEEKLY **\$169**

10

HE-MAN DIAMOND ONYX INITIAL RING
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11

17 JEWEL SELF-WINDING... Waterproof, shock-resistant, anti-magnetic, sweep-second hand, stainless steel case, luminous hands & dial. Expansion less steel back, luminous hands & dial. Expansion less steel back, luminous hands & dial.
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50c Weekly Just **\$19.95**

12

17 JEWEL DRESS WATCH... Delightfully feminine yet precision built and dependable. A truly lavish gift, yet so modestly priced.
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13

DAZZLING 20 DIAMOND HEART PENDANT
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\$1.25 WEEKLY **\$49.50**

14

BULOVA ROYAL CLIPPER... The most watch for your money. Self-winding, 17 jewels, waterproof, shock-resistant, luminous hands & dial, sweep-second hand, unbreakable main-spring, expansion band. Distinction and color of natural gold.
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Youngsters Take Off Into World Of Scientific Adventure in '60

What's happening to kids? Where are the cowboys and Indians... the "cops and robbers" who once "fought it out" on city streets?

The "cops" are now "rocket engineers." Cowboys have turned into astronauts. Even the one-time squaws are now tinkering in miniature laboratories.

The scientific age has invaded the children's world. And the kids, with characteristic flexibility, have responded by bewildering their parents.

Eight-year-olds make remarks like, "Pop, according to my calculations, it's going to rain tomorrow" (and it does). Pop stares at his offspring in amazement.

THEN he learns that a thermometer hangs outside Junior's

window, and a humidity computer fills the table space once occupied by a pair of six guns. He begins "helping" Junior, picking up knowledge he never had—and finding this amateur weatherman business is fun!

Children's interests are changing and their hobby activities are following suit.

ACCORDING to the Hobby Industry Association, new hobbies are opening doors to every child who'll someday have to earn a place in the world.

Young chemists delightedly pour mixtures from one test tube to another, learning the science of analyzing chemicals by color.

Want to know what foods are high in calories? Visit your junior chemist in his experimental lab. He'll make a few tests, and come up with the answer—

Gifts LIKE THESE... for the HARD-TO-PLEASE!

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No suit is made as comfortable as PLATEAU... specially "Pre-laxed" to feel weightless. KODEL keeps it looking freshly pressed. Don't worry about perfect size... Use a gift certificate or take one home to open and bring it back for his choice of color and fit. Timely Suits \$69.95 up. Others Priced From **\$49.95**



SPORT COATS

You can't go wrong here! Absolute finest quality and style... complete size range... bring him in for a fit or let our courteous personnel help you surprise him.

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