

— READ THE OMAHA GUIDE —

Christmas Flowers For Cyd Charisse



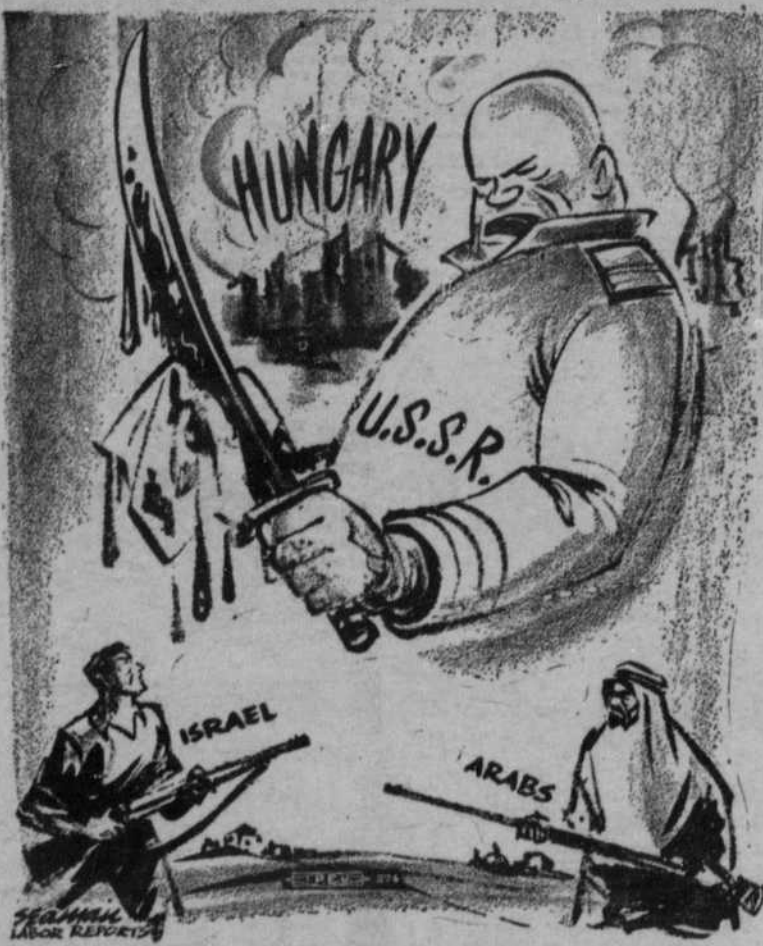
The traditional Christmas plant, the poinsettia, is admired by Cyd Charisse, on the set of her new movie, MGM's "Silk Stockings." The plant, with its star-like flowers, was sent to her by the world's leading florists, members of the Florists' Telegraph Delivery Association. The poinsettia is recommended as a gift plant, because it will last during the entire holiday season, and can be kept to bloom another year. For those who prefer another color to the flaming red, poinsettias are available in creamy white and coral.

Dodge Four-Door Lancer for 1957



EXTENSIVE STYLING CHANGES from front to rear give the 1957 Dodge the distinction of having more outstanding improvements than any new model in the company's history. In the Custom Royal four-door Lancer hardtop shown above, the striking rear fenders accent the styling theme for the 1957 Swept-wing Dodge. Duo-level front bumpers afford complete protection and also serve as a grille. Overall height of the Dodge Lancer hardtop has been reduced as much as five inches. Glass area of the new hardtop model is 53 per cent greater than last year.

"You Down There—Stop That Aggression!"



Santa's Helper Readies Shipment



Santa's attractive helper confers with "Dasher," leading reindeer, about men's Christmas gift transportation problems. Her suggestion this year is to give males something they can really use that is typically masculine. Shipment here includes shotgun and skin-diving set from Abercrombie and Fitch, famous New York sporting goods store; a 60 horsepower outboard motor, manufactured by Mercury, and colorful gift combination of men's toiletries by Mennen.

Men To Get Unusual Gifts For Christmas This Year

Men will receive some mighty unusual Christmas gifts this year, according to a survey of the nation's leading department stores. Purpose of the recent research was to collect a helpful list of gift suggestions for harried Christmas shoppers.

Sporting goods items were among the most unique presents turned up by the study. A few sports stores, for example, are offering electric worm diggers for fishermen who are exceptionally lazy.

The famous old New York firm of Abercrombie and Fitch is featuring a \$4,000 skin-diving set for more athletic males. Equipment includes aqua-lung, mask, spear gun, depth gauge, rubber suit, undersea camera, floating knife, automatic ultra-waterproof watch and other necessities for life in the briny deep.

Most men, however, will feel Christmas day has been a complete success for them if they are lucky enough to receive a few modest gifts they can really use. Here's the formula for shopping success from the Mennen Company, manufacturers of men's toiletries: try to get a look at the shelf where Dad or Uncle keep their shaving materials. Then buy them a good supply of whatever you see there. You can be 100 per cent sure a man likes the kind of toiletries he uses every day or else he wouldn't use them! If he hasn't tried some of the more modern grooming products, you might get him mentholated shave cream, or an invigorating after-shave product like Skin Bracer.

Toiletries for males are packed in gay holiday boxes. There are many product combinations, large and small, that are just right for husbands, fathers, sons, friends and relatives, the postman, milkman, deliverymen and other servicemen you want to remember at Christmas.

Pineapple Crown Cheese Cake For Happy Eating



A crown of pineapple tidbits gives gourmet's flavor.

Luscious cheese cake is a favorite dessert in many famous restaurants. Here's a home-made version of the old-fashioned cheese custard type with a generous amount of sour cream combined with the cream cheese. You couldn't ask for a more exciting dessert than this one for party days ahead. Wonderful for mid-afternoon or mid-evening service with coffee.

PINEAPPLE CROWN CHEESE CAKE

- 1 1/4 cups fine graham cracker crumbs
- 2 tablespoons melted butter or margarine
- 2 tablespoons sugar
- 2 (8-ounce) packages cream cheese
- 1 cup sugar
- 3 eggs
- 1 teaspoon vanilla
- 1 pint commercial sour cream
- Chilled pineapple tidbits
- Red currant jelly

Grease a 9-inch spring form and sprinkle sides with 2 tablespoons of the crumbs. Mix remaining crumbs with butter and sugar. Pack firmly into bottom of spring form. Soften cream cheese to room temperature, beat until fluffy. Gradually beat in sugar. Add eggs, one at a time and beat after each. Fold in vanilla and room temperature sour cream. Pour over crumbs in form. Bake in moderately hot oven (375° F.) 30 minutes. Turn off heat and leave cake in oven to cool, about 1 hour. Chill. At serving time, top with a crown of drained pineapple tidbits and dots of currant jelly.

Note: Pineapple Crown Cheese Cake is a very rich dessert so small wedges are in order when serving.

Shopping's Easier If You Read The Ads First!

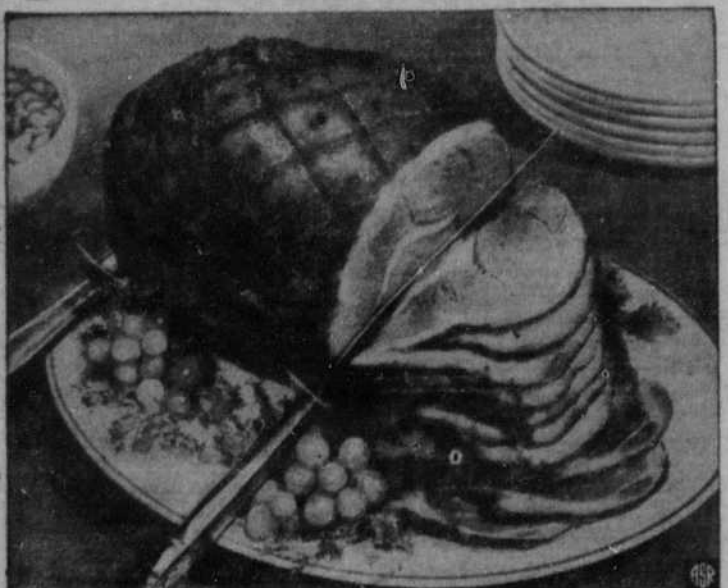
A Lawn Mower For Christmas?



Dad may be a bit weary when he finishes his Santa chores, but he is sure to brighten when he discovers that his gift is a power mower that will save him so much hard work next summer. Power Products Corporation, which makes engines for more than 40 leading brands of power mowers, says the 1957 rotary mowers cut better and are easier to use than ever before, thanks to double power action for easier starting, finger-tip controls right on top of the engine and hush-tone mufflers that cut exhaust noise to a whisper. And they use modern, pre-mixed fuel, so there is no messy fussing with oil in the crankcase. Just the sort of gift Dad really wants but might not buy for himself.

Something New In Hams

By Marie Gifford



Here's real news for the homemaker—now you can buy a semi-boneless ham that's easy to carve. The troublesome hip bone and shank bone have been removed. Only the straight leg bone remains. Carving is an easy task—just stand the ham on its side and slice from right to left, cutting down to the leg bone on each slice. Then loosen all of the slices with one horizontal cut.

For your money, you get more sliceable lean meat, less bone waste, less fat and no skin when you buy a semi-boneless ham.

All semi-boneless hams are sugar-cured and hickory smoked. They are available in weights from 8 to 18 pounds.

If you wish to serve the ham hot, follow the cooking or heating instructions printed on each individually wrapped ham. A 12-pound ham will heat through in about 3 hours.

About 1/2 hour before the end of the cooking time, score the fat and stud with whole cloves. Glaze with a mixture of 1 cup brown sugar and 1/2 cup white corn syrup or fruit juice. Continue baking until ham is browned.

OUT OF DOORS — BUT IN STYLE



American men today seem more and more reluctant to hibernate with the passing of warm, sunny weather. They are stretching their "day in the sun" into the chill and even the frosty months.

This type of outdoor life naturally demands the right clothes—warm, comfortable, good looking garments—and the demand has been so strong that new ideas and designs to fill the bill have been assembled from all over this wide, wide world.

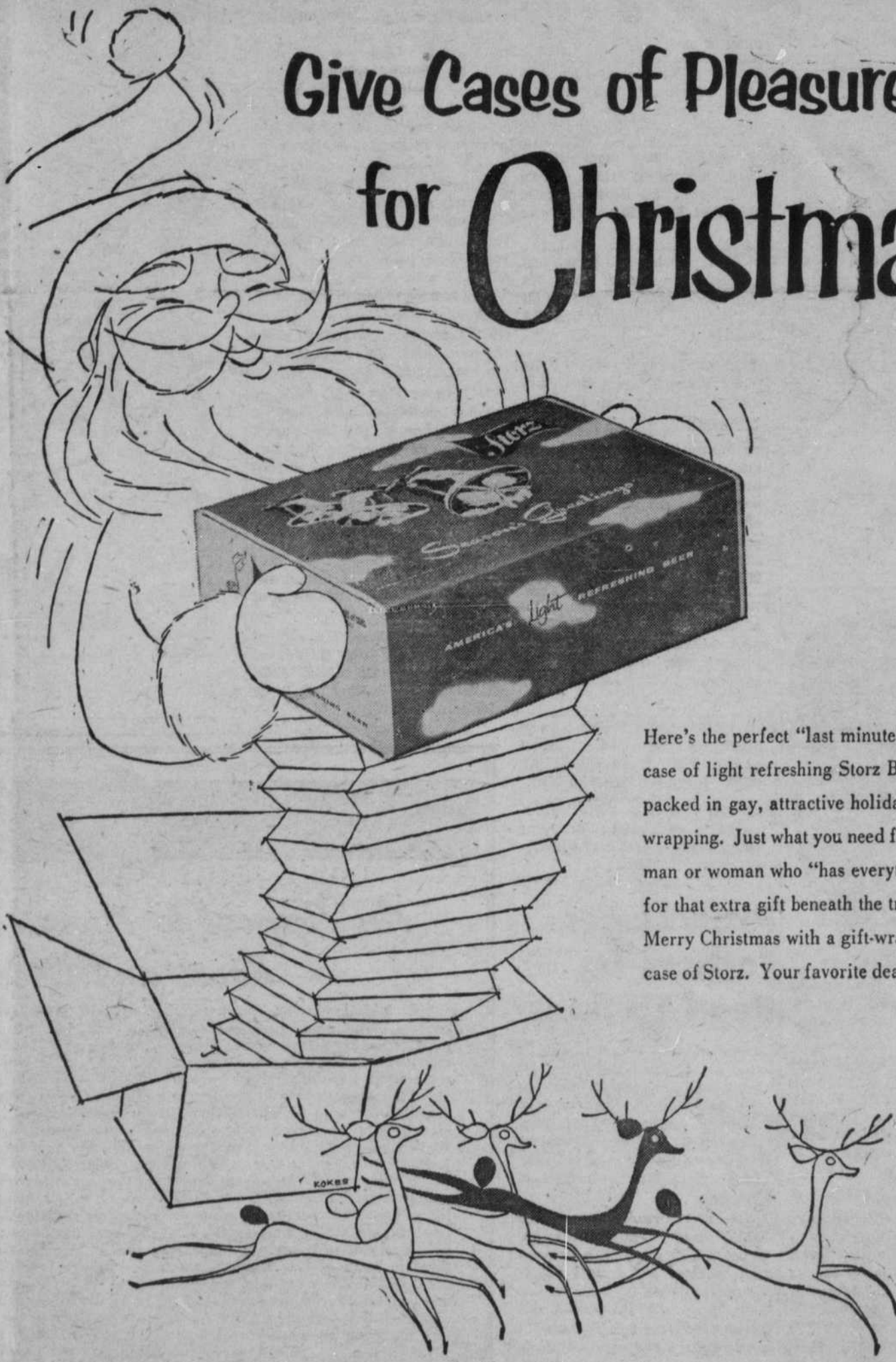
Ideas for style and added comfort have been culled from such diverse sources as the Bavarian Alps and Switzerland, France and England, and the Scandinavian countries, as well as Canada's Hudson Bay and our own American campuses, according to the American Institute of Men's and Boys' Wear.

Take this array of international proportions and multiply it by the great variety of fabrics that have been made available, and you begin to get some idea of the enormous selection of outerwear from which America's men and boys will be able to pick and choose for the cold spells ahead. For an example of how fun out of doors during the sparkling days ahead can be enhanced by

handsomely warm outfits, take a look at the trio above. The gentleman seated at the left on the tailboard of the station wagon is sporting a Tyrolean-type duffle coat of Loden cloth topped off with an authentic Tyrolean hat and given that final flourish with corduroy slacks and reverse calf chukka boots. Next to him is a fellow in one of those popular suburban coats, a feather-trimmed porkpie hat and slip-on shoes. The man on the right is decked out in a double-breasted tweed suburban coat, a flat-crown sport hat, flannels and Norwegian-type moccasins.

Three good examples of how to get out of doors—in style.

Give Cases of Pleasure for Christmas



Here's the perfect "last minute" gift—a case of light refreshing Storz Beer, gift-packed in gay, attractive holiday wrapping. Just what you need for the man or woman who "has everything", or for that extra gift beneath the tree. Say Merry Christmas with a gift-wrapped case of Storz. Your favorite dealer has it.



BREWING COMPANY, OMAHA, NEBRASKA, U.S.A.

Phone Your News To HA0800