

# Surest Way to Please a Man at Christmas is to Give Him a Gift He Can Use



## Wearables Rate High With Male

Gifts Tied to Sports, Hobbies Will Get Warm Welcome

"Men like gifts they can use" is the one simple, indisputable fact to keep in mind, as you set forth to do your Christmas shopping for the men in your life.

This male preference for useful gifts usually points to "something to wear" as the safest and happiest solution to gift problems. From sport coats to socks, from shirts to slacks, from sweaters to slippers, a wide range of possibilities for pleasing a man at Christmas immediately comes to mind.

However, the good sound principle of "giving a man a gift he can use" has many other interesting applications. For instance, to give a man something he can use in the pursuit of his favorite sport or hobby is often the surest way to score with him, as he opens his packages on Christmas morning.

The golfer, the fisherman, the hunter, the camera fan, the "Sunday painter," the model-maker, the collector, the boatman, the "do-it-yourselfer," all will look with high favor on accessories and equipment geared to their special interests.

**Fashion Minded Men**  
It is well to remember, too, that today's man is a hospitable man. He likes to have his own cocktail shaker and glasses, cellophane, ice cube bucket, and other bar accessories to help in entertaining his friends.

Gifts that will aid and abet him in his favorite role of host are sure to strike a responsive chord at any time, but especially at the Yuletide season when they can immediately be put to good use.

Today's man is "fashion-minded," perhaps more so than ever before. He wants what's newest and best in everything he uses, whether it's something to wear, a new tool for his home workshop or the latest thing in spinning reels to add to his fishing gear.

Style is, of course, paramount importance in the field of apparel, and the Christmas shopper will do well to familiarize himself with the current trends in men's wear, before she fares forth on her gifting expeditions. "Things look dark" on the men's style front this year, and the new darker look is even reflected in sports coats, where charcoal gray and charcoal brown share top honors.

Sports jackets feature combinations of knit and fabric ideas in a single garment. Leather jackets in lighter weights with orlan fleece linings are also popular gift selections.

Slacks have trimmer and more tapered lines and are fashioned in a wide range of materials, including flannels, gabardines, covets and whipcords. Colors include harmonizing shades and lighter tones to contrast with the jackets.

**Bright Colored Ties**  
Sweaters with three-way necklines are the fashion news in knitted sportswear. Designs range from jacquard patterns to embroidery, pieced insets and contrasting trim.

As an offset to the dark clothing of this season, brightly colored shirts, ties, socks and fancy vests are appropriate selections to enliven a man's ensemble.

In dress shirts, short point collars, solid colors and fancy stringings highlight the style picture. In sport shirts, there is a wide variety of colorful plaids and checks to choose from.

In neckties, the perennial gifting favorite, the big style trend today is towards bold stripes, horizontal or diagonal, small and attractive patterns covering the face of the type and sports motif or other symbols, reflecting the interests of the wearer. Four-in-hands are longer and slightly narrower than in previous years.

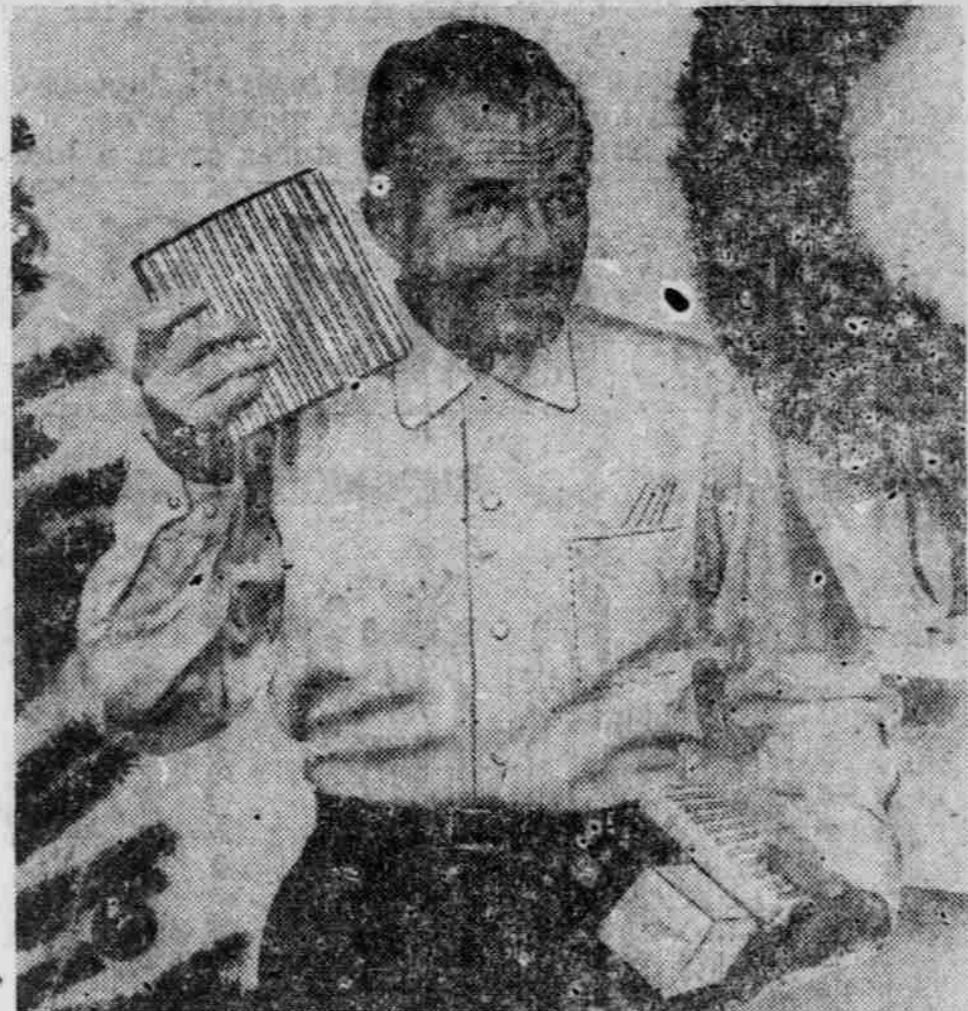
For the "do-it-yourselfer," a whole new range of apparel, geared to a man's "after hours" work about the house or garden presents itself for gifting consideration. Usually fashioned in durable, washable denim or twill, there is wide selection of strongly made garments—pants, shirts, jackets, etc.—specially designed for the home handi-man.

**NO DOUBT ABOUT IT**  
You can remove all doubts about a man's size or taste in wearables by giving him a Gift Certificate on his favorite men's shop or department. Then he can choose exactly what he wants at exactly what you want to spend for his gift.

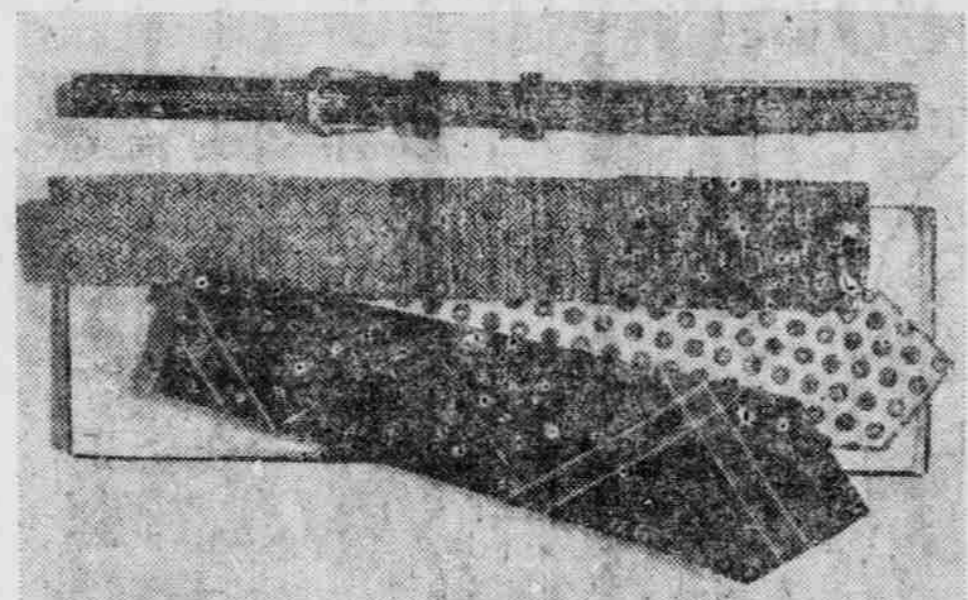
**STICKPIN COMEBACK**  
The pearl stickpin is returning to popularity these days, a trend attributed in some quarters to the Duke of Edinburgh's habit of wearing one.

Cass County's Greatest Newspaper The Plattsmouth Journal

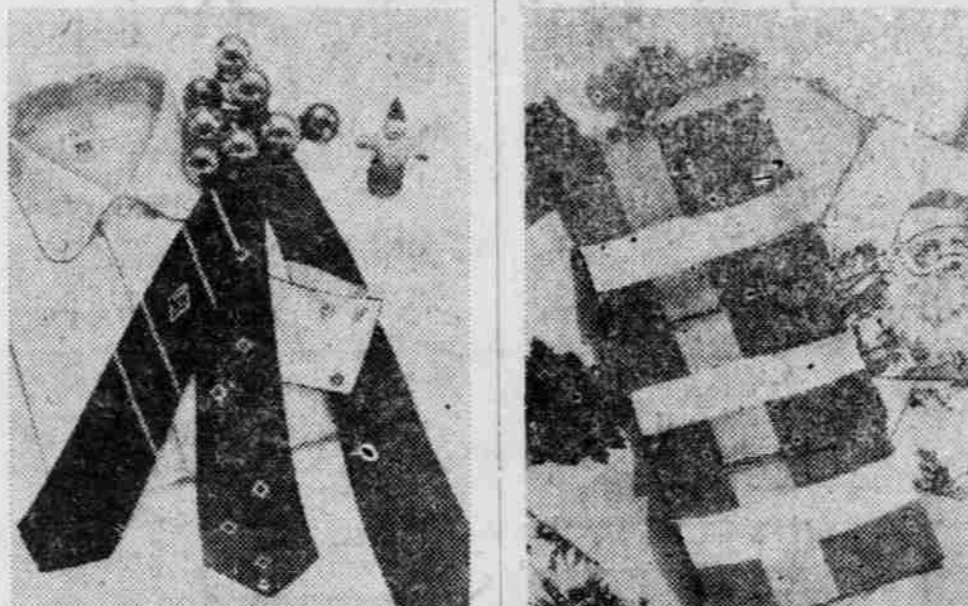
## Santa Presents All-Star Line-Up of Useful Gifts, Sure To Score Solid Hits with Your Favorite Men on Christmas Morn



**WANT TO SEE THAT SMILE OF EXPECTANCY** on Dad's face this Christmas? Then choose useful gifts and plenty of them, with some unwrapped at his bedside so he can start the day right—in a comfortable sport shirt, for example, like this Doublet by Marlboro.



**NEW IDEAS IN GIFT ACCESSORIES** for men include matching tie and belt—both of handwoven wool. Plaid or plain color designs available says the Wool Bureau.



**DO IT RIGHT THIS YULE** by accompanying his gift of shirts with ties designed and colored to compliment. These are by Van Heusen.

## Men's Good Grooming Aids Attractive Gift Possibilities

Rich in gifting inspiration is the wide variety of aids to good grooming specially compounded for men.

These range all the way from a wooden shaving bowl or bottle of toilet water to a deluxe travel kit, fitted out with everything a man needs to keep him looking his best at all times.

Whether chosen as a modest "stocking stuffer" or as a worthy "main event" gift, all grooming aids immediately become part of the day-to-day life of the favored man and serve as constant reminders of the thoughtfulness of the person who gave the gift.



**CHOOSING THE CHRISTMAS TIE WARDROBE** correctly for the right guy is made easier now when each tie comes labeled to designate the suit color with which it can be worn, suggests Wembley.



**MAKE IT BLESSY** this year when you choose a robe for him. It can be practical too, with all-Dacron models such as this one by Van Gaalen Heilbrun.



**FANCY VESTS, SWEATERS,** present warmth with fashion among smart gifts for men, the former in wool flannel, the latter in Alpaca, says the Wool Bureau.



**HANG A HAT** on the tree for him—a miniature that's a gift certificate that will let him choose any model he wants, when he wants it.



**FOR WHEN HE TRAVELS,** as most men do now more often than ever, choose gifts such as a light weight fitted toiletry case; a clothes brush with sewing kit and manicure set in zippered top, a billfold with loads of picture room, shoe shine kit in hand case, a letter writing kit, all wonderful for service men too, says the Luggage and Leather Goods Association.



**CALLED "ANTI-FREEZE"** this jacket of all-nylon is a gift of comfort as well as smartness for any man's leisure. By MacGregor.



**OUTDOOR SPORTS** will welcome a gift of a rugged finger tip coat of fleece with wool lining suggests the Wool Bureau.



**HIS OWN SET** for serving beverages means that glassware for dad can be a thoughtful Yule gift. These by Libbey Glass of Owen, Illinois.



**SANTA RATES GIFTS** too, so why not argyle-patterned slip-on loafer socks that have glove leather soles and sidevalls. By Ripon.

## Gifts Can Enhance A Man's Loaf Life

For the man who enjoys most of all just lounging about and taking things easy during his leisure hours, there are many gifts ideally adapted to helping him to do exactly that, such as the traditional favorites—robe and slippers.

Now there are new lounging pajamas that are just the thing for TV-viewing or fireside reading. Other gift aids to comfort and pleasure include a new easy chair (which might well be a gift from the whole family), a smoker's stand, table lighter, pipe rack, humidifier or personal radio for his chair-side convenience.

**BEADS FOR FASHION**  
Beads, as necklaces, bracelets, or as trim for slippers and handbags, coordinate 1954 gift giving with the 1955 fashion picture.

## Men Like Gifts for Use in Their Cars

Close to a man's heart is his car. That's why auto accessories are so often a happy solution to the gifting problem.

There is such a wide variety of items to choose from—cigarette lighters, radiator ornaments, spot lights, tools and gadgets of all kinds—that it's easy to choose the "just right" gift.



**CLEAR ENJOYMENT** is in store for traveler, sportsman and nature lover who gets a pair of fine binoculars as a Yuletide gift. Leather case makes for easy carrying. By Bausch & Lomb.



**NORTH, SOUTH, EAST, WEST,** you're bound to please campers and hunters with a gift of a water-proof, luminous wrist compass which instantly points to magnetic north.

## Choosing Gifts Easy, If You Know His Game

Equipment, Clothes Are Right for Sportsman

If there's a sportsman in the house—and in what house isn't there one?—then choosing gifts to please him at Christmas time is as easy as shooting a sitting duck.

And this goes equally well whether the guys you have in mind is an enthusiastic participant or is content to play the spectator. Just think of some "fishermen" to whom the game means nothing but the sitting.

And there's the clue. Just "know his game" and you can't fail to score a hit. Start with wearables and immediately the problem becomes easy. Jackets, sweaters, caps, boots, sports shirts, gloves, chosen to fit his special interest.

Move on to the equipment, especially if he is an active sportsman and you're bound to choose right when you choose a caddy cart for the golfer; goggles for the skier; ammunition for the hunter's gun, a compass for the sailor's vessel.

And speaking of a compass, there are handy little models fitted for the ear and others made like wrist watches that will delight the hunter, the camper and the man who makes walking in the woods his hobby.

Binoculars are for every sportsman—every man who travels, in fact, just as folding

stoves made for hardy campers make wonderful gifts for the guy who likes to set up picnics. The former greatly extend the range of vision. The latter spell hospitality as well as needed equipment.

Fishing tackle is without doubt the most wanted of all the gifts one can choose for the sportsman for the simple reason that fishing is probably the single most popular of all the sports in which a man participates.

As here, a tip to the wise—more women are learning its fascination than ever before, which also makes them candidates for gifts of tackle.



**A REEL PLEASURE** for your favorite fisherman when Christmas rolls around are "spinning tackle" kits which come in convenient metal case. This is by Airex.

Cass County's Greatest Newspaper The Plattsmouth Journal



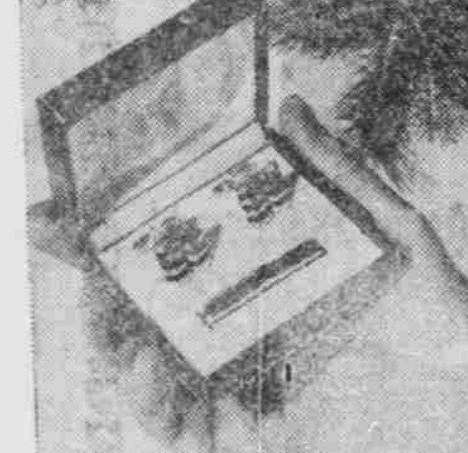
**IN THE TRADITION** of America, a welcome gift for any man is a box of good cigars to put him in a wonderfully relaxed Yule mood.



**SLIPPERS FOR A MAN** are a must every Christmas. Here, two-tone and moccasin types suggested by the Leather Industries of America.



**A BIG HAND** is assured you when you give him handsomely knit gloves for sports wear. These are by Ackshand, American Knit.



**HANDSOMELY STYLED** tie bar and cuff link sets are featured for giving to the man this year. Above a custom-cut, black and gold by Hickok.



**DAILY REMINDERS** of Christmas thoughtfulness are toiletry gifts for men. This green vinylite kit containing shave lotion and cream is ideal for the man who travels. By Houbigant.

## Gloves as Gift Fit His List Perfectly

You'll find many a bright idea for male-gifting at your favorite glove counter. Styles range all the way from least-warm knitted and sturdy leather moccasins for the outdoorsman and motorist to soft mocha models for the man-about-town.

Since often all three turn out to be the same man, a "glove wardrobe" of two or more pairs of different types makes a handsome (and very useful) Christmas gift.