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For The Men On Vicky's Gift List

by Frances Bosnak

VICKY can't forget the fact that men are particular creatures when it comes to Christmas presents. She knows too that their tastes are as varied as their personalities. But in addition she's heard that there's nothing they like more than the right gift from a woman, so she's out to please this holiday season.

For that special friend Vicky's decided to get a sweater to match his argyle socks. The style and price range are wide, ranging from cashmere pullovers to coarser cable-stitched ski sweaters. Nylon sweaters for men have also come on the market offering their quick-drying characteristic as a big sales point.

Handkerchiefs

Vicky's putting down king-sized monogrammed linen handkerchiefs on her list, too. She knows any man would be proud to show that hand-rolled hem in his pocket on important occasions. For a tuck-in present to brother that's bound to bring laughs Vicky's bought a different handkerchief—one with a large red square in the middle—for lipstick, of course!

The men say that they never can get too many shirts, ties and socks. However, they caution Vicky to select clothes from the masculine angle and to know the person she's buying for. In fact a few said to keep away from ties if you don't know the man well. Generally, geometric-figured ties in subdued tones with brighter hues for the less conservative male are most popular. Hand-knit ties are also a good choice. Darker ties to provide contrast for the new pastel shirts are also rated high by the men.

Nearly every man likes to have one more white shirt with French cuffs. Vicky's going to check with another member of the family for neck and sleeve size before she shops, keeping in mind the shrinkage and construction of the fabric. The male fabric preference in shirts runs along the cotton line according to a Bureau of Agricultural Economics survey. For a man who travels a lot or does his own washing Vicky's not going to forget the new nylon shirts. Vicky's going to remember about color, too. She

doesn't want to fall for the prettiest shade of robin's egg blue unless she knows he likes the new fad of pastels.

All-wool shirts in bold plaids or checks and bright corduroy sports shirts are other items Vicky's going to add to her list. Before buying she'll check on fiber content, cleaning or washing directions and probable shrinkage. She knows that nothing makes a man more uncomfortable than a too-small shirt which he feels he should wear because it was a present.

The men's toilet goods counter offers Vicky a lot of ideas including hair tonic sets. But she's going to be wary when selecting a scented gift. No doubt he'll have a particular preference in that, too. Vicky remembers how disappointed she was when she received that sophisticated perfume that she never could wear with her wardrobe. She knows that men are faced with the same problems, so she's marking down a zippered kit with clothes brush, comb and nail file as a gift possibility. She's considering shaving sets for the men in her family.

For the man who's been hinting about a current magazine or book Vicky's going to shop in the book store. But she's going to make sure that the book is what he likes, not what she thinks he *should* like.

Record Album

Vicky's spent many weekend evenings listening to music with one of the men on her Christmas list. So what could be better than an album of the symphony he enjoyed at the orchestra concert last month. Also in the entertainment line Vicky may select a Canasta set or a regular double set of cards in an attractive case. Men like to see their monogram—in simple letters—especially on cards or stationery.

There'll be no more fumbling with matches when Vicky presents him with a cigarette lighter. She's going to choose a well known brand that's easy to handle and with an added wind protector. She may match it to his cigarette case or concentrate on plain and simple lines. If he's a pipe-lover she'll choose a special pipe lighter or better yet, a combination pipe and cigarette lighter.