

1959

Christmas Shopping Section

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Christmas Shopping Section

By Catherine Maas, H. Ec. 4

Ties...a sweater...shaving lotion...a record? \$10... \$5... \$15 maybe? The Homemaker took a survey and came up with some answers that we hope will help make your life easier at Christmas time when shopping for your beau. We found out that fellows are definitely not interested in the cost of their presents. A vague range from \$2-\$10 was mentioned with ten of the men saying \$15. One amazing man said about \$50"! More important was what you spent your money for.

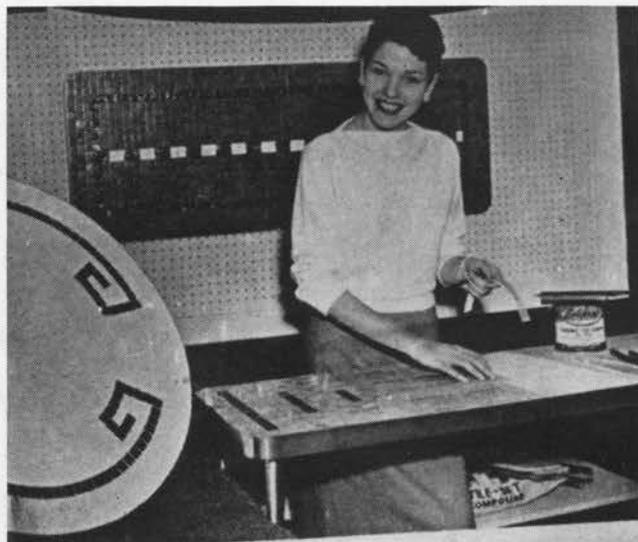
Ties were the least favorite gift; too many do not go with their wardrobe or are in poor taste. Gaudy cuff links and tie clasps generally rated unfavorably too. Shaving lotion and colognes were also unpopular; the fellows feel they are too personal. Sweaters and sport shirts were the two clothing items most popular. Records and hi-fi equipment rated high. The type of record varied with the individual, however classical music was mentioned most frequently.

Hobby equipment is something of which men don't seem to get enough. Sports-minded men were interested in hunting and fishing accessories. Shells, gun cases, and fishing tackle and flies received many requests. Tools and drafting equipment were also popular. Cameras and complimentary items are another thing men want.



A living likeness of the wild Bengal tiger in full color oil hand-painted on silk in warm rich colors and include both brush and palette knife painting. A conversation piece for your living room, den, or library.

Size is 15" x 18" unframed. Made in Japan. Send \$3.95 plus 32¢ to postman upon delivery. World Export Sales Co., P. O. Box 1980, Dept. IH, San Antonio, Texas.



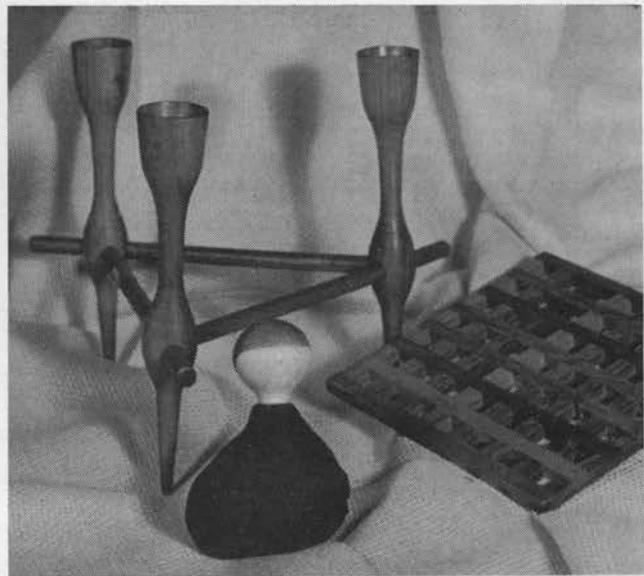
Mosaic tiles lend themselves to the cleverest ideas and arrangements! Tiled coffee tables and end tables add a bright accent to any room. The best thing about mosaic tile is that it's so easy to do it yourself. A complete kit for a tiled cigarette box is \$6.98. Make it up yourself or give the kit as a gift.

And for those who, in a more creative spirit, design their own "objects 'd art" Armstrong and Heaton Inc., 231 Main, have a complete selection of all the tools and supplies you'll need.



Christmas with Conniff is a delightful danceable arrangement of the jollier Christmas songs everyone knows and loves. "White Christmas" and "The Christmas Song" are included as well as "Rudolph, the Red-Nosed Reindeer." Available in stereo for \$4.98 or monaural for \$3.98 by Columbia.

The Kingston Trio's newest album includes the popular "A Worried Man" as well as the traditional folk tunes "Goober Peas" and "Across the Wide Missouri." Visit Eschbach Music House, 302 Main, for the best selection of record albums and phonographs.



Staved teak trivets by Dansk are perfect under a steam casserole and beautiful enough to be a decorative piece by themselves. A 6½" square trivet is \$2.95.

Also from Denmark is a doll-like paperweight of suede leather and wood. It could also be a small child's toy.

The hand-carved candlesticks from Denmark are unique and at home in any decor. They are \$5.95. All these items are from the Gift and China Shop, 413 Douglas, in downtown Ames.



Beautiful pewter has a warm glow that lends itself to modern and traditional designs with equal ease. A gracefully curved pewter vase is a "conversation piece" in any home. An authentic reproduction of a colonial syrup pitcher is a beautiful as well as practical gift. The tray is permanently attached for each handling. Tankards, ash trays and bowls make appropriate gifts for the college set.

These and many other lovely pewter items are at Weaver Jewelers, 2416 Lincoln Way, in Campustown. Prices range from \$2.50 plus tax up.



The Shetland Pony is a delightful book that captures the thrill of owning a pony while giving sound advice on care and breeding. The book is \$4.95.

Young Homemaker's Equipment Guide is an easily understood book dealing with large and small appliances, selling for \$2.95. Another book sure to be enjoyed by anyone with an interest in good food is *What to Cook for Company* by Lenore Sullivan.

The award winning book *The Death of Adam* by Dr. John C. Greene is a history of evolution for \$4.95. All books on sale at the Iowa State University Press in the Press Building.