



the HERALD'S
Christmas Gift Guide



Stock a tool box for a personal yet practical gift

Everyone likes to receive Christmas stockings or holiday gifts selected especially for them. Here's a variation that's just as personal and even more practical: a tool box containing, in addition to tools, a few fun items that fit the recipient's interests or hobbies.

Roughneck® Tool Boxes by Rubbermaid come in six different models, any of which can be personalized for all do-it-yourself persuasions. For example, ask yourself if you have people like these on your shopping list:

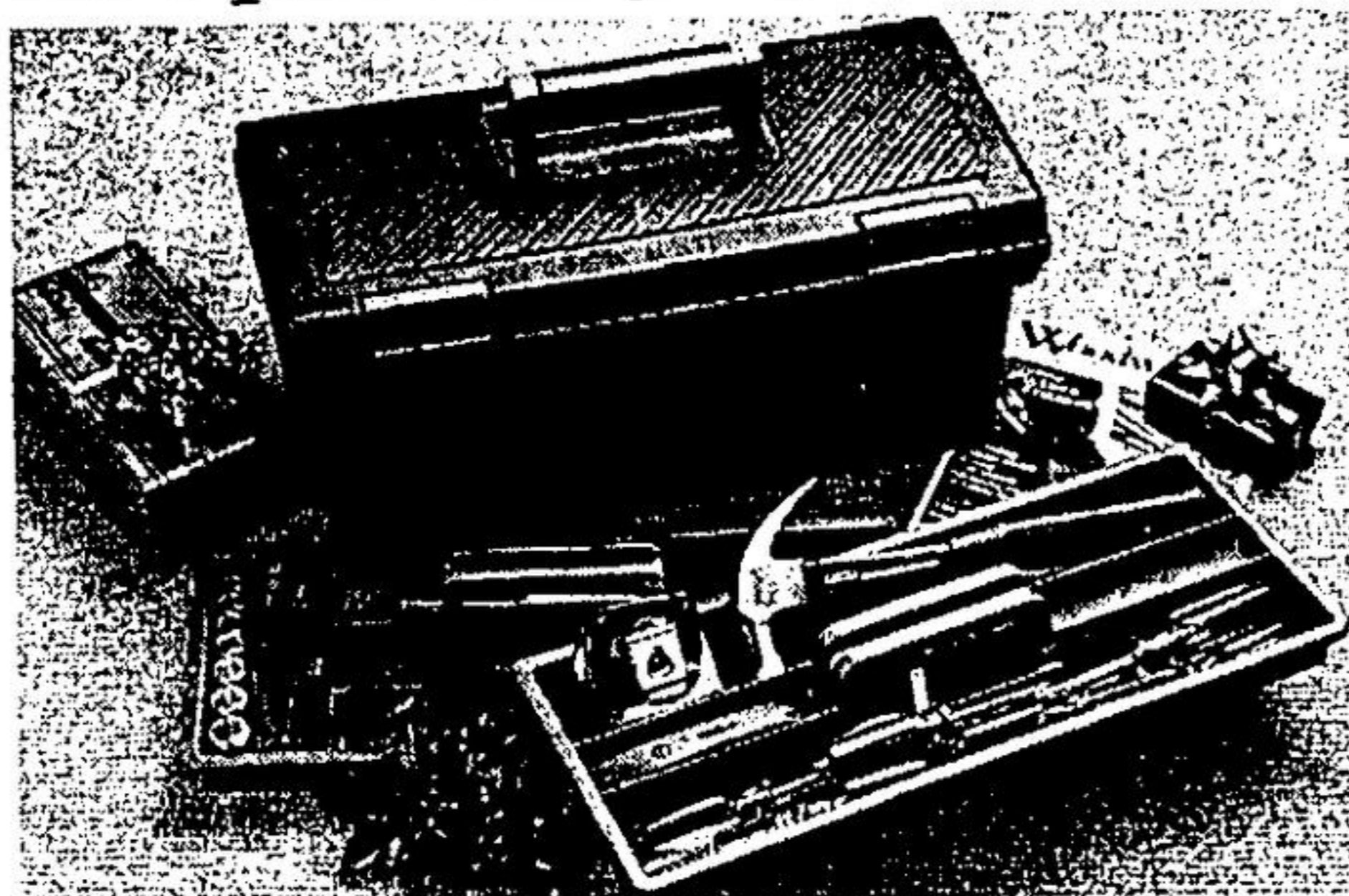
• *Home handyperson* — A large tool box with multiple compartments can replace the old, rusty one currently in use. Add some specialized tools and a set of Roughneck™ Small Parts Bins.

• *Just out of the nest* — Treat someone moving into a first apartment with a tool box stocked with basic tools for home repairs, plus an assortment of picture hangers, nails and screws, and maybe a book or video on home organization.

• *Mom's or dad's helper* — The boy or girl who likes to tag along on work projects makes a great candidate for a small 12" tool box that's just right for starter projects. Stock it with small tools and perhaps a modelmaking kit.

• *New car owner* — Fill a tool box with wrenches, fuses and other auto supplies, or make up a road kit with flashlight, flares, road maps and maybe a book on weekend getaways.

• *Proud home buyer* — Whether it's



WHETHER THE RECIPIENT IS A HE OR A SHE, a tool box makes a great holiday gift. Include some tools, art, sewing or hobby supplies...whatever fits the interest of the person you're giving it to. Rubbermaid's Roughneck® Tool Boxes are of tough plastic so they won't rust or dent and can be used indoors or out.

a new home or a fixer-upper, home buyers will welcome a tool box holding basic tools and helpful extras. How about including an "I.O.U." note promising to assist in hanging curtains, wallpapering or refinishing floors?

• *Hobbyist* — Is he or she into rail-roading, woodworking, needlepoint or gardening? These hobbies all have their own tools and supplies. Stock a tool box with a few appropriate ones and a gift certificate from their favorite hobby store or a subscription to a hobby magazine.

Another nice thing about a tool box gift is that you can add to the supplies when other special dates arise during the year...birthdays, Mother's Day, Father's Day and other events.

Rubbermaid's tool boxes are tough and durable; handy pull out trays hold supplies in multiple compartments. Look for the Roughneck® Tool Box in hardware departments of mass merchandise, discount, hardware and home center stores.

Mix and match with Classical Christmas party themes.

From Hallmark! Beautiful Christmas partyware & entertaining accessories, gifts, greeting cards, decorations, wrapping paper, puzzles and so much more! Come see us soon.

Greetings & Gifts
Georgetown Marketplace
Georgetown
873-7096

— Christmas Gift List —

Name _____	Name _____
Gift Ideas _____	Gift Ideas _____
Size/Colour _____	Size/Colour _____
Name _____	Name _____
Gift Ideas _____	Gift Ideas _____
Size/Colour _____	Size/Colour _____
Name _____	Name _____
Gift Ideas _____	Gift Ideas _____
Size/Colour _____	Size/Colour _____
Name _____	Name _____
Gift Ideas _____	Gift Ideas _____
Size/Colour _____	Size/Colour _____



Employers share in the spirit of the season

Homes aren't the only places where gifts will be exchanged this holiday time. The spirit of the season is apparent at many businesses where gift-giving has become a popular tradition.

According to a recent survey, three-fourths of all businesses who give gifts present at least some of them during Christmas and Hanukkah.

"Holiday gift-giving to customers is an opportunity to build good will and increase awareness of your company name," explains C. Ronald Schwisow, chairman of the board of the Specialty Advertising Association International (SAA International), the trade group of the ad specialty industry.

Results of a study of business gift recipients, conducted by Arizona State University, found that two out of three (67 percent) of those surveyed were more cognizant of the attributes of a company's products or services after receiving a business or executive gift.

"Year after year, business gifts have proven effective in creating a positive customer perception and the likelihood they will contact the giftgiver when the product or service is needed," notes Schwisow.

This year's most popular business gift items are personal items, such as clocks, watches and wearing apparel, or desk items, including pens, pencils and calendars. While there is a world of difference between an imprinted pen and an embroidered sweater, both items can be used by the recipient.

"We're seeing a trend in giving functional, sometimes higher-priced and always quality items," Schwisow says. "The key is to give something that is worthy of being called a 'gift.' Like the personal gift, the business gift is most appreciated when it is thoughtfully chosen and presented with some degree of personalization."

To increase the impact of business gifts, Schwisow suggests subtly imprinting items with your company logo or message. The gift itself also should reflect your company's image.

"Imprinted gifts have a lasting impact after the holiday season has ended," Schwisow says.

In fact, a survey of business people found that eight in 10 (82 percent) of respondents with ad specialty items on their desks indicated they are conscious of the advertiser's name, logo or message on the items. And 98 percent

of the respondents stated they appreciate having the items.

Planning is a crucial aspect of a successful gift-giving program, according to Schwisow.

"Business gifts should be used judiciously to be cost-effective and achieve results," Schwisow emphasizes. "The success of the gift-giving program often depends on the vehicle selected and the method in which distribution is handled."

Many corporate executives do not have the time or knowledge to develop a gift program. One solution is to utilize a specialty advertising distributor, a professional who is familiar with the thousands of ad specialty products available and can advise on the best and most cost-effective ways to implement a program.

The best source for identifying distributors is through referral. They also can be found in the telephone book under "Advertising Specialties."

So, when you're making out your shopping list this gift-giving season, don't forget to include your business clients and customers. With good tidings in the air, it is the ideal time to spread some holiday cheer and generate good will towards all.

Elizabeth's Fashions

THE PLACE TO SHOP IN HALTON HILLS!

Wrap Up Your Christmas Shopping With Style and Great Savings!

25% OFF STOREWIDE*

* (Sale Excludes Bridal, Hosiery & Day Lingerie)

OUR GIFT LIST INCLUDES:

- Sweaters & Blouses
- Sportswear Co-Ordinates
- Casual Wear
- Dresses
- Outerwear & Accessories
- Lingerie, Sleepwear & Housecoats
- Shoes, Handbags & Hosiery
- Jewellery Boxes
- Costume Jewellery & Watches
- Cosmetic Bags & Vanity Accessories
- Gloves, Mitts, Hats & Scarves

Please Join Us For Our Annual CHRISTMAS OPEN HOUSE SUNDAY, DECEMBER 1st, 12 PM-5 PM Hot Cider & Goodies Will Be Served - Don't Miss It!

Elizabeth's Fashions

77 MAIN ST. S. 37 MILL ST. E.
GEORGETOWN ACTON
873-1470 853-1433

