

Santa's Got Something for Everyone on His Gift List

Fishing for Compliments? Gift the Entire Family with Fishing Gear

Christmas is a great time for fishing, especially if you make the sport your gift to the entire family.

"Today, fishing is the second leading family-participation sport," says Benjamin A. McClellan, president of the American Fishing Tackle Manufacturers Assn., "because it's fun for everyone and it's affordable."

For under \$50, "the average family of four" can receive all the gear necessary to start enjoying the sport, faster than you can say "I've got one!"

For instance, your family fishing "starter set" can include:

- Rods (fishing poles) for about \$12 each. New models are durably constructed and easy to handle for Mom, Johnny, age 5, and Betty, 14.
- Reels to wind in your catch are simply operated and start at \$2.50 or so. Or, you might consider rod-and-reel combination sets for under \$10.
- A tackle box with two drawers, made of sturdy plastic, starts in the \$2.50 to \$3.00 range.
- Sinkers, floats, leader, hooks and stringer, the total not to exceed \$5 or \$6. Have your sporting goods dealer help you select just the right combination. Incidentally, lures of various types make great stocking



THE ONE THAT DIDN'T GET AWAY always makes great conversation. More and more families are discovering that fishing is the whole-family sport — fun and relaxation for everyone.

greater portability and to save space. Some fishing nets now have "stor-a-way" handles while several tackle-box models measure under 15 inches with the drawers fully opened, because of a unique drawer design.

Whatever you choose, a fishing gift will provide

year-long enjoyment for each member of the family.

Santa Says:
Gift that fashionable lady with one of the newest tasseled, braided or roped belts — they're the hottest new accessory!

stuffers and average about \$1.70 each.

Lightweight, compact and durable are qualities which describe the innovative fishing equipment available for Christmas purchases this season. A wide variety of both equipment and accessories have been carefully designed to provide enjoyment for the novice as well as the experienced angler.

Many rods are now made of graphite and fiberglass for strength and responsiveness. Ultralight rods and smaller reels have been introduced to give fishermen of all ages a real "feel" for the fish.

One new rod design even puts the line inside the rod to avoid tangling and to improve action. The rod telescopes for storage and is available in a length, style and price range for each member of the family.

Likewise, many fishing accessories have been streamlined to provide

Here's Modern Answer to a Modern Problem

While today's convenience foods save time and work, they have resulted in a flood of throwaway paper, cans and bottles — to result, today's kitchen — to be really complete — not only calls for aids to cleaning dishes and disposing of garbage, but a way to handle solid waste, too.

And so, the modern trash compactor.

General Electric trash compactors, for example, can pack all the trash from an average family for one week into one small, neat package. Without a compactor, this same amount of trash would fill three or four trash cans.

And with a trash compactor, there are no more daily trips to the trash can — a worthwhile convenience, especially in the cold winter months.

GE trash compactors are easy to use. A lift of the handle opens the door automatically and brings out the container for easy loading. An odor-control spray is released each time the



NEAT IDEA: A General Electric trash compactor can help you keep a cleaner, neater kitchen, does away with daily trips to the trash can and can reduce a week's worth of trash for the average family into one neat package.

compactor is operated with GE's new key-knob switch. The round container has a convenient carrying handle and can be used with special heavy-duty bags, standard plastic bags or no bags at all.

The door is reversible for left-hand or right-hand opening and comes with two reversible panels to offer a choice of colors to blend with nearly any kitchen decor.

A glossy black door panel or wood panel trim kit is also available as an option.

Fashion-Fancies for Festivities:

This will be a Christmas to remember. A lot of flash, a lot of shimmer and just enough softness to make the evenings sensational.

Women's *Wear Daily* dubs the look "Day for Night" dressing. What this amounts to is the translation of comfortable day-wear fashions—sweatshirts, jogging pants and baseball jackets — into dressy party looks via fancy fabrics (satins, crepe de chine, laces and velvets), metallics and twilight tones (clear reds and blues, shocking pinks and greens).

You'll be seeing velvet dirndls teamed with gold-trimmed vests and crepe shirts... white satin drawstring pants and blouson tops... old-fashioned tennis dresses in chrome yellow with sky blue cuffs and necklines.

Watch for jazzed-up sweatshirts a-glitter in metallic brick, gold and silver... bare tunics in velvet with side slits and tiny straps, to be worn alone or with pants.

Long, flared skirts in silks, failles and taffetas match up with vests, blouses, jackets and soft, peasant shirts. Workers' aprons show up in shiny black satin. They're side-tied, side-slit and worn over pale satin shirts.

The tuxedo for women is another holiday trend. Side-striped or plain, in gabardines, satins and wools, it's sexy and liberated. Bust darts and careful tailoring soften the traditional men's look. With all the accessories — lace shirt, tails, bow tie and vest — the tuxedo cuts a striking holiday silhouette.

wrap gifts with love 'n' imagination!

Part of the fun of gift-giving is wrapping the gift! Ready-made bows, fancy paper and ribbon are available in most stores, but some of the nicest wrappings are made using plain paper and a little imagination.

Children are especially excited when they see a gift that looks like an animal or a toy. Felt-tip pens, scraps of ribbon and yarn can turn a plain package into an exciting gift. Decorate a square box to look like a car or bus. Make a tall gift look like a giraffe or a candy cane.

Single-faced corrugated paper can be used to turn a square or rectangular package into a little house.

Be a Santa Sandman!

Got a co-ed on your gift list? Chances are, she'd love some new sleepwear or loungewear for the dorm or sorority house.

Take her personality into consideration when choosing your gift; if she's a romantic, old-fashioned type, gift her with a darling granny gown.

If she's a lively pace setter, she'll get a kick out

of a one-piece sleeper complete with drop seat! Or, for more classic types, there are tailored night shirts and pajamas that are sure to please.

If you're not quite sure what kind of sleepwear that coed would like, solve the dilemma with a comfortable robe for relaxing around the dorm — she'll love you for it, Santa!

Christmas Gift idea for Men HOMELITE Super 2 or XL2 chain saw

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