

The Porcupine Advance

SHOPPING SECTION

MONDAY, DECEMBER 9TH, 1940

Beauty and Utility Both Available in Christmas Gifts in Local Stores

Gift Lingerie of All Kinds Offered in Timmins Stores. Pyjamas Make a Prime Favourite When it Comes to Gift Suggestions. Several Suggestions Here for the Shopper.

The spirit of Christmas has descended upon the stores of Timmins. All over the district the stores have prepared for this Christmas season's buying with the idea of making the gift buying an easier matter. Not only are the stores gay with Christmas decorations but the goods themselves have the beauty and good taste that makes them decorative in themselves. This year not only is there the usual profusion of gifts but there also appears to be a profusion of novelties that tempt the exclamation, "Just the thing for Bill! Or Mary! Someone else in particular. There are certainly gifts galore, and the pages of this section certainly contain innumerable suggestions of what to get for every member of the family or every friend to be remembered.

There is a popular feeling this year that instead of Christmas being side-tracked "because of the war" this is the year when Christmas should be especially observed. There is sound logic in the thought that this Christmas it is the proper plan to give special observation of Christmas—to take the attitude that the Christmas-loving people of his country will show the gangster nations that the spirit of Santa Claus is still alive—triumphant—that the fight abroad, but binds the people at home more closely together—and that friendship and kindness and thoughtfulness for others is here greater than ever.

The popular thought that this year giving starts at home and for relatives and friends also seems a proper one, and logical. To support this idea, local stores are packed with attractive but serviceable gifts for boys and girls, men and women. There are striking styles, new colours, novelties, original ideas. There appears to be a general attitude in the stores this year to combine beauty and taste and novelty with utility. More than one happy recipient of gifts will exclaim:—"Isn't it beautiful? And I can wear it, or use it, so much!"

Inexpensive Gifts Galore

Why not choose a new tie, muffler, robe or pyjama set as gifts? The selection of new ties, is colorful without being too "Christmassy". Rich new wool worsted weaves, poplins, jacquards, silks, silk-wool combinations . . . in a wide variety of new diagonal horizontal stripes; checks, plaids, geometrics and fine macclesfield patterns. Also be sure to see the new hand knitted de Joinville ties . . . you'll like them.

The selection of robes is complete. You have a choice of brocades, quilted brocades, flannels, wool worsteds, blanket and other fabrics in all new colors and blends. A monogrammed scarf with a wool muffler makes an ideal duo-gift idea. The cost is so reasonable as to almost require you to buy it now. Among the regular silk and broadcloth pyjama sets is a new idea. A sleeping suit of knit wool that is warm and snug . . . complete with knit socks to keep warm. A capital idea for a gift-to-the man you like best.

PAGAN CUSTOM

The use of the Christmas wreath is believed to be traceable to the feast which took place at the same pagan customs of decorating buildings and places of worship at the time of our Christmas. The wreath is not used to such a great extent in Europe where evergreens are much used.

Don't wait until Christmas Eve to buy those lights for the Christmas tree.

Wide Selection and New Ideas Solve Christmas Problem

Gifts for Women All Ready for Easy Choice.

(By M. B.)

Christmas-giving becomes more fun and less of a chore each succeeding new Yuletide season. Time was when a man was hard put to decide what to give a woman—any woman! It didn't matter whether she was a casual acquaintance who merited some charming Christmas bauble, or whether it represented all a man's woman folk who made up his kith and kin. It all came under the head of nerve-racking PROBLEM! The great beauty houses have solved it all, as gaily and completely and efficiently as man demanded. Not even the tiniest problem remains. For example for the gift that must not smack of the "personal" and which must still be exciting enough to thrill a most critical and uppity secretary, the beauty houses have prepared an array of toilet water, sachets, bath sets and cosmetics so temptingly packaged that a simple bottle of eau de cologne takes on the aspect of the most longed for luxury. In fact every item from soap to sachets, from lipsticks to lotions, has donned a gala holiday dress, at once so lovely and so highly individual that charm not price determine the desirability of the gift. And so great is the variety that any large cosmetic house, offers that you may go right down your list and say "Why that looks like Mary, and that like Jane, and so on down to the end of your list," without switching from one brand to another. What's more, there's something about the Spirit of Christmas-giving itself that every little gift assumes a special fascination—whether it's a long-denied package of bath salts for the little clerk, or a luxury bottle of perfume for the most glamorous lady in the world.

We'll give you fair proof that a single cosmetic house can answer all your female gift problems. The following items described, all come from a very famous and distinguished American beauty house. Four of their favourite eau de colognes in charming scroll bottle with colorful labels, nestle in a sparkling dark blue metallic Christmas tree. Christmasey, glittery and a happy thought—and most inexpensive to boot.

Another gift package dreamed up by this same known creator of feminine beauty is one sure to carry off the heart of any girl. A box styled like an old-fashioned picture to behold for any person who loves the unusual. Sachet and toilet water nestle within each frame. It's an exciting perfume that appeals particularly on wintry evenings.

NEW TUBES FOR RADIO WELCOME FAMILY GIFT

If that radio is not behaving just as it should some new tubes would make a fine present for the whole family at your home this Christmas.

Christmas radio programmes are among the best of the year, and so you should have your radio in the best condition possible so that the entertainment might be enjoyed to the fullest.

The first Christmas carols were printed in 1521.

Luggage Among the Ideal Gifts for Christmas Season

New Styles, New Fittings in All Styles.

It's a well known fact that Canadians are definitely travel-minded. Also that Canadians travel more luxuriously faster and more often than any other people in the world. Therefore it stands to reason that Canadians, more so than any other people, enjoy traveling with "first class" good looking luggage! More power to them! And more power to skilled craftsmen who have designed luggage that is without peer . . . attractive-looking on the outside as it is roomy and well constructed on the inside. The new lightweight airplane luggage has everything an experienced traveller could ask for. Made of striped canvas it is water-repellent. Sturdy and features post handles and tarnish-proof locks. Completely lined with long-wearing rayon fabrics with compartments for different articles, it is the favourite luggage of smart travellers. And there's a wide selection to airplane luggage from which to choose, including over-night bags, cases with hangers, hat boxes, and wardrobe cases. Wonderful to give wonderful to receive, luggage makes the perfect Christmas gift for both men and women alike. Leather gladstones are the No. 1 favorites for gentlemen as well as being favored by the fair sex. Beautifully made of topgrain cowhide they feature military pockets and shirt flaps. Another luggage gift that's a winner with the gentlemen is the zipper club bag with brass locks, saddle stitching and equipped with lots of pockets. Linings are sometimes bright plaid or contrasting solid colors for accent. In black or brown embossed topgrain cowhide, this zipper club bag will get a big hand on Christmas morning. Also the so-called "suitor bag" with a special tray fixture to hold two suits of clothing and there's a convenient tie-holder in the lid of the case. Then there's the travel suitcase with special pockets for shirts, pyjamas and it holds suits without a wrinkle. Luggage makes a thrilling gift to your favourite, to your wife or mother, to the college or career girl. So say it with luggage this Christmas Off for a country weekend, she'd like an 18 in., top grain

cowhide case complete with a very smartly fitted lid consisting of comb brush, mirror and toothbrush container . . . plus two small cosmetic bottles. In black or brown with contrasting lining. It's a gift she'll use proudly for years. Definitely a luxury gift is the 21 in., fitted case with removable tray. Tray has comb, brush, and mirror in addition to a zipper rubber-lined pocket for her wash cloth, toothpaste and toothbrush. Grand in black or brown topgrain cowhide with blue, wine, black or ivory fittings.

Sweaters Popular With Young Men and Many Others

Ordinarily it's usually the younger men who take a fancy to sweaters as gifts. But now more and more business men are turning to the comfort and informal ease of new sweaters for Christmas.

There is a particularly wide variety of new sweaters this year for the shopper who must be particular. First of all there are the new combination sweaters. These smart jacket-sweaters have a knit body and leather front or with the leather replaced by tweeds. These sweaters give utmost warmth while freedom of motion is not impaired.

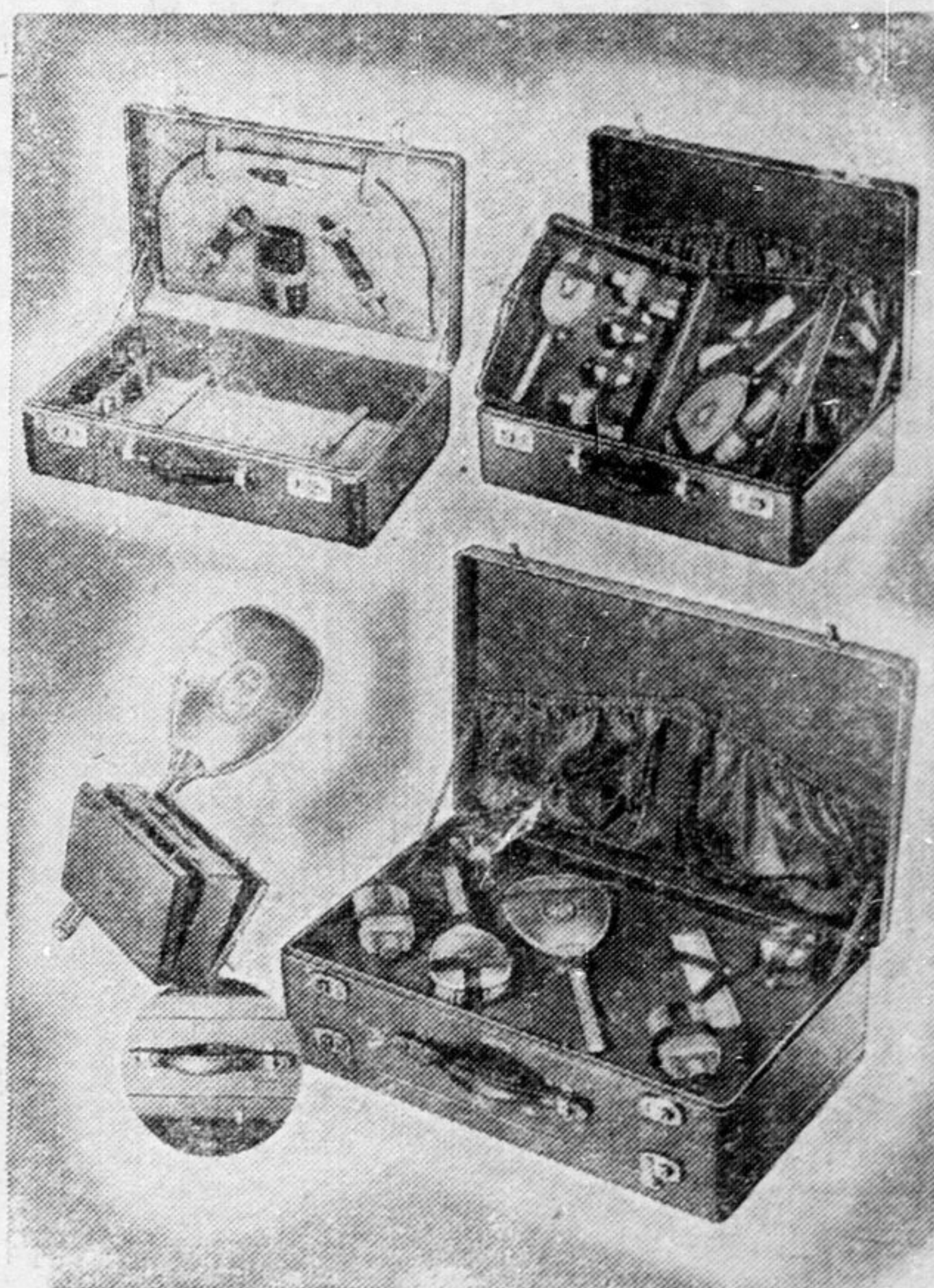
Other popular sweater models are the new vest models which are worn with sports jackets. Another favorite with men and young men is the fishtail model, having a tight knit waist turned high in which to carry all sorts of non-essentials. Always popular are the slipover V-and crew necks; button up jackets and zip-front styles. Also worth noting is the new reversible jacket, of leather and cotton twill. Colors are new and attractive.

HOSIERY A WELCOME GIFT

Now it's easy to match hosiery to a man's entire ensemble. For noted manufacturers have provided fine new silk solids (with clocks), bright wool plaids, smart plain and patterned french lises, and popular adaptations of rib-wool styles. It's easy to buy the style to please the individual man, too. Older men prefer the full length cut, while more and more younger men are turning to the ankle style for all-winter wear.

Do Your Christmas Shopping Early!

GIFTS FROM GEORGE TAYLOR HARDWARE



Luggage makes a lastingly beautiful Christmas gift! Pictured above are the newest cases for men and women, many complete with smart fittings . . . Removable tray cases make luxury gifts.