

## "Isn't Christmas Just Wonderful!"



## St. Nicholas, One of the Most Popular Saints

One of the most popular saints in Christendom, especially throughout the eastern world is Saint Nicholas, patron saint of old Russia, of Aberdeen, of parish clerks and of scholars (who used to be called clerics). He is the original of our Santa Claus.

Little is known of his life but he is said to have been the Bishop of Myra in the early part of the fourth century. Saint Nicholas is the patron

saint of pawnbrokers because of the three bags of gold (later transformed to three balls of gold) that he gave to the daughters of a poor man to save them from the necessity of earning their dowries in a disreputable way.

He is also the patron saint of little boys. Legend has it that Saint Nicholas restored the lives of three little boys who had been cut up and pickled in a salting-tub to be served as bacon.

Saint Nicholas is invoked by sailors, because he allayed a storm during a voyage to the Holy Land.

He is said to have originated the Christmas stocking custom. According to this legend, he once climbed to a roof top to avoid being seen and dropped a purse of gold down the chimney for a needy family. The money instead of falling into the fire is supposed to have lodged in a child's stocking hanging on the mantelpiece to dry.

## FILL YOUR CHRISTMAS 'MALE CALL' WITH COMFORT, HOBBY GIFTS

Going Christmas gift shopping for your favorite man? Hope to find that special gift he'll show off with pride when friends come calling Christmas day?

Perhaps you're looking for a gift of wearables and want one that will progress quickly from "my Christmas gift" to something he wears every possible moment and labels "my favorite."

A good rule to bear in mind is—Is this something he'd buy for himself? Is this really suitable to his hobby or his favorite sport?

It's a big let-down when your gift is left in its gift box long after Christmas is over, just because it wasn't suitable to his tastes or needs.

This year the stores are brimming with distinctive gifts for men. In their gift boxes await that moment of pleased surprise when he opens it.

If you are looking for a gift to wear, don't overlook the marvelous new fabric, wool and Orlon, made up in handsome apparel for men. It wears longer than wool and won't crease or wrinkle. If he likes casual clothes, he'll love a smartly styled sport shirt or casual jacket, that he can team with slacks.

Does he love easy-going comfort his hours of leisure? He'd love a good-looking robe! You can select it from a wide array of fabrics and colors to suit his tastes.

And this year's gift slippers reach a new high in looks and comfort! Be sure to see the styles with thick, foam rubber soles, designed for the ultimate in ease. They're available in many styles and fabrics. His favorites, the opera slipper, loafers, and scuffs and popular slipper socks, are also featured.

Gifts of leather are always an inspiration, for they make rich-looking gifts. If his brief case is getting old and shabby, surprise him with one of the new styles and have it monogrammed in gold. Wallets have never been available in a wider choice of beautifully finished leathers, distinctively styled.

Jewelry for men makes a greatly appreciated gift. Cuff links, tie bars, money clips, heavy identification bracelets, rings with his initial or lodge emblem, and watches are being shown in a handsome array for gift-giving.

A small radio that he can use in his bedroom or den is a gift he'll enjoy from Christmas morning on through the years.

There are many gifts of furniture that would delight a man on Christmas! A new desk for his den, a card table with matching chairs for entertaining his bride or poker foursome in style, a cabinet for his prized collection of records or a new easy chair, complete with hassock, for his at-home leisure.

Men's toiletries are beautiful. Gifts of leather are always an inspiration, for they make rich-looking gifts. If his brief case is getting old and shabby, surprise him with one of the new styles and have it monogrammed in gold. Wallets have never been available in a wider choice of beautifully finished leathers, distinctively styled.

ly bottled and packaged to suit masculine tastes and make a grand gift.

If your gift-shopping takes of finding a suitable gift are endless!

For three centuries following His birth, Christ's nativity was variously celebrated in January, March, April, May, September and October by Christian groups.

Before the fifth century, there was no official church agreement as to when Christmas should come in the calendar.

In Britain, December 25th had been a festival since early pre-Christian times. The ancient Anglo-Saxons began their year on this day and called their holiday "modranecht," or mothers' night.

Western church authorities met in the fourth century to set a definite date for the celebration. Eastern churches did not cooperate until the sixth century when December 25th was set as the day for the observance of Christmas.

Folklore often questions as to why December was selected as the month for rejoicing.

This month was chosen in order that a Christian festival could compete with those of the pagans, because December was noted for its feasts and holidays in every civilized land.

Romans, Greeks, Saxons and the Nordics all took part in the celebration of these festivals which had originated before the birth of Christ.

From the Romans comes the custom of giving gifts. . . for this custom has been traced to the Roman feast of Saturn (Saturnalia) which was celebrated during the 17th, 18th and 19th of December.

The Saxons came the ceremony of burning the Yule log, which was lighted in honor of their great god Thor.

Take New Approach to Gift Of Ties for Men This Year

This year the smart woman who plans to include ties—and what woman does not so plan—among her gifts for Christmas to the man (or maybe men) in her life, is going to take a new approach to them when she makes her selections.

The time has come when smart gals realize that ties constitute perhaps the single most important costume change accessories in the male wardrobe. What man dare wear the same tie two days running.

Therefore, one tie as a gift is hardly a gift at all. What's really called for here is a gift of a "tie wardrobe," made up of several—half a dozen or more if the budget will permit—carefully chosen to his personality.

To help in selecting a wardrobe of ties for Christmas the Men's Tie Foundation offers

some valuable guidance, as follows:

Relate the tie to his favorite suit style. Panel ties, planned bold patterns, story designs, "contrast" plaids, are good with single breasted suits worn without vests. Smaller patterns and higher colors are best with double breasted suits where less of the tie shows.

Relate the tie to his suit colors. Pick colors or color combinations that point up his suit colors, such as dark brown and red to emphasize a navy suit.

Relate the tie to the type of man he is. If he's an extrovert, pick him a tie that has "conversational value," an unusual design, a famous signature, a hobby or story tie. If he's conservative, don't try to make him over. Select conservative patterns in some of the newer clear jewel tones and new rich fabrics.

Relate the tie to his wearing needs. If he's a sports enthusiast get him a sports or casual tie, a corduroy gabardine, knits, wools, hand paints. Look at the new satins and jacquards for his dress occasions. For business consider clear bright silk prints.

Relate the colors to his complexion tones. Clear, sharp colors brighten a dark complexion; soft, muted colors and patterns "tone down" the man with high coloring. Use the coloring of his eyes as a guide if he has average coloring.

Perfumed Elegancies Make Gay, Distinctive Gifts to Charm Her

One gift sure to please almost every gal on your list—is the luxurious elegance of perfume and colognes.

From all the famous toiletries and perfumeries in the world, choose a bright assortment of dainty and sultry fragrances to enchant and bewitch the feminine heart.

There are boxed varieties of more than one odor; packaged duos of perfumes and fragrance; matching colognes, soaps, deliciously-scented; perfumed face and after-bath powders; sachets and others.

They are all beautifully packaged, and sure to say "a very lovely Christmas" to the lucky gal who gets them.

ADDS PERSONAL TOUCH Don't forget to monogram as many Yuletide gifts as possible. For monogramming is the added touch that personalizes any possession. Remember, though to shop early, so as to have ample time for preparation.

SOLVE THE PROBLEM If you can't get delivery on that new refrigerator for Mother in time for Christmas, buy a toy one and hang it on the tree as symbolic of the gift to come.

Christmas Rites Have Origin in Pagan Customs

Through the years, historians have been unable to fix the actual date of Christ's birth or the date at which Christmas first became a general festival.

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## Annual Christmas Harvest Not Waste, Say Officials

Perhaps you've felt, as Theodore Roosevelt did 50 years ago, that the practice of cutting young evergreen trees to use as Christmas trees in the White House until his two sons appealed to America's first professional forester and the friend of their father, Gifford Pinchot, who explained that the practice was not harmful to the forests, but extremely helpful.

That advice, which was good enough to convince a strong-minded President, is repeated today by the American Forest Products Industries, a wood-industries sponsored organization.

They explain that nearly half of the 21 million evergreens that make up American Christmas trees are farm-produced. Nearly nine-tenths of the entire crop was cut on privately-owned timberland. To augment this annual harvest about five million evergreens are imported annually, most of them from Canada.

Besides carrying out the tradition of having a fragrant Christmas tree in two out of every three homes, this harvest of Christmas trees pours an estimated 50 million dollars yearly into the economic bloodstream of the nation.

Most of the American Christmas trees are thinned from natural growth forests. An original stand of from five to ten thousand trees per acre will actually mature only a few hundred saw log size trees. Most of the trees cut at Christmas would eventually have been eliminated by Nature in the life and death struggle for forest space.

When it comes to selecting a Christmas tree, most Americans have definite favorites. The best seller on the market is the balsam fir, a product of New England and Northeastern United States. About six and one-half million of these are sold in an average year. The second most popular is the Douglas fir of the Pacific coast. Black spruce, red cedar and white spruce follow as America's favorites.

These five varieties make up 83 per cent of all the Christmas trees used in the United States each year. Others that are popular are Scotch pine, red spruce, Virginia pine, white fir, Norway spruce, hemlock, cypress and juniper.

FOR SNAPSHOTTERS Anyone who already owns a camera will welcome several rolls of black and white or color film, especially at Christmas time, when they'll be using a lot of it.

NEVER ENOUGH FOR DAD Dad can't get too many nice handkerchiefs for Christmas. You're safe in including a boxful among his gifts.

Word 'Xmas' Not Irreligious— It is a common belief that the word "Xmas" is improper and sacrilegious. It is thought that this usage indicates disrespect and lack of dignity.

The Greek name for Christ is "X" and is represented by this letter. It's shape, by coincidence, is also a cross, which came to represent the figure and symbol of Christ.

When Christians in the early periods of Christianity wished to make a representation of the Trinity, they placed an "X" or a cross beside the names of the Father and the Holy Ghost.

From this usage came the shortened form of Xmas to stand for the complete word Christmas.

Be Careful, Fire Department Officials Warn

Again this year the Fire Departments in all cities are urging people to remember that Christmas trees can be a fire hazard if care is not used. The average tree can burn in two minutes and that doesn't allow time for the fire department to get there!

The precautions to follow are: Use a live tree wherever possible with its roots in moistened soil. Use non-flammable trimmings on the tree. Check Christmas tree lights carefully for frayed spots in the wires.

Never use lighted candles. Don't leave tree lights on when it isn't necessary and especially when the family isn't home. Check your tree regularly to see if needles near the lights are turning brown, and if they are move the lights to another spot. Finally, when your tree gets dried out, don't leave the lights on for more than a half hour at a time.

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What to Give?

HOSIERY AND LINGERIE BY MOJUD of Course . . .

dance-tested by Ginger Rogers

MOJUD MAGIC MOTION stockings

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Ginger Rogers says, "You'll love the exciting glamour of Mojud 60 gauge nylons. And you will be amazed at how they wear!"

Ginger danced 27 miles in a single pair . . . without a run or wrinkle. What makes them wear so well? Magic-Motion in the knit . . . extra "give" and extra spring-back! We have 60 gauge Mojuds in proportioned leg sizes. Wear them once . . . and you will always wear them.

ADAMS DRESS SHOP 1274 SARTORI TORRANCE

... a gift from Benson's for your Christmas Eve!

**Robes**

Quilted robes, luxuriously full, warm, tailored wrap-arounds, bright, graceful hostess robes . . . a lovely answer to her Christmas wish from Benson's large collection.

**7<sup>98</sup> - 22<sup>95</sup>**

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1271 SARTORI AVE. TORRANCE

- Long Beach
- Bellflower
- San Diego, 2 Stores
- Los Angeles
- Maywood
- Burbank
- Compton

Christmas Special! Our Regular 5.95

**Sweaters**

... with pique collar.

Truly wonderful . . . These smart short sleeve slip-over sweaters, with clever detachable pique collars.

As a special . . . Benson offers them this week-end at a two dollar saving.

**\$3.98**

Nylon Trico Slips . . . . . 3.98

Gorgeous Nylon Gowns . . . . . 8.98

Colored Heel Nylon Hosiery . . . . . 1.29

**YOUR GIFT WRAPPED BEAUTIFULLY!**