



You Asked Us, Gal

by Francis Byrnes and Leo Mores

MEN don't like to look a gift horse in the mouth, but then You asked us about Christmas presents!

In the interests of mankind and a happy Christmas, then, we hereby attempt to analyze the man's angle on this business of giving Christmas presents.

"How much should I spend?", no doubt, is the major question which troubles the coed. This is an individual matter, depending on the girl's financial status remember "It isn't the gift, but the sentiment!"

Buying the best in whatever one decides upon, whether it be a handkerchief or a matched set of golf clubs, is always the best policy, says Palmer Kalsem, esteemed putter-together of engineering bulletins. If after very, very careful consideration you finally decide that you will tap the gift budget to the extent of a dollar, then don't

see how much you can get for a dollar. Rather, buy a good handkerchief or a pair of socks, not a cigarette lighter. Quality is paramount!

Now if you are thinking of men's wear and are fearful of decking the male member out in clothes of the gay '90's let your little mind flitter to other things—let your feet carry you to reliable stores which cater to Joe College and his collegiate demands. And don't veer away from the salesman, he won't high pressure you, but will be of assistance in explaining what's what in men's dress—what's being worn in the way of ties, shirts, etc.

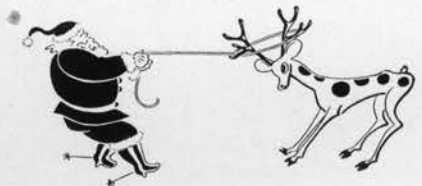
According to the law of averages, which hasn't been repealed as yet, Mr. Average Man will find three ties and two shirts underneath the green-bowed emblem of forestry on Christmas morning. "Wow, what a shirt, gee, what a tie—I wouldn't wear them to a dogfight." Too often that is the expression one hears. Don't think that

men don't like to receive ties and shirts, for they do—but gals, please don't buy them in the dark.

In buying either the tie or the shirt, there is the matter of color, pattern and texture to consider. Here's where you must cooperate with the salesman. If you are an observing coed, (and you are, aren't you?) you will know what colors the man in question usually wears and what color of suit he prefers. Remember, a man isn't like a room; you can change a room's color scheme, but not a man's.

What makes a suitable gift for a man?

Offhand we might suggest a few things that have been given in the past and no doubt will be given in the fu-



ture (but there's always room for originality):

College or fraternity crested jewelry, bathrobes, cigarette cases and lighters, socks, gloves, electric razor, books, magazine subscriptions, zipper case shaving sets, pictures, fountain pens, pen and pencil sets, monogrammed or crested stationery, tie clasps or collar sets, formal jewelry set, brush sets, sport equipment, overnight bag, bill-folds, smoking jackets, pajamas, bedroom slippers, smoking sets, pipes, cigars, cigarettes, cameras, small moving picture camera, briefcase, leather notebook, radio, book ends, plaques, mufflers.

Always there is the point to remember that a gift which will last will be



Chic

the holiday password

Salute the approaching Christmas season with a coiffure of the latest fashion. Our beauty shop offers refreshing and exciting new ideas in hair arrangements.

Make Your Appointment

MEMORIAL UNION BEAUTY SHOP

Crepe Silk Hose

\$1.25 value

Slightly irregular

79c

COOK'S BOOTERY

DOWNTOWN

appreciated much more than one that is of only temporary satisfaction.

Now if you can afford it, and really want to make a hit, an electric razor is something that every man wants, and which very few men have. These razors are the new thing, are very handy and will cost from \$10 to \$15. Yes, it is a nick in the gift budget, all right . . . but it's one way to gather your resources and make a strike that will be felt.

One chap last year was made extremely happy with a crested ring that cost only \$5. This man had long wanted one, but just couldn't afford it. And the lady who gave the ring was smart for she chose for him something that he would not ordinarily buy himself—an idea which is always something to keep in mind when selecting the ideal present.

What with the formal season just coming on, a gift that is seldom given but very useful, both on the campus and off, is a formal jewelry set. This consists of cuff links, studs and waist coat buttons. An exceptionally fine set can be purchased for \$5 or less.

Personalized jewelry—that with initials on it—is the latest thing in men's fashions, and every man will welcome a belt buckle, cravat chain, money clip, tie clasp, lapel guard, cuff links or key chain done in the personalized manner. Selling at \$1 and up, any of these articles are inexpensive but useful.

And while we're on this personalized item don't forget monogrammed shirts and handkerchiefs.

Every man has his hobby and there-in lies an opportunity to buy a gift that will hit the spot. If he is a robust, he-man, outdoor man, then take a trip through a sporting goods store and you

will find yourself trying to decide between a hundred and one things: shoe skates, skis, guns, tennis rackets, golf clubs you finish the list. We have mentioned only one hobby; every hobby will automatically suggest a list of gift possibilities of its own.

But to make a long story short (?), and recalling Robert Burns' philosophy that "A man's a man, for a' that," this Christmas let your conscience, pocket-book and imagination be your guide then you won't have to worry too much about what to give the male of the species.

House That Jill Built

WHEN the homes being planned by home economics women in house planning courses are being built at some future date, countless questions will arise to confront the new owners. Anticipating similar questions, Elizabeth Gordon and Dorothy Ducas have found the answers and put them into book form. The problems of sites, finances, how much to spend for a house, and types and durability of materials are all discussed in this book.

Home-builders will be interested in consulting "More House For Your Money" for advice on types of roofing, interior finishes, heating, plumbing and air conditioning. The authors took their information from architectural and economic studies and personal experience. The book aims to be of assistance in making the house that Jack and Jill build an expression of their own desires competently carried out.

"More House for Your Money," by Dorothy Ducas and Elizabeth Gordon. William Morrow and Company. \$2.50.

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