



Strictly for

Does Father Enjoy Poker?

If he does, why not get him a poker box? If he's like most fathers, an evening of poker with several of his friends is one of his favorite methods of relaxation after a strenuous day at the office. A poker box, with removable tray to contain chips and two packs of cards, is one of those things practically any man will be glad to possess.

Luggage and "Kits"

There are any number of things in the way of traveling accessories which he will appreciate. A new alligator or calf gladiator bag would be a splendid gift. A leather case to hold his shirts, so they will be as fresh as when they first came from the laundry—a case in which his ties can be neatly laid without wrinkling—collar box, handkerchief case, and naturally a leather toilet kit.

Personal Adornment

No matter how much the inevitable Christmas ties and socks may be the butt of the humorist, the fact remains that he's usually pretty well pleased with them. So of course there must be on the Christmas tree at least one of two handsome new ties. Monogrammed handkerchiefs he will like, too. A pair of pigskin gloves, or fur-lined gauntlets for driving will be thoroughly acceptable.

Lounging Robe

For evenings spent in the privacy of his family and for that lazy, informal hour of Sunday-morning breakfast he wants a really handsome dressing gown. You may get him one of broad silk, or rich velvet, in one of the dainty, subtle shades of blue or purple. Or slightly more practical, but equally good-looking, are French flannel robes in plain or striped weaves.

Kits (No Gadgets)

There's a new idea in men's toilet kits of gadget type, without loops or buckles of any kind. No packing or fitting is required for use—just throw the things in without regard to whether they fit in this loop or that pocket. They're made of cow-boy saddle-makers, of extra-thick leather that has been oak-bark tanned, and in the sizes available run from \$6 to \$10.

Save 40% Here

Sesame-lock brief cases, that only the one knowing the exact combination can open to examine contents, made in genuine seal and in genuine leather, sell in Birmingham for around \$12—elsewhere for around \$20. Buy in Birmingham!

Always 'Kerchiefs

Men's handkerchiefs of all-linen, initialed and with hand-rolled hems, plain white or with solid-color borders to match ties or scarfs, are popular with men—or at least always 100% acceptable as gifts.

Raincoats!

Raincoats still have a place in the general wardrobe. Never-let-it-rain styles sell for \$5 to \$15, and if he hasn't a raincoat already that will do, no more. The latest in Birmingham for around \$12—elsewhere for around \$20. Buy in Birmingham!

Pyjamas!

"Pyjamas" may have been chosen as his name originally to indicate a style of pajamas for afternoon and morning wear by women at home, but it now applies to certain brands of men's pajamas also.

Luggage

Aviator bags for men's travel, compactly arranged to accommodate two men's suits, are popular styles in luggage just now. Gladstones, however, lead the luggage field for sales, with their two compartments for arranging wearing apparel.

This-and-That

Bills, folders, initial belt-buckles, collar-holders, which brooms, cuff-links, shirters, knife-and-chain sets, pen-and-pencil sets, seal packets, rubber sponges to clean hats, and brief cases of all kinds, are among the miscellaneous standard articles shown in the men's shops for gift-giving.

Overshoes, Too

Rubber footwear for men in a new lightweight style, fold up almost like the compact Pullman models. For wear when it rains or snows, they're essential and a joy to wear, because they don't weigh you down.

Wear White Shirts

White shirts are still worn more than any other style, and one must admit that men always look handsomer in snowy white shirts as a contrast to the dark suits usually worn. Solid colors in darker shades as well as patterned shades are popular, and many small-figured designs against the plain colored backgrounds are being shown.

Good Gloves

Men's gloves of pigskin, in flare and snafu styles, are sold more widely than any other kind. Some models without a golf bag in the through-hole, and for lining for an inch at the top of the glove to keep the extra cold out.

Golf Bags

Even he has every other type of luggage, the picture is not complete without a golf bag in the unique ang. rounded, vausage-roll shape provided with lock and zipper-closer.

Travel Books

Conversation is a lost art with many a successful business man, unless in talk turns to business. Any "living-room spines" will respond to the gentle and broadening influence of travel books, carefully chosen.

Boxe of Cigars

In cars this year, straight shape boxes with pointed instead of round heads give a distinctly pleasing and extremely comfortable smoke. Packed in Christmas "family" boxes, containing 5 to 10 cigars, or an ornate of rich-brown crocodile, gold-stamped, or in handsome dark blue, primrose-printed boxes, if how-not, cigars will be most acceptable if you know the brand and variety. Gelatin or cellulose cases enclose many varieties this year. There are continental pocket smoking-boxes, attractively-edged flat boxes, veneer cases, fancy imitation leatherette pocket cases, sliding boxes, flat-box packing, red, red book style containers, woodfiber cases and numerous other artistic gift objects.

Reliable pipe tobaccos and the very latest in "small cuts" will be welcome Christmas gifts if you "know your man" and his preferences.

There are neat little gadgets that eliminate vices—no "cigarette, cigars, and pipes" without the least alleviation of flavor.

New-Style Lighters

Safe-thin lighters, as well as safe-thin watches and midget hand-things, have been added to the essential equipment of the year—thin new editions of aviator-style watches, they replace the more weighty types as well, of course, aiding in the stimulation of slenderness so important to many.

Carters (to be sure)

Carters (there's really no way to buy soap without carters, now) with a buckle instead of a strap arrangement, and a hook instead of an eyelid for a catch, is being popular.

Ceerful Hats

Hats for men show sunny, cheerful colorings these days—snap-brims that snap with zip, curl brims that hold their shape, touch-me-gone styles.

Button-through collars on shirts are retaining to keep "knobs in their proper place.

Soap, shaving hand-sock, talc, and after-shaving lotion prove popular in a gift-giving season. Treasured fragrances await the recipients.

By B'h'am Tires

Perhaps a new "group tube" for one of his tires is what he would like on the Christmas tree. These "group-tubes" fit two or more different size tires—12 tubes now do the work formerly done by 36 of the sizes of the old style.

When there are pinch-proof base milled tubes, to eliminate the pinching on drop center wire wheels, made of pure rubber (no reinforced material) with an extra heavy reinforcement of rubber at the base.

Spread of manufacturer-owned sites, the practice of building the for mail-order houses, chain stores, and filling stations, the supplying of jobbing brands that compete with the manufacturer's own direct price competition on commercial tires from company-owned stores, are trade problems that have been seriously disturbing to independent tire dealers. But never mind figuring out all the trade problems. Birmingham's prosperity problem is concerned with BUY TIRES, as well as with the fact that WHILE YOU LIVE, in Birmingham! And tires and tubes make mighty acceptable Christmas gifts, in cases.

Scarfs, Reefers

Reefers and scarfs for men help keep the cold from whizzing about their throats. Besides, they give a man's looks, make handsome men look handsomer, and soft-soled ones look shapelier and desirable. After all, every woman wants her husband to be admired, though at a distance, by other women.

Sport Coat

Sport coats to lounge in this winter and play in popular summer, but usually sell for \$8.50, are only \$3 in Birmingham as a pre-Christmas special.

Give New Spats

Spats are being bought in a big way by men this year, in gray, tan, and taupe, so as gifts at \$1.00 to \$2.50 they should be acceptable. If a man wears spats at all, many sets are needed to assure the right effect at all times. Because silk hose are being worn by men, more and more, the year round instead of changing to silk-and-wool or all-wool during the cold-cold weather, the spats are a help to keeping warm, as well as to a finished appearance.

Rayon Pajamas

Some new rayon pajamas for men, with soft "Arrow" collars and colored pockets, are the most attractive the Gift-Shopper has seen.

Russian pajama styles with the collarless neckline and with narrow sashes are popular this year. Many men prefer the darker colors, navy with tiniest white dots, deep rose with pin-dots, solid black and red, gold and greens. Women, according to the manager of one of the men's shops, are buying the lighter colors (largely pinks and blues) in the Russian-style pajamas-for-men, for themselves and for women and girl friends.

Ties and Sox

Silk ties selling from 55c to \$2 will be given by the thousands to Birmingham men this year, so ample, varied, and attractive are the models shown in the shops. Silk-socks, from 50c up, in gift-boxes, make acceptable gifts. Plain colors are more popular with men than the more conspicuous figured designs.

Darb Berets

Berets in black and a rich blue are having a wide sale to men (4 for men as gifts at \$1.25 to \$2.50). Women wear the same styles, largely in tans and lighter colors, and at a different angle on the head as a rule. Men wear the berets more, like artists.

Tailored Suits

Suits for men in the new meadow-tone shades of blue, gray, brown and tan, made-to-order at \$30 to \$85 will please any man as a gift. No doubt the Birmingham shops have his measure already—or you can give him the gift-order, and have his measure taken at his convenience. Many ready-made styles sell at the usual larger-city prices also.

Sweater-Sox Sets

Sweater and two-pair-of-sock sets are being shown in gray, blue, and tan. One pair of socks match the body of the sweater, and the other pair matches the trim.

Excellent \$1 Ties

More for \$1 this year than ever before—that's the slogan in tie-showing in Birmingham. Plain colors, or with very small dots or delicate designs on the plain backgrounds, are preferred just now by men, when they choose for themselves as well as when women pick out the cravats for them. Every color and every pattern is appropriate this year, however, in keeping with the general trends of ideas along all lines.

Gift Headquarters

Of course, you remember the attractive value in Christmas Gifts which were offered to you here last year. This year they're better than ever before. Electrical appliances, toilet goods, chocolates, stationery, hundreds of practical gift suggestions are now on display at new low prices. You'll find an early visit well worth your while.

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