

# Cultured Pearls Are Tops In Gift Appeal

Pearls are wisdom, so far as Christmas gifts for women are concerned. Regardless of what forms, shape, size or price tag pearls carry, they are a most important accent in the fashion picture, the Jewelry Industry Council reports.

The ageless beauty and flattery of pearls have been enhanced by a new fashion appeal to make them one of the most wanted gifts of all this Christmas.

Simulated pearl necklaces come



**PLEASE HER WITH PEARLS**—especially cultured pearls. To answer every woman's Christmas wish, pearls in many sizes, shapes and colors, are the just right accent for any costume. The Imperial Pearl Syndicate points out that a single strand choker or a four-strand bib—with many lengths in between—are all available for gifting lovely ladies on Christmas lists.

in all sizes, shapes, lengths to fill a wide variety of fashion needs. Multiple strands of tin, simulated pearls are twisted, draped and climaxed by a beautiful clasp to make the necklaces and bracelets; they are matched by earrings reflecting fashion's new "soft" trend.

Others, gently graduated, are limited to a 22-inch length and paired with strands of simulated lapis jade or topaz to give the necklace a whole new fashion appeal.

Bibs of three to five strands boast of beautiful stone-set clasps that are meant to be worn to the front for fashion show. Chokers, single or multiple strands of simulated pearls, enhance any wardrobe.

Cultured pearls also feature shorter lengths of 18 to 22 inches to frame the new necklines. No graduation or a very gentle graduation is the newest mark of cultured pearl necklaces.

Enchanted Oriental pearls continue their ageless appeal with necklaces, earrings, rings and pins that are never-to-be-forgotten gifts.

Oriental pearls, singly or in a cluster, also highlight some of the most beautiful pins in the gift market. However, whether real, cultured or simulated, they give a glow of lasting beauty to any jewelry.

## Scandinavian Elves

in his workshop probably came from the Scandinavian countries. In Norway, Denmark and Sweden, children are told of the "Tomtar," little gray-bearded, elf-like men who hide presents for boys and girls on Christmas Eve.