



**OLD ORCHARD
GIFT SHOP**
Hallmark
6623 Orchard Lake Rd., West Bloomfield, Mi. 48033
Phone (313) 626-2266

... the kind of shop you
always wished you could find.

Baskets from Columbia and Africa. Pewter from Denmark. Beautiful Baldwin Brass, stunning hand-crafted jewelry, planters, and more. A wonderful selection of gifts for even the toughest names on your list, plus the area's largest selection of Hallmark gifts and decorations... custom-dried flower arrangements in your containers of choice... and all the free ideas you have time to listen to while browsing and discovering that Christmas shopping and planning can be fun again!



Perfume's not hard to buy

You consider yourself a competent man. Suddenly you are surrounded by a strange and confusing environment. Panic sets in. You become incoherent. You begin to feel that people are staring at you watching you, even mocking you.

A bad dream? A hostile office scene? A confrontation with the boss? No! You're only trying to select a bottle of perfume for your lady love!

Relax! Those women in smocks behind the counters have been very well trained to help everyone (including flustered and blushing males) find just exactly the right purchase.

Steel yourself! Walk up to the counter and explain your problem. She will more than likely be very sympathetic. And she will undoubtedly ask you two questions for which you must brace yourself!

First, she'll want to know what fragrance you're looking for (of course, you really don't know—

you want to say something wise and erudite, but you don't dare).

She will then begin to ask a few questions and make a few suggestions. Listen carefully—she's really trying to help!

She may ask you "what type of woman" you are gifting. This is not an attempt to snoop into your private life; it's a genteel way of finding out whether this gift is intended for your mother, Aunt Emma, grandmother, wife or girl friend.

The age and relationship will give her a key as to the type of fragrance that might appeal to her. It's that simple!

Finally, when you've picked the scent, she'll want to know whether you want perfume, eau de toilette or cologne. Simple—they are just variations in strength of the fragrance. Pick the one that suits your budget.

Then smile, relax, and rest assured that you've done the best you can!

Give of yourself this Christmas

Are your Christmas spirits high and your bank account low? Don't sit and fret over how you are going to manage to purchase all of the gifts you want to give; just look inside yourself, and you'll come up with one of the nicest Christmas present ideas ever!

To those close friends and relatives who mean so much to you, why not offer yourself? You could give a friend a month's worth of clearing laundry, sewing

or fix-ups.

Just think of how much mom and dad would appreciate a promise of weekends free from cooking, cleaning, mowing, snow-shoveling, cleaning the gutters, ironing and so on.

It's a lovely way of saying "Merry Christmas" to someone special.

But be sure you're willing to do the work you promised with cheer!

IT'S THE SEASON...

Bring life to your holiday table with these unique, contemporary and festive lamps. Four cylindrical glass-topped lamps from \$12 to \$25. Table starting at \$29.99. A classic Christmas gift for one who knows to watch SHELF WORLD.



SHELF WORLD, INC.
6623 Orchard Lake Road 15 Mi. W. Bloomfield 48033
Phone 626-4602
Turner Wood 76 Sat Mon Thurs Fri
at 9:30 at 9

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