

Favourite film, favourite gift

No one tires of going to the movies—and it's even better to watch them in the comfort of your own home. Even better, hundreds of new titles become available each year. A VHS copy of a favourite film makes a great gift idea for your partner, friends and children.

If your partner is a science fiction junkie or devoted to the Fawlty Towers TV series, look no further than the video store for the ideal gift. Videotapes are available in many department stores, and the price is very reasonable. Older movies are an even better bargain. Most video stores sell new copies of films and liquidate copies that have been viewed a certain number of times.

For repertory and foreign films, you'll have to look into specialized video stores. Ask for a list of the movies they have for sale. Next time you're in a department store or the local video store, take a look at the rack of movies on sale. And enjoy the movie!



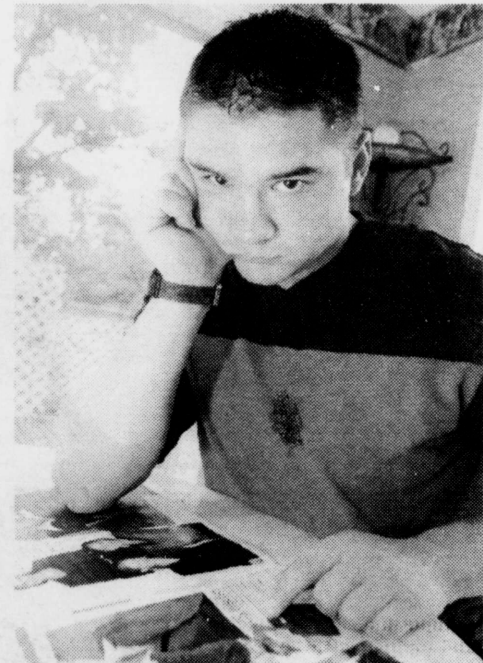
Surprise them with a VHS copy of their favourite film.

The quest for the ideal gift

For many of us, finding the ideal gift is both a pleasure and a difficult quest. In fact, that quest that goes back to the end of the 19th century, when stores began to suggest "the ideal gift" for consumers of all ages.

Commerce and industrialization played an important role in defining the preferred gift. Over the years, furniture, furs, clothing, electronic appliances and cars have all had a turn at the top of the list. But none of these items could surpass the symbolic importance of receiving an engagement ring during the holidays, which far and away represented the ideal gift in the 1880s. For the young lady of that era, being asked for her hand in marriage was the crowning achievement of the year.

Christmas boxes, as they were then called, were traditionally given on the first day of the new year. This custom has



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