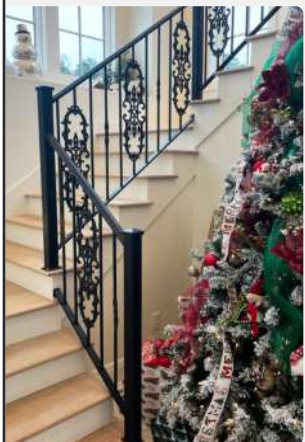




A supplement of the *Ruston Daily Leader* | December 2021

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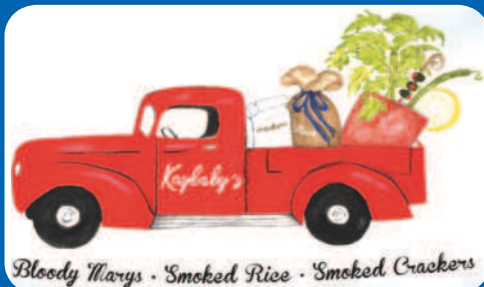
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THE MOST POPULAR GIFT 25 YEARS AGO

It's easy for adults to experience a little nostalgia when holiday shopping for their children. The holiday season has long been considered a special time of year, and much of that magic can be traced to the joy kids feel when unwrapping gifts from mom, dad and, of course, Santa Claus.

Many parents who now have youngsters at home grew up in the 1990s. When such moms and dads are shopping for holiday gifts this season, they might wonder what was the must-have item for them back when they anxiously awaited the arrival of Christmas morning?

According to Insider.com, which worked in conjunction with the Strong National Museum of Play in Rochester, New York, 1996 was the year of "Tickle Me Elmo." This ticklish toy was the most sought-after

item of the 1996 holiday season, and it was so popular that retailers experienced shortages.

Those shortages led to some surprising sales on the secondary market, with figures that will undoubtedly drop some jaws even now, a quarter century after the Tickle Me Elmo craze erupted. Though the

Tickle Me Elmo doll retailed for around \$30 in 1996, some parents intent on getting their youngsters the most in-demand gift that year reportedly spent more than \$1,000 on a single doll.

To put that latter figure into perspective, data from the U.S. Bureau of Economic Analysis indicates that the average price of a new car in 1996 was \$18,525. And according to Yahoo! Finance, drivers in the market for a used car in 1996 could have purchased a 1986 four-door Oldsmobile for just over \$2,600.






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TIPS: Gifting for your little ones

Shopping for gifts for kids makes many shoppers nostalgic for their own childhoods. Few adults can forget the joy of finding the perfect gift under the tree on Christmas morning.

Recreating that magic for a youngster can be as joyous for gift givers as it is for kids. That's especially so when shoppers make it a point to give safe, age-appropriate gifts.

Whether shopping for their own children or their grandkids, nieces or nephews, shoppers can keep these tips in mind to ensure they give toys that are as safe as they are fun.

• SPEAK TO MOM AND DAD FIRST.

When buying for a grandchild, niece or nephew, shoppers should first ask Mom or Dad for suggestions. Parents will know which types of toys their children like, and they'll also know the child's level of maturity. Some kids may not be mature enough to play with otherwise age-appropriate toys, while others may be mature beyond their years and enjoy more complex toys than their age would suggest. Parents will know what makes a good toy and what doesn't.

• LEARN WHAT TO LOOK FOR ON LABELS.

Toy labels are great sources of information, but shoppers must know what to look for. The American Academy of Pediatrics notes that toy labels include information about age-appropriateness (i.e., "Ages 3 & Up") as well as directions regarding how to use the toy. If the instructions seem a bit complex for the child the item will be for, look for something else.

Children's toy labels also include additional information that consumers may not be familiar with. For example, toys labeled "ASTM F963" meet the latest safety standards from the U.S. Consumer Product Safety Commission. An "ASTM D4236" label indicates the materials associated with the art toy have been reviewed and deemed safe by a toxicologist.

More information about toy label requirements can be found at cpsc.gov. The AAP advises that electric toys should only be given to kids if they include the UL label. That means the toy has been certified by the global safety certification company UL, LLC.

• AVOID CERTAIN FEATURES.

The AAP notes that toys that are loud, shoot objects into the air or contain small pieces pose a threat to children. Especially loud toys can damage children's hearing, while projectiles can increase the risk of eye injuries or choking. Toys with small pieces also pose a choking risk to young children who may try to put the pieces into their mouths.

• ERR ON THE SIDE OF CAUTION.

Consumers who are uncertain about the safety of a given toy, even after reading its label, should err on the side of caution and only give toys they're confident won't pose a safety risk. Even toys that may seem safe could be dangerous to kids who might otherwise seem old enough. For example, the AAP advises against giving kids under 12 hobby kits and chemistry sets. That's because such kits may contain dangerous chemicals that even pre-adolescents are not old enough to handle safely.

Shoppers must consider a host of factors when looking for safe toys for kids this holiday season.

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**See ad on page 3*



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**See ad on page 14*



To cover all your holiday gift giving, SHOP LOCAL in beautiful downtown Ruston. We can't wait to see you!

**See ad on page 15*



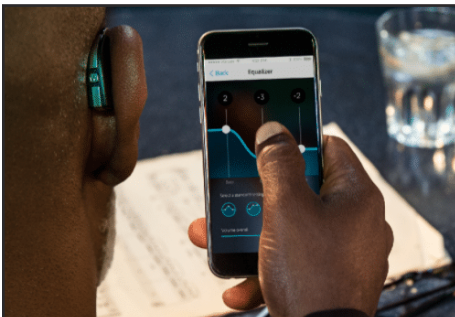
When you stop by Cotton Top for your new Christmas shirt, bring your list! We have "Gifts-to-Go!" ready to put under the tree.

**See ad on page 6*



The Children's Shoppe is your one stop shop for gifts for all ages. We offer free gift wrapping and so much more!

**See ad on page 6*



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**See ad on page 10*



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**See ad on page 11*



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**See ad on page 6*



Cute puppies alert! Call Fluffin' Right, now open 7 days a week, to get your best friend PAW-FECT for this holiday season.

**See ad on page 14*



Call me, Kim Dupree, your State Farm local agent to make sure you're insured this holiday season and beyond!

**See ad on page 11*



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**See ad on page 13*



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*See ad on page 15



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*See ad on page 15



Let Hart Designs light up your front porch this Christmas season with these beautiful handcrafted lanterns.

*See ad on page 2



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*See ad on page 2



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*See ad on page 12



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Trim the tree, deck the halls and set the table for a delightful celebration of the Christmas season! (Photo: Old St. Nick by Vietri)

*See ad on page 5



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*See ad on page 11



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O CHRISTMAS TREE, O CHRISTMAS TREE

Lights on a Christmas tree may seem like a relatively recent phenomenon, but people who can't wait to deck the halls each December may be surprised to learn that this beloved tradition dates all the way back to the late 19th century.

Edward Johnson, a friend and colleague of Thomas Edison, introduced holiday light bulbs in 1882. Prior to that, candles were lit on trees and families would briefly gaze at this awe-inspiring bit of holiday decor before the candles were quickly extinguished.

Johnson is credited with being the first to suggest light bulbs, which were invented by his friend Edison, be used to light trees in place of candles. While many were impressed by Johnson's eight-bulb holiday display, it remained a novelty until the 1920s, when preassembled lights became more accessible.

Since then, Christmas tree lights have taken hold as a must-have piece of holiday decor in households across the globe.

Remember to keep the holiday season safe by watering your live trees!

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An army veteran previously serving as ROTC Instructor/Administrator at Alcorn State University, Troy brought that same commitment to more than 25 years in the banking and insurance business. However, a desire to provide more assistance with long-term financial security burned. He left banking, teamed

up with Patricia and her experience with Fortune 500 companies, and created BIB.

Armed with their Christian faith, the Brooks began educating people on life insurance and how to invest.

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Whether through community events or expert-driven webinars from the comfort of home, BIB is ready to meet you wherever you are. The team is committed to customized efforts that make a difference in people's lives.

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Providing the best products on the market for healthcare and insurance needs, Troy and Patricia Brooks believe "service is the rent we pay for living on this earth." It is the very purpose of life and not something you do in your spare time. Standing on that dedication, they see it as an honor to do what they love—serving others. They invite you to join them in that journey.



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Christmas morning spiced yogurt muffins

Christmas morning is an exciting and joyous time for families. Children are anxious to rush downstairs and see what Santa has left under the tree, and parents are eager to see the looks on youngsters' happy faces.

Having a fast and easy breakfast at the ready on Christmas morning allows families to jump right into the festivities rather than spending too much time in the kitchen.

This recipe for "Spiced Yogurt Muffins," courtesy of the

National Dairy Council, Dannon and McCormick, can be made in advance and then enjoyed while peeking into Christmas stockings or watching holiday parades on television. This big-batch recipe is ideal for feeding a houseful of overnight holiday guests. Or it can be prepared in advance and doled out as needed throughout the week. The muffins also can be made as a treat for holiday office luncheons. Cut the recipe in half for smaller yields.

INGREDIENTS

Makes 50 muffins

- 6 1/2 cups plain fat free greek yogurt
- 4 cups water, room temp.
- 1 box (5 lbs) Gold Medal® Muffin Mix, Whole Grain Variety
- 3 tbsp pumpkin pie spice
- 2 tbsp chipotle cinnamon

DIRECTIONS

1. Combine yogurt and water in mixing bowl. Whisk until blended. Set aside.
2. Add spices to dry muffin mix in a large bowl. Add yogurt and water mixture to muffin mixture. Mix until just blended. Don't overmix.
3. Using a scoop, portion into greased or lined muffin pans. Bake at 350 F for 24 minutes, or 17 to 20 minutes in a convection oven, until tops are golden brown.



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TIPS: Protect your holiday budget

It may be the season of cheer, but for many, the holidays are rife with anxiety about expenses. A recent survey shows that staying on budget is Americans' top concern this holiday season, followed by incurring long-term debt, shipping costs and being charged late or hidden fees.

However, there are ways to ensure you are able to stick to a reasonable budget. Get with your loved ones to make sure they know what you are able to spend this holiday season. Here are five tips to protect your budget during a time when every penny counts:

• SET A SPENDING CAP.

Americans plan to spend \$998 on gifts this holiday season, according to the National Retail Federation. 'Tis the season for giving, but make sure you don't overspend. Know your budget up front and communicate that with loved ones. Another idea to limit spending is to put everyone's name into a hat. Each person draws one name and buys a gift

for just the person they've selected. You can add a bit of intrigue by keeping the identity of your recipient a secret until you open gifts. This is a great way to turn a budget into a game that can become a tradition for years to come. This is especially helpful for very large families.

• SHOP YOUR LOCAL MERCHANTS.

Business owners in Ruston and around Lincoln Parish appreciate local shoppers keeping their dollars in the market, which helps everyone in the community. You may also find better deals in local shops than you could find in national chains.

• TAKE ADVANTAGE OF DEAL DAYS.

Timing is everything for getting the best prices. Do your homework in advance to pay significantly less. You will come across various sales from now until Christmas Eve, including those mentioned in this publication regarding local merchants. Super Saturday is also a great time to catch last-minute sales.

• PURCHASE GIFT CARDS WITH PEACE OF MIND.

Gift cards are a popular, convenient gift, perfect stocking stuffers. Most children and young adults would prefer a gift card so they are able to pick out exactly what they have their eye on. Some buyers may hesitate to purchase them out of fear that the business may end up closing, especially those still struggling during the ongoing pandemic. Be sure to do some research beforehand and speak with the retailer about your concerns. They might have some insight to offer.

• USE CREDIT CARD REWARDS.

You've earned those points throughout the year and now is a great time to cash them in. The simplest way to use points is for gift cards, as it's one of the top requested gifts and there are many categories to choose from, including restaurants, clothing and grocery stores. Another option is to take advantage of the money saved from a statement credit to cover the expense of holiday gifts.

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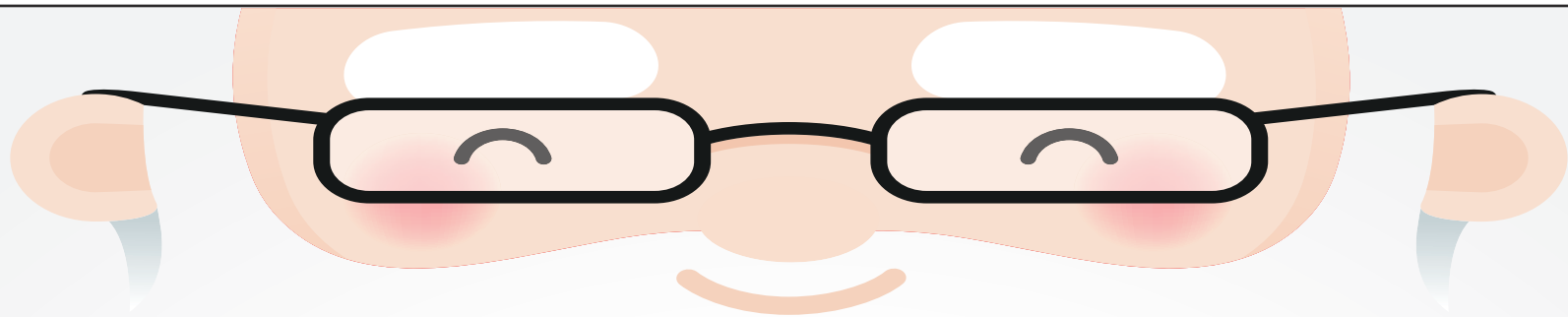
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Cotton Top Print Shop
Courtyard by Marriott
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Dubach United Methodist Church
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