

Make Home Focal Point Of Giving

All Family Can Share In Yule Cheer That Is Suggested Here

LOOK into anyone's home these days, and there's bound to be a group picture of joy and contentment. The family may be gathered in the living room with dad reading his newspaper, mom knitting and the youngsters doing homework or watching TV.

On another evening, the picture may be changed to include a merry group of young people in the playroom or raiding the refrigerator and dad and mom entertaining friends and neighbors in another room at bridge or several quiet hours of conversation.

So what better time than Christmas, the biggest family get-together season of all, for everyone to show how they feel about this wonderful living center and the folks with whom they share it, by giving gifts that dress up and lend comfort to the home and please every member of the family.

Something for Every Room

Realizing the importance of home, to the family, the stores are prepared with a host of Christmas gifts that meet the requirements of every room in the house. Whether the gift is to be a magnificent breakfast or a handy wastepaper basket, there is a wide selection available in every style from contemporary to American Provincial, and in every price range.

Promising pleasure for every member of the family, are deep seated informal chairs that can be had in a variety of designs and covers to blend with the decor of the house.

Although all the family will undoubtedly take advantage of it, a super comfortable swivel chair selected especially for dad's den will be most welcome as will a feminine boudoir chair or chaise lounge for mother's favorite corner of the bedroom.

Tables too, that also will in all probability be used by the entire family, can be selected with a certain person in mind. Take a sewing table for mother and a smoking table for dad, for example.

Here are gifts that can stand in the living room and hold important lamps as well as a book or a newspaper currently being read by a member of the household, while serving as mother's special stow-away spot for everything from needles and threads to unused embroidery hoops and a handy reaching point for dad's smoking paraphernalia.

See Tables and Chairs

To enhance the beauty of any home there are cocktail tables, side, end, step, planter's tables and many other occasional styles that can be had in a number of sleek new functional designs. For the pleasure of all, there are easy to store stack tables that facilitate buffet dining in front of the TV set or lend a helping hand to the hostess who prefers buffet entertaining.

Coming to the fore, more than ever, in never homes where space is limited, are chests that can be placed in any room in the house with equal success and used for everything from storing silver and linens to the family's games and sports accessories. Taking specialized form are handsome credenzas and breakfronts sure to be welcomed by every discriminating homemaker.

Gift desks can be had to appeal to the individual tastes of mom, dad, sister or brother. For example, there are dainty writing desks for mom that fit into the bedroom or a corner of the living room with perfect ease and offer just the right amount of space for handling household accounts and personal correspondence.

For dad, there are generously sized desks that will do his den proud. For the youngsters, there are desks with special shelf sections that allow plenty of room for books, toys and games as well as school books.

And as a handsome utility piece for all the family, there are desks of sleek contemporary design or more traditional types such as those with distinctive leather tops.

Small But Important

Gifts of furniture that are small in size often add the certain touch that transforms a house into a home. Take lamps, for example. An extra gift lamp is always welcome, for the more glow in a home, the more warmth and comfort there's bound to be.

Lamps, too, can be selected with a certain member of the family in mind. Mom will enjoy a pretty set of boudoir lamps for her vanity.

Dad will appreciate an adjustable lamp to sit beside his favorite easy chair. And the youngsters will truly value the reading case afforded by lamps designed especially for their desks.

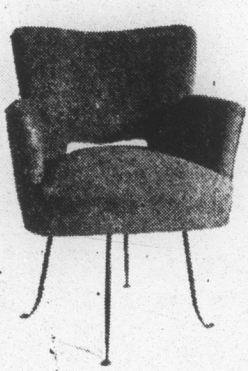
Pictures, either precious originals or fine reproductions, and an abundance of mirrors, in a variety of shapes and sizes,



Gifts of Fine Furniture will Help Everyone Carry the Spirit Of Yuletide into the Home for the Future as Well as the Day



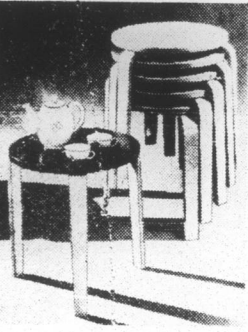
THINK OF TELEVISION IN TERMS OF FURNITURE as well as entertainment for handsome console model ensembles as pictured above are available to provide a superb gift for the home. Here is a maximum of utility plus beauty. The model shown with the side shelves is of classic French Provincial. It is by Sylvania.



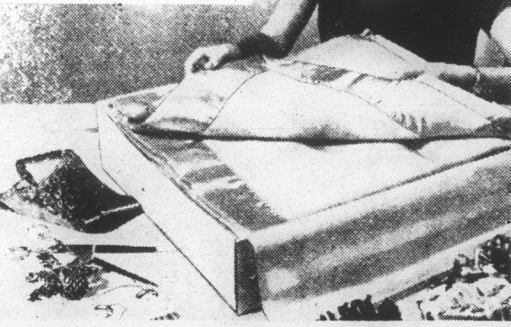
DESIGNED FOR GIVING is the occasional chair to hold a useful good looking place in any room in the house. For the modern home, it could be a swivel chair such as the one shown here. By Fabry.



THE GIFT DAD WILL LOOK FORWARD TO USING is the deep seated lounge chair with a foot rest that comes up to give him the ultimate in comfort. The one, shown above, is by Barcelona, covered with metallic threaded fabrics by Collins and Aikman.



STACKS OF PLEASURE in the office when the gift is a set of stacked tables such as these. They provide extra seating as well as additional table space and are easy to store. By Modernmasters.



ALL THE WARMTH OF THE HOLIDAY SEASON typified in a gift blanket that will be appreciated by any woman for its promise of snug comfort and good looks for years to come. She is wrapping a striped all-wool "Carousel" blanket by Fieldcrest Mills.

From One Woman to Another Come Gifts to Help Make House, Home

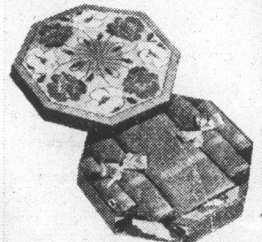
"From one woman to another" come the wonderfully useful little gifts that help so tangibly in making a house a home. Here are some gift ideas to help women solve the gift problem for their holiday hostesses, neighbors and friends.

All are small, inexpensive, yet as practical as a woman could want to add the gracious touches of livability to her home.

The good housekeeper dotes on storage space for the safekeeping of her wardrobe, linens, and out-of-season clothes. She'll love a gift of accessories that make her closets twice as useful, and so very pretty, such as clothes and shoe bags, plastic shelf liners with gay trim, and padded hanger sets that can be bought separately or in matching sets.

Useful extras, such as clothing bars to hang on the backs of closet doors, or multiple blouse and skirt hangers will give her closet space she never dreamed was available. Plastic bags have many other uses, too. Zippered cases store blankets, linens, blouses, sweaters and lingerie. Plastic laundry cases double as dampening-bags that keep garments uniformly moist before ironing. Refrigerator sets, in gay colors and designs, are handy for covering bowls and jars, and keeping vegetables fresh.

Choose linens, the gift every woman values, with an eye to her bedroom color scheme, for the newest look in sheets and pillow cases is color.



FOR A COLORFUL YULE and a linen closet filled with useful beauty, give a towel set in bright shades and gay holiday wrappings. This is a Cannon ensemble.

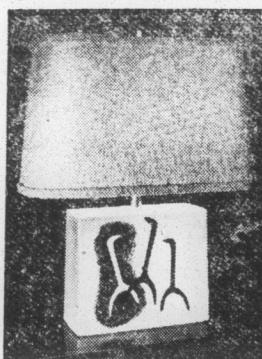


MAKE A CLEAN SWEEP in the "ooohs and aahs" department, by giving the busy homemaker a deluxe carpet sweeper. This one in new bird colors is by Bissell.

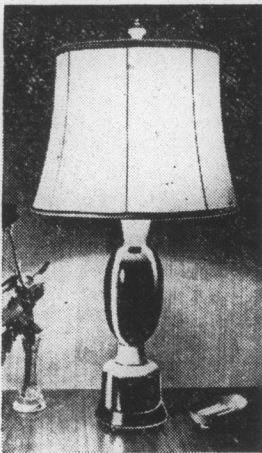
Little Things Make Good Hostess Gifts

A little ingenuity can help in planning an assortment of "little" gifts for the hostess that add up to a big Happy Holiday. A suggested group might be a double package of monogrammed playing cards, a set of bright coasters, four personal-size ash trays, and hostess napkins stamped with her name.

Choose them in gay matching colors, and give them an "important" look by boxing them together in holiday wrappings.



A LIGHT-HEARTED LAMP, this "Animal Zoo" design will look its gay best on an oblong chest or book case. Happy-gifting suggestion by the Lamp and Shade Institute of America.



A MODERN IDEA for a traditional Merry Christmas, this smart white lamp with dark green panels edged in gold, green-trimmed white shade, suggested by the Lamp and Shade Institute of America.



DOUBLY USEFUL GIFT for home sewers, this cabinet is fully equipped with sewing needs, and may serve as a lovely night table also. In walnut or mahogany finishes. From Singer.

Help Furnish Their Homes

Play Santa to Younger Married Friends

Ever stop to take a count of the number of young relatives and close friends who have been married recently or are engaged to be married soon. You may surprise yourself with the total and you certainly will find a wonderful clue to what to give them for Christmas when you stop to think about it.

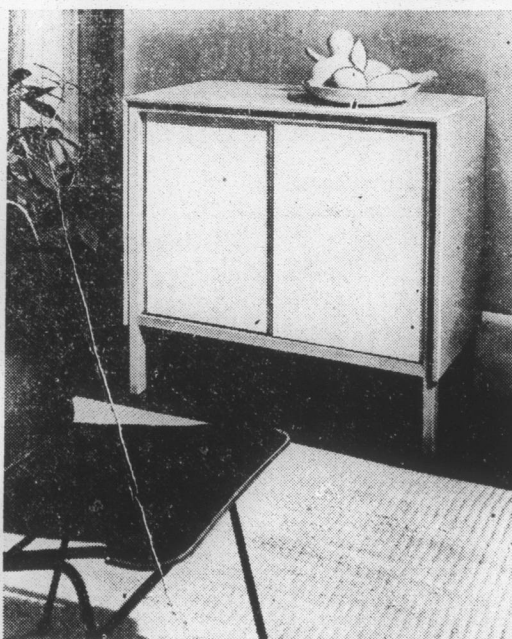
More than anything else they will want things for their home. This is as true of the young marrieds who have been that way long enough to have babies as it is of those who have just set the date.

To completely furnish a home, as everyone knows takes years. Christmas is a wonderful opportunity for gift givers to help.

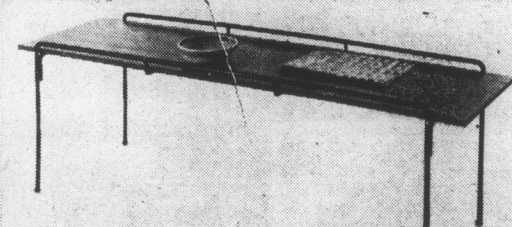
True, things for the home can run into budget straining figures if something big and important is planned, but this can be handled easily too. Friends and relatives can club together to give one super important gift.

On the other hand there are so many furnishings and decorations newlyweds need, the gift expenditure can easily be modest enough for almost any budget. Take pottery for example, trays, bowls, table lighters, magazine racks, a nest of tables, initialed towels, picture frames, lamps; all of which make fine gifts.

If you want to be more generous consider place settings of silver to match.



IN THE FESTIVE SPIRIT OF THE SEASON give the host and hostess a versatile chest to hold her most precious table linens, his bar equipment or any of their other many accessories to entertaining. This maple chest has sliding white lacquer doors. By Allan Gould.



GIVE A TABLE TO COMPLEMENT THEIR HOME—a contemporary design for the modern minded or a traditional style for those who prefer a period decor. This contemporary design, pictured above, is a coffee table with walnut top and black steel frame. By Allan Gould.



Suggest Piano For Christmas

Small, Decorative Spinnet Fits Even Tiny Room

The resurgence of more integrated family life, with parents and children being drawn more closely together through increased social activity in the home, focuses attention on the piano as a Christmas gift for the family or a talented child.

This traditional symbol of the home of culture, always has been an instrument around which members of the family and their friends gather for actual joint participation in gay informal parties rather than sitting around and just looking. It gains a new popularity because of today's tastefully designed and superbly toned spinnets.

Handsome and decorative models which require less of an investment than the larger models and for which space can be found in even the smallest rooms, are being produced by famous makers and may be seen in the music stores.

The new small pianos are looked upon as stimulating to youngsters. They are considered especially appropriate as a "most important" gift for young married couples who are furnishing new homes.

Of course, if space and budget permit, the grand piano is the ultimate in the way of a gift for the musically inclined, for here are the pianos with incomparable tone and graceful styling representing the best that can come from the instrument makers skill.

As useful and decorative furniture for the living room, pianos do indeed make the gift of a lifetime.

Something to Tuck Into Her Lingerie

Flatter her with a gift of her favorite perfume, and add a stocking-filler of matching scents in sachet form for tucking among her lingerie.

Some fragrances also come in paste form to use as a lacquer in bureau drawers and closets. The scent is long-lasting and will keep her always surrounded by an aura of loveliness.

FISHING FOR COMPLIMENTS?

You'll get more compliments than you can take gracefully if you select fishing equipment for your favorite fisherman. Anything from tackle boxes, minnow buckets, traps and nets to lines, rods and reels will bring a yarn of thanks right from his heart.

Avoid forgetting someone during the last minute gift shopping.

Flowers Speak Two Languages Christmas Day

Voice Greetings as Gifts, Brighten Yule Welcome in Home Decor

The fresh delight of flowers spreads its merry welcome to one and all during the Christmas season. Selected to grace the home, or compliment a charming lady, flowers add a very personal touch to your Yuletide greetings.

Traditionally centering in the home, this holiday directs thoughts to the decoration and enrichment of our surroundings. Flowers, selected with the decor of the rooms in mind, are a most effective way of creating a warm, welcome festive atmosphere.

Extra-warm holiday greetings accompany the potted plant in full bloom, chosen as a prized gift for friends or the holiday hostess. Poinsettia or azalea plants will add rich beauty to, and serve for a long time to come, as a colorful reminder of this joyous season.

Extra Surprise for Her

Cut flowers, of course, are another very suitable choice for home gifting. Choose roses, calla lilies or other long-stemmed beauties for an impressive display.

Carnations and "mums," too, lend themselves to handsome arrangement, spiced with sprays of deep evergreen boughs. Your florist has many suggestions to help you in choosing a colorful grouping.

As a prized "extra" surprise on Christmas morning, send her a corsage of lovely blooms. And whether it's warm roses, exotic gardenias or fragile orchids, it's bound to offer her a promise of a happy day.

Then, tucked into her Christmas stocking, let her find a gay little corsage, of tinted pine cones and greenery, to lend a special festive note to her ensembles every day of the holiday season.

Evergreen and pine cones are available in gay profusion for many colorful arrangements. Their delicious aroma, as well as festive appearance, give a true holiday atmosphere to every room.

Mistletoe a Must

Create a memorable centerpiece for the table with evergreen and bright holly boughs.

Mistletoe, peeping down from doorways, chandeliers, or a mirror or picture, and tinted acorns and pine cones, scattered on a bed of make-believe snow beneath the Christmas tree, add to the light-hearted feeling of the season inside the house.

For the children, Christmas focuses on the fireplace, that cheerful entrance of a beloved Santa Claus. Garlands of ground pine or laurel, contrasted with traditional poinsettia plants make a gala grouping for this important spot.

And, of course, for every home in which the Christmas spirit is held dear, there is the traditional circular wreath to place upon the front door. Highlight it with a big red bow, a cluster of gleaming, colorful Christmas balls, or an oversized candy cane, to spell out a warm holiday greeting to all.

Perfect Guest Will Repay The Hostess

With Useful Gift

The perfect guest uses the guest towels, and sends them to her hostess, too, colorfully tucked in their own plastic boxes. Fragrant soaps, boxes of powder puffs and pretty tissue dispensers for the guest lavatory will please the lady of the house.

Help her to easier living, too, this Christmas, with a gift of a revolving Lazy Susan to simplify buffet suppers, multi-purpose casseroles and serving dishes, large trays, or a stack of handy little lap trays.

Other useful gifts may be roomy boxes, comfortable triangular pillows for reading or breakfast in bed, quaint footstools, attractive vases or bookends to suit her livingroom decor, handsome waste baskets, desk, files and appointment calendars.

The gifts one woman gives another this year will be practical as well as attractive, given with the understanding of the joys of home living that only "the womenfolk" can share.

FOR THE HUNTER

On the agenda for the huntman are countless gifts that will make a hit. He may not own, or may want to replace a cartridge belt, rifle sling, swivel loops, cleansing kit. Look around his gun room—drop a hint. You're sure to get a clue.

HOUSEWORKER'S GIFT

No lost or wandering guests for the housework on your list if you give a handsome name-tag.