



OH, WHAT A BEAUTIFUL MORNING—when the sweetest Santa gives his lady a fur coat! She loves her feminine blouse and her filmy negligee but above all, she's overwhelmed by her full-length Persian Lamb coat. Above, newly fashioned with straight lines and a sable collar, of Hammer Brand Persian.



SCARF FROM SANTA reflects holiday flair. Above, snowflakes printed on taffeta with a sprinkling of pearl and rhinestone "snowflakes." By Vera.



LITTLE FURS go a long way to making her happy on Christmas and ever after. Hood and pocketbook-muff of Hammer Brand Persian Lamb.



GIFTS FOR A GIRL GOING PLACES hit the spot. Suggested are a many-pocketed passport case, writing kit, traveling alarm clock, and shoe shine kit. On the chair: a matched set of grooming accessories in plaid and leather and a smart hatbox. Fold-up camp chair comes in a flat carrying case.



GALA GLITTER trims a gift-wise cashmere sweater. Crocheted edging is studded with rhinestones; collar buttons with a jewel. By Hadley.



CO-EDS DELIGHT Resort cottages make exciting gifts for college girls who intend to combine their Christmas holiday with a sunny vacation.

SHE'LL LOUNGE IN LUXURY in an Italian T-shirt with corduroy tapered pants. By Tommies. Also luxurious, Chantilly bath powder and cologne by Houbigant.

Tuck-away a Gift a Day — Have more time for Christmas Day.



Santa's Selections Include Exciting Gifts to Wear and Gifts To Use—Big and Little Packages of Lasting Happiness for Her



Gifts Give Luxury and Usefulness

Shopping for 'Her' Will Be Easier for 'Him' This Year

Offering an unprecedented and thoroughly delightful combination of glamour and practicality, this year's crop of gifts for the gals heralds a gala Christmas with enduring charm, and it's going to be easier than ever for "him" to shop for "her" as a result.

In former years, a lady might discover under her tree a glamorous negligee. Thrilled with this dainty and delicate attribute to her femininity, she would try it on briefly, luxuriating in the rich folds and drapes, the ruffles and lace.

She would admire herself in the mirror and then, regretfully, re-wrap it in tissue paper and place it in her closet along with other treasures that she was afraid to use or wear.

On the other hand, the useful aprons and robes and slippers she received were short on flattery. Practical gifts were plain and sturdy; glamorous gifts were fragile and frivolous.

Different This Year

But this year's would-be Santa will find an altogether different picture awaiting him when he visits the fashion departments. Progress has caught up with the feminine instincts that call for the flattery of glamour with the good sense of practicality.

The most fragile-looking lingerie is completely washable. Dream-soft cashmere sweaters are moth-proofed. Exotic lounging slippers are comfortably flexible, yet will not crack. Intricately pleated blouse delicacies need no ironing and keep their pleats forever.

These are just a few examples of ways in which luxury has met the challenge of simplified living.

The male shopper — or any other shopper, for that matter — faces no conflict this year between the two extremes of gift-giving. The questions "Is it useful?" and "Is it flattering?" are now answered in the affirmative by almost every gift.

The most luxurious furs — once unfit for really bad weather — are now treated for hearty durability. Gloves that are lined for additional warmth retain their feminine slenderness through artful styling. Handbags with ample carry-space look deceptively slim.

Frisly cocktail aprons, embroidered, sequin-studded or ruffled, remain pert and billowy after countless washings.

Intimates Desirable

The sleep-wear field offers new variety, new style-consciousness and, of course, great practical advances in easy-care qualities.

Granny nightgowns, bloomer and Bermuda shorts pajama styles, exquisite peignoir and nightgown sets are available in a tremendous assortment of quick-dry, no-iron synthetics and natural fabrics that have been treated for permanent freshness and facile upkeep.

And how much more she appreciates daintiness and high styling when she can wear it, wash it and wear it again!

Even cosmetic gifts achieve new practicality in packaging and function. Traveling kits, bonjour show-pieces, reusable apothecary jars and tree decorations are some of the newly functional packaging devices that house cosmetic this Christmas.

The items themselves are grouped with down-to-earth good sense. Sets for the bath contain a logical assortment of oil or bubble concoctions, dusting powder, cologne and soap in matching scents.

Travel sets feature unbreakable containers or non-liquid beauty aids in small, convenient amounts. Purse-size fragrances come in solid, cream and liquid sachet forms and in containers that make pretty fittings for any handbag.

Light Weight Luggage Luggage is another gift group that has made a mark in combining glamorous and practical elements. Now lightweight and fashionably shaped, luggage pieces are engineered to carry all travel needs with utmost safety and convenience. Designer colors and patterns are available in the most sturdy materials and many are easily cleaned with a damp cloth.

In every gift category the wonderful story is repeated. The two Christmas stars, glamour and practicality, merge to make this Yuletide a merry time indeed for every Santa and his lady.

LITTLE DREAMERS

Sleepwear for the little dreamers range from cotton broadcloth pajamas with their own embroidered jackets to "Mambo" pajamas with ruffled sleeves and godets of ruffles at the legs.



ACCESSORIES TO THE FACT OF Christmas, a satchel handbag, jeweled compact and evening stole of fringed and sequined Cheney velvet. Stole by Baar & Beards.

She Prefers Fitting Gifts At Christmas

Newest Accessories Offer No Size Problem

Handkerchiefs, scarves and a host of other charming accessory gifts are the ideal solution for the Santa who wants to give fashion but doesn't know the lady's size.

The man who underestimates the place accessories hold in a woman's heart should realize how important these "accents"

are in a well-rounded, versatile wardrobe. Accessories not only dress up a costume, but they can transform one dress or suit to fit any mood or occasion.

And the same accessories, if well chosen, will add glamour to many outfits.

Give a colorful, distinctive hanky and you give a scarf, a pocket decoration, a belt ornament. All you need do is provide the tasteful design in colors she likes, and your recipient will use her ingenuity to discover many new uses for her gift hanky.

Give a square of fine fabric, such as velvet or chiffon, and your recipient will have ascots, ties, scarves and cowls which she may wear as fashion prescribes.

Party aprons, knit gloves, adjustable wool hats, stoles, tie-on collars and elasticized cinch belts — or cummerbunds — are among the accessories you can give without a thought to size. Handbags, costume jewelry, the new metal hair bands are sure to please her; and leave it to the woman to find places galore for all of them in her wardrobe.

One hosiery manufacturer has developed a truly sheer nylon stocking that is stretchable. Available in Petite, Average and Long sizes, this hose looks miniature in its package but, as long as you know the approximate height of your giftee, they will fit her perfectly.

Blouses for lounging need not always be sized. Several types are shirred and elasticized

either partially or all-around and a Small, Medium or Large will do the trick. Many beautiful robes and brunch coats fall into this category and make excellent gift choices.

PIPE CINCH

If the man in your life smokes a pipe, it's easy to please him at Christmas. Tobacconists are showing pipes from luxurious meerschaums to modestly priced briars, together with pipe racks, tobacco pouches and humidors, and oversized ash trays with knock-out knobs; all sure ways to a pipe smoker's heart.

Shop early for Gifts!

A Classified Ad in The Journal costs as little as 35 cents

SANTA'S BEEN HERE EARLY

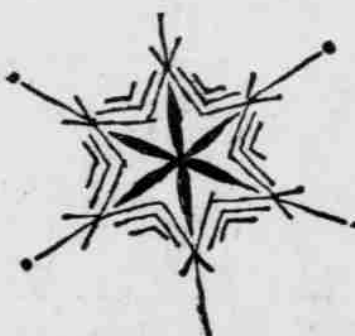


THE FROTH OF A GALA CHRISTMAS INTERPRETED IN A ROBE OR DUSTER!

A welcome spirited gift enchanting as your dream of Christmas — lavish sheer on sheers, soft cottons, miracle nylons and jaunty crepes — Florals, prints and solid pastels.

5⁹⁸ to 17⁹⁸

GIFTS BOXED AND WRAPPED!



BEAD ROPES

Enough ropes to hang yourself — the craze in pearls, chains, beads and chain combinations. Wear as many as your heart desires.

OTHER SELECTIONS IN 1.98
• EARRINGS
• BRACELETS
• NECKLACES

Gift Jewelry

Feminine Lingerie

Practical Sportswear

Style Shop
... for the Holiday season

A host of superb charmers with full sweeping skirts or pencil line sheaths, each a merry match for the Holiday Season to spark your daytime or to captivate your "after five" festivities.

10⁹⁸ to 19⁹⁸

USE OUR CONVENIENT LAY-AWAY PLAN!



Style Shop

PLATTSMOUTH

Have THRU THE CLASSIFIED PAGES!

A Classified Ad in The Journal costs as little as 35 cents