

Check His Wardrobe For Ideas

Best way to go about gifting a man at Christmas is to start out by asking yourself a number of pertinent questions about the man himself.

What are his hobbies? What sports does he enjoy (either actively or spectator-wise)? Does he like to make things of wood, leather or metal? Does he collect anything from stamps to records? Does he do a lot of traveling? Is he a sports car enthusiast or boatman, an "outdoor chef" or camera fan? Does he smoke a pipe, cigars, cigarettes? Is he a garden devotee? Does he like to read, and if so, what? What are his tastes and needs in the way of wearing apparel?

Armed with the answers to questions like these, you can set forth to shop with confidence in your ability to "fit the gift to the man" in a manner sure to be warmly rewarded by his appreciation, come Christmas morning.

"Give a man a gift he can wear" is always good advice, so you might first turn your thoughts to your man's wardrobe needs.

Sportswear Gifts

Sportswear, especially is rich in gifting possibilities because it includes such a wide variety of items that can add pleasure to a man's off-the-job hours.

Sweaters are perennial favorites at Christmas, and this year the big, bulky yarns, often cable stitched, are in the fashion spotlight.

In outercoats, the finger-tip length suburban coat is a top favorite for week-end wear and especially for automobile traveling. It appears in solid color fleeces and meltons, tweeds, plaids and fancy woolsens.

Few men have all the slacks they'd like to mix or match with their favorite sports coats. Hence, a pair of the new "Ivy" type of slim legs and back buckle in flannel, covert or sharkskin is a pretty safe bet for gifting the average man.

Sports shirts are another "natural." This year, you can choose from a wide array of stripes, plaids, checks and solids to suit any taste from the daring to the conservative. Collars are mostly "Ivy" button down and one-piece continental.

A really "super" gift on which the whole family might well get together is one of the handsome new sports coats in tweed, shetland, dogeal or herringbone.

For His "Loaf Life"

For your man's "loaf life" consider a luxurious dressing robe or several pairs of the new pajamas that double so handsomely as "loungers." The new shirt-jackets are another good idea for his hours of ease-at-home.

On the dress-up side, consider shirts (what man ever has too many?), neckties, socks, gloves, hats, shoes, mufflers, handkerchiefs, tie-bar, and cuff-link sets. Choose with an eye to his tastes, and you're pretty sure to ring the Christmas bell with your gift.

SAVE YOUR POINSETTIAS

If you keep your Christmas gift poinsettia well watered while it is blooming, then let the blooms and leaves fade, you can save the plant to bloom again for next Christmas. It should be put away in a cool dark place to rest until next Fall.



SKYSCRAPER BUILDERS can erect structures as "high" as the famous Empire State building with plastic blocks that teach principles of architecture and design.



BASIC TRAINING for future baby sitters is assured by baby dolls such as the above, accompanied by kits for their care.



SMILING APPROVAL greets gift of knockabout jacket; dark brown shell of nylon, lined with a soft fleece nylon fabric in brown and natural stripes.

Flowers Play New Important Role In Plans For Christmas

The weeks before Christmas are filled with a hectic whirl—of shopping, decorating and making plans for holiday parties. The smart woman knows that she can take care of her holiday decorations just before the season starts, and, if she plans them carefully, expect them to last for all of her parties.

Today, there are so many decorative materials on the market that will last for a long time, that with a little imagination, any home can be transformed for the holiday season.

You will, of course, want to fit your decorations to your color scheme. The home with a modern decor is suitable for decorations in ice blue, lavender, or hot pink. The more traditional home is better suited to the red and green colors always associated with Christmas.

Alyn Wayne, official stylist for the Florists' Telegraph Delivery Association, offers a few hints.

"Before you start to decorate, evaluate your home, and decide upon the areas which you want to decorate," says Wayne. "Perhaps a striking modern fireplace is the focal point of your living room. You'll want to dramatize it, with clever decorations. A lovely bay window, or picture window, can also be used for your starting point."

Florist Will Advise

"Then," this expert advises, "get acquainted with the materials available at your local florist shop. Your florist will be happy to give you advice on your Christmas decorating problems and he'll show you the different greens, colored spray snows, berries, foam novelties and other accessories.

"You'll find ready made decorations, such as door pieces and wreaths to help you in your decorating plan."

Of course, you still have your gift list to cope with. Flowers are a most welcome gift — in decorations, flowering plants such as poinsettias, or corsages.

And it's simple to give flowers for Christmas gifts. Just take your list of names, with the gift you choose and message for the card, to your local florist, who is a member of the Florists' Telegraph Delivery Association.

Your flower order will be on its way in a few minutes, and your thoughtful gift will be greatly appreciated. For those last-minute gifts, too, your FTD florist is the solution, for he can send flowers anywhere in the world, within a matter of hours, even the day before Christmas.

There's no problem of size or suitability with flowers. They are an excellent gift for persons of all ages. Poinsettias are especially fine this year, and last all through the holiday seasons. This popular plant, by the way, comes in coral and cream, as well as the familiar red.

Corsages are Versatile

Corsages can be formal and varied. For a formal occasion, a white gardenia or camellia is a good choice, backed by shiny green leaves. To wear on her coat, try an all-foliage corsage, of pine needles, pine cones, holly and red berries. Red roses and holly are a good choice, while red carnations are long-lasting favorites.

Just the thing to top off a man's casual outfits is one of the new Ivy League type caps, now so popular. Cut smaller, usually with a strap and buckle at back, these appear in handsome tweeds and herringbones as well as in blazer stripes and printed corduroys.



HOLIDAY CORSAGE features needed pine holly and miniature cones with red berries and ribbon.



PERSONALIZED TELEVISION portables for Christmas giving are now available in sizes only slightly larger than a table model radio. They come in many colors.

Electrical Housewares Also Present Gift Of Automation

Automation in major home appliances has its counterpart in the field of electrical housewares coming onto the market just in time for Christmas giving this year.

The great variety of small, convenient and decoratively designed cookery devices, for example, will be found encompassing units that boast heat controls, timers, and signal lights.

But cookery devices, such as electrical "dutch ovens," versatile waffle makers, fry-pans and broilers, are but part of the picture.

Remember, there also are travel irons and steam irons, which make wonderful gifts. There is the electric blanket and the electric sheets.

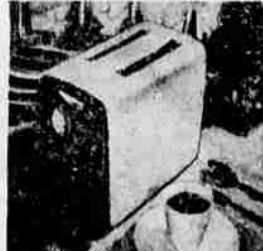
There are the pop-up toasters, now available in colors to match almost any decor. And there are coffee makers that look as handsome as fine silver.

Altogether there are more than thirty of these special, beautiful and useful servants from which to choose gifts especially for the hostess, which term, of course, includes mother.

The danger of giving electrical housewares gifts to someone who already has what you have chosen is minimized because, chances are, your gift will replace some old and long used device by one that's new, modern and up to the minute.



AUTOMATIC FRY PAN, handsome as a fine piece of silver, boasts dial for regulation of correct cooking temperature.



COLORFUL NEW POP-UP toasters now come in lemon yellow, frosting pink, mint aqua and sugar white porcelain on steel.



ELECTRIC DUTCH OVEN shown above is new this year. Just the gift to be accompanied by a Christmas plum pudding ready for steaming.

Little Fashion Extras Count Big As Christmas Presents

Fashion accessories are an especially gifted solution to the problem of what to give her for Christmas this year. No woman ever has too many of them, and they are now more glamorous, more elegant — and more welcome — than ever before!

All love costume jewelry, and the new designs fully capture the glow of Christmas with gleaming gold-colored metal and richly colored stones. Also sure to brighten her life — and her wardrobe — are such gifts as gay scarves, little wool and leather tie-on collars and handkerchiefs.

College and career girls love them for their wardrobe-stretching versatility, and all fashion-conscious women appreciate an "extra" touch of elegance for their costumes.

For someone "special" an extra-special gift choice sure to be a hit this year is a fur muff. They are enjoying a big revival and offer luxury without too great a strain on your budget.

If she's a romantic, she'll love a gift of one of the new "hat-tier" hats. They're lushly elegant with rich materials and trims of jewelry and feathers.

New gloves are on hand for gifts which happily combine the pretty and the practical in leathers that are fully washable. You can cater to her love of the un-



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