

Gifts Of Silver Live A Long Life Of Beauty And Utility

Why not be practical, asks the Jewelry Industry Council, in choosing your Christmas gifts? Practically need not mean your gift will lack sentiment or beauty, for if it is silver, either sterling or plate, holloware or flatware, it will combine the qualities of a thoughtful Christmas gift should have: a long life of usefulness, a very special beauty and an unmistakable commemorative value which gives it additional meaning.

Because silver is becoming more and more a favorite gift, it is no longer thought of as a present for brides only. There is lovely silver for homemakers, young girls, babies and even the men on your Christmas list.

Starting with a homemaker's needs, it is wise, if possible, to check her present supply of silver before choosing a gift. Personalizing flatware collection and, if so, a place setting or individual serving pieces in her pattern would be a welcome addition.

Inventory of her holloware may reveal she lacks some important pieces such as a silver vegetable dish, tray, salts and peppers, candlesticks or centerpiece bowl.

Shining assets to entertaining are silver cigarette urns, individual ash trays and silver butter plates. Magnificent both to use and to display is a silver coffee or tea service.

Hope chests are far from old-fashioned. Many young girls in their teens are collecting essentials for future housekeeping, among them silver flatware and holloware. A chest of plated flatware would indeed be a cherished contribution. Picture frames, dresser sets and dainty clocks are gifts of silver she can enjoy right away.

A child's first life-time possession is very often a silver baby cup. There are other gifts of silver for babies and young children: gifts that, with the years, become heirlooms for future generations to use and enjoy: baby spoons and forks, long-handled feeding spoons, small picture frames, porringers, bib holders and junior-sized place settings, among them.

For the man in the house, your jeweler has a wide variety of silver gifts for his home and office: cigarette boxes, table lighters, ash trays, etc.



GOOD TRAVELING COMPANIONS in polished leather for the man-on-the-go: Left, a suede-lined stud box with separate compartments; front, a useful, waterproof toiletry kit; back, an executive-styled zipper case for important papers.

Men Welcome Leather Gifts

There's something luxurious and unmistakably masculine about good leather that appeals strongly to most men. This makes well chosen gifts of leather especially appropriate for a man's Christmas.

Starting with a man's pocket, there is a wide array of smooth and richly textured leather wallets, pocket secretaries and key containers, many of which are available in matched sets; also tobacco pouches and leather-encased lighters.

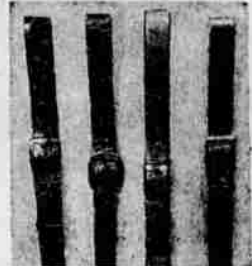
If he does any traveling, leather luggage offers a wealth of gift suggestions, ranging from an overnight bag to a capacious two-suitcase for longer jaunts. For his toiletries, there are compact leather kits, waterproof-lined, that zip and close.

For his desktop at home or office, there are individual items and matched sets in leather.

To carry his business papers there are sleek leather briefcases, either envelope type or with handles, as well as the popular new attache cases.



Sweatered elegance for after-five is typified by this beautifully decorated evening sweater of "Orlon". Underlining this satin-edged scoop-necked pullover sweater are graceful sprays of bugle beads and pearls.



BELT WARDROBE for your favorite male at Christmas. From top: dark brown alligator, natural sharkskin, boarded calfskin.

Shoes Join Slippers Among Choice Gifts

There will be footprints in the snow under many a Christmas tree as shoes and slippers bound to the top of the gift list. There are hundreds of styles for men and women that have the sure comfort of a leather sole as well as uppers to bring warmth to cold feet and keep feet cool in steam-heated rooms.

With American men spending more of their leisure time out of doors almost any one of them can use one more pair of casuals. Popular types are the moccasin toe in one and two eyelet versions, and the slippers in plain and moccasin toe treatments. The latter often have elasticized gored sides, and come in shag and grained as well as smooth leather.

Oriental Influence
Another style is the low-cut tuff-boot, which is a one-or-two-eyelet adaptation of the Jodhpur. The desert-type chukka with leather sole is a sign of the season and comes with such style points as knit fringes stitched to the lower part of the tongue and leath-type fasteners.

Others, showing the oriental influence, have a straight-across plain moc toe and side straps running through the counter at the back.

And for indoor wear you can choose among four types of slippers—of which every man should have at least two. These are pullman slippers for travel, a pair with thin flexible sole leather on the bottom, self-soled ones in buckskin or glove leather, and a pair of shearing lined ones.

Every woman loves to indulge in all-out elegance in her at-home or hostess costumes, and the styles in stiletto-heeled mules give free rein to her wildest wishes: Some are beautifully embellished in gold or silver. Others in glove-soft leather to match her hostess pajamas and are printed in multi-colored floral or abstract designs.

Harlequin Slipper
One new style carries out the Empire theme in a high-riding, swathed vamp above an open toe with gold insets at top and bottom. In another open-heeled model, the entire vamp is formed of diamond appliques of alternating gold and silver.

A harlequin slipper in gay colored leather is curled back at the four corners and each corner fastened down with bells.

For mornings and other occasions, however, she'll want lower heeled, more practical leather slippers. It's important to select ones that have leather soles and give good support to the feet. Be sure that the insoles are firmly attached so she can slip into them in her bare feet.

She may want one pair that are low-cut of light-weight glove leather for hot weather and a pair that are cut higher and are



THE PLEASURE IS MUTUAL when watch gifts are exchanged on Christmas morning by a loving twosome. Shown here, her watch is a truly feminine timepiece, encrusted with diamonds; his is a handsome masculine model with five diamond markers.

Watch Wins Favor As Gift

One Christmas gift that combines special thoughtfulness with down-to-earth practicality all in one package is a wrist watch. Group welcome the gift of a handsome, dependable time-piece, and there is a generous variety of models, in a wide price range to appeal to all needs and tastes.

For women who have a busy round-the-clock schedule as homemakers or who are active sports enthusiasts there are shock and water resistant models that are smaller and prettier than ever, many with convenient expansion bracelets of dainty, narrow links.

Dressier designs are as beautiful as fine jewelry, some with delicately tinted crystals, unusual dial shapes and sparkling stone-set cases. Decorative end-pieces, faceted crystals, black dials and contour bracelets are also styling leading highlights in new women's watches, to be seen in your jeweler's Christmas display.

Simplicity and neat masculine styling are characteristics of new watches for men. In business or everyday watches, cases are slim and dial markings are clean-cut, with a choice between round or rectangular cases.

ON THE CUFFS

Because French cuffs on men's shirts are increasing in popularity, cuff link variety is indeed a "must" in every man's jewelry wardrobe. Another pair is always welcome, whether it be karat gold, gold filled or set with genuine or synthetic stones. Many cuff links come with matching tie clasps.

Lingerie Gifts Are Pretty, Practical

Gifts that are as practical as they are glamorous, make a combination that never fails to appeal to feminine hearts.

A bouffant petticoat to wear under her favorite full-skirted fashions is sure to delight any teen-ager on your list, while the more mature woman will be flattered by your choice of a slim Empire slip, lavished with lace and embroidery. These look elegant and fragile, but may be had in nylon and other miracle fabrics that are a breeze to care for—an added factor all women will appreciate!

Warm and cozy sleepwear is always welcome, and this year there is an especially wide selection.

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TO GET GIFT PROBLEMS WELL IN HAND, Santa suggests glamorous gloves. Hand-or-machine washability of leather gloves adds to the joy of the gift.



THEY SAY MERRY CHRISTMAS THE YEAR 'ROUND, do these modern home appliances exemplified here by the convenient combination of a family size refrigerator in the upper half and a roomy food freezer in the lower half.

Closet Accessories In Order For Yule

Looking for Christmas gifts that are a little bit "different," practical, yet glamorous? Smart new closet accessories will fill the bill on all counts.

If you want to splurge on a gift for someone "special," you can get a matched ensemble of

wardrobe bags and boxes with coordinating trim for shelves. A lady of fashion will appreciate gifts to help keep her clothes padded and cover-protected hangers and gay hat boxes. Every man needs tie racks and pants hangers with extra wide blades.

The gift everyone welcomes...
CHRISTMAS SLIPPERS

LADIES SLIPPERS . . . the FOAMTREAD sole is so relaxing and refreshing; you actually feel new vigor the moment you put them on. The hardest floors feel like they've been covered with a soft, luxurious carpet.

CHILDRENS SLIPPERS . . . The noisiest little feet are hushed to complete silence by Wellco FOAMTREAD slippers. Yet they're sturdy enough to withstand the hardest wear. Soft soles can't scuff or mar floors. You can toss 'em in the washing machine to clean.

MENS or BOYS SLIPPERS . . . No need to put on a pair of sloppy, broken-down old shoes while putting around the house, workshop or garden. Wellco slippers are as rugged as they are comfortable. They are washable too!

CHILDRENS or LADIES SLIPPERS . . . So sturdy, they will be outgrown before they are worn out. So silent, the liveliest little devils become as noiseless as angels. So practical, they're washable as a hanky, you can always have them as clean as new in a matter of minutes.

WELLCO
"Foamtreads"
For "THE WALK THAT RELAXES"

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We Give S&H Green Stamps

and a very merry Pendleton to you!

To you lucky ones who receive a new Pendleton 49'er jacket for Christmas . . . look forward to this merry Irish plaid pattern in luxurious virgin wool. And to every girl who is about to nudge Santa along: a smart hint is Pendleton's famous Slim Jim skirt and a full-fashioned sweater in colors that coordinate with your jacket!

49'er in Irish plaids, \$19.95;
in many more merry gift patterns, from \$17.95. Slim Jim \$14.95; sweaters, from \$8.95.



Mabel Lewis
ROSEBURG