



Wrappings, ribbons, cards, carols...

punch, puddings, toys, joys, tinsel, trimmings, gilt, glitter, goodwill and *gifts*. It's Christmas! Sit down now, and vow that this year you'll have the fun without the *frazzle*. Blueprint your holidays so you can manage school vacations, family celebrations, extra outings, hospitality, card addressing, home decorating, gift shopping and *still* keep your household on an even keel.

Face the fact that your heart is bigger than your pocketbook and set up a sensible budget for buying. A plan in December saves regret in January. *Make a list* and remember the newsboy, mailman, grocer, the girl who does your hair, the boy who parks your car, the policeman who shepherds the children each morning, all the people whose lives touch yours each day, all year. Stretch your money by careful, early shopping and then add the gifts you *make*. Love, not money, is the real measure of any present. Your own preserves in glass bottles. Your own pound cake in a gala tin. Gifts you knit, initial, embroider, paint... all say you *care*.

Resolve to spend a whole day with the children's own shopping. To

have a Christmas luncheon downtown with your husband. To take a full morning for a facial, hair tint, new coif somewhere in the middle of the whole gift melee. Lighten your handbag, carry only essentials. Start early in the day, when your spirits are high and crowds comparatively sparse. Being sure of details and sizes saves innumerable steps. Duplicate gifts save precious time. Shop the ads for ideas. Stop for mid-morning coffee and recoup and relax. Use your McCurdy charge account to give you an accurate inventory of gifts, a complete resume of costs. When it's all over brisk-rub your feet with a terry towel. Everyone and everything at McCurdy's is planned to make your gift-picking exciting, idea-ful and *easy*. Never before has Christmas meant *more*--at McCurdy's!



© 1960 McCurdy & Co., Inc.

Motie
and
meat
O'Hara
a chur

Pack
At

Four
Academy
made for
packing
Thank
tributed
mainly

The e
Licenses
collectio
the bus

Dyed
Navy
Black
Navy

For F
To S
Orig
Fav