

# Give Them Something for the Home to Make Christmas Holiday Complete This Year

## Adds Touch Of Warmth To Holidays

Choose from Television Sets to End Tables To Please Everyone

The perfect recipe for making Christmas gift giving a most complete heart-warming experience this year, calls for giving something for the home. For here is where everyone near and dear spends their happiest hours of relaxation in good, comfortable living.

And what better way to express an affectionate Yuletide sentiment than by making a gift of something that will add comfort and beauty to their surroundings—and will continue "giving" on through the years.

During this mid-point in the fabulous 20th century, the opportunity to choose a gift for the home, whether for one or all the family to enjoy together, was never more opportune.

Of course, television sets can be had in plenty of time for Christmas Giving but there is no need worrying if getting one to suit the budget becomes a problem. There are so many other gifts for the home.

For instance, if Dad is the kind of guy who likes his slippers, a pipe and a good, solid chair to relax after a hard day at the office, then here's the cue for a deep, comfortable lounge chair. Choose it in an upholstery fabric that complements the living room decor and Mom will be as pleased with the gift as Dad.

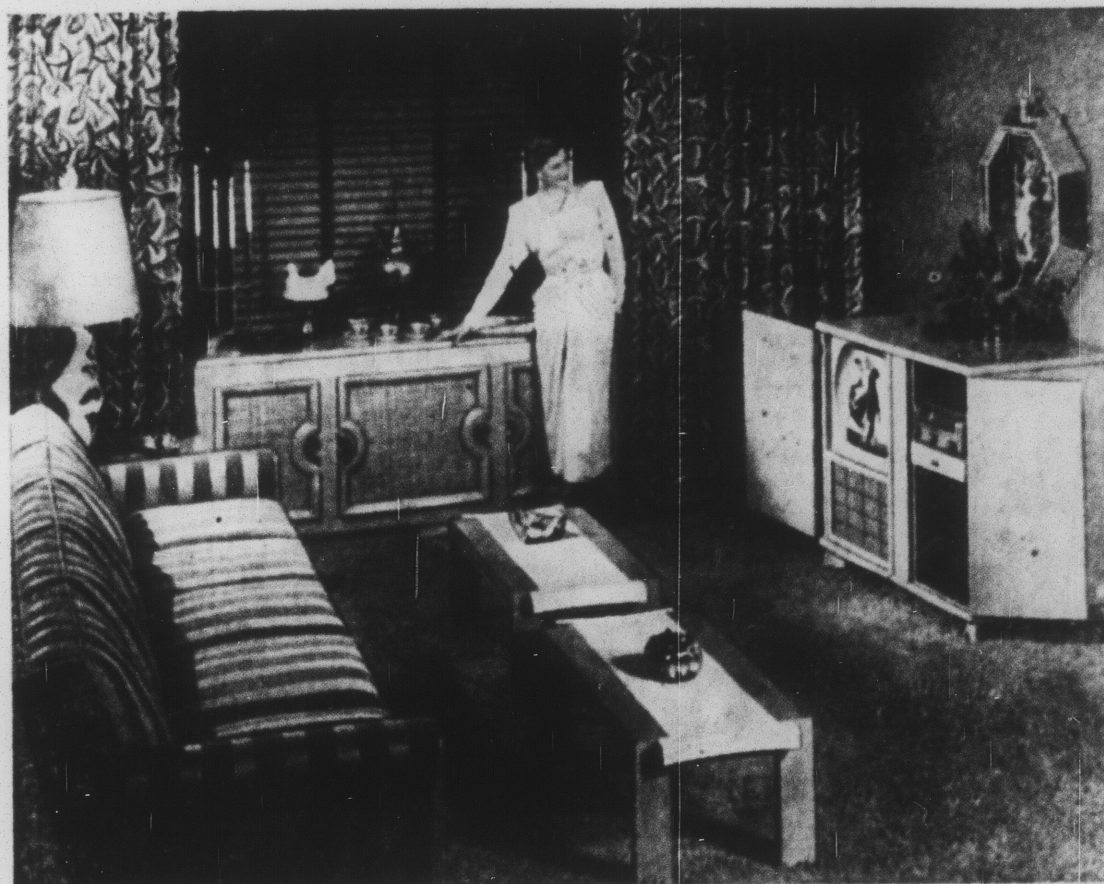
Tables for All Tables, under the Christmas Tree, are welcome gifts for most members of the family. A card table and chair set for Mother who loves her Canasta, would be exactly to her liking. A luxurious gold-tooled leather top table for the newly-weds just setting up house would pour sincere thanks upon the giver for many a year to come from the happy couple.

Even Dad can be tickled pink with a gift table if it's handsome sturdy chairside style that will bear his current book or daily newspaper, a large ash tray and a reading lamp close to his favorite chair.

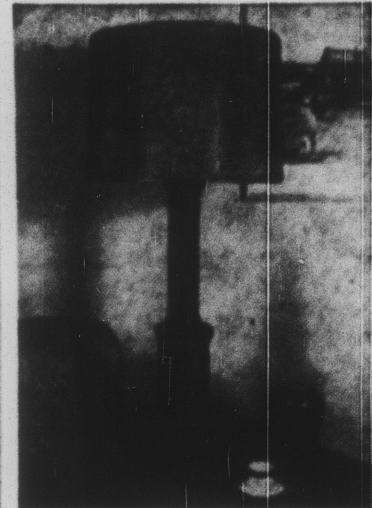
Brother and Sister, busy with homework, will be thrilled with the thoughtfulness of gift desks of their very own. As well as for doing homework, Sister will use



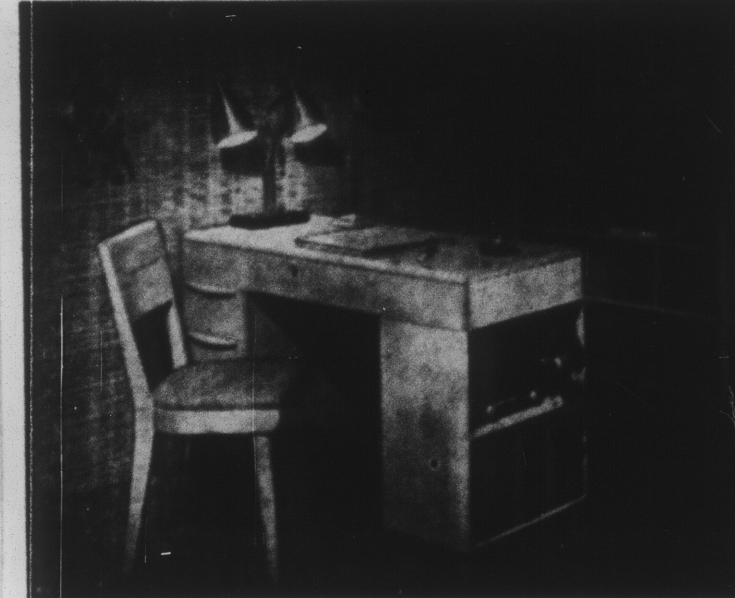
What Better Way to Express the Warmth of Holiday Sentiments Than With Gifts That Give Comfort, Warmth All Year Through



HARK TO THE LIVING ROOM and to its importance as a gathering place for the entire family and you know what a host of major furnishings as well as accessories make welcome gifts at Christmas. There are tables, lamps, candelabra, fine china, mirrors and pictures all awaiting selection—not to forget to mention the star gift of them all, combination television-radio-phonograph console. Pictured is an Admiral television combination.



WARMTH of CHRISTMAS remains a lasting glow when the gift is a lamp. This one, combination of gold engraving fired on black glass and mounted on black lacquered wooden base, promises to blend with modern as well as traditional interiors.



A FURNITURE GIFT IS A PERSONAL GIFT when the gift is a desk, selected to meet the needs and tastes of the member of the family for whom you're choosing it. Newest designs are smartly functional with bookcase sections and all-around finish to permit double-duty use as attractive room dividers. If they already have a desk, remember them with bookshelves or a desk set or lamp. The desk shown is by Heywood-Wakefield.

## GIFTS

She'll Appreciate



Here are beautiful gifts—wonderful gifts any lady would like to receive. Choose from brand new wine selections—here especially for proudfest Christmas giving.

- Robes
- Gloves Handbags
- Hosiery
- Lovely Lingerie
- Blouses
- Newest Dresses
- Skirts, Etc.

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MADMOISELLE SHOPPE

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the desk's built-in book shelves for her favorite books and Brother will use them to display his prized model airplanes.

Many of these desks are finished all around and so can serve to divide Brother or Sister's rooms into sleeping and study sections.

Light Up Christmas There's nothing like a lamp or a pair of them, to keep the cheery glow of Christmas in the house the year 'round, not to forget to mention the glow of warm appreciation in Mother's eyes.

If Mother has modern ideas, surprise her with one of the futuristic styles of ceramic or metal. If she's traditional-minded, she'll consider it a fine treat to receive a china, glass or brass design complete with pretty shade.

High in popularity in the home Christmas Gift list is the cedar chest. So streamlined and smart, this year, a gift of one will surely be the treasure spot in the bride-to-be's eyes. She'll use it as a traditional "hope chest" before the Great Day and after, she'll whisk it away to her own home or apartment where it will become an important functional and decorative piece in her living room for many years to come.

Gifts, smaller in size, but looming large in importance to the comfort of every home and the joy of package unwrapping on Christmas morning, supply an almost endless variety of choice.

There are deeply-cushioned hassocks to give the younger members of the family, so they too may have exclusive seating rights in the living room. And mother will appreciate a hassock for the seating of extra guests.

There's the handsome magazine rack Dad will want to have conveniently near his "evening relaxation chair." There are mirrors, pictures and bric-a-brac shelves for every room in the house, styled to blend with most every decor imaginable.

In short, the stores are filled with desirable gifts for the home, and all that is necessary to insure successful findings and a truly warm Merry Christmas is to be out and shop early while leisurely choosing is still possible and selections are at their peak.

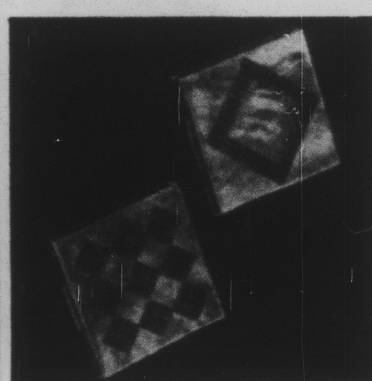
## Gift Suggestions That Say "Merry Christmas" . . .



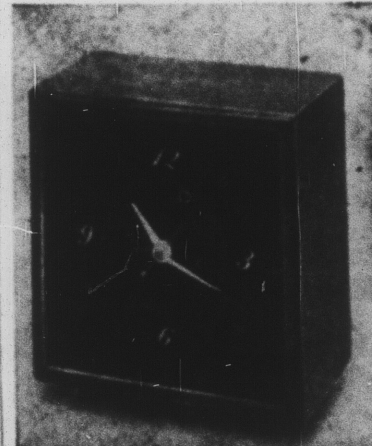
FASHIONABLE INDEED will dad be on Christmas morning if among his gifts is one of the new robes. This one is of light weight virgin wool in smart, popular Scotch Tartan pattern.



THE GIFT AT HAND is a handsome handbag, of course. The gift she wants because it's the gift she will always use. Give one of these beauties.



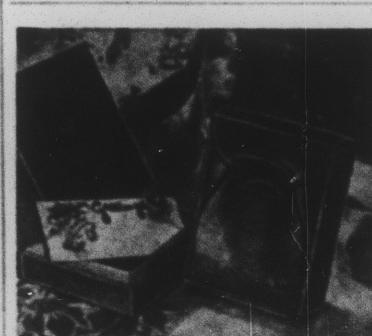
A COMPACT GIFT to give her Christmas glitter the year 'round. And compacts do sparkle plenty this year with rhinestones, multi-faceted rose and sapphire-like gems. The twinkling compacts shown are by Elgin-American.



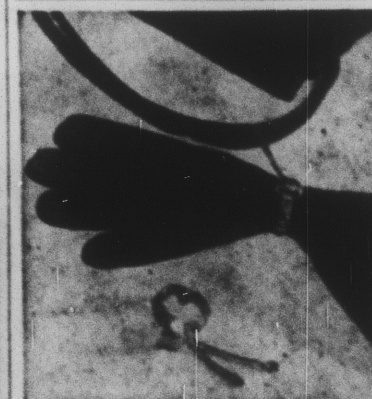
MAKE TIME AT CHRISTMAS with a gift of a clock. There are handsome models for home and office. The model above is a Chronopak.



CIGARETTE LIGHTER with a windshield to help make it an efficient outdoors as it is smart for indoors, is a gift the sportsman will appreciate. This one is a "Ronson Whirlwind."



CIGARETTE CASE FOR HIM is the kind of handsome, really masculine gift he appreciates so much. This one, as are many other styles, is especially easy on your heavy holiday budget. Designed by Buxton.



SOMETHING TO HANG onto and the best assurance against loss is this bejeweled circlet to hold her gloves and purse securely together.

SCARFS FOR HER She'll love you more every day of the year when she receives your gift group of scarfs. Select them in a variety of sizes and patterns, as well as colors, so they'll be sure to add just the right accent to her every ensemble.



LADIES! FIT THE GIFT TO HIS ACTIVITIES!

- Van Heusen Shirts
- Puritan Sweaters
- Adam Hats
- Middishade Suits
- Albert Richard Jackets
- Esquire Sox

Make a hit with every man on your list by selecting gifts to fit his activities. Is he an outdoors man? . . . give sweaters, sport shirts, jackets, wool socks, lined gloves! Is he a homebody . . . give robes, house coats, slippers, slacks, pajamas! Is he strictly business . . . give him shirts, ties, "kerchiefs", gloves, hats—or a suit or overcoat! We'll be pleased to serve you.

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