

Make Christmas Truly Glamorous With Gifts That Glitter

Fashion Is Your Guide To Giving This Christmas

Cue Your Choice To Her Personality For An Exciting Yule

BY ROBERTA WILLIAMS

Every woman, whether she's young in years or wonderfully young in spirit—whether she spends her hours homemaking or at a typewriter—loves an aura of exciting glamour and glitter 'round her Yuletide gifts. And this year, gifts are more exactly what she wants than ever before.

They're luxurious, ready to scintillate with the stamp of her own personality and designed to flatter her every mood.

For instance, if a lady spends her hours at home there are dramatically simple, yet elegant accented ensembles to make her role as hostess of the television or canasta party one of unforgettable loveliness.

To go with her at-home costumes and peep out from beneath her very best negligees, there are gay, but oh so comfortable slippers.

For shopping sprees and warm comfort too, a storm coat is sure to be a fashion-pride with its handsome tailoring and snug mouton or alpaca collar.

And to accessorize it and other coats exactly right, there are a wealth of striking shoulder-strap handbags in bright plaids and fine leathers as well as smaller size bags personalized with her own initials.

For the gal who makes a career her 9 to 5 activity, there are gifts that are glamorous and smart as they are useful. Gaily patterned little scarves in a variety of sizes will lend striking accent to her every costume.

A golden circlet to keep her gloves from straying from her bag will appeal to her appreciation of the novel. Envelope her in the soft, warm folds of a new fur coat, cape or scarf and wear a never-fading halo of mistletoe. (Remember, too, that precious gift fur is just as prized be it muskrat or mouton instead of mink or sable.)



Show Her How Much You Love Her, this Yule, Chosen from with Gifts The Many Personal, Intimate Things that Will Flatter Her Femininity



THE TELEVISION GOWN STARS at Christmas and at every television party at which she serves as gracious hostess. The white quilted rayon jersey gown with gold belt and braid trim, above, is by Raymond.



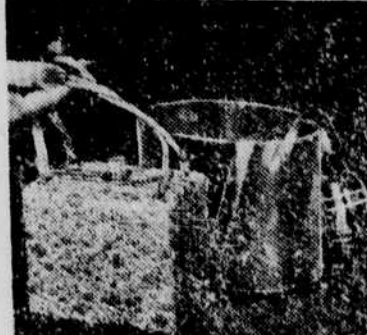
GOOD THING IN A SMALL PACKAGE, especially when it's a Christmas gift of precious perfume to make her feel more glamorous and tell her you think of her as a thoroughly feminine person.



THE GIFT AT HER FEET makes for glamorous comfort around the house through the year when the gift is a pair of slippers in her favorite luxury style, fabric and color. Oomphie slippers above.



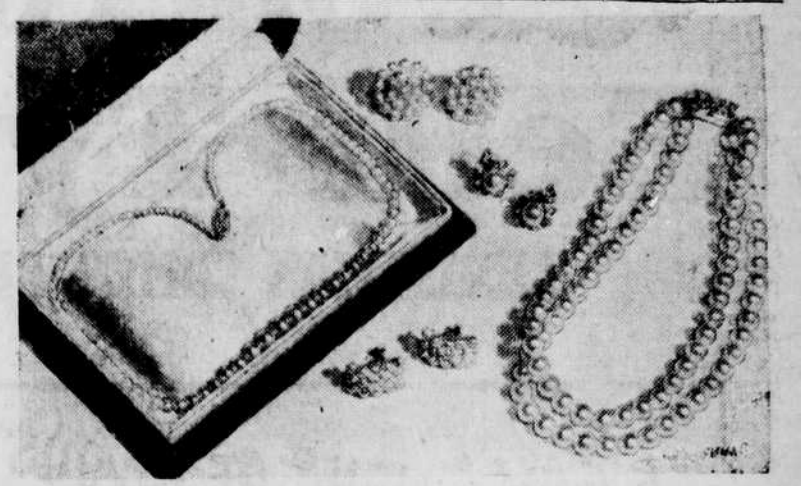
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HANDBAG AT HAND to give her a glamorous thrill on Christmas Day and carry with her every evening of holiday fun. Graefline's brocade miniature box bag.



PRE-FURRED GIFTS and a most precious gift always for any woman. The fur coat—or any other fur fashion—of her dreams on Christmas morn a wonderful reality for the years to come. The three-quarter coat of silvery muskrat designed by Carolyn.



GIVE PEARLS TO THAT PEARL OF A GIRL and see how her eyes shine with appreciative delight. Treat her to a lustrous necklace, a choker or pretty earrings, or give her an entire set, and sure enough, that gift of pearls will be one of her favorites 'neath the tree.



WISHING FOR A WALLET to hold everything—then here's one that holds all of her paraphernalia and even has room for pictures of "Him." It's a Harriet Hubbard Ayer wallet.



SOMETHING TO HANG ON TO and the prettiest form of insurance against loss is a gift of a gleaming, bejeweled circlet that holds her gloves and purse securely together. By Gluegard.

For Date Makers

Gift buying for a busy young date-maker? What better than to surprise her with one of the many joyous, memory-making gifts.

A compact encrusted with sparkling jewels will put gay glitter at her finger-tips. Costume jewelry to bring sparkle and joy to her every day. Choose it beguiling and lovely, be it a rhinestone encrusted necklace or lustrous pearl earrings.

Fine luggage, feminine as can be in a bright color or pattern will prove pridelike accompaniment traveling to busy dance-at-a-distance week-ends or on romance-laden journeys. The finest pieces of precious furs—a set of ermine

tails, a diminutive mink ascot—will add luxurious appeal to every costume.

And what lady who rates top-place honors on a Christmas gift list wouldn't adore an aura created to be hers and hers alone with perfumes and colognes and sweet-scented bath salts, all selected with a vision of her personality, her own way, then surely exciting and right.

And surely she'll adore to have her beauty pampered with little "aids." Lipsticks and powders, nail polish and accessories, compact in a kit or individually tempting and gala in wrappings, bright as the Christmas Tree itself, and so charmingly packaged they're sure

to win "first opened" privileges.

She'll love too, to be wrapped in glamour in a filmy negligee, mid-night black or angelic white, that promises to fill each evening with romance, each morning she wears it, with bright sunshine.

Make It Glamorous

Assure her sweet dreams the year around with nighties and pajamas carefully culled to bring the stars right out of the heavens and into her eyes. Or treat her with a good looking billfold that holds her spending money secretly safe and still leaves ample room for a picture of "that wonderful guy," a pair of gloves, pert and short or

handsomely long or hose with glittering sequin or exquisitely embroidered clocks.

Just choose her glamour gift (Continued on page eight)

Gifts FOR A MERRIER CHRISTMAS

This year we are featuring the largest stock of Christmas gift items in our history. We invite you to come in now and bring your gift list. You'll find appropriate and attractive gifts for all the women and children on your list regardless of age.

- Hose
- Blouses
- Gowns
- Scarves
- Coats
- Handbags
- Sweaters
- Pajamas
- Panties
- Dresses
- Gloves
- Skirts
- Slips
- Robes
- Suits

Hundreds Of Other Items.

COSTUME JEWELRY

By Coro

We are displaying a wide selection of smart costume jewelry. Ideal gifts for so little money.

ALL NEW COATS, SUITS AND DRESSES - - - - - 10% OFF

One Special Rack Of DRESSES Values to \$12.95

\$4.88

One Special Rack Of DRESSES Values to \$24.95

\$7.88

Gown OF YOUR Dreams



Lace cocktail through dancing street-length dress. Wide V-neckline; narrow velvet belt. Full skirt.

Fir Gifts

Choose Robes, Gowns, Slips, Bags, Scarves, Sweaters, Blouses, Gloves, Perfumes, Costume Jewelry and Hundreds of other items from Our Holiday Collection.



GLAMOUR AT HER FINGERTIPS makes for a truly perfect Christmas! Suggested: gloves to match her every mood and every-occasion need. Gauntlets, and one-button shorties, above, by Kislay.



IN THE YULE "SPOT" LIGHT and her Christmas dream come true! A leopard print "Television Gown" for lovely hosting through the year. By Robert Rosenfeld.

House of Fashion

Ann's Specialty Shop