

Electrical Appliances Make Life Happier For Mother And All

Blank Check Book As Christmas Gift

Ever consider giving a blank check book to some one close to you, as a Christmas Gift? It's far from a giddy idea. As a matter of fact, it can well prove to be the most appreciated gift giving action of your entire Yuletide.

Consider for a moment, a son or daughter just out of school on his or her first job. Chances are neither has thought much about how to manage their own finances, yet they now have a regular income of their own.

So what better than to initiate them into the thrifty ranks of checking account owners, but arranging with the bank to have the necessary cards for signature and a brand new blank check book, put into a neat little box with your card saying that you've made a first deposit for them.

The deposit can be as much or as little as you want to make it. Checking accounts can be started for people for as little as \$1 in these efficient days of good banking. But better to be generous of course.

And why not think about this as a special gift for mother also, this Christmas.

FOR BUSY EXECUTIVE

For that busy executive Christmas-give him a convenient leather pocket memo book with perforated pages. Will help him keep track of his doings and dates; tear out memos as they become obsolete. Available in many sizes, styles and prices.

Sure to get a welcome, welcome is a record album of their favorite symphony, dance band or play.



FOR RAINY DAY CHEER! Gay patterns and sunny colors make a gift umbrella the gift of perfection for the gal who's perfection in your life. Select her umbrella in the style most complementary to her own ideas on fashion. The umbrella above comes folded small within its own matching case and can be opened quickly to ward off sudden showers. By Marvel.



GIFT GIVES TWICE! — And will prove a true conversation-piece Yuletide token, for with the top on it makes coffee, without the top, it doubles as a coffee server or teapot. Tricolorator, shown above.



A PING PONG SET may be chosen for one member of the family but you can be sure everyone will enjoy it. Paddles, balls, net and brackets for fitting to the table available in handsomely gift boxed fashion.

SCARFS FOR HER

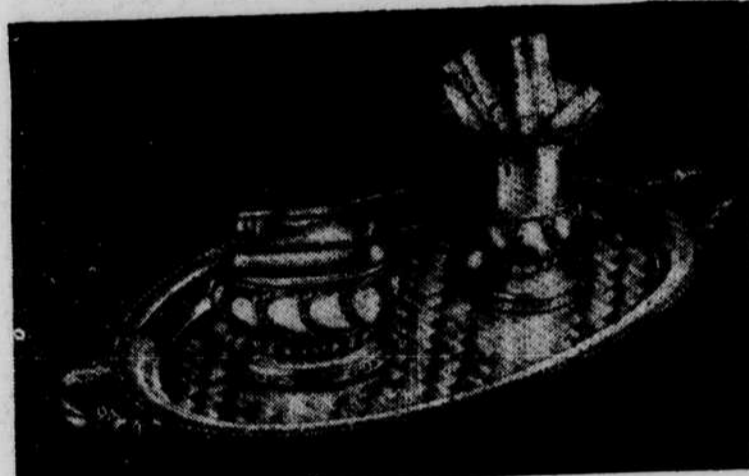
She'll love you more every day of the year when she receives your gift group of scarfs. Select them in a variety of sizes and patterns as well as colors, so you'll be sure to add just the right accent to her every ensemble.

FOR COLLEGIANS

Perfect gift for a member of the campus-far-from-home crowd, is a tiny reading light that attaches directly to any book. Plugs into wall outlet and provides plenty of light for reading, yet will not disturb slumbering room mates.



IT'S GIFT WRAPPING TIME AT CHRISTMAS and there's a jolly, heart-warming experience in store for all. For gifts wrapped with a thoughtful feeling for his (or her) personality and tastes brings the recipient close to your heart and makes wrapping as joyous an occasion and truly, almost as much fun as the giving. Above, "White Candles" wrapping paper from Norcross's Holiday Ensemble.



FOR THE HOSTESS or the host, a cigarette lighter, urn and tray to grace the cocktail table, or his office desk, in a set that makes a beautiful and useful gift. This set is a Ronson Crown.

FOR THE HANDS

Warm her heart and her hands with a fur muff, selected in the fur of her coat or the fur she loves best, to go with her "Sunday Best" cloth coat fashion.

Chart To Help Make Purchases

Know the month of birth of the one for whom you are planning a gift of jewelry and the giving can be made more personal. Use this table as your guide to the proper birthstone if the gift is to have a precious or semi-precious stone:

- Jan., Garnet
- Feb., Amethyst
- Mar., Bloodstone or Aquamarine
- Apr. Diamond
- May, Emerald
- June Pearl or Moonstone
- July, Ruby
- Aug., Sardonyx or Peridot
- Sept., Sapphire
- Oct. Opal or Tourmaline
- Nov., Topaz
- Dec., Turquoise or Lapis Lazuli

This table of birthstones has been compiled and authenticated by the Jewelry Industry Council after long research.

FOR HER COLLECTION

Start her off on the road to a valued collection, this Christmas, with two or three unusual gift plates, an antique pitcher or several pieces of early American milk glass.



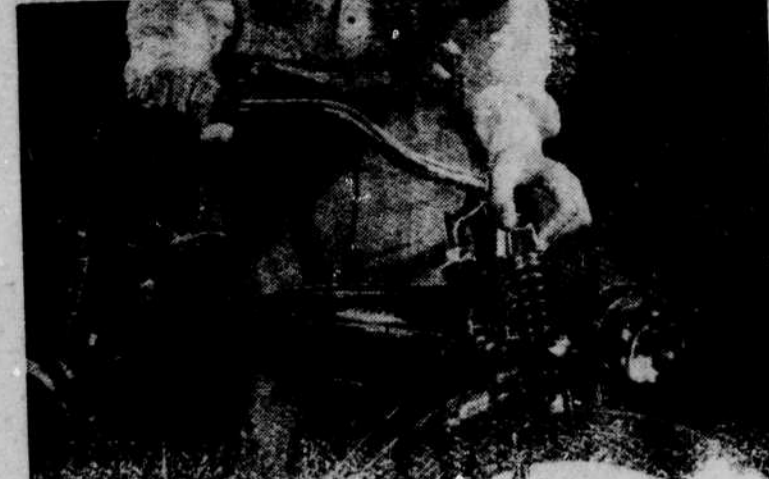
COLORFUL CHEER FOR MOM on Christmas morn takes gala form as a graduated set of gaily hued mixing bowls. These are of Pyrex.



IMAGINE HIS JOY when he spies this handsome football, a real reproduction of those used on college teams. In genuine grained pigskin it's sized for small hands.



INFLATED PLASTIC horses may never gallop around the Christmas tree, but they give Junior the fun of playing cowboy and can be deflated for storing in a small area.



WHAT A HAPPY CHRISTMAS THIS WILL BE for the boys and girls, too, who will find a snappy, new 1951 Bike under the tree, fully equipped. Bikes now can be chosen to correct fit and size of the lucky youngster who is to get one and most of them "grow" with the children.

Santa Claus Says



"They'll Unwrap This Gift More Than 100 Times During the Year . . . Yet You Won't Have To Wrap It Once!"

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You can do a lot of holiday (and every day) cooking with this wonderful new Frigidaire Electric Range—and still have loads of time for festivities. Come in—ask to see a demonstration of faster, carefree automatic cooking on America's most beautiful electric range—Frigidaire!

P-ss-s-t-! Drop a hint now. Ask your Santa for this Frigidaire Electric Range.



NEW Radiantube 5-Speed Units cook faster than ever! Designed to put more heat into utensils all over—at all 5 cooking speeds. Cook more evenly, faster, with less current.

Model Shown is RM-65 (single-oven type with big warmer drawer) \$329.75 DOWN .balance on easy terms

- Look at these NEW features!
- NEW built-in fluorescent lamp
 - NEW higher back panel
 - NEW 6-60 Automatic Time Signal
 - NEW Nylon-roller storage drawers
 - NEW easy-to-read, easy-to-reach switch knobs
 - NEW modern styling

8 models of new Frigidaire Electric Ranges starting at \$162.75

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