

Give Something For the Home To Make Christmas Complete

Adds Touch Of Warmth To The Holiday Season



What Better Way To Express The Warmth of Your Holiday Sentiments Than With Gifts That Give Beauty, Comfort, the Whole Year Around



Choose From Varied Line Offered By Many Well-Stocked Stores Here

The perfect recipe for making Christmas Gift Giving a most complete and 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.

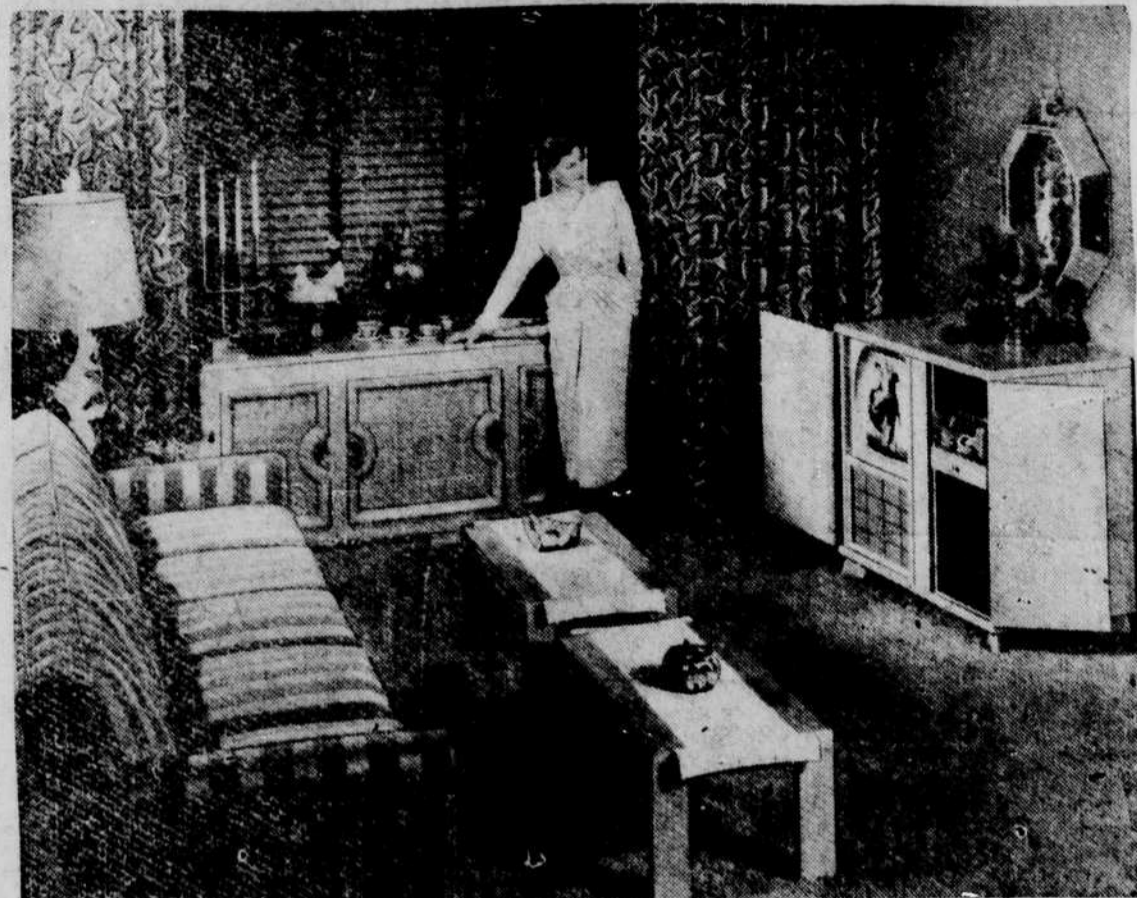
During this mid-point in the fabulous Century, the opportunity to choose a gift for the home, whether for one or all the family to enjoy together, was never more opportune.

Think, for example, and just for a moment, of the modern miracle of television. Here's something that can bring a whole new era of entertainment and education into the living room.

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 in 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 pleased with the gift as Dad.

Tables For All
Tables, under the Christmas



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

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.



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.

Even Dad can be tickled pink with a gift table if it's a handsome sturdy chairside style that will bear his current book or daily newspaper, a giant ashtray 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 the desk's built-in bookshelves 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 on 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.

Hassocks to Mirrors
There are deeply-cushioned. There are deeply-cushioned hassocks to give the younger members of the family so they too may have exclusive seating rights in



TELEVIEWERS' TREAT! Assure him (or her) Christmas joy always with a comfortable chair that rotates to provide perfect viewing from any point in the room. Harvey Propper design.

the living room. And Mother will appreciate a hassock for seating 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 get out and shop early while leisurely choosing is still possible and selections are at their peak.

FOR THE HOSTESS

There's a Merrier Christmas awaiting the hostess who makes entertaining a year 'round habit with gift guest-accessories such as a box of delicately scented pastel colored soap, pretty paper guest towels or coasters, napkins and match covers imprinted with the host and hostess' name.

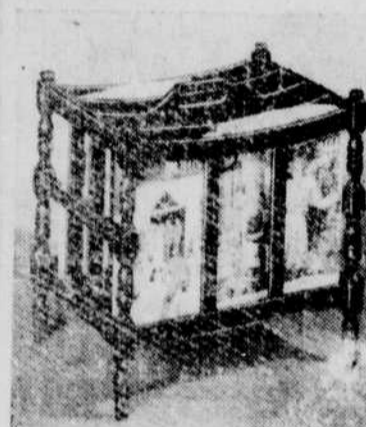
The early shopper will get the best choice of gifts this year.



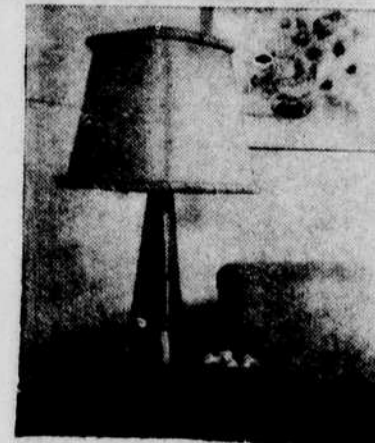
DOUBLE TALK ON THE CEDAR CHEST. A gift delight for the bride-to-be, because she'll want to use it for storage of her precious linens. A gift delight for every home, because today's cedar chest is more than a handy storage center. Newer designs are decorative also. The chest shown is a console type with a lift top lid and two separate cedar lined drawers. By Cavalier.



USEFUL AND DECORATIVE for many a year to come, is the gift of a card table and chair set that blends best with their decor and serves equally well for informal dining or party serving as it does for Canasta playing.



JUST WHAT THEY NEED TO rack up a Merry Christmas! And a useful accessory in every home is the magazine rack.



SHINING LIGHT as a gift selection is the lamp, always in good taste. Shown, is one of the many distinctive styles now available, this one, a spatter dash shaft on a highly mounted wooden base touched with gold.



NEVER AN END to the need for small tables. That's why another is always welcome, or better yet a nest of them as shown above.

Plan Now To Enter THE BOOSTERS'

Home Lighting Contest

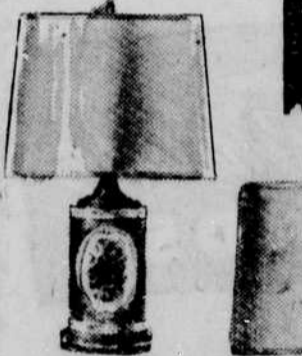
This Christmas Watch for Details in This Paper

Prizes Will Be Announced Later

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MODERN FLOOR LAMPS give plenty of light and complement the modern room. A wide choice

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- TABLE LAMPS - - - - - \$3.39 to \$24.50
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- END TABLES - - - - - \$2.69 to \$33.50

- CARD TABLES AND CHAIRS
- Platform Rockers
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A Wide Selection Of Colors and Sizes

In fact no present could be more appropriate than "Something for the Home," or more lasting. Our present selection is very complete, therefore we suggest you have us tag an article for you for Christmas delivery.

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