

The Time Is Here, The Places Are Near, So Start Your Christmas Shopping



Christmas with royal rament including crowns, sword and scabbard, cloaks, scepters and other "ruling" accessories. All it takes is a willing Santa.

White Christmas Dreams Are Taking Colorful Turn

For everyone who dreams of a colorful Christmas, Santa and his helpers have a plentiful selection of linens for bedroom, kitchen, dining room and bath. Colorful, bright sheets, towels, bedspreads and tablecloths vie with the traditional white Christmas gifts and add to the decor of the home as well as increasing the linen supply.

Comforters and blankets are giftworthy in solid colors or gala patterns — stripes and dainty florals show up importantly in this season's choice of bedcoverings.

For gifts that bring easy care as well as luxury and good looks, there are many selections among the miracle-fiber fabrics. New this year are fitted sheets in striped nylon tricot, in a rainbow of colors — blue, pink, green or yellow against white. Top sheets come in coordinated solid colors.

Shoppers will find more blankets to choose from among them a greater variety and divers ty of colors in washable blankets of Orlon acrylic fiber.

Embroidered or printed Irish linens add glamour to kitchen, bedroom or bath, in the form of

Reflect Fashion Trends

Dolls reflect the current trends in fashions. For many there are complete wardrobes in wide variety.

And finally, since most families have more than one child, today's dolls have acquired relatives, and, of course, twins are available too.

Another interesting fact about today's doll world is that with the family spirit so strong in our mid-century mode of life, boys too are showing more interest in them.

pillow cases, mat sets, kitchen towels and tablecloths.

Down-filled comforters make another glamour gift, and the colorful theme prevails here, too, with the coverings in emery shade from deep tones to pastels.

SWarm woolen blankets present an array of decorator colors and often have the added advantage of moth-proofing. And for very important presents, there are electric blankets in twin or full size, with single or dual controls.

Curtains get into the gift act, too. In this category are gaily patterned plastic shower curtains, crish cafe curtains for the kitchen or matching daperies and bedspreads. The latte make a fine o ft for a teen-age girl, and the d r a p e r i e s and bedspread might be plaid, and important home fashion.

With the strong revival of interest in lace, the gift choice could be lace curtains for the living room, in a modern or traditional design. Then there are elegant lace tablecloths.

Practicality combines with an heirloom look in synthetic-fiber laces. One suggestion is an Italian-type lace tablecloth of Dacron polyester fiber, designed with nd tricate, patterns that combine shadow lace and cutwork effects.

"Bridge sets" of luncheon tablecloths and napkins in cottons and rayons are available in many novel patterns, including one that features reproductions of the king, queen and jack. Well-received, too, are gifts of pillows, whether made of foam rubber or filled with down, feathers or Dacron fibre-fill. When the choice is Dacron, the shopper will be aided by new labels which requirements of the stuffing material.

Want to make this a merry, memorable, momentous Christmas? Plan for it! Plan your shopping, plan your spending, plan what you'll buy for everyone on your gift list, for the pleasure that comes out of Santa's pack depends to a great extent on the planning that goes into it.

First item of planning, of course, is this: Plan to shop early. There are a lot of practical reasons why.

Shop early, and you'll have more time to shop, plus more time for wrapping and mailing gifts and joining in Yuletide festivities. You can avoid the crowds, budget your spending and take advantage of lay-away and installment buying plans.

But the best reason of all for early shopping is — it's fun! Nothing equals the pure joy of planning a wonderful Christmas for friends and loved ones, and the earlier you start to plan and shop, the more fun you have.

Best place and time to begin your planning and shopping is

right here and now. Browse through this special Christmas section, and be sure to keep paper and a pen or pencil handy. You'll get a lot of ideas for gifts, and you'll want to jot them down.

While you're planning, keep in mind that Christmas is people. Think about the people on your gift list in terms of their special interests, and you'll find it twice as easy to select just the right gift for everyone.

Keep this in mind, too! Plans are often made to be changed. When you get to the stores to

select your gifts, you may find that you'll want to replace the "shirt for Dad" and "pajamas for Cousin Jane" on your list with a handsome jacket for Dad and a glamorous robe for Jane.

In this case, your advance plans will have steered you in the right direction, and whatever happens, your plans make sure that you'll never be at a loss for a good gift idea.

ment buying, charge account or other credit programs, planning helps you overcome that immediate cash shortage and be just as generous as you wish to be.

More important than the amount you spend is the appropriateness of the gift. So don't let the presents you give be costly mistakes.

Plan right, and you'll give pleasure. What's more, you'll probably find that the cost of a really-appreciated gift is less than that of an inappropriate, never-used present.

After you've had the fun of planning what to give, the next step is the most enjoyable of all. Plan to start your shopping tomorrow. The stores are ready — and so are you — to make this a well-planned and wonderful Christmas.

Start your shopping tomorrow!

REMEMBER CANDLES
With a present of candleholders, the thoughtful giver will include gala holiday candles. Then the gift can shine on a Christmas, from table or mantel.

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