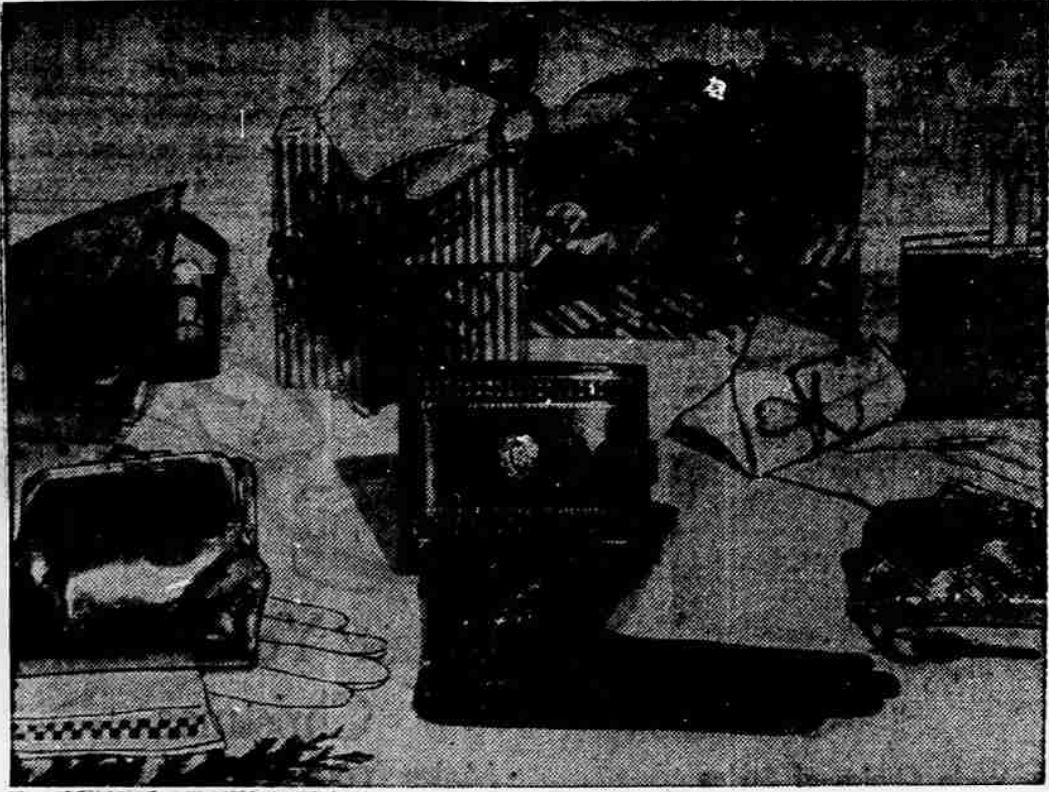




LEATHER ACCESSORIES — Glamour gifts for Christmas... personal leather accessories for gala occasions include: (back left) a billfold with its own lipstick and compact in Florentine-embossed leather. Front left: an elegant gold kidskin French purse to match the gold-trimmed doeskin gloves. Center: rhinestone and silver treatment on a glossy black leather billfold, next: French purse and gold leather case.

Scale Models Ideal Gifts For Hobbyists of All Ages

All the thrill and excitement of the air age will be wrapped into a gift of a "Build-It-Yourself" plane model kit for your hobby enthusiast.

You'll find hobby kits for every one, from the beginner to the seasoned collector of scale models.

For the beginner and the very young, choose easy-to-assemble kits with prefabricated parts and simple, clear directions. Make sure that the construction time will be short, so the plane will be ready for flight while interest is still high.

For the little folks, a good choice would be a glider or helicopter that can be assembled in a matter of minutes.

Enthusiasm will fly high if the airplane does too. And the power of flight can come from a rubber band, a gas engine, an electric motor, or a CO-2 capsule. (That's the gas that puts the fizz in soda water.)

Your junior pilot will be thrilled with a "U-control" model, complete with its own real gas engine, and you'll be thoughtful to select a plane constructed of high-impact plastic to withstand hundreds of happy landings.

For your collector, select a kit of a scale model, complete

to the last exquisite detail.

Young shipbuilders will find hours of pleasure in fashioning accurate miniatures of speedboats or models of famous ships, embodying in hull and sail the vast adventures of history and the sea.

You'll find hobby kits for the auto enthusiast and the model railroader, too, to suit every age and every pocketbook.



BLOUSE GIFT — Newsy and amusing new blouse is styled of pure silk in authentic racing colors and jockey styling including the drawstring at the waist.

Exciting Gifts Made Available For Younger Set

Christmas is for children — and the real fun part of Christmas is making it a joy-filled time for the kids.

Aside from the wondrous toy collections that enchant the hearts of the beholders, there are oh-so-many exciting gifts for the young set.

From the tiniest of tots, to the most grown-up of teens, the young misses on your gift list will thrill to "wearables."

For your littlest angels, boy or girl — there are crawlers with harmonizing tee-shirts; shirt or dress with matching pants; dainty sweaters; mite-sized robes, pajamas, gowns, slips and sleepers — there are dainty dresses for the girls, "big-boy look," little-boy suits, overalls, coveralls and assorted slippers for all sizes and ages.

The young miss about to enter kindergarten will love a bunny-fur muff or hat or both — fancy panties — her own umbrella — a "like-a-mommy's" apron — sweaters, skirts, jumpers, and, and, and —

For the sub-teen — give her a dream of a party dress, gay collars, handsome belts, tricky jewelry, junior editions of grown-up styled handbags, a rich-looking, colorful sweater or a set of toiletries all her own!

When it comes to teens — here gift-giving becomes more difficult only because there are so many gifts from which to choose!

Gifts for teens from top to toe: pretty slippers for her feet — or gay moccasins, so neat; a trimmed sweater to wear — a gay little cap for a-top her hair; a full-circle skirt for her party-whirl; gadget-jewelry for your favorite girl!

Gift Certificates Help Solve Shopping

So! — you've puzzled and puzzled, and there are still several folks on your gift list that you just don't seem to know what to give.

Or, some folks seem to have everything — and that makes it difficult too.

This problem can be settled most easily — with a gift certificate.

Thus there are not sizes to worry about — or whether it's the proper color — or, will it be a duplicate gift?

Most stores issue gift certificates in any amount you want — and some firms issue gift certificates for a specific item they may have in stock.

The best feature of giving a gift certificate is that it gives the recipient the privilege of exercising his or her particular taste in color and fashion.

Children's Christmas Made Up of Gifts Of 'Like Real' Toys

Generally, through a child's eyes, Christmas means T-O-Y-S! And, nothing seems to excite the first, heart-felt "oh-and-ah" on Christmas morning than when a particular wanted toy is unwrapped!

FOR THE GIRLS — dolls, doll beds, doll strollers, doll clothes and doll houses! These are the favorite with most young "mothers".

Then — come junior editions of all the things they see in their everyday lives — from completely accessorized vanity tables to model kitchens complete with utensils!

Here too are pint-sized electric ranges; irons that iron, sweepers that really clean and sewing machines, either manual or electric, that help a young miss sew a fine seam.

Pastry-making sets, dinnerware sets, kitchen tool sets and many other housekeeping toys make "real" mother's helpers.

To stimulate a girl's creative talents there are sewing sets, shell and pearl craft, leather-tooling kits — painting sets and weaving kits.

FOR THE BOYS — helpful hobbies to keep young hands busy go from chemistry, carpenter and model assembly kits, to metal tapping, woodburning, telegraph sets and of course, various construction sets in either wood or metal.

Boys too, seem to like miniature working models of machinery and equipment — and for these, you'll find steam shovels, tractors, tanks, auto — repair units, fire trucks and many, many scaled-to-size machines for young operators.

Train enthusiasts can have their hobbies furthered with more track lengths, newer train models, signals, stations, semaphores, towers, tunnels and assorted accessories.

From circuses complete to the last clown — to rodeo outfits complete with all participants — there are multiple unit sets of super-markets, gas stations, castles, forts, farms, toy soldiers — and so on to create a make-believe stage for junior generals, space men, cowboys and others.

Instruments that can really be played tunelessly; games that excite clear thinking such as scrabble, monopoly, checkers, and other games of knowledge, chance, fun and imagination —

Closet Accessories Smart Gift Idea

The good housekeepers on your gift list will assuredly welcome useful, little gifts for the home.

Gifts such as these too, are the ideal items for your holiday hostesses, your neighbors and hard-to-shop for friends.

Storage space, and accessories for storage are universal problems, and women always enjoy receiving gifts to help stretch her storage areas.

She'll love a gift of closet accessories to make her closets twice as useful — and doubly pretty. Sets of garment and shoe bags, closet liners, new padded hangers — these can all be purchased separately or in matching sets.

Multi-Hanger Units — Closet shops feature also multi-hanger units for blouses, skirts, handbags, belts and other apparel.

Zippered cases to store blankets and quilts — colored plastic bags for her sweaters — quilted satin envelopes for hosiery, lingerie, handkerchiefs, and other addenda — are good gift items for the fastidious.

Closet-sized chest of drawers for personal items — shoe racks of assorted shapes and sizes — are also dandy gift items.

Notion departments feature gaily colored, quilted boxes for handkerchief, jewelry, lingerie, and hosiery.

And, into these accessories, tuck her favorite fragrance in sachet form — and she'll love you forever!

appeal to young fry.

Sets that encourage young artistic talent with paints and brushes; activity books, as well as popular children's classics and all the wondrous flow of children's literature of today — these too are the toy gifts that occupy young minds for stay-at-home times, rainy days or relaxed-play hours.

Gifts for Home Promise Pleasure For Every Member

Promising pleasure for every member of the family — is the gift you give for the home!

From the wide selection of furnishings for every possible decor — from Early American to forward-looking, Contemporary American — there are many, many gifts that bespeak much pleasure at Christmastime and for a long time to come.

Chairs — from "spine-easing" contour chairs — to daintiest of milady's boudoir chairs — there are formal and informal chair stylings surely pleasing to the recipient.

Tables too, are gifts for one eventually pleasing many! Lamp tables, smoker's tables, utility tables, such as for sewing — cocktail tables, step tables, planter tables — are but a few of the styles that offer both pleasure and beauty to any home in which they enter.

For the home where much entertaining is done — select stacking tables for TV serving — card tables and card table sets for the card enthusiasts — or an octagon "poker" table for the masculine set!

Desks of all types, sizes, and styled for various needs, can give sparkle to a kitchen where Mom does her market lists and household accounts — or, to the den that dad uses as an office — to the study where Junior does his homework — or, to the living room to give a working surface, storage space plus a gracious note of decor!

Lamps, hassocks, utility chests, breakfronts, secretaries, studio chests, magazine racks, shadow boxes, and many, many more furnishings items are the gifts that dress-up, lend comfort and enjoyment to every member of the family into whose home the gift enters.

Novel Gimmicks List Suggestions

Check your favorite notion or bead and button department for the novel "gimmick" that quickly, deftly puts rhinestones and other glitter touches onto assorted fabrics — with a professional touch!

This "jewel-stud" machine is a long-term investment for the glamour touches of fashion. But now, see how you can add these high-style notes to the blouses, sweaters, scarfs, slippers, evening bags, gloves and belts you plan to give as gifts!

On such things as gloves or slippers — you can follow the slipper edge — or spark the cuffs of gloves!

You may wish to frost a blouse front with a casual sprinkling of rhinestones — or highlight its perky collar — or dramatize the lace or embroidered designs.

You can give a smart sweater costing about five dollars a "Fifth Avenue" look — by carefully outlining a design — perhaps by a stencil pattern from your pattern book — and then filling in this design with rhinestones, pearls and other mock jewels.

Bright silk scarves take this rhinestone glitter with smartness, as does a velvet belt, add-on collar and other accessories.

Yes, you can make your gift the brightest under the tree with sparkle-it-yourself costume touches!

Christmas Card Signature Determined by Type of Card

One of the most warm hearted traditions of the Christmas season is the exchange of greeting cards. At this holiday time, if at no other during the year, close friends and casual acquaintances take time to express their kind wishes.

And, there is a card for every thought, every degree of friendship, from the very informal to the most dignified greeting.

The proper way to sign Christmas cards often poses a problem for many people.

Determined by Card
The signature you use is determined by the type of card and the person for whom it is intended.

If you have chosen a gay, casual greeting for close friends, sign it simply with your first name — "Mary." If you are married, sign the first name of both, followed by the last name,

as "Mary and George Smith." With married couples, the one signing the cards always writes his or her name last. If you prefer to have your cards printed, the wife's name comes first.

Family Group Signature
When there are children, the signature as a family group is always in good taste, whether it is printed or written; for example, "The Smiths."

The conventional signature is always acceptable for the greetings sent to business acquaintances. The formal "Mr. and Mrs. George John Smith" should be printed, and the card should be more formal in design and message.

Use your snapshots for really personal cards — a photo of your home, the family group, your fireplace, or a photo remembrance of a hobby — all lend themselves well to card design.



FOR HIM — Shown in the top photo is a smoke colored wool melton jacket, which is excellent for skating or skiing. An ideal gift for outdoor winter work or sports is the rugged wool fleeced coat in bright red shown in the lower photo.

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- Balcony
- 2nd Floor

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- BRUNCH COATS
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- SWEATERS
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