

Jewelry Industry Council Offers Suggestions for Holiday Gifts

The warmest, nicest way to say "Merry Christmas"—that's what you look for on your holiday shopping expeditions. To keep you toward that goal the Jewelry Industry Council has issued its annual Christmas gift round-up.

Known for expert gift counseling, the council has previewed Christmas gifts in jewelry stores across the country and has emerged with a list of gifts for all age groups, in practically every price range.

There are jewels, real and synthetic, styled in new, beautiful pieces for women and handsome accessories for the men.

Silver Holloware

There are shelves of silver holloware and many flatware suggestions to please the host and hostess on your gift list. The preview highlights briefly the treasury of gift ideas at your jeweler's, inviting you to pay a visit soon.

If there's a special lady on your list, you'll find that jewelry or watches have a magic appeal, whether she's 16 or 60. She appreciates the flattering personal compliment expressed in a gift of jewelry or of a watch.

The actual choice of a piece

of women's jewelry or a watch is often a stumbling block, particularly for men shoppers.

Jewelry Trained

It need not be, for your jeweler is trained and ready to be of assistance in guiding your choice according to your budget. He knows, for instance, that a strand of cultured pearls is as much an ideal gift for a woman of mature dignity as it is for a young girl.

He may suggest a single lovely pearl, the start of a future necklace for a very young lady. There are bracelets designed for future additions of diamonds, too, offering a wonderful gift for important occasions in the years to come.

If it is to be a gift for her home, the bride and experienced homemaker alike will cherish a gift of silver. One of the most practical and beautiful gifts you could choose is silver flatware, either a chestful of silver plate or individual pieces of sterling.

Planning Wedding

If she's planning a wedding a place setting of six pieces (fork, knife, teaspoon, salad fork, butter spreader and soup spoon) or perhaps a pair of

serving spoons will be a welcome contribution to her collection.

She may be a housewife of long standing who has never acquired a group of place settings in sterling. If so, flat silver in her favorite pattern is sure to be the beginning of a dream come true.

Best Gift Clue

In the holloware department, your best gift clue is to take quick inventory of her silver supply. She may not have a vegetable dish, candlesticks, cigarette urns, coasters or a platter. Remember that the price range is wide because beautiful holloware is available in both sterling and silver plate.

There are gifts for the whole family to be found on your jeweler's silver shelves.

Starting with the youngest, there are attractive porringers and cups that can live a lifetime of beauty, growing up in usefulness with the lucky youngster who owns them. Bent handle spoons and other baby silver, junior place settings, brush and comb sets and picture frames are also suggested by the council for the small fry.

Young gentlemen who need encouragement to brush their hair, will find a pair of silver-backed military brushes a distinct inducement to good grooming.

Men's jewelry gifts are many—and among the many gifts for men are watches, rings, tie clips, cuff links, watch bracelets, lapel emblems, pen and pencil sets, pocket knives and money clips.

Tray Wardrobe May Have 15 Types

A complete silver "tray wardrobe," the Jewelry Industry Council tells us, might include as many as fifteen different types of trays.

The fact that someone special on your Christmas list already has a silver tray or two—shouldn't deter you from presenting her with another, for there are scores of important uses to which different trays may be put to good use.

Serving trays are among the most beautiful and decorative examples of the silversmith's art, be they sterling or silver plate.

Choose them large or small... round or rectangular... deep or shallow, you'll find a variety for every purpose, every purse!

Use Tribune Want Ads

Pipes, Tobacco Make Cherished Presents for Man

One of the oldest, and probably one of the most cherished of American traditions, is the manly attitude and relaxed atmosphere conveyed by a pipe smoker.

The Pipe and Tobacco Council points up an ever-increasing interest among the male populace in pipe smoking—so perhaps a pipe and/or smoking tobacco would make an ideal Christmas gift for the men on your list!

Pipes and smoking tobacco seem to follow the personality of their users. The sporty, carefree type of man chooses a pipe that has a slightly off-beat shape. It may be curved to a marked degree, or the bowl will be tapered or of an odd shape.

Aromatic Smoking

This type will also lean toward aromatic smoking tobacco, designed to call attention to the pipe and to themselves.

The serious-thinking man—the writer, the artist, the bohemian type, may prefer a straight lumberman pipe with classic lines. They usually prefer a larger bowl, which gives a longer smoke, enabling the smoker to reflect and think.

Such individuals generally prefer a conservative, slightly aromatic blend, if any at all.

Colleagues prefer fancy shaped pipes, especially the popular aluminum shanked type with interchangeable bowls, and like to call attention to their smoking with a heavy aromatic blend.

However, no matter the personality of the individual, there are choice smoking articles available for every man... Dad or Grandpa, son, college student, and office friends, neighbors or acquaintances!



NEWEST IDEA IN TV!—And now it's available... the television set that offers a 21-inch screen completely separate from its cabinet! It's especially great in game rooms where action moves... take just the screen along (anywhere within 25 feet from the chassis).

Scarves Make For Christmas Fashions

Holiday fashions square-off in a new and delightfully different medley of scarves that make ideal gifts for every gal on the list.

Whether she's school-girl, matron, or in-between, it's easy to find just the size and color to accent her individuality.

The newest 36" scarves convert with ease into loose, low ties, cowl drapes or wide-away neckline loops.

The smaller 28" squares manipulate easily to fill in the fashionable bateau necklines, or fold ascot fashion to highlight Empire influenced suits.

Chiffon squares in the classic 30" size, have taken on a brand-new look in bold brilliant prints or muted tones on tinted grounds. These bow softly at the neckline, drape for a front or back effect and go beautifully with suits.

The smaller scarves in the 24 and 19 inch sizes, pair quickly for a double-dose of fashion. Matched or contrasted, these quick and easy squares create neckline magic, can be used in dozen of ways. This season coeds are twisting them into flapper bands for the brow.

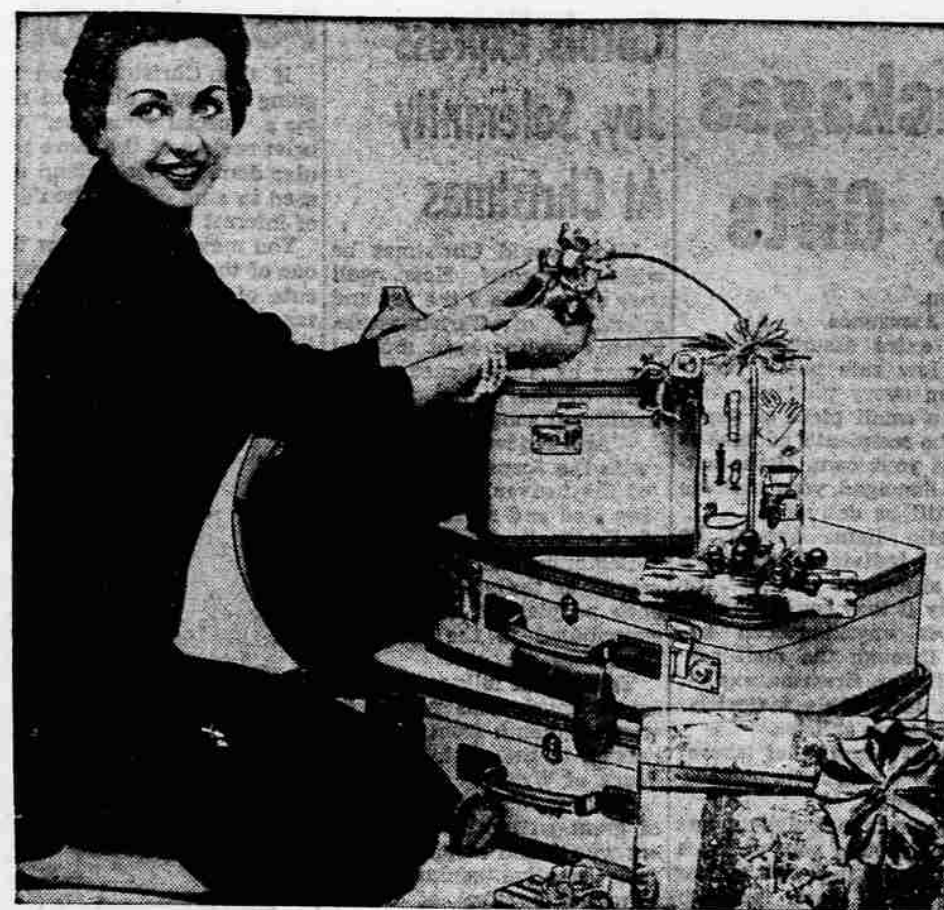
Whether as a colorful extra or a cherished gift, scarves fill the bill in every way.

Harmonica Popular With Young Tots

For the music-makers on your list nothing is more welcome than the family-favored harmonica.

Tiny tots will adore the simple, one-key, one-octave models, while advanced musicians will find a challenge in the harmonicas that can play 90 chromatic tones—actually two more than a grand piano!

Perfect for young or old, the harmonica is the easiest instrument of all to learn to play. Even if you've never played before, you can play a complete tune in five minutes!



LUGGAGE FOR HER—A prestige gift that's hard to equal is a matched set of cases, consisting of week end, overnight and cosmetic case, or a hatbox for accessories. Please her with the starter set, at right.

Evergreens, Tinsel Make Table Bright

Bring out the evergreens, glittering tinsel, and colored balls and make your Christmas table merry and bright for the holidays!

Here are some colorful, inexpensive table decoration ideas that are easy-to-make!

First of all, buy some gay red linen-weave material; hem, and use as a table cloth. Over it place a horizontal and vertical wide green mesh ribbon.

Can Be Varied

The above idea can be varied with Christmas trees or candy canes cut out of felt and placed at each corner.

Of course every table must have a centerpiece, and with your colored or white cloth, try one of these motifs.

An evergreen bough makes a wonderful base; add shimmering gold-sprayed pine cones, colored balls and candles, or put a ceramic Madonna or other Christmas figurine, in the center, and surround with pebbles of hard candy.

Fill a wicker cornucopia or

a toy Santa and sleigh with sweets, ornaments and make-believe gifts.

Take two fancy candy dishes, place one on top of the other, cover with painted chicken wire, and decorate with balls.

Buy a miniature, artificial, table-size Christmas tree and decorate with ribbons and tiny balls.

Whatever idea you use, create your masterpiece before the holiday and use it until New Year's day for compliments unlimited.

Wrapped Gifts May Remain Under Tree

It seems a shame to tear your delightfully-wrapped gifts... so why not wrap the lid and bottom separately... secure them with one strip of transparent tape on each of the four sides.

Then, after the box has been opened, it can be closed again and kept under the Christmas tree for all to enjoy throughout the holiday.

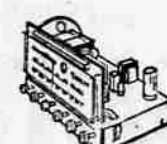
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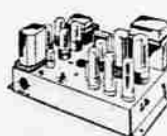
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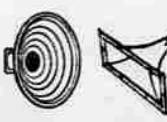
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