



TABLE IMPORTANT — A lovely holiday hostess knows that an attractive table plays an important part in the festivities. Here, figurines serve as the centerpiece theme with candlesticks in two different sizes offering an interesting effect. For the flower holder, a silver compote; fine china in red and green motif; sterling silver place settings; a silver bowl; fine "mist tone" crystal, all adding up to beautiful entertaining.

Jewelry Stores Have Exciting Selections

For centuries the jewelry store has been traditional gift headquarters at Christmas, carrying the most exciting selection of memorable gifts to be cherished through the years.

Gift-buyers, the Jewelry Industry Council reports welcome the taste, trained fashion sense, good judgment and integrity that are synonymous with jewelers. This year, you will find an even greater assortment from which to make your selections.

When shopping for a watch, for instance, handsome styling and individuality are likely to be as important as accuracy to the wearer. And so great is the variety in watches this Christmas that only the trained jeweler can point out the merits and suitability of each one.

Utility watches, for outdoor wear and sports; pocket watches and chains for formal wear and wrist watches designed especially for professional business people are found to be in striking attractive styles.

Silver holloware, tea sets, bowls, dishes, trays — reflects the good taste of the giver as few gifts can. Because today's fashion in the home, the factor of style judgment in selection can make for the most happiness all around, regardless of intrinsic value or price alone.

Gifts for All

A glance at the showcases in your jewelry store will show you that each age group has been studied by designers with an eye to fashion and appropriateness. The Jeweler offers gifts for infants such as: bent-handle spoons, silver rattles or teething rings with silver bells, brush and comb sets, pearls for starting a necklace, cups, bib holders, porringers and tiny gift rings.

For older boys, and men for that matter, the right tie tack, tie clip, cuff links, key chain or pen-knife are to be found at jewelry stores.

A wide variety of gift suggestions for young girls includes a piece of sterling in her chosen pattern, her first piece of precious jewelry in the form of a pin, bracelet, locket or

sterling picture frame. Young women's gift choices are sure to include compacts, jeweled earrings and pins, clips and rings. Gifts of jewelry make any woman seem prettier, and younger.

Jeweler Helpful

Santa is linked in the minds of many with the fashions of today. That means jewelry and more of it. Again the jeweler can be helpful, for he makes it his business to know the fashion trends, whether it emphasizes longer waistslines, shorter sleeves, distinctive necklines, or whether the jewel accent is to be near the face, lapel, waist or elsewhere.

Sterling identification bracelets are worn early today by young men in their teens; their pen and pencil sets, leather wallets and desk accessories will tend to reflect personal tastes as well as future professions or occupations. Smoking accessories take on importance, including lighters, cigarette cases and holders.

Rings may assume the importance of fraternal insignia, the dignity of initial or signet designs. Perhaps the birthstone ring has become significant in the young man's life as a gift ring worth having and wearing for its symbolic meaning and proof of someone's lasting affection and regard.

Seals May Be Used for Decorative Purposes

Everyone is eager to use Christmas seals on envelopes and packages at Christmas-time because they know that by using them they are helping a most worthy cause. However, it is possible to put those seals to other decorative uses as well. Why not decorate your tree with Christmas Seals... the design for this year is colorful, as always, and will provide a wonderful touch.

For instance, you might try taping a row of seals around the center of your solid-color bulbs as an attractive trim.

Or, you can cut bulb shapes out of cardboard, cover them with seals and hang them with string on branches for unique, colorful ornaments.

designing a Christmas scene in a poster board with seals, to create an unusual holiday decoration.

Indicate a simple drawing with a holiday theme, such as a reindeer or an angel, in pencil, then follow the outlines with seals. Place seals along border of your design to frame it. Set in one of your windows or over the mantel for an eye-catching display.

When wrapping, instead of tying ribbons around some of your gifts, try outlining a ribbon and bow with seals for an attractive design. For best effect, use a solid-color paper that matches any of the colors in this year's seal.

You may think of other ways of using Christmas seals in holiday decorations.

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MINK WALKING COAT — If she wants mink (and what women doesn't), give her a coat in the newer easy-going elegant manner. This "walking coat," for example. It's a longer-than-jacket, shorter-than-coat length, with squared off collar, long side vents and call tie-belt which gently gathers the waistline. Fashioned of Autumn Haze, Emba natural brown mink. Designed by Billie Lebew.

Slippers Sure To Win Those on Holiday List

Give Christmas the soft touch this year with comfortable leather slippers. A thoughtful gift of soft, elegant suede or glove leather slippers will pamper and please every man, woman and child on your holiday list.

Your choice this winter ranges from soft ankle-hugging leather boots that are suitable for both indoor and outdoor wear to slippers designed chiefly for the path between the refrigerator and the easy chair.

Gift footwear for people who prefer to view the wintry scene from behind a windowpane boast high fashion and a high degree of comfort.

For the girls there are leather slippers or mules in colorful lavish fashions. Some are beautifully embossed in gold or silver. Others are embroidered in floral designs.

Diamond Shapes

A harlequin slipper is made up of bright leathers in diamond shapes. Its corners turn back and are fastened down with tiny silver bells or gay, gold pins.

The court jester's slipperboot of soft-leather reaches to the ankle where it is gathered in with a band of jewels, fur or a leather thong.

A new idea in women's slippers is a leather lining in an even brighter shade than the slipper itself, such as geranium lined with turquoise, yellow

with citron, and scarlet with bright pink.

Men's easy slippers also come in a variety of styles. These are leather-lined, low-cut opera slippers in glossy smooth leather for wear with an elegant dressing gown.

For the man who prefers casual dress at home, glove leather moccasin slippers are available in a variety of colors and styles. One popular moccasin features a folded back, stitched down tongue.

Travel Slippers

Another happy Christmas though is a pair of soft leather travel scuffs that tuck into each other. Wherever he wears them, they'll remind him of heart and home.

And, don't forget the children. Their slippers should be bright in color, high cut (to make it hard to pull them off), and with resilient leather soles and uppers to help support growing muscles.

Brightly colored leathers and leather linings attract youngsters and make them want to wear their slippers — not trot about barefoot on drafty floors.

If fat catches fire in a skillet or broiler, throw baking soda on the blaze. Soda smothers the fire by forming carbon dioxide gas which shuts out the oxygen.



SHIFT GOWN — Christmas dreams will be lovelier when she sleeps in this gifted shift gown of nylon tricot. It's permanently pleated and caught up with satin binding at neckline and arms. Ombre border at hemline is pastel.

Latest in Ski Fashions Noted

Something in ski wear that's the guaranteed-to-please Christmas gift for any skiing enthusiast. After all, half the fun of skiing is wearing the dramatic fashions designed especially for the snowy slopes.

But up till now, stretch pants that looked so sleek when new, lost their shape after a few tumbles in the snow. Worse yet, light colors, though high in fashion, were extremely hard to keep clean.

That's all over. The latest thing in stretch pants, available just in time for Christmas giving, are made of acrylic and nylon fibers that dry in no time, no matter how many spills you take.

And best of all, they can be machine washed and dried automatically, according to the Maytag Home Laundry center. So those light-colored pants are now as practical as they are pretty.

Use Cold Water

For best results, wash for five minutes with regular agitation and cold water. However, if they're heavily soiled, better use warm water and gentle washing action.

The wash-and-wear setting on your dryer provides just the right temperature to relax the fibers and minimize wrinkles. Maytag experts recommend steam pressings every four or five launderings to rejuvenate "permanent" creases and pleats.

Stretch pants are so comfortable and smart-looking, they've been adopted by many who have never been near a ski-lift. And now that they can be washed, they're practical for growing youngsters, too.



PERFECT CHOICE — Dazzling gold beads glitter on the sleeveless overblouse of this wool jersey two piece dress. The slim skirt is slit high on one side. A perfect choice for the gala season! Designed by Dorothy Arden.

AFTER THANKSGIVING CLEARANCE

PRICES SLASHED

Bulky Sweaters

Formerly to 16.95. Cardigans, pullovers, novelty styles. All wool, all orlon sayelle, and mohairs. Solid colors or interesting jacquard patterns. You'll want several at—

8⁹⁹

Fur Trim Coats

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58⁰⁰

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Pastel wool dresses specially priced for this event, usually \$19.95 to \$24.95. Many different styles, Junior and Misses sizes.

14⁹⁹

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A big selection of newly arrived 3 piece Wool Knit Suits usually \$45.95, for this week-end only! Save \$10.95.

35⁰⁰

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9⁹⁹



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19⁹⁹

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Regularly to 14.98. Were even more. Tweeds, plaids, checks, solids. Slim or hipstitch pleats. Your choice—

4⁹⁹ 7⁹⁹

Camelaire Coats

Regular \$49.95 Coats. Meticulously tailored to La-Pointe's high standards. Two most favorite styles.

35⁰⁰

Cotton Dresses

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7⁰⁰

"Fashion Boots"

Complete stock of fashion heel boots. Black, brown with or without fur tops. Originally priced to \$19.95.

12⁹⁰

