



SPARKLING NEW GIFTS for the kitchen are as efficient as they are stylish. King-sized deep fat fryer (left) joins the built-in major appliances in the kitchen where guests come often in large numbers. New plug-in electric appliances (right)

include copper and stainless steel tea kettle and turquoise and steel skillet; newly designed outlet center has four outlets and an automatic timer. Colorful new pots and pans (inset) can go right from the stove to the table.

GIVE GADGET BAG

Advanced amateur photographers are frequently as anxious to acquire a new gadget bag as the average woman is anxious to acquire a new handbag. This is a Christmas gift suggestion.



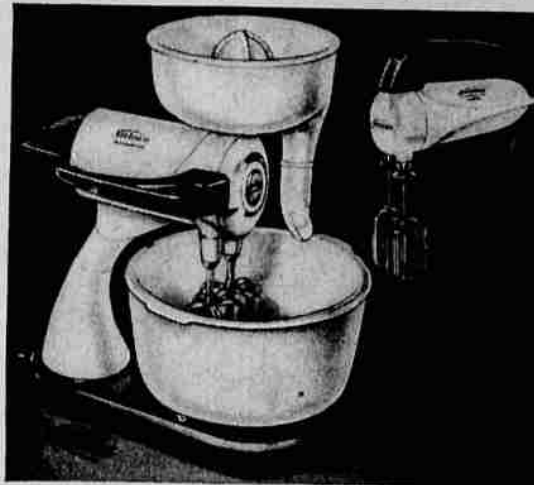
CHRISTMAS SPARKLE

Costume jewelry rounds out the picture of a sparkling Christmas. Matching bracelets, necklaces and earrings are fashion-important this year, and are one of many ways Santa can make this a jewel of a Christmas for her.



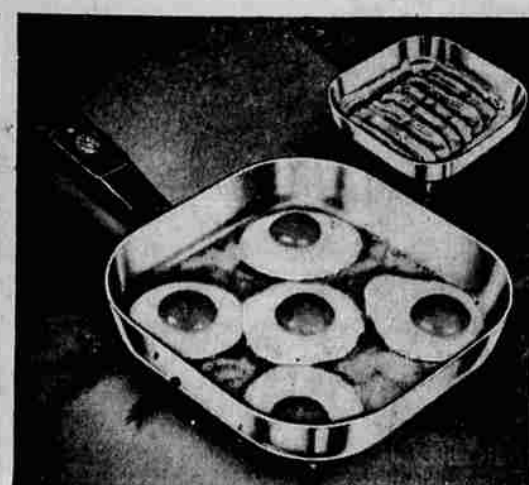
Give Sunbeam.

THE BEST ELECTRIC APPLIANCES MADE



Sunbeam MIXMASTER & MIXMASTER JUNIOR

America's most popular food mixer. Has all the marvelous features that give you higher, lighter, finer-textured cakes, creamier mashed potatoes, etc. Available in either rich baked enamel or chromium finish. If it's a junior-size mixer—the Sunbeam Mixmaster is the best. Also available in baked enamel or rich chromium.



Sunbeam FRYPAN

Exclusive square design cooks 20% more. You get perfect results with controlled heat for bacon, eggs, pancakes, chicken, meats, potatoes, etc. Exclusive WATER-SEALED element for easy washing. You set the dial for the heat you want and—no more cooking failures. Available in 10½", 11½" and 12½" sizes.



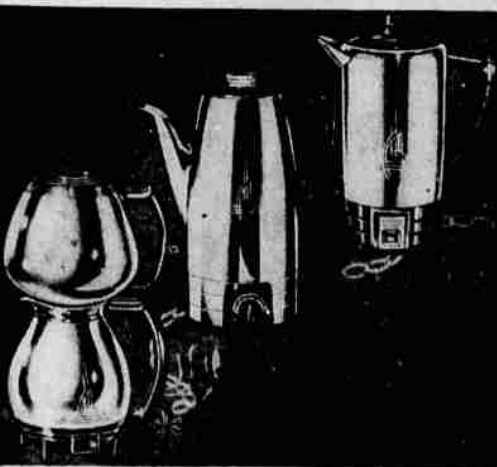
Sunbeam SHAVEMASTER

Only SUNBEAM SHAVEMASTER has the big, SMOOTH, single head that gives you closer, faster shaves than any other method, wet or dry. SHAVEMASTER shaves CIRCLES around all other shavers because you can shave with a circular motion. Available in your choice of handsome gift cases.



Lady Sunbeam

The only electric shaver especially designed for women. One side of the shaving head for legs; the other side for underarm use. Small as a compact.



Sunbeam COFFEEMASTER, PERCOLATOR, INSTANT COFFEE & TEA MAKER

Whatever kind of coffee you like—vacuum, percolator or "instant"—Sunbeam has the automatic coffeemaker for you. The famous Sunbeam Coffeemaker (left) is a favorite of millions. Sunbeam Percolator (center) 8-cup and 10-cup size makes delicious coffee every time. Sunbeam Instant Coffee & Tea Maker (right) heats up to 10 cups of water fast, yet will not boil over.



Sunbeam TOASTER

Has exclusive RADIANT CONTROL that "adjusts itself" automatically to every kind of bread, fresh or frozen, rye or white, thick or thin to give you the same, uniform toast every time.



Sunbeam COOKER & DEEP FRYER

Does more things better. Deep fries potatoes, chicken, doughnuts, etc. Also the perfect cooker, chafing dish, casserole, steamer, bun warmer, and it blanches vegetables for home freezing.

For the "Do-it-Yourself" man Sunbeam ELECTRIC TOOLS



Sunbeam DRILLMASTER

Has Maximum Safe-Power to drill all types of metal, wood and to drive other labor saving attachments. Does home and workshop jobs easier.



Sunbeam ELECTRIC SAW

The quality built 6½" Saw with plenty of power for faster cutting—powerful 1¼ hp. motor. Cuts 2" dressed lumber at 45°.



Sunbeam SANDER

The Sander that stood up over 1000 hours in continuous use test. Saves time—gives professional results. Lightweight—only 4½ lbs.

Labor Saving Kitchen Appliances Offered As Gifts

Kitchens will be filled with Christmas cheer this year with gifts designed to bring sparkling color, fine styling and labor-saving convenience into this workaday world.

High on the list are plug-in electrical cooking appliances which have proved their ability to handle many cooking operations automatically and quickly.

One of the newest promised for Christmas giving is a sparkling

tea kettle of copper and stainless steel which is designed to be used on the dinner table as well as in the kitchen.

Color touches other appliances—an electric skillet, for example, has a pale turquoise base fitted with a stainless steel top. For greater convenience in using skillets, roasters, bean pots, deep fryers and such, a newly designed wall unit offers four outlets and a timer clock to start and stop an

appliance at a predetermined hour.

Ordinary cooking utensils have been tapped for special attention to double their service and halve the dish-washing chore. Brilliant new colors and designs glazed on the surfaces of porcelain-enameled coffee pots, roasters, casseroles and saucepans take these utensils from stove to table with no apologies needed.

Hostesses will welcome in particular the big decorated coffee pots and pans which hold enough beverage or main dish to handle a sizable crowd. Candle warmer bases are available for several of these cooking-serving utensils.

Smartly styled canister sets with unusual design motifs will find their way under many trees. So will kitchen towels like new Turkish towels colored in fashionable shades of pink, turquoise, beige, or lime. Sophisticated motifs on these inexpensive lintless no-iron towels are splashed against striped or diamond-patterned backgrounds.

Not to be overlooked as well come gifts are such utilitarian labor-savers as pink, blue or white

nylon mops, sponge mops, colorful hand sponges, light pretty pails and wastebaskets. It's a simple matter to pretty them up as gifts with a festive trimming.

Very few kitchens have an adequate supply of good cutlery so knives make sharp gifts. One new set combines several sizes of razor-edged knives lodged in a drawer under a hardwood cutting board top.

Biggest and grandest of Christmas gifts for the kitchen are the major appliances, which can provide years of helpful service. Along with dishwashers, range tops, built-in ovens, refrigerators and freezers comes a new major appliance—a king-sized deep fat fryer.

This is designed for under-the-counter installation and for the hospitable home where guests gather frequently and in large numbers. Twin frying baskets fit into the deep well frying compartment which glides out from behind brushed chrome doors. Thermostatic control of heat insures proper fat temperatures. Chicken for 12 can be fried in less than a half hour, it's claimed.

The Spinet Model HAMMOND ORGAN



IF YOU ARE ONE OF THOSE WHO FOR SO LONG HAVE DREAMED OF OWNING A HAMMOND SPINET ORGAN

-- Come In --

SEE AND HEAR THE WONDERFUL NEW HAMMOND, WITH SELF CONTAINED CHIMES, BELLS, MARIMBA AND THE OTHER PERCUSSION INSTRUMENTS, ADDED TO WHAT WAS ALREADY THE MOST VERSATILE AND FASCINATING INSTRUMENT IN ALL THE WORLD.

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READY-MADE or home-made, festive Christmas decorations carry the holiday spirit all over the house. For a girl's bedroom (above), tiny tree is trimmed with bright candy; with it goes one of the season's new 24-window Advent cards. Above hall table (top right) an inexpensive holder displays Christmas cards against a plain wall; on the table, multi-colored tapers are lodged in a bowl piled with shining glass balls. Santa's helper (bottom center) is made from silver-wrapped cardboard and red tape and crepe paper. Fluffy new nylon mop (bottom right) takes a merry fling to brighten holiday kitchen.

Fashion Accessories Listed

Always welcome, Christmas gifts chosen from among the many fashion accessories means many a change of costume and brightening of the wardrobe for the girl who is lucky enough to find them under her tree.

Colorful scarves, tie-on collars, handbags, hankies, are among the many accessories all girls want more of, that have a special merit insofar as the gift giver is concerned. In none of these instances is it necessary for the gift giver to know the size.

It's all a matter of taste in choosing and you can't go wrong if your choices are from among plush little evening bags or luxurious little fur pieces, neither of which need strain the gift budget. You can be

sure they will get a grand reception because they are glamorous and elegant.

Bells, hats, evening shrugs and gloves are sure fire hits. Here it is wise to know size, which can be learned easily by some deft questioning.

Choose a belt with jewel trim or of intricate cut, for good gifting. Choose a head-hugging cap in knit or suede for smart winter warmth, with Santa's approval.

Give her a jeweled or embroidered shrug or a stole for pretty coverage in a festive holiday mood. A glove duet including one pair of colorful knits and another of tailored leather, will warm the heart as well as the hands.