

## Furniture Gifts Help Share Yule

Gift giving that takes its inspiration from the immense satisfaction which is deriving out of their new dedication to more gracious living, are rising to a new peak of importance for this Christmas.

The trend sharply focuses attention on things for the home, which, though they may be designated for the special pleasure of mom, or dad, or one of the children, are really shared by the whole family. These things embrace the broad categories prosaically termed furniture, home furnishings, major appliances and even housewares, among which will be found the simple and inexpensive gadgets which also play important roles in making the home more livable.

**Santa's A Family Man**  
The trend resolves itself out of the fact that Christmas is a family affair, this year, more than ever before, and Santa, being a family man, is lending his help toward making it increasingly so.

Countless numbers of families this year will pool their Christmas thinking and their Christmas funds, with a view to making gifts from the family to the family—complete living room suites, for example, or perhaps just a new sofa or even a piano or one of the new home organs.

Countless numbers of husbands and wives, will join to give gifts of new bedroom furniture to children who have outgrown their infancy. Countless families will merge their plans for dad into purchase of a handsome new comfortable chair, and their plans for mother into acquisition for her of that new cocktail table, or serving cart which she has cherished for so long.

Lamps, end tables, bookcases, desks, all fall into the range of giving gifts inspired by thoughts of the home.

One rule that should prevail in choosing furniture and furnishing for gift giving is basic of course, on the principle that the choice must blend with the decor of the home. Women know this well. Men choosing on their own, will get the guidance they need from the home decoration experts in the stores where they will shop.

**New Color And Beauty**  
This principle prevails also with respect to major appliances for the kitchen, and even the gadgetry, for mother who presides over these areas of the home, no doubt has worked out a color scheme that she will want to preserve.

Fortunately the designers of even the most prosaic things for the home have endowed them with new color and beauty from which appropriate choices may be made. The range of gifts for the home, or for the individual to use in the home, is broad. Thinking in terms of individual members of the family, inspiration comes quickly.

Dad might like a "bar" cart, adaptable for use outdoors, as well as indoors.

Highly decorative chairs of various construction, with and without swivels, designed for comfortable viewing of television, offers gift choices for any member of the family.

A table type sewing cabinet with provision for a sewing machine would make a good gift for mother.

## Drab Closets Get Yule Lift

Santa waves a magic wand and presto! He changes a humdrum closet into a magic alcove of enchantment.

How does he perform this marvelous feat? With the gala gift of beautiful closet accessories, calculated to transform the most uninteresting of rooms into a delight to the eye and a mighty handy place to hang one's clothes.

A complete change from drab closet to clothing palace requires new usage of shelves, hanging racks and floor space. When Santa wants to go "whole hog," he brings accessories for top to bottom dressing up.

"Pick a color, almost any color" is a start for Mr. Claus. For a man's closet, he'll take neutrals or sport patterns. The lady may get a flowered design or soft solid colors and the children get their favorite nursery patterns.

Now the shelves are supplied with boxes—for storage, flat-folded clothes and hats. Many are covered with quilted fabric, others with smooth plastic. A goodly number of covered hangers to match, and one or two extra-wide suit hangers take care of clothing.



**FOR A MUSICAL CHRISTMAS THIS YEAR**, radios and record players offer gift ideas for every member of the family. There are high fidelity phonographs for all, a new "slide-o-matic" attachment for sister, portable radios with non breakable case for junior, and modern style table radios for mother. These models from RCA represent just a portion of the many from which to choose.



**NEW HORIZONS IN TELEVISION** arrive just in time for Christmas gifting with much improved circuits and handsome new cabinetry. Here is the Miss America model by Philco mounted on a swivel base. Available in blond or mahogany.

## Helping The Newly Wedded Just Another Job For Santa

Christmas comes to newlyweds with many wonderful gifts to help furnish their homes. So many of today's young couples are furnishing their homes and apartments gradually—as the budget permits that Santa has free rein in presenting them with furniture and accessories for every room.

Gifts to delight young-marrieds range from a dining room set (bought cooperatively by several of their friends) to one or two distinctive throw pillows (given by their next-door neighbor).

Elaborate gifts from close relatives may take the surprising turn of a television set, draperies and slipcovers or even carpeting for

their new home. Convertible sofas and cabinet-desk combinations are available in smart new space-saving designs for a small house or apartment.

Of course, there are a myriad of necessities and luxuries that the recently married need and that mean no strain on the Christmas budget. Stationery, for instance, is a necessary luxury that will delight the bride with her own "Mrs." engraved upon it. A handsome box of note and letter papers in various sizes will please her on Christmas morning and long after.

An entire "wardrobe" of papers for both Mr. and Mrs. makes a nice combination gift. Books for the new bookshelves are in order, too. A gift to both of them: an excellent cook book or one on home decoration.

A pair of bookends will fill a need or, in a similar vein, a small reading lamp. The newlyweds will silently thank you for a reading gift on many a quiet at-home evening.

A collection of spices is another "gift built-for-two"—especially if the couple likes to delve into exotic cookery. These are available in pretty gift boxes with sauces and dressings. Particularly appealing for decorative as well as culinary tastes are the attractive spice shelves with tiny drawers all filled with the makings of savory dishes.

For the bathroom of their new home, newlyweds will love gifts of distinctive towel rings, wall shelves and shower curtain sets that are now available in smart modern designs.

There are, in fact, wonderfully unique gifts for every phase of living that will contribute to the beauty and comfort of married life. Wise Santas will seek them out.

## Flowers To Cheer Holiday Shut-Ins

Don't forget the shut-ins at Christmas time. For the friend or relative confined to the hospital or at home, flowers for the Yule are a must. Doctors proclaim them great morale boosters.

A plant, particularly a poinsettia, which the invalid may be able to take care of and observe from day to day, would be a good seasonal choice. Floral arrangements are acceptable in the sick room and are in good taste.

## Lounging Robe Is Tops As Yule Gift

What would Christmas be without a gift of a new lounging robe for dad? Chances are, with his old one frayed and worn from long and happy use, he's surely counting on someone giving him a new robe this year.

Smartly styled new Chesterfield models are being shown in wool for this Christmas, some in hound-tooth checks with half collar of velvet, which is in harmony with new men's wear styling. Others are in solid colors with contrasting welting.

**ELECTRICAL DECORATION**  
Why not add a two-way plug with a length of electrical cord, to the gift of an electrical appliance as a useful gag that says, "Plug in to a Merry Christmas."



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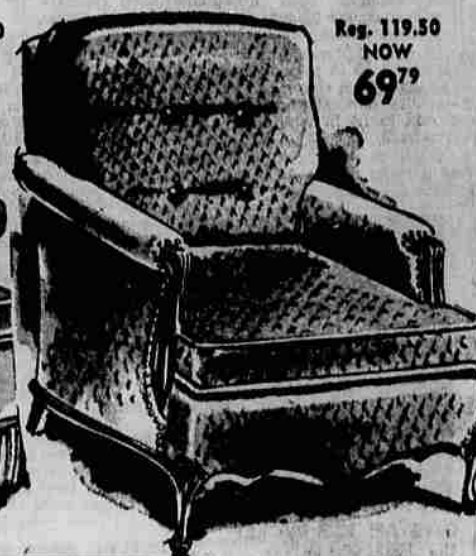


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