



Christmas is a home holiday. At this season of the year, probably more than at any other, our thoughts are crowded with memories. From the time of our earliest recollections, this day of all days of the year stands apart and far above the others in our affections. The center of the Yuletide activities has always been about the family fireside. This holiday has become, through custom, one which itself glorifies the home.

Why not glorify your own home this Christmas time with something that will make that home just a little bit more beautiful and livable?

**Keep Weight Records**  
Bath room scales for home use are valuable in checking on shifting weights of members of the family. Health is made a more important consideration when charted and checked at intervals, conveniently.

**Good Kitchen-Tool**  
Maybe she would like a rounder hatchknife and small wooden bowl for chopping eggs, lettuce, onions, carrots, and this-and-that. Tools are important as time-savers in the kitchen.

**Vacuum Cleaner!**  
You may have been promising her a good vacuum cleaner for a long time. Be sure to pick out a substantial one, even if double the price, if you have thick-flopped carpets. Birmingham shops carry all models.

**Drink More Milk**  
Home-made milk shakes, electrically prepared, help everyone to drink more milk and enjoy better health. Electric mixers are low in price, and many have juice-extractor attachments. As a Christmas gift for home use, nothing could be better.

**A New Stove**  
New electric stoves, in pastel colors, grace the modern kitchen. Coils are easily renewable, and electricity gives a clean, even heat for all cooking. She would be proud of such a gift, to say the least. A lovely kitchen means everything to some women.

**Modernizing-Units**  
A present of a "cooling coil" for the ice compartment of any old refrigerator, and a connecting compressor for the basement, will give any home the full advantages of better-kept foods the year around. Several Birmingham shops make such "lightning changes."

**Tree Light-Sets**  
Christmas tree sets for both indoor and outdoor lighting are available from \$1.35 up. Outdoor Christmas trees on living ever-

New models have storage containers for keeping meats and certain other foods at below-freezing temperature. Hydrators which provide "moist cold" for keeping vegetables, space kept at well below normal refrigeration temperature for milk and other bottled goods, and "dry normal-refrigeration" for butter, eggs, lard, bacon, left-overs and other foods.

**Two-Radios Vogue**  
Renaissance designs with facsimile hand-carving. Early Elizabethan cabinets, bodies of every description over the new radio chassis models are on display in Birmingham shops for Christmas-giving. One manufacturer is offering a trip-to-Europe, and other prizes, for cabinet-design suggestions, in a contest closing Christmas eve.

Station overlapping has been eliminated in many of the new radios. Hum has been dispensed with. You can get short-wave as well as long-wave programs on the same set. There's every incentive for homes-to-trade in the old sets on the newer models, or provide a set of some kind for every member of the household to have in his own sanctum-sanctorum. Even midsize sets are going strong for Christmas-giving.

**Make Work Easy**  
Tools of one's profession are more interesting to a person than anything else in the world. Therefore it is that house-presents to a housewife who takes her profession seriously are as acceptable as anything else could possibly be, when they lighten labor. Cake decorator sets would come under this heading. So might stove-cleaning waste-baskets, unusual dusters and brushes, ironing board covers, pyrex bakings dishes, peeling knives of all sizes and shapes that are really sharp and useful, and other devices.

**For Fresh Bread**  
The newest bread-boxes are not boxes at all, but heavy, smooth, white boards, with a groove under to hold on the top which is a heavy metal affair with futuristic decorations in lively colors. Air holes in the cover keep the bread from getting too damp.

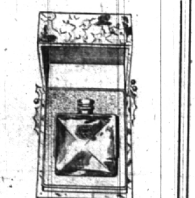
**Play Golf Indoors**  
Miniature golf has proved plenty popular, but the best yet, for children anyway, is the indoor golf game shown at local hardware and drug stores. All the tees and hazards and whatnots are separate and can be set up to accommodate the floor or outdoor space available.

**Cut Cake at Table**  
Cake boxes for keeping cake moist are not made like boxes at all any more, but have a waxed waterproof board made of Sitka Spruce which is odorless and tasteless, and a cover of chromium-plated aluminum decorated in rich colors. Cake is uncovered at the table and cut on the sitka spruce board.



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**Linens, Laces**  
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**Plenty of "Time"**  
Clocks of all descriptions have been gathered from all corners of the world to sit on the shelves and counters and in the windows of Birmingham stores ready for

Christmas shoppers to come along and take them home for telling-the-time in Birmingham homes forever-after. Some have houses built around the faces. Others look like old-fashioned plates. A few have gold-faces with radium dials. Whatever the style there's plenty of time in Birmingham. Take all you can use, for Christmas-giving.

**Good Old Pop-Corn**  
In the good old days a corn popper, for at least Sunday evening use, was standard equipment in every home. Shaken over the coals in a glowing fireplace, or over

the kitchen range hot-plates, the wire popper soon turned hard corn kernels to inimitably-white flakes of crispy crunchiness.

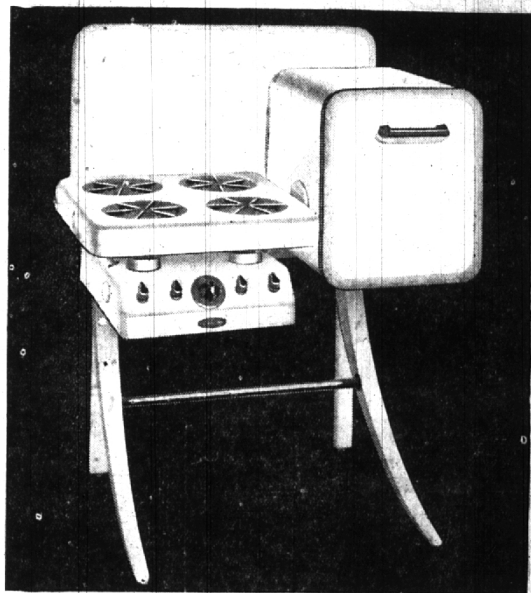
Now the poppers for corn are electric, and many varieties are available in Birmingham shops—they're new. The modern heating systems antedated the old wire-long-handled shakers, but the urge for home-made pop-corn had to assert itself. Served with hot butter, or even with cream and sugar, and apples, pop-corn completes a perfect Sunday evening, deep in books and radio-music.

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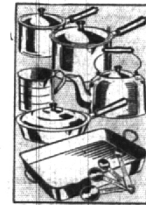
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\*A study of 500 homes showed that the cooking cost with the ELECTROCHEF range averages 64c a person per month.



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