



to make MERRY

Things Suitable For Sensible Giving

Santa Claus suits are being taken out of moth balls, and holly wreaths have appeared in the Avenue's windows...

merchants, all over again. Look around plenty; take notes on articles you think might do for this one...

Wrap Several Gifts

Instead of just one present, why don't you get Mother a lot of little things? It's such fun unwrapping them...

Hosiery

A couple of pairs of mesh stockings will delight her. They are so smart for wear with afternoon frocks...

Handkerchiefs

If there is one thing Mothers are particular about it's handkerchiefs. They must always harmonize with costumes...

Give Pewter Gifts

Pewter is today what tomorrow's heirlooms. One of the oldest materials used for shaping fine dinnerware, pewter is always good taste...

'Stage' the Plants

Ebony flower-pots, made brilliant with modernistic designs, take the place of the old-fashioned red clay pots...

Waterless Cooking

Aluminex cooking utensils require no water in cooking vegetables. The food is just placed dry in the utensil, over the fire...

Crystal and China

Crystal and china from famous patterns and glass-blowers, artisans whose rare skill and artistry have been widely appreciated...

Canaries Sing!

My son gave me this canary three years ago Christmas, and I wouldn't know how to get along without it now...

Use Paper Towels

New decorated tin holders for paper towels for kitchen and bathroom use are an innovation introduced from large industrial plants...

To Serve Tea

A new teapot has been designed to serve tea uniquely in drawing room. Above the teapot proper is a cream-pitcher that fits right into the teapot...

New Towel Holder

Simple towel-holders for hanging hand-wiping linens in the kitchen, consist of a thermometer-shaped rod that slides up and down...

'Style' the Hands

Gloves in chamollette and in kid in buckle, button, garterlet, and mitten styles, lined and unlined, will 'style' the hands and keep them warm...

Just the Right Lamp

Hospital rooms glow with light from lamps that have been carefully chosen to fill the needs of their particular corners...

Keep in Trim

Exercisers, attached to the light socket, make keeping healthy and trim easy. There's a model at \$29 that can be attached to the door...

FOR A MERRY CHRISTMAS

Advertisement for 'deep night' hosiery, featuring a woman in stockings and a list of features: 'the SMART NEW SHADE for the FALL BORDER-BLACK COSTUMES'.

Is Your Hosiery Insured? 'Why I never heard of such a thing. Strange, but true! It's nothing new, really, when you buy PHOENIX world-famous hosiery, your hosiery IS guaranteed!'

This Christmas Will Be Practical

Here are practical and lovely gift suggestions for my lady. If price is an object, just look these over.

Advertisement for 'She Will Like' gifts, listing items like gloves, underwear, and blouses with prices. Includes a small illustration of a woman.

Advertisement for 'A Lasting Gift' featuring luggage, handbags, and parasols. Includes illustrations of various items and their prices.

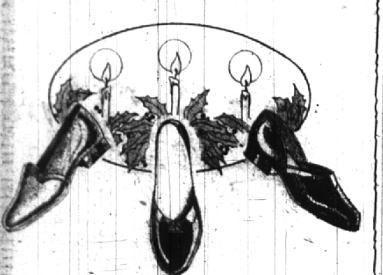
Mother's Christmas gift! An aura of special importance was always surrounded it, ever since those childhood days when for long weeks we displayed a Spartan indifference to lollypops, licorice twists and like extravaganzas...

Don't forget a soul this Christmas. Big folks, small folks, far and near. Send them each a Christmas greeting. Bring them each a bit of cheer.

Large Assortment of Christmas Cards

Advertisement for Woodward Pharmacy, located at National Bank Building, Birmingham, Michigan. Phone 766.

GIVE SLIPPERS



SLIPPERS—the gift that's useful for every day of the year—that's the kind of gift you want to make. And here's a stock, replete with Slippers for mother or father, sister or brother, friend or relative. Come in today!

Advertisement for Williams Boot Shop, West Maple Avenue, Birmingham. Phone 117.

Luggage-Luxuries

Aviatrix cases for week-ends and general travel are not only for the air-minded but for land and sea travellers. Airplane baggage sets had to be designed with the idea of lightness and compactness, however, and the ideas developed in these luggage fields have carried over into the luggage for other modes of travel.

Fashionable Handbags

In these days when well-dressed women must have a matching handbag for every costume, we can be sure Mother will find such a gift acceptable. It might be wise, however, to find out the color scheme around which Mother has built her winter wardrobe...

For Vegetables

Perhaps you've tried yourself to pour the water off potatoes, and scalded your hands? Or maybe you tried to fish them out with a fork or a sieved spoon! Anyway, that's passe. Now you must put your carrots or potatoes or whatever it is into the water basket, which is pan-shaped and has a handle and is set right into the aluminum pan which really holds the water in the vegetables

Advertisement for 'The Store WITH THE CHRISTMAS SPIRIT' featuring Eaton's Social Stationery. Includes an illustration of a woman and text about writing paper.

Advertisement for L.E. Davidson Birmingham Department Store, Woodward Thru to Maple, Birmingham's Foremost Store.