

Is Age Of Child Key To Right Toy Selection?

Assistant Santas shouldn't trust to memory about the birthdays of children to whom they plan to give gifts of toys this Christmas. If toy gifts are to score for safety and educational value, they must be chosen thoughtfully to fit the age and capabilities of each child.

This advice comes from Emma Dickson Sheehy, professor of childhood education at Teacher's College, Columbia University and chairman of the advisory committee of Toy Guidance Council, which offers consumer booklets advising on play interests and safety requirements of different age groups.

Scientifically Tested
"Age suitability is scientifically tested by American toy manufacturers," Professor Sheehy said.

"Based on this research, tags, labels and instruction sheets provided by many manufacturers give top shoppers the essential information about why each toy is suitable for a particular age group; how the child can use it; why he will enjoy it and how he will profit from the play activity.

"Whether you are a parent, relative or just a friend of the family shopping for a casual gift, it's important to take the trouble to check on the suitability of the toys that you buy to be sure they fit the needs of the child for whom you are buying.

This is particularly important when choosing toys for a baby. Here are some basic points that are important to the happiness and safety of the crib and carriage set.

"Baby's toys should be light weight because his muscles are just beginning to develop strength. They should be bright colored because he can't distinguish subtler shades.

"Baby needs toys that are varied in textures to help him develop his sense of touch. Edges must be smooth because baby's skin is tender. It's essential that every toy he uses be too large to swallow; avoid loose parts that might be swallowed.

Built In Safety
"Everything baby plays with goes into his mouth when he's teething, so be sure his playthings are washable and safe to suck and non toxic. Picture books should be of washable cloth or plastic.

"In families where there are children of several ages, it is very important for parents to recognize that toys that are educational for older children may be unsafe for the pre-school child."

DRESS UP GIFTS
"Do it yourself" gifts of home made candy or cookies can be enhanced by the choice of a container that can be used again. Pack the gift in a small straw basket or in waxboard containers designed for use in freezer or refrigerator.

FOR WOMEN
Present perfect for any woman would be gift of satin cases or quilt-lined boxes to hold gloves, hose and lingerie.

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"Air-Flite" golf balls in a handsome Desk Caddy set (1-doz. balls) or Pencil Caddy (1 1/2-doz. balls) make ideal Christmas gifts. Made from maroon leatherette, these containers can be imprinted with name.



PUT CHRISTMAS IN HIS POCKET with a luxurious leather gift: left, ultra-slim alligator fold; center and front, conventional bill-fold with registration number and matching keycase; right, a useful pocket secretary.

Hosiery Gifts Save Legwork

Santa's helpers can save legwork by stepping up to the hosiery counter and selecting Christmas stockings for every feminine name on the gift list. Always needed, hosiery belongs in the "sure to please" category and also offers opportunity to choose gifts with a touch of frivolity and an air of luxury.

Such wardrobe standbys as daytime and evening sheers, in seamed, seamless or sandalfoot styles, would be welcomed.

Aside from these basics, there are country and casual stockings, colorful knee-highs and party nylons that can make the hosiery gift seem a very special one, though the expenditure is moderate.

Matching the present to the wishes and personality of the giftee is easy, too. For instance, a first pair of hose is a gift to make the growing-up girl squeal with delight, and several pairs are even better!

For the college or career girl, shimmering two-tone effects to wear on party nights. Bright-hued cotton jacquard stockings please the sports-minded miss or Mrs.

And a good way to tell a busy young wife and mother that she's still a glamour girl is to give her knee-high nylons for lounge wear in festive hues of red, blue or green.

TO MEASURE DISTANCE
A pedometer that hooks on the belt is a novel gift idea for the hunter, hiker, golfer or just any man who'd like to know how far he has walked in the course of a day or a trip.



SEAL PACKAGES TO BE MAILED LONG DISTANCES, and especially those going to members of the armed forces overseas, with cloth tapes to assure protection against moisture for your gifts. And you can be colorful about it now, with self-stick tape available in a great variety of colors.



KEEP THEM LOW

Remember to keep Christmas dinner table centerpieces low—below eye-level—so that guests can see each other over the arrangement. Save the long-stemmed roses and magnificent gladioli for the buffet table or console table.

To Insure Delivery Address With Care, Is Holiday Advice

Careful addressing of Christmas Cards is a must if you want to avoid the heavy strain on friendship that usually follows when greetings fail to arrive. Postal authorities estimate that more than 2,000,000 cards go astray because of improper or illegible addresses, incorrect postage or other mailing mistakes.

Write or print the address preferably in permanent ink to avoid smearing in damp weather, use zone numbers, and mail all cards at least two weeks before Christmas, is the advice of Jerlyn Madison, Sheaffer Pen writing consultant who has studied the situation.

Unsealed card envelopes require only a 2-cent stamp; sealed cards, a 3-cent stamp.



Here's Television Gift For The Lazy

Effortless operation of TV set is a gift that is ready for giving to old lazy bones. In some instances it provides for change of stations by touching a push-button on the set. In others, there are remote control units.

One of the new devices by reputable makers actually operates without in any way being connected with the set itself. Weighing only eight ounces, it may be carried easily to the phone, for example, for the purpose of silencing the set while answering.

Packaging Often 'Makes' The Gift, Experts Conclude

Americans give more presents than they receive they say. But it is the only conclusion a New York packaging designer got in a summary of a poll of "typical" retail store patrons.

Another conclusion was that virtually any item makes an acceptable gift, especially if it is in a good-looking carton. Gift packaging often "makes" the gift, says Harry S. Lapow, who conducted the poll.

"In general the figures we tabulated were strikingly consistent," said Lapow. "Gift-givers said they gave an average of 40 to 50 gifts a year — not including the casual cigar or the gratuity. That adds up to 4 or 5 billion gifts a year.

One unhappy respondent gave testimony, Lapow said, that he gives about 60 gifts a year — but receives only two.

JUNIOR COWBOY appetites can be happily satisfied this Christmas with Chow Time sets furnishing young riders with utensils for cookbook.



MAN GOING PLACES will appreciate a gift of leather luggage. Shown here, a lightweight two-suitcase in football cowhide leather with companion bag in saddle leather.



Nylon Slips

Dainty slips of sheer nylon in the very latest of fashion colors and pure white. This is one fashion every girl wants more of. Come in and select several for her Christmas.

3.95 to 16.95



Dressy Blouses

Elegance she will adore... in the sheerest of nylon to the very finest of cottons. The colors are like a rainbow — the styling could never be better. A blouse for Christmas is a must and not the exception.

5.95 to 9.95



Tuxedo Blouse 9.95

Tapered Slacks 10.95

Striped Shirt 7.95

Striped Skirt 10.95



Bouffant Petticoats

... add the fullness to her skirts. Light in weight but gives all of the rustle she wants. These are the mark of style for every woman. All colors and stylings.

3.95 to 10.95



BABY DOLL PAJAMAS

The pajama style every woman wants. The glamour of sleep with all of the comfort desired. A novelty at the beginning that has turned into the most desired. Choose a pair in nylon, cotton or flannel.

3.95 to 10.95

JUNIOR HOUSE'
Milwaukee

directoire stripe group — For the happiest of holidays... Christmas... a polished cotton shirt and skirt in bold Holiday stripes (black, raspberry, chartreuse and white)... team with jet black "Kayak Cloth" tapered slacks and a white, ruffled front polished tuxedo blouse. Mix 'n' match for the occasion... and worry not... they're all washable and crease resistant!

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