



A REAL CHRISTMAS THRILL for any little girl is this life-size Sweet Sue doll. This keepsake doll is 31 inches tall, as big as a 3-year-old. Her vinyl arms are soft like a real child's and she has jointed elbows and knees so she can sit, walk and stand. The doll's hair can be washed and set. Sweet Sue is available in a choice of adorable outfits.

Thousands of Toys Offer Wide Selection For Children's Gifts

Shopping for Christmas gift toys has come a long way from the simple and traditional selection of a doll for a girl, or a sled for a boy.

Today there are thousands of toys, games, costumes, play equipment and educational toys to choose from for children of all ages.

The bewildered adult shopper should keep in mind the age of the child. Most toys today are slanted for a particular age group.

You may become fascinated with an electric train, or mechanical toy, which you look forward to operating, but think first of the age of the recipient. Your local toy department will help you select the correct toy and here are some helpful gift ideas:

Gifts for Infants

Soft, cuddly, washable animals are wonderful crib-mates for the diaper crowd. A gayly colored mobile to hang in the nursery makes an unusual gift.

For toddlers, rubber and non-breakable plastic toys for the tub are fun. New foam rubber building blocks are safe and washable. Animated musical pull toys are loved by boys and girls.

Rock 'n roll has invaded the young crowd with pliable toys on rockers or wheels.

Pre-Kindergarten Toys

From two to four, youngsters go for blocks, simple puzzles, wheel toys, coloring sets, tricycles, dolls, inflatable toys and play equipment.

When children are four to six, they like simple games, doll houses and furniture (new this year is patio furniture for a doll house), toy telephones, paint sets, scooters, wagons and roller skates.

Boys especially like scale model toys of all types; trucks, airplanes and latest model cars.

Little girls began to take an interest in "keeping house" and there is a wide selection of appliances, styled just like mother's. Cooking and baking sets, complete with utensils and sample ingredients are fun for little misses.

Musical Toys

Children of all ages like musical toys. Now you can buy almost any musical instrument from a banjo, drums or trumpet to a toy piano. They are very realistic looking and usually made of non-breakable plastic or metal.

Favorite Costumes

Both boys and girls like to dress up in the costumes of their favorite TV or story-book hero. There are many colorful and practical costumes to choose from for all ages.

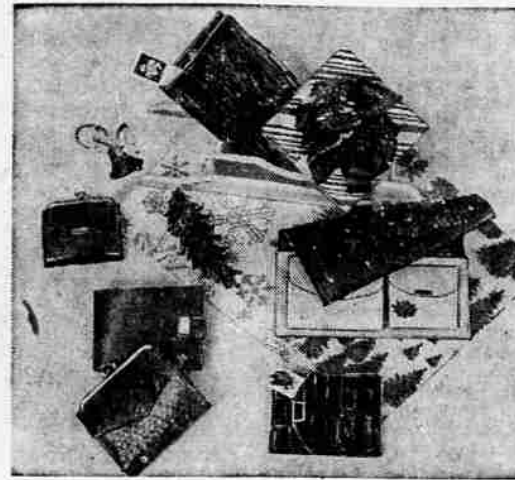
A cowboy or cowgirl outfit complete with boots, hat and guns is a sure favorite. You can choose from Robin Hood, engineer, space cadet, Indian, fireman and policeman suits for boys. Girls will like a nurse's uniform, Indian or Maid Marian costume.

Educational Toys

To stimulate learning at an early age, there are simple puzzles, take-apart toys, building toys and blocks, finger-painting sets and games.

At six to eight, children enjoy sporting equipment, electric trains, hobby crafts, parlor games, model building, dolls with varied wardrobes and building toys. Outdoor gym equipment and junior bikes are appropriate, too.

Children eight to ten, will love to receive advanced craft sets, simple chemistry sets, electrical toys, magic sets, painting sets, games and puzzle.



HERE ARE SOME tips on wrapping gifts of "cash": Fine purse and pocket accessories solve many a gift problem from the family teenagers to the friendly postman; a combination wallet clutch-bag for the teenager; an alligator dress wallet for your favorite "he"; a French purse for the lady of fashion; a billfold with lots of picture space and a miniature French purse for "mad money"—for any gal.

Young Sub-Debs Like Gifts of Items Which Are Today's Fashions

What do little girls want for Christmas? Dolls, of course, but perhaps you've been giving this traditional gift for several years. This Christmas, why not give her something different?

Young sub-debs of the grammar school set are surprisingly fashion-minded. Delight her with a pretty party dress with matching slippers, a crisp petticoat for her full skirts, a quilted robe and slippers for watching TV, or a bunny-fur hat and muff set. All are really glamorous, almost "grown-up" gifts.

Stocking-filling gifts for the young-at-heart could include: a birthstone ring, a music box, bubble bath, a play watch, a dainty locket or a little leather purse.

Playing House

Playing house is even more

fun with miniatures — a real vacuum cleaner, a cooking set with sample foods, a sewing machine, milk-shake blender (operates on batteries), an ironing board and iron and cooking utensils. Your local toy store will have these gift ideas and many more.

You'll be remembered always if you give a teenager her own telephone (perhaps in a pretty pastel).

Also for the high school crowd, you can't go wrong if you give them a record album of their favorites.

She'll love to receive an atomizer and bottle of perfume, or a three-piece dresser set (really distinctive with her initials), or an unusual boudoir clock. With so many things happening in these growing years, she'll appreciate a leather-bound diary.

Holiday Parties

For her holiday parties and dances later on, give her a velvet evening jacket, a glitter evening bag or a slim compact.

Frivolous bedroom slippers with roses or pompons on the toes, or in gold mesh elastic and a smart pair of lounging pajamas will brighten her "slumber parties."

No teen-ager seems to have too many sweaters, or jewelry! A new bulky-knit cardigan and a gold dangle bracelet will be welcome in any wardrobe.

Almost all girls, of all ages,

Savings Account Urged for Children

You'll be giving the children on your list a good thrift habit if you give them a savings account for a Christmas present.

Once the account is opened youngsters take delight in adding to it and watching the totals mount in their passbooks.

Children seldom save money simply for the sake of saving. There is usually some much wanted item that serves as a goal.

When a sufficient sum has been accumulated the great occasion arrives when the money can be withdrawn and the gift bought.



THE DELUXE Diplomat razor in handsome gold-trimmed leather case with plastic blue blade dispenser makes an always welcome Christmas gift for every man.



Make it a present for the family

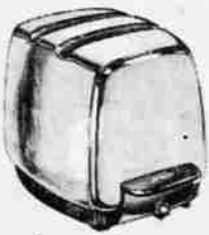


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Jewelry Provides Large Variety of His, Her Presents

A glance at the showcases in your jewelry store will show you that each age group in your family has been studied by designers with an eye to fashion and appropriateness.

It is never too early for a child to be exposed to good taste in his personal possession, and it's never too late to become acquainted with it in the form of the best things made by modern craftsmanship. Thus the infants' bent-handle spoons, silver rattles or teething rings with silver bells, brush and comb sets, pearls for starting a necklace, cups, bib holders, poringens, tiny gift rings—all are in the forefront of fashion.

For older boys—and men, for that matter—the right clip, cuff links, key chain or pen-knife are to be found at the jeweler's. A wide variety of gift suggestions for young girls includes a piece of sterling in her chosen pattern, her first piece of precious jewelry in the form of a pin, bracelet, barrette, locket or sterling picture frame.

Odds High

The odds are extremely high that when a man chooses a Christmas gift for a woman, he will select jewelry.

When he goes to the jewelry store this year, he's due for a pleasant surprise. Leading designers of jewelry have created a glittering array of necklaces, pins, earrings, bracelets and rings—enough to turn "her" head without overturning "his" budget.

A wise man will remember that—as in all things feminine—jewelry fashions change from year to year.

This year, for instance, bib necklaces are making fashion news, to fill widely scooped necklines. And another type of necklace has a long backdrop to be worn with low back dresses.

Scatter pins are larger than in previous years, and pairs may be similar, but not necessarily perfectly matched.

Glittering Jewels
Glittering jewels also fit the



FAVOR HER with gracious gold costume jewelry accents—here golden petals swirl into a massive pin; the chunky bracelets have flecked stones—worn by the armload this season.



What does a lady like for Christmas? Fashion gifts, to be sure! We've a world of wonderful ways to make her happy.

of course . . . we gift wrap without charge

To find the gift she wants . . . the gift she'll welcome with delight . . . at a price for every budget . . . come . . . see!

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Stockings Costume Jewelry Perfumes

Handbags . . . and a world of other smart accessories.



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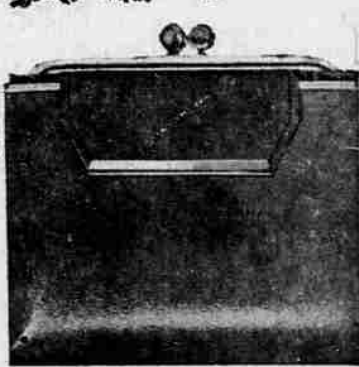
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Gift List

now in new Antique Pastels ... the French Purse by **LADY BUXTON**



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