LITTLE PAM MICHARLSON of Garden City, N.Y., uses a king-sized fountain pen to get in an early bid to her favorite Yuletide saint. First among her requests is obviously going to be a plea for a new wardrobe for her favorite doll — who appears to be taking quite an interest in the proceedings herself.

More Fun Than Ever Slated For Dad This Yuletide Due To Wide Variety of Toys For Younger Set

This Christmas Dad will have more fun than ever with his son's toys. One of the reason will be junior's new car—not a real car of course—but a faithful miniature. Its there gear shifts, rubber tires and plastic windshield will remind ever-young father of his own car. Mom too, will be fascinated by young Joan's bingo knock-out bench.

Today's scientific toy manufacture is responsible for better playthings. Toy manufacture is no longer a hit-or-miss affair. The Canadian toy industry with an annual output of $30,000,000, employs top designers, color engineers and consults psychologists and educationalist.

Scientific planning is the routine in over 300 toy firms across the country. Manufacturers are alert to the fact that playthings must be functional for each stage of a child's development. The retailer, too, must know what is the right toy for the right age.

The Canadian Welfare Council has studied the play needs of children from one month to ten years. To the proud father who would buy a $10 life-size panda bear for his infant son, the council warns that a two-year-old will be more impressed with a cigar box full of clothes pins.

Psychologists point out that toys play an important part in developing eye and finger muscle co-ordination and in training baby to concentrate. They also help develop crawling and walking incentives, general intelligence and a sense of confidence.

To buy the right toy parents should keep in mind a few facts about general growth patterns according to these experts. At three months a baby is just beginning to focus his eyes. A brightly-colored rattle is just the thing at this age.

At six months the child goes in for exploring with his fingers and mouth. Gay colored plastic, metal or wooden rings are what he will appreciate and you can't go wrong with a soft, washable animal or doll.

From age one to two, baby is on his feet. He needs toys that will help him develop his muscles. A pegboard with large pegs, a small wagon to pull or a kiddie car will fill the bill.

From two to three is the age for music; picture books, stories, painting and push-and-pull toys. Children at this age will listen for hours to catchy nursery rhyme records and little Joan will love a doll's carriage.

At three a child is said to be entering the imitative stage, seeking to copy adult behaviour. This is the age for miniature cars, dolls, telephones, unbreakable dishes and carpet sweepers.

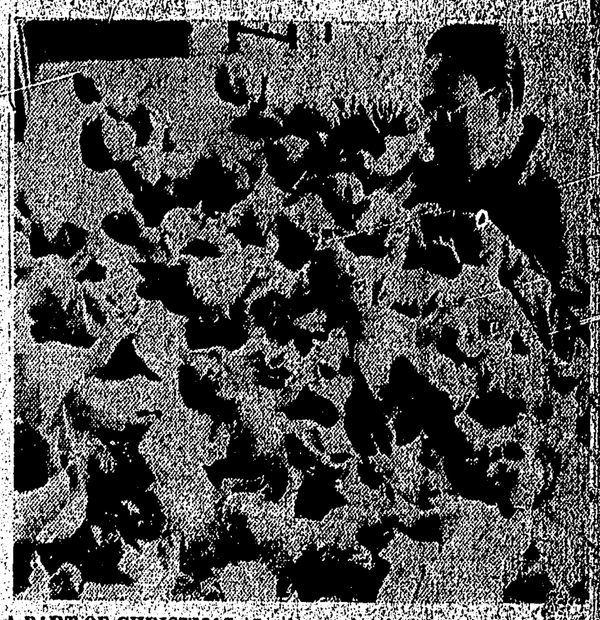
At five you have before you a real little person. The psychologists claim it is a mistake to treat him as an inferior. Let him have realistic toys, cut-out materials, clay and plasticine, a scooter or a workbench.

At school age, from six to eight, children have boundless energy and a passion for learning new skills. This is the time for a bicycle, roller skates or skis, skipping ropes, paints, beginner's kits for carpentry, printing, chemistry, dressmaking and other hobbies.

This year's new styles in playthings are countless but a survey of toy counters reveals emphasis on "career" items. Such things as bulldozers and rock drills for future highway engineers, and medical kits for future nurses and doctors are typical. The important thing in choosing from this array is to know your child's age level of play and see the toys this way.

FAMED SINGER

Luisa Tetrazzini, Italian soprano who died in 1940, scored perhaps her greatest success in the title role of "Lucia di Lammermoor."



A PART OF CHRISTMAS—In the weeks that precede Christmas the factories that turn out religious statuettes and other articles have their busiest period. One of these firms, the Francesco Romani Company, is located in the heart of Rome. A steady stream of plaster, stone, marble and wooden figures, depicting Biblical scenes, saints, martyrs and other religious leaders, through the ages has flowed from this factory since its founding in 1895. Here chief craftsman Francesco Romani works on images of the Holy Child of various sizes.

DEETH'S PHARMACY

★ GIFTS FOR ALL ★

For Him

Schick Electric Razor	$29.95
Remington Electric Razor	$17.95
Duratone Paying Cards	
Single Deck	$1.50
Double Deck	$2.95
Leather Writing Cases	$4.50 to $10.50
Hair Brushes	$1.49 to $3.50
Shaving Brushes	98c to $7.50
Bill Folds	98c to $9.00
Lighters	$1.00 to $12.00
Cameras	$3.50 to $58.69
Genuine Leather Ring Binders	$7.75 to $10.60
Duaflex Camera Sets	$25.75 to $37.00
Brownie Hawkeye Camera Sets	$15.50
Ansco Camera Sets	$17.95 to $31.90

Shaving Sets:

Kings Men	$1.75 and $3.00
Old Spice	$2.60 to $4.10
Seaforth	$2.00 to $3.50
Gaylord	$1.50 to $4.50
Yardley	$2.35 to $10.00
Gillette	$1.52 to $5.00
Wiliams	$3.00
Palmolive	$1.45 and $2.25
Travelling Cases	$1.75 to $14.75

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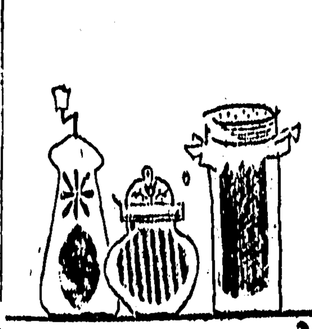
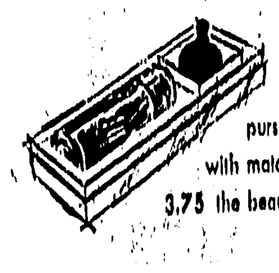
In a Wide Range
Yardley Soaps . . . Lavandomeal, Toilet Water and Colognes . . . and many other attractive gifts.



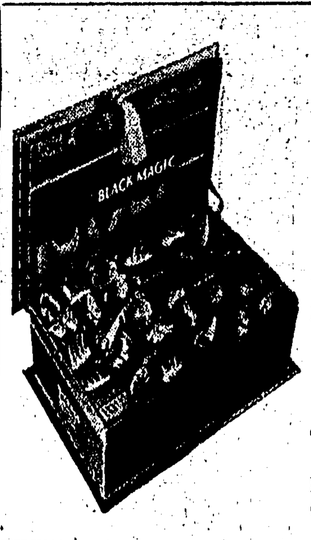
Spice your life
with wonderful woodsy
Woodhue by Fabergé
to wear with the spice shades
fashion favors today
perfume 3. to 32.
cologne 1.75 to 12.50



the new PERFUMETTE ENSEMBLE
purse perfume in a jewel-cut flacon
with matching cologne, gift boxed
3.75 the beautiful set

For The Home

Xmas Tree Lights	$1.60 and $2.65
Xmas Tree Lights outside	$3.80
Extra Bulbs	2 for 17c and 17c each
Extra Bulbs Outside	18c each
Xmas Table Napkins	39c pkg.
Assorted Carol Candles from	65c
Fresh Roasted Fancy Nuts ½ & 1 lb. boxes	
Xmas Cards, Boxed, Coutts	59c to $2.50
Boxed Chocolates	50c to $5.85
Coutts Xmas Wrapping	10c and 25c
Coutts Xmas Ribbon	10c and 25c
Xmas Cards	2 for 5c to 1.50 each
Boxed Stationery Plain	98c
Boxed Stationery, Scented	$1.50
Flash Bulbs	17c and 18c each
Scented Notes	.90
Films All Sizes	
Yule Logs	75c
Xmas Snow	98c



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ROWNTREES:
Black Magic ..... 90c, 1.75 and 3.50
Dairy Box ..... 85c, 1.60 and 2.75
Special Xmas Fancy Boxes ..... $1.85 to 5.85

MOIR'S
Pot of Gold ..... $1.75, 3.50 and 5.25
Cherry Cocktails $2.00
Peppermint Cream Wafers

The Original Edinburgh Rock ..... 50c and $1.00
Likeurbonbons-Holland $2.00
Old English Toffee $1.00

NEILSON'S:
Enchantment $1.75
Petite Point ..... $3.50 and $5.25
Aristocrat $1.30
Cherries in Maraschino $1.00 & $2.00

DUNCAN'S
Hazlenut Whirls ..... 85c and $1.60
Capital Mixture ..... 75c and $1.35
Chocolate Gingers 90c
Chocolate Fruit Creams 75c & $1.25
Peppermint Creams 55c

For Her

Gift Sets:

Hat Box Style Travel Case	$15.00
Leather Purse Kit fitted with Dorothy Gray Cosmetics	$13.50
Leather Purse Kit (Dubarry)	$10.00
Lovely Coty Xmas Sets including Colognes, Perfumes, Soaps and Powders	$2.75 to $6.50
Nail Polish Kits	$1.00 to $5.50
Faberge Perfume Lantern with 3 vials of Perfume — A Christmas natural	$2.50
Coty Perfumed Swans: Boxed	$2.50
Bathettes	85c to $1.50
Chanel No. 5 Perfume from	$6.00
Lanvin Arpege Perfume	$3.25
Faberge Perfumes all fragrances from	$3.00
Jewelite Hair Brushes from	$2.50
Jewelite Purse Kit (Brush & Comb)	$1.50
Faberge Quartette Jr. (Favourite fragrances in purse size cologne in white and gold box)	$3.75
Evening in Paris Gift Sets from	$2.60
Bronnley English Soap:	
Lemons—Four in gift basket	$1.50
Jumbo Bath—Assorted fragrances	$1.50
Turtle Oil 3's Assorted fragrances	$1.25
Pine Bath 3's — Assorted fragrances	$1.75
Guest size (assorted fragrances- 3's	75c
Bath size Singles	75c
6's	$1.15
Faberge Soap Singles	75c
3's	$2.00

For The Kiddies

Novelty Soap	35c to $1.75
Rubber Novelty Toys	
Rufus the Rooster	$2.49
Longhop the Rabbit	$2.49
Josie the Lamb	$2.49
Hugger the Bear	$2.49
Santa Claus	$2.49
Baby Hot Water Bottles	$1.29 and $1.75
Big Top Bubble Bath	59c, $1.00 and $1.10
Brush, Comb and Rattle Set	$1.00 and $1.59
Bathtub Toy: Clee the Fish	$1.49
Bottle Warmer, Cereal Bowl and Vaporizer	$4.95
Tip and Sip, Cup and Bowl Set	$2.59
Baby's Own Gift Set	$1.00 and $2.00
Indestructible Toys	1.49
Plastic Banks	69c and 1.59
Craftman Camera Set	$4.30

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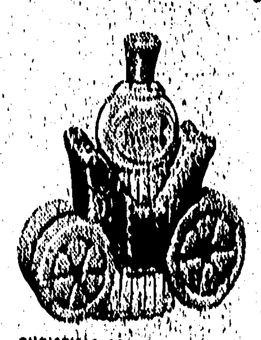
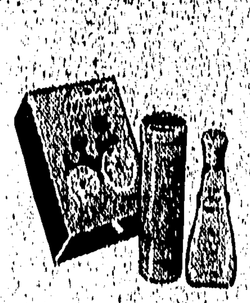


CHRISTMAS COACH—Glittering gilded coach holds cologne, White Magnolia, Heaven-Sent, Apple Blossom Time. 3.00



COACH COMPANIONS—Delightful set of body powder and cologne, White Magnolia, Heaven-Sent, Apple Blossom Time. 2.75

LUCKY DRAW—Cologne and foam bath in draw box, White Magnolia, Heaven-Sent, Apple Blossom Time. 2.75

SEA JEWEL PERFUMETTE—Sparkling jewel-textured flask holds perfume, Command Performance, Heaven-Sent, White Magnolia, Apple Blossom Time. 2.75

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