

Juvenile

Christmas is a beautiful time for all of us, and exchange of gifts between grownups is a wonderful one. It is really the children who give Christmas its significance.

Positively!
The well-dressed doll must have a new wardrobe each season, along with her small mother.

Fairy Tales!
Fairy tales! What a world of fancy and beauty the words bring to mind! Beautiful books of fairy tales, old and new, and new ones, fill the gift-counters.

Dress-Up Things
At a very tender age, too, girls show an undeniable feminine interest in their attire. A new sweater, a little flannel robe, a string of beads, a pair of gay, woolen mittens—they're all sure to delight the heart of a small girl.

Boys Are Different
Boys, of course, play with games indoors to a certain extent, but boys are primarily boys up until the time they become men, and outdoor sports things and tools and mechanical toys are more to their liking. Their gifts come more properly under the "Brother and Son" suggestions.

"Funny Friends"
Furry and fuzzy animals appeal strongly to childhood. Animal books always register. "Furry Little Friends of Ours" is one of the picture books found in a Birmingham store for children, and pets of all kinds, wild and domestic, are dramatized.

They Love Books!
Books are the "welcome" gifts a child can receive. Look over "Aesop for Children," "Bible Story Book," "Once Upon A Time," "Animal Story Book," "Mother Goose in Modernistic Verse," with a red-velvet cover, "Little Americans from Many Lands," "On the Road to Make-Believe."

Going-Places
Krazy-cats on wheels, and ducks and rabbits with the same mode of

They turn many troublesome household tasks into genuine pleasure

NO GIFT could be more welcome to the average housewife than something electrical—to simplify the more or less tedious duties of a household's daily routine.

Ironers Lamps Curling Irons Refrigerators General Electric) Waffle Irons Toasters

Vacuum Sweepers Electric Washers Flashlights, etc. Perculators Heaters Table Stoves

RADIOS
You would make Christmas a happy event in your home you should be sure that a radio is furnishing an enjoyment which all radio owners have come to know. Easy payments will make it possible to install a set before the 25th.

Leonard Electrical Co.
Oldest Electrical Store in Oakland County
WEST MAPLE PHONE 223

decoration are great to pull along after you on the sidewalk or in the house. If you're a small mite of humanity and you like going-places and seeing-things.

To Cudgel Brains
Scenery puzzles mounted on wood provide hours of enjoyment for children. The brain-cudgeling is good for them, too.

Balls to Bounce!
Balls go up, but they always come down, and if you throw them down and if they're rubber they always do a double, up-and-down. If you're analytically-minded you'll ask why a rubber ball bounces—but any child

Play-Set Families
Get acquainted with the "play-set" family of Mother Goose characters. Pleased to meet you! There's Old Mother Hubbard, Red Riding Hood, Humpty-Dumpty, Little Boy Blue—and don't forget "Little Polly Flinders" who sat among the cinders! The children will like any of all of these play-sets. Be liberal—large play-set families are a good thing for a child's development.

3-in-1 Books
Three-in-one gift-book boxes are clever. You can choose "Boy Blue," "Peter Pan," and "Hansel and Gretel," or the group with

Keep Hands Busy
Mosaic tiles to keep busy, the little hands and little heads, and scroll picture puzzles, kindergarten heads and colored cubes, simple puzzles concerning our favorite animals, stencil drawings about the circus wonders, strip puzzles and picture-building puzzles, the "Historical Series" of picture-puzzles, map puzzles, and puzzles both easy and hard of every description can be found for gift-giving in Birmingham stores.

For a Song and a Hug
What could be more charming than "The Adventures of Mr. Stoodle-Do," "The Sugar-Plum Tree" by Eugene Field, Volland's edition of "Mother Goose," "Dick and Byrd" by Elizabeth Woodruff, or one of the "Sing With Mother Goose" books with sprightly illustrations. Any sweet child would sing a song for you, or give you a big hug, for these!

Count Your Silver
"Silver Pennies" is one of the finest things in the world to buy imagination and a thirst-for-beauty in a child. An anthology of lovely poems for children called "Silver Pennies" is full of the rarest kind of word-beauties. You'll read the little volume over and over again yourself, and count the silver pennies (coin of another realm).

China "Talks Back"
Dogs, and cats, and giraffes, and elephants and everything else, in china miniatures, singly and in groups, will delight small hearts as play-pets. Imagination is a wonderful thing, and even china can talk back. Besides, it's impossible to have every variety of play-pet "in the flesh," actually.

"Ten Pussy-Cats"
Do you remember the "Ten Little Pussy Cats"? They've been dramatized and you'll find them all pictured riding ostriches, and going-to-market, and eating up all the dinner, and everything else that they weren't supposed to do. All of them came to rather bad ends, in the book.

Animals Dress-Up
Teddy bears are dressed up in the latest styles this year. One wears a tan coat, another an evening gown, a third is ultra in pyjamas. Dogs are wearing clothes this year also, and so are cats and rabbits. Some of them still "go native." Zebras, elephants, and giraffes, in most cases, appear in their natural skins.

Learn-the-World
Etymology, solving world-puzzles, is good fun. Stamp collectors outfits teach a good deal about other nations too. Boys like these better than girls, as a rule.



Pretty-Babies Gifts
Even Baby is going "beret" this winter. Coveted Christmas gifts for infants include the cleverest Argon berets in pink, white, and blue, at \$2.50. Baby needs new shoes, too, and can be supplied in white, black, or elk colors at \$1.25, in either button or tie styles. Mittens in orchid, blue, pink, rose, tan, red, and grey, for only 29c, will keep Baby's tiny fingers "warm as a kitten." Dress-up sacs for warmth, in

Quilted Bunting
Silk quilted bunting for babies, reminds one of the old lullaby that sang of daddy going hunting to find a tiny rabbit's skin to wrap the baby. Baby would like a quilted one for Christmas. Quills and shawls and carrying covers in basket-weave designs will keep many a Birmingham baby warm, too, after Santa Claus drops his gifts down each chimney.

Who Said Santa Claus was Scotch?
THE DOLLAR WILL BUY MORE THIS YEAR THAN EVER BEFORE!

"More for Your Money"
means exactly what it says at this store!

Do Your Christmas Shopping Early
--by Taxi Call 1844

FOR A HEATED METERED

Shaw Bros. Taxicab

sets have always been popular as gifts to babies, and it's a poor household that doesn't boast several. Besides, the brushes are excellent. They say, as complexion blenders for the feminine grown-ups. Hand-made dresses are the special variety of small girl-babies, and boy-babies are a bit proud, too. Sweaters and booties are always appropriate and useful gifts for babies also.

Practical
Practical things like training pants, and shirts and bands, and rubber pants, and nighties and sleepers, appeal to little babies as Christmas gifts, too. Babies are more elemental than grownups.

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and want merely to keep warm, have "just enough" to eat, and lead a quiet life of sleep broken only by waxy baths and bottles and the sunny delights of colored balls and rattles. Babies demand practical, safe and sane Christmas gifts. When they get older it's a little different story.

Cocker Spaniel Puppies
America's most fashionable hunting dog, and a wonderful pal.
Christmas Reservations being made now!
Bur-Shell Kennels
Voorhees Ave. at Telegraph Rd.
Phone: Pontiac 24708



Gifts for HIM

- Cigars
- Cigarettes
- Pipes
- Ash Trays
- Candies
- Flashlights
- Holiday Packages
- Shaving Brushes
- Billfolds
- Pens
- Toilet Sets
- Razors
- Stationery
- Hair Brushes

When we say that prices are down, we mean it! You should be able to buy the same quality of gifts as last year at savings of around 20%!

We can tell you a lot about this "gift-problem" situation personally. Bring your list of lucky ones to be honored by you this year. We'll supply a major part of it at prices that will astonish you! We mean it!

Gifts for HER

- Compacts
- Perfumes
- Toilet Waters
- Perfumers
- Toilet Sets
- Bath Salts
- Face Powders
- Candies
- Stationery
- Manicure Sets
- Household
- Window Thermometers
- Backgammon Sets
- Thermos Bottles, etc.

Our stock is bright and new. The many gifts are calling you. Come now and see just what you'll find. The best way toward a happy frame of mind.
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