

Christmas Most Pleasant for Early Shopper

The best way to turn Christmas into a nerve-wracking experience instead of the pleasant holiday it's meant to be is to wait until the last minute to do your shopping.

Area residents who want to enjoy their Christmas should decide on what they want to buy well before the festive holiday is due and then do their shopping early.

One of the thrills of Christmas is being able to stroll through the many Birmingham stores at a leisurely pace, looking at the colorful decorations and then making your selections slowly, thoughtfully and carefully.

RATHER THAN DASHING OUT at the last minute and picking gifts at random, planning your shopping for Christmas in advance is both economical and easier.

By going out early, it is far easier to remain within your budget. It also enables you to avoid the last-minute crowds and easier to select the most suitable gifts for your family, friends and relatives.

The early shopper also can benefit from the lack of crowds which give the sales personnel more time to give you that extra help you so often find you need.

ANOTHER BENEFIT THE EARLY SHOPPER reaps is being able to use the layaway and credit plans offered by many of our Birmingham stores.

Under the layaway plan, you can pick exactly what you want and then have the store hold it for you until the time comes for Christmas. The credit plans allows you to spread the cost of your gift over a lengthy period of time.

Shoppers who plan to have gifts monogrammed or mailed to other areas are advised to get out early because these things consume time.

TO START YOUR CHRISTMAS off right, don't lay this section aside for future use but begin looking through it right now in order to get some idea of the wide variety of wonderful Christmas things which will go on display in many area stores Friday.

Develop the habit of jotting down your choices as you come to them. Then when you go out to the stores, your Christmas shopping list will be ready and waiting to go with you.



It isn't ice skating weather yet, but Bob knows that it won't be too long before he can cut a lively figure with these skates on sale for \$11.95 at Birmingham Hardware on N. Woodward.

Bikes to Be More Popular Than Ever This Christmas

Bicycles are expected to be more popular than ever with youngsters this Christmas.

The Bicycle Institute of America says the bike always has been a popular Christmas gift and usually is placed under the Christmas tree by fond grandparents.

But bicycle sales this year are expected to increase greatly, according to the institute, because of the widespread acceptance given the recently introduced middle-weight model.

The middleweight bike is a hybrid product which blends the best features of the heavier, balloon-tire bike with the best of the light-weight bikes. The middleweight is available in both boy and girl models and features, among other improvements, coaster brakes and a gear shift.

THE INSTITUTE says the middleweight requires less pedal pressure to build up speed and is easier to handle, making for additional safety.

One of the safety examples pointed out by the institute shows that the special brakes make it possible for a child weighing 68 pounds to have the same braking power a 100-pounder would have on a regular-type bicycle.

Proper Bike Size Needed for Child

Purchasing a gift that is too large or small for the receiver is a hazard all shoppers face. It is an extremely serious problem when buying a youngster's bike.

The only means of transportation to and from school for thousands of children is their bicycle. Consequently, the right size is important especially for the 5 or 6-year-old in his first year of school.

FOR YOUNGSTERS from 4 to 5 years of age, choose a bike with 16-inch wheels and an outrigger which may be removed when they learn proper balance.

A 20-inch wheel is the correct size for a 6 or 7-year-old, while children from 8 to 10 can handle a 24-inch wheel properly. The adult size 26-inch wheel can be capably ridden by a youngster 11 years or older.

Bike Accessories Answer to Problem

If there's a bike owner on your gift-giving list, accessories are the answer to your shopping problem.

Skinny chrome guard bars, bright sealed beam headlights, a variety of horns and bells, useful luggage carriers, strong built-in locks and durable shock absorbers will delight the owner of any bicycle.

For like the family automobile, thousands of children like to keep their bike up to date with the latest and safest gadgets.

Modernized Toys Meet Requirements

Children's favorite Christmas toys—whether in 1857 or 1957—have remained the same, but the present versions are modernized to meet the requirements of today's youth.

These perennial gifts have lost not an ounce of their charm and fascination but have gained in popularity through the years until today they are standard items under every Christmas tree.

and realistic junior doctor and nurses sets will thrill any young Einstein or Florence Nightengale.

The how-to-do-it craze has worked its way into many youngsters' lives as the marked increase in arts and crafts sets indicate.

Yet, still keeping up with today's demands, are the soft and fluffy stuffed animals that are constant companions for so many youngsters.

Toy Instruments

A lightweight plastic horn is a toy musical instrument that actually plays. Also available this year are a sufficient variety of instruments to equip a full band.

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Toyland on
the Mezzanine

Jacobson's TOYLAND is brimming over, with can't-wait-for-Christmas excitement! We've everything a boy or girl could dream of, from gay stuffed toys and books, to hobby and model building sets. There are dolls of every kind, from almost every land . . . games, paints and skates, Juvenile sport equipment. These are but a few from the thousands of toys destined to make this the merriest Christmas ever!