



## W. Maple 30 Years Ago

This street scene, looking east on W. Maple near Bates, will be quite different Monday evening when Birmingham-Bloomfield males flock to the area for the 12th annual Men's

Night. This picture was made in the early 1930's when few husbands commuted to and from Detroit to work and no special night for shopping was needed.

## New Toys—in Capsule Form

Here is a capsule summary of some of the new toys available for this Christmas season:

**Magic Growing Animal Circus**—This toy features animals "that grow for weeks and weeks." Included are a lion, ostrich, hound dog, squirrel and porcupine.

**"Pretzel" the Pick-Up Pooch**—He can catch balls, walk forward and backwards and bark. He is made of sturdy plastic and requires no batteries. Twist his ear and he releases the ball.

**"Happy Humpty Dumpty"**—Here is a four-part egg man who sits atop a wall of 18 brightly colored blocks. One blow with wooden hammer knocks him down, giving the child a chance to reassemble the toy.

**Prang Coloring Crayon Set**—There are 80 colors in this set, including the new Day-Glo and metallic crayons. Featured are four lift-out trays and two see-through windows.

**True-View Projection Kit**—This toy lets youngsters present picture shows of their favorite cartoon characters. A plug-in projector comes in a box with handle. Instructions included.

**Junior Chef Electric Oven**—It has a temperature range from 250 to 450 degrees. Included are utensils, cookie sheet, pans, fibre glass insulation. Be prepared to spend \$20.

**Hollywood Twin Beds**—These can be converted into couch, bunk beds, separate twin beds or twin beds with a single head board. They are made to fit "Barbie," "Tammy" and other fashion dolls.

**"Treasy"**—Girls can create their own hair styles with this doll, which has hair that can be grown or shortened to any length with a turn of a key. The doll has movable arms and legs and is 11½ inches tall.

**"Swixit"**—This stylized kiddie's swivel chair revolves on a polyethylene ball-and-socket joint. It is easy to clean. The soft, resilient seat is joined to the base by a pivot fastener.

**Mickey Mouse Club Card Game**—This set features Mickey Mouse, Donald Duck, Pinocchio and other Walt Disney characters.

**Give-a-Show Projector**—This is a battery-operated toy, with 178 color slides giving 24 shows of

### Musical Toy Charms Young

Farmer-in-the-Dell TV-Radio is the finest quality, imported music movement made to exacting Fisher-Price engineering standards. Plays nursery rhyme melody when wound by center knob. Picture dial revolves as music plays, illustrating rhyme through "TV screen." Unbreakable plastic "speaker" and wood case with storybook lithographs, wood handle, spring "aerial." Jam-proof mechanism cannot be overwound. These extremely popular toys are not only entertaining, but stimulate the child's imagination and natural interest in music. For boys and girls 2-6.

such TV characters as Mickey Mouse, Roy Rogers and Popeye. It projects full color pictures up to five square feet on the wall.

**Armored Battle Force**—This set consists of a large tank, half-track vehicle, launcher tank with cannons, workable scissors bridge, jeep, soldiers and supply truck.

**Table tennis set**—Here is a portable quarter court table tennis set that is usable indoors and out. Regulation height, it is 54 inches long and 30 inches wide. Set includes paddles and ball.

**Poleless play tent**—It is supported by wood or metal (optional) ribs along the outside extremities. There is a variety of sizes and color combinations.

## Headquarters For LONGINES

THE WORLD'S MOST HONORED WATCH

Proudly Announces  
A Great New Longines Honor

## LONGINES BREAKS ACCURACY RECORDS FOR WRIST WATCHES

Neuchâtel Government  
Observatory Competitions

**JUST ANNOUNCED!** Results of latest Accuracy Competitions at Neuchâtel Observatory... for first time in history a single watch manufacturer, LONGINES, makes 100% clean sweep—winning all events in wrist watch and pocket watch classes, a total of 75 First Prizes—establishing new all-time accuracy records for wrist watches by decisive margins.

### The World's Most Honored Watch

Longines' unparalleled achievements add new honors to The World's Most Honored Watch. At World's Fairs and International Expositions, Longines is the only watch ever to win 10 Grand Prizes and 28 Gold Medals. Longines watches have been classified First in the competitions of the four great observatories—Washington, Neuchâtel, Geneva and Kew Teddington. In aviation and exploration, Longines watches enjoy a position of exceptional significance; Longines were used for timing and navigating by such historic personages as Byrd, Lindbergh, Amundsen, Wilkins, and Post, to name a few. In sports, Longines timekeeping is accepted as Official by all National and International Sports & Contest Associations.

## The Time Shop

Opposite Post Office

Watchmakers

Clockmakers

Jewelers

151 S. Bates

Open Friday Evenings

MI 6-7377

## Lights, Decorations To Beautify B'ham

The largest number of Christmas lights and decorations in the history of Birmingham will be in operation Monday night.

The Birmingham Department of Parks and Forestry and volunteer help from the Junior Chamber of Commerce have spent almost two weeks in turning the city into a Christmas wonderland.

To Oak along Woodward and from Chester to Poppleton along Maple. He said about 20 additional utility poles would be decorated this year.

Along with the various lights, the city will again have the traditional Nativity scene in Shain Park and the Donald C. Egbert Memorial Tree, on the north side of the park will be decorated.

**THE SMALL** imported white lights introduced for the first time in 1962 have been placed on about 135 street trees in the downtown area, according to Forestry Supt. Darrel C. Middlewood.

He said the lights will generally stretch from Merrill north to Willets, Chester to Poppleton along Maple Ave. and along both sides of Pierce in the downtown area.

Middlewood said the utility poles would be decorated from Lincoln

A SMALL Nativity scene and decorated tree will also be placed in the DPW yard on Eton near Lincoln, Middlewood said.

The Birmingham Jaycees, under the direction of Roger Crimmins, decorated the fronts of more than 150 stores in the various business areas of the city.

As in the past, all of the lights have been purchased by the Chamber of Commerce and are put up and maintained by the city.

Page 8

Birmingham Eccentric

Thursday, December 5, 1963

DAVIDSON'S  
Executive memo:  
How to Succeed at  
Shopping Without  
Really Trying

Just give our marvelous  
**CHRISTMAS BASKETS**  
color coordinated  
and filled with  
frills and fancies  
ladies adore, like

gloves, handbags  
scarves, jewelry,  
travel accessories  
— all sorts of  
feminine delights  
and far more personal  
than the ubiquitous  
gift certificate

Priced from \$10 to \$100  
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on **MEN'S NIGHT**  
and see **all** our  
wonderful ideas for  
Christmas presents

Davidson's  
the signature of fashion  
BIRMINGHAM