

Gadgets

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along with an increase in scientific and building sets are prevalent to accommodate the rapid increase in today's boys for model sets and constructive playthings.

Dolls once again seem to be the main attraction for girls. This year, dolls will be able to do more than ever before. They talk, walk, sing, cry and laugh. Their hair grows and their mouths move, and they come complete with wardrobes and beauty salons.

A. C. Gilbert, Jr., president of Toy Manufacturers of the U.S.A., said that he believes toy prices, in general, will be a little lower this year, due to a reduction in size in many toys.

Locally the early shopping trends seem to be adhering to consumer forecasts. Thomery's reports that electronic and mechanical kits are the main attractions for boys.

GIRLS ARE attracted to all dolls and the vastly-improved household toys. Doll luggage, ironing boards and a new automatic washing machine, complete with built-in suds, are prime targets.

The Varsity Shop notes an increase in family games, such as ping-pong and pool.

One thing is sure; the list of toys presents an almost endless variety of enjoyable and useful playthings, for children of all ages and all interests, at almost every conceivable price.

If parents select toys with a wide range of play possibilities and don't over-estimate the child's age level, this Christmas should be a very happy one for all.

3 Spark Birmingham Men's Night

The "men" behind the Men's Night include Bill Wisner, George McGlinnen, and (good heavens!) Mrs. Marianne Barnett.

Their organizational talents are behind the highly successful annual event sponsored by Birmingham merchants.

Bill Wisner, of The Prep Shop, is the chairman whose "promotion ideas promote promotional ideas," according to one co-worker.

His energetic nature also place him on the board of the retail division of the Birmingham Chamber of Commerce and the board of directors of the Boys' Apparel Buying Association and its affiliate, the National Boys' Fashion Board.

He is also responsible for the slogan, "Fountain of Fashion," the theme of successful apparel promotions during the past year.

George McGlinnen is most often found at Jacobson's Men's Shop of which he is manager. Most recently as Special Events Chairman he has been coordinating activities around town, which includes jobs from setting up Christmas carolling to the erection of Santa's candy striped tent.

Dynamic Marianne Barnett, chairman of publicity, has devoted much of her time and talent to merchandising ventures. As Mrs. Maurice Barnett, she is the fashion coordinator for the Bloomfield Fashion Shop. As Marianne Barnett, she is the director of Publicity and Promotions for the Birmingham Chamber of Commerce.

Mrs. Barnett is best remembered as the coordinator and MC of the Michigan Week Fashion show, the most successful and largest undertaking of its kind.

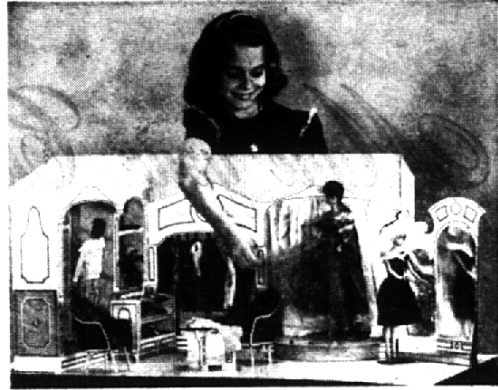
Home Bartenders Need Portable Bar

A most exciting gift for the man who fancies himself an accomplished bar tender, is a fully equipped, compact, portable bar.

Included with the gift bar are such accessories as measuring jiggers, ice crackers, ice buckets, juice squeezers and strainers, and cocktail shakers.



THE LATEST in authentically-styled toy guns by Mattel, Inc., is this Guerilla Gun Set introduced new-for-1963 at the New York Toy Fair in March. An automatic cap-firing, camouflaged submachine gun has bolt action and a smoking barrel. It fires 50 shots of Greenie Perforated Roll Caps in burst or single shots, and comes with a snap-on sling strap. Included in the set are an authentic-looking camouflage poncho, a Commando beret with plastic insignia, a safe (completely flexible) Commando knife and "leather" belt scabbard. The Guerilla Gun will be offered singly or in the set. The outfit is one of many military objects offered this season.



KEEPING in line with the increase in doll interest is the Barbie Fashion Shop, where Barbie, Midge, or Fashion Queen Barbie may model their latest fashions. Barbie's own distinctive salon is made of sturdy, four-color lithographed chipboard. It looks just like the most elegant 5th Avenue salon. The custom-designed interior is completely furnished, down to a model's entrance which opens into a backstage dressing room, and a mannequin, display case furnishings and other realistic accessories. All features of the Barbie Fashion Shop are scaled exactly to Barbie-size by Mattel, Inc.

If Santa Answers, Don't Hang Up!

Santa Claus will be taking telephone calls from Birmingham youngsters again this year.

From Dec. 16 through Dec. 20, Santa will be on the phone from 3:30 until 5:30 p.m.

The phone number is MI 6-7222.

Helping Santa with his calls will be the Senior Men's Club, the Community House and the Recreation Department.

MONDAY
DECEMBER 9
IS
MEN'S
NIGHT
AT



Jacobson's

Birmingham

Gentlemen, this is your evening. Your opportunity to shop in "peace" in a "no-woman's land" reserved exclusively for the male animal. Only our own helpful salespeople to assist you in solving those "what-to-give-her" problems. Bring the boys—they will enjoy shopping for Mom's and sister's gifts at her favorite store. Gift wrapping on the spot.

MONDAY, DECEMBER 9 — 7 to 10 P.M.