

# Toys are much better value: will last longer

## GLAMOUR DOLLS WITH "FLIRTY" EYELIDS

**T**OYS are better in quality this year and parents should find that Christmas gifts last longer than usual. One assistant in an Uxbridge store remarked that she felt much happier about selling board games this year. "In 1951 quite frankly much of the stuff was rubbish," she said. "Toys this Christmas are much better value."

**O**NE of the most popular dolls will probably be the Beauty-Skin type. They are made of sponge rubber, cleverly coloured to give the dolls real-looking complexions. They range from about 30s and are obtainable at London Co-operative Society Branches and Curry's.

Also stocked by the Co-operative Society are large-sized party dolls, fashionably dressed in silk and costing £4 6s 9d. Then there is the doll with the nylon hair that can be permanently waved with a home perm kit. She costs £2 19s 6d, including her perm outfit. Plastic dolls are available at prices from 5s 6d upwards.

Electric train sets are sold at £3 15s. Luxury models include the goods train set for £12 8s 3d and the passenger train at £13 11s 3d.

Many of the toys stocked by the Society this year are made in plastic. They include a fire engine with a siren for 16s 11d and a laundry set, with wash tub and stand, clothes line, wringer and scrubbing board, for 18s 11d, and a small cash register for 5s 6d. Several stores are stocking the cash register.

### FOR COWBOYS AND NURSES

**B**OYS and girls who like dressing up will be interested in the cowboy and Indian suits and the nurses' outfit (cap, apron and cloak at 23s 11d or 26s 11d, according to age).

There are a number of tea-sets ranging from one at 8s 11d to a particularly attractive one at £1 5s. The latter includes cutlery as well as crockery of a pleasing design.

For £3 13s there is a really strong toy sewing machine, which can be used for sewing children's clothes. Another little housewife's gift is a washing machine, operated by a handle, which will wash doll's frocks (also obtainable at W. H. Smith and Son, price £2 7s 6d).

There are a number of reasonably priced toys available at Smith's particularly for the younger child.

There is a new, improved version of the once universally popular pop-gun. It is double-barrelled and costs 6s 11d. For 17s 6d there is a fairground style shooting range.

A reasonably priced stocking filler is a plastic doll provided with a wardrobe of snap-on clothes, also in plastic (rather like the old cardboard cut-out dolls). The set costs 1s 11d.

Among the variety of jigsaw puzzles are some in wood at 15s 6d, including a tray in which to put the puzzle together. The subject of the completed picture stands out in relief from the background.

The child with the scientific bent would be pleased with the 6s 11d microscope which magnifies objects 50 times.

### HOMEWORK AIDS

**M**ORE expensive but well made and carefully finished is the school desk and chair outfit at £4 19s 6d.

Books are of course, a feature of the Christmas display at Smith's.

In these days when so many people are complaining that children expect to have everything done for them, it is interesting to note the number of handicraft sets on sale in the toy department at Suter's, in Uxbridge High-street.

Among them are raffia sewing sets, weaving looms, packets of coloured felt that can be made into pictures, and kitting outfits. They are available in varying sizes over a wide price range.

Games include an electric quiz—a wire connected to a

battery is placed on the question and when another wire comes into contact with the correct answer, a light flashes on. A game on similar lines is sold at the Co-operative store. For 5s Suters have a film strip quiz.

### "JUST LIKE DADDY'S"

**T**HERE is a wide range of large toys such as dolls' prams and toy motors. The biggest motor, a magnificent maroon-coloured affair with a spacious luggage boot at the rear, costs £8 15s.

One of the most attractive of the clockwork toys at Suter's is a scissors grinder, who sits working at his stone (price 7s 6d).

Curry's too have a number of clockwork novelties. One, called for some reason The Honeymoon Express, combines a clockwork train and aeroplane and costs 6s 6d. More expensive but rather ingenious is the motor cyclist, who jumps on or off when his machine moves off or stops. The engine continues to run even when the motor cycle is stationary. The price is 25s 9d.

Children love to have dolls that they can dress and undress, but dolls bought ready clothed are too costly for some people. They will be particularly interested in a range of dolls being featured by Curry's at prices from 2s 6d.

## Electrics to enrapture

**E**LECTRICAL appliances are gifts that almost everyone will welcome. For instance any women would be delighted with the new lightweight, stream-lined, heat-controlled iron, stocked by Buckeidee and Tayler, of Vine-street, Uxbridge; it costs only £2 5s.

The same firm has travelling irons ranging in price from 12s 6d to £3. Many useful gifts, all costing under £10 and some for as little as a few shillings are featured in their window display. There is a percolator set with tray, jug and sugar bowl and a variety of small items, such as torches and torch novelties, for the Christmas tree and stocking.

Music is an essential part of parties and anyone thinking of converting their wireless to a radiogram will be interested in the firm's range of pick-ups and auto-change units.

### TWINKLING ELIZABETH

**W**ITH another doll called Elizabeth (£2 5s) there is a free pattern book containing instructions for making dresses, specially designed by a well-known woman fashion writer. Elizabeth is a teenager with fashionably styled hair and glamorous eyelashes.

There is a collection of novel dolls including a fairy (5s 11d), a Highland lad (6s 11d), a policeman (7s 11d) and a country girl (7s 11d), the home perm outfit (£2 5s) and a walking doll with flirt-ing eyes who says "Mama" (from £2 5s).

## Fitting up father

**F**ATHER'S present often comes from the tailor and outfitter and this year there are some good values in men's wear to be found locally. Prices of socks are much reduced and good quality linen handkerchiefs are excellent value.

In the more luxurious gift range are dressing gowns such as those stocked by H. C. Pearson, of Uxbridge High-street. There are some in rayon in several shades which are a good buy at £4 5s. Woollen gowns in checks or plain colours are available from £5 5s.

Equally attractive are the poplin pyjamas, and a pair of travelling or bedroom slippers would be a welcome surprise to any man.

There are varied styles of knitwear obtainable from the same store—pullovers with no sleeves, long sleeves, V-necks and roll collars. Shirts, including models in warm materials, are available at all prices with attached and unattached collars.

Lined leather gloves are available from £1 5s a pair. Golfers, women as well as men, would be delighted with a present of one of the waterproof windjammers stocked by Pearson's in various shades. Smaller models are available in bright colours for children.

Business men who have to spend frequent week-ends away from home would certainly welcome one of the week-end bags sold by this firm. Made in coloured waterproof canvas and real leather, they cost from £2 14s 6d.

There is also an overnight case for women. It is made in an unusual square shape from fancy leather cloth and costs £4 2s 6d. Other cases for women range from £3 19s 6d.

### FANCY PACKETS

**F**OSTER BROS., in the High-street, are selling fancy packets of three pairs of socks. They have scarves from 6s to 12s 6d.

Their range of gloves includes a pair in soft brown leather, lined throughout and with a wrist fastening (34s). Others in a light-coloured imitation hogskin cost between 14s 6d and £1 2s 9d.



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