



TOYS TO ENCOURAGE the growth of your child's personality and interests should be kept in mind during Christmas shopping.

TOYS

Nothing is more overwhelming than a store's toy department at the height of the holiday season.

The great variety of items makes it difficult to choose the one toy or game that will please the individual child you are buying for and his parents, too.

When purchasing a toy or game, the shopper should look for various product features and also keep in mind the individual child --his age, abilities and interests. If the toy is not suited to his personality, he probably won't play with it and your money will be wasted.

Among the guidelines to follow when selecting toys and games is to find something with educational or instructional value --in addition to play interest. Many toys are produced with the intent of combining

learning and amusement to aid a child's development. Even playthings for infants and toddlers are designed to catch their eyes with colorful patterns and build their strength and dexterity.

Games make good holiday gift choices because they provide a multiple learning experience. Covering a wide range of subjects, they teach numbers and counting, build vocabulary words, give a short course in geography or offer a history lesson.

Pre-school age children are interested in things they can construct by building up or tearing down. One toy that aids development for this age child is the Cootie Bug. Popular for more than 25 years, it teaches numbers and counting. Another is Billy

**WESTLAND
CENTER**
WAYNE & WARREN ROADS



Pictures with SANTA are fun.



The Photographers will be on hand to record your child's visit with Santa

One Picture is worth 1,000 memories. Don't forget your child's picture with Santa to help you remember Christmas 1973.

10-9:30 MON. thru SAT.
11-6 SUNDAY