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COVER PHOTOGRAPH

by Layland Ross, Ltd.

Christmas—and all the wonder of it shows in a little girl's face—for this is the time of the year to dream.

"What WILL Father Christmas bring me this year? Have I been a good girl? Will he bring me that lovely sewing machine?"

Our enchanting photograph this month was taken in the Toy-Fair at Co-operative House, Parliament Street, and is typical of scenes that can be seen in large stores throughout the country at this time of the year.

She will be a lucky little girl too, if she does get that sewing machine. For this is one of the models produced in Nottingham by E. L. Grain (Sewing Machines) Ltd., and they are real model sewing machines, not just toys. They have a robust, solid iron frame which is attractively stove enamelled and the Company guarantee them for twelve months.

This shows great faith in a product destined for one of the most destructive parts of the home—the playroom! The machine uses ordinary domestic needles with a special foot that incorporates a finger guard to prevent small fingers from coming to any harm.

There is only one snag—the little girl will probably find that as soon as her back is turned Mummy will be borrowing it, just to do the odd job on, for it will turn out work every bit as good as Mummy's own machine.

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