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FATHER MAS JOINS PRODUCTION DRIVE

Christmas preview. More than a month ahead of the calendar, the Rembrandts and Constables of 1948 design original sketches for a record run on Christmas cards.

Presses print in advance the best news of this year and every year - A Happy Christmas and (the international situation permitting) goodwill to all men.

The Board of Trade, playing Father Christmas to the overseas market, earmarks 85 percent of all seasonal supplies for export. In general, toy-shops this year will be better stocked with higher-quality goods than last. New dolls reflect all the season's fashion changes.

Enjoying thrills few other kids will share, test drivers pronounce pedal-cars "O.K. for the road."

Setting an example to the outside world, Fairyland successfully solves its housing problem.

Oh, for childhood again - somewhere overseas.