

London is going all out to prove that it's no longer true that London doesn't do justice to Christmas. Oxford Street is one of the main shopping thoroughfares that has set out to show that spending, can be glamorous and practically painless.

Out in the open there's everybody from Santa Claus and his reindeer to Uncle Holly; and that means that there's every excuse for father to delay actually going into the shops, until it's nearly closing time.

But once you get inside --- well, there's every inducement to charm the pound notes out of the tightest purse.

And the big stores even provide an orchestra.

By night the view is even more enchanting than by day. In place of the busy traffic's roar, comes the sugar-plum atmosphere of toyland --- and Regent Street has really excelled itself with snowflake floodlighting.

The festive season means Christmas Cake. But this cake is not specially for Christmas. It's a birthday cake for Sir Winston Churchill, in the form of a Harrow schoolboy's straw hat. The motif also introduces the Williamsburg Award --- made to Sir Winston for outstanding contribution to the struggle of man. America thus gives fresh honour to this grand old statesman; and the world offers greetings and good wishes, on his eighty-first birthday.