

**New Toys Taking To Realism**  
 The American way of life — deluxe style — inspires the bulk of new toys in Santa

Claus' bumper 1966 pack. Purposeful reproductions of the peaceful arts, industries and sciences, get top billing along with the most elegant innovations in homemaking and transportation equipment.

The moon landing has sparked many new toys, with lunar exploration kits and moonscape puzzles and various Gemini oriented playthings.

In tune with juveniles' limitless enthusiasm for avant-garde design, there's a hovercraft for the play room, a streamlined floor pollisher, and an aqua dome, an underseas home, that is held by suction cups to the bottom of the bathtub.

Jets, sports cars, and power mowers, playroom size, are prototypes of deluxe styling.

Trucks Get Rolling  
 Catering to the young transportation connoisseur are a series of new heavy gauge steel trucks with turbine cabs and a proportionately huge expanse of windshield. Pow-r-r, an attachment that simulates the purr of giant motors, without use of batteries, adds realism.

Law enforcement oriented toys are on an up curve. Most novel is a police rescue truck with an aerial rescue ladder. For the junior fire buff, there's a new fire rescue truck with turbine cab and long aerial ladders and Pow-r-r sound.

The neighborhood ice cream truck has playroom prototype



Mr. David John Kilpatrick, right, president of Duplin County Farm Bureau greeted guests as they arrived at the open house Sunday afternoon. At the register is Miss Brenda Brown and Mrs. Thurman Brown of Kenansville. (Photo by Ruth Wells)

xylophone principal; the colored key railroad ties are switchable to produce a variety of melodies. Bouncing bunny balloons hop as the air escapes.

A new fashion designer set has a molded dress form. A wood burning set has a thermometer attachment that shows when the pen is at the correct heat.

A new style sled has skis as well as runners so that it can be converted into a bobbed. There's a toy sewing machine with visible parts. A new kind of construction set has wood pieces that the young builder merely sticks together.

There is a new toe cap to make roller skating in sneakers comfortable. A talking telephone tells a series of stories.

Thrills for Careers  
 New thrills in career toys include an ice cream machine which makes, among other things, curly top cones. Junior decorators can make cakes that look like wrought iron with a new plastic kit.

Character toys are in considerable evidence in toyland, particularly in the department. The sets of James Bond, for example, have inspired a wide range of trick combinations keyed to the secret agent 007's self defense techniques.

Batman's and Superman's image and name sponsor dozens of items.

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**Dolls Have "Almost Human" Talents**

**Famous "People" Inspire Toyland**

This Christmas the new dolls qualify for superlatives all along the line. Sure to draw delighted shouts of amazement from doll mothers are a new contingent of realer-than-life dolls boasting enhanced talents in the "almost human" category, and outfitted in up-to-the-minute fashions from head to toe.

Side by side are a fascinating array of character dolls ranging from nostalgic prototypes of beloved children's stories and movies to totally fantastic creations and frankly ugly monsters.

Joining a new contingent of Mary Poppins-inspired character dolls are Winnie the Pooh, Christopher Robin, and a newly costumed Raggedy Anne, as well as a Little Women series.

On the fashion front there's a new Go Go Patty Duke, outfitted with fashionable bell bottom slacks, an overblouse with floppy mushroom sleeves, medium heel shoes and a root-side flip hairdo.

Fully bendable construction permits the doll to be posed in almost any Go-Go action stance. Included is a recording of Patty's latest song hit.

TV Influences Dolls

Predictably, Batman and Superman are present in the parade of new dolls. Little Lulu, inspired by the cartoon character, has a washable vinyl face and long yarn hair. A marionette prototype of Soupy Sales does "the mouse."

A significant trend in the 1966 doll world is provided by new techniques of sculpturing faces to achieve highly realistic effects. In this category is a doll modeled to dramatize "baby's first tooth," a sure-fire compassion winner.

The sculptured features express the pain of a teething infant. One lone tooth protrudes and tears stream down her face. To help soothe the pain, a real baby pacifier comes with the doll. The body is soft and huggable, and the limbs are of bendable vinyl, for complete flexibility.

Realism Takes Over

New in the realistic doll roundup is Cheerful Tearful, who smiles, pouts, cries, and wets.

There are dolls with "talking lips" and there's an off beat doll called Little Miss No Name, attired in a burlap sack. There's another contender for realistic honors, that walks alone, with the aid of batteries, and goes to sleep when she lies down.

New realistic note is a land-scaped doll house with grass



THEY WALK, THEY TALK THEY CRAWL, THEY CRY — and now, dolls take on still one more lifelike quality. This Christmas sees the arrival of "Cheerful Tearful," who expresses her "feelings" by changing her facial expression. Raise her left arm (above, left), and she smiles like a cherub. Lower it (right) and she adopts an adorable pout. By Mattel.



FAMOUS MOVIE, TV AND BOOK CHARACTERS continue on their way into the doll world this year. One example of "famous-people" dolls is the set above, depicting Mary Poppins and her wards, Michael and Jane. By Horsman.

that really grows. Among the most versatile doll accessories is a kit that has modular parts which make up into a rocker, a playpen, a high chair, swing, car seat and more.

In the nostalgic doll category is Raggedy Anne, a reigning favorite after half a century, bowing this Christmas, in her first costume change, a printed flannel night gown and matching cap.

FOR TEEN-AGERS

Frequently when a teen-ager becomes a candidate for car ownership smart dads arrange to give them one of the family's existing cars, and buy mom a new one. This plan makes two people happy and the new car gift purchase a "clean deal."



DOLLS DO almost everything real babies do. "Baby First Tooth" has the look of a real-life teething infant. By Horsman.

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