

Career Minded Santa Packs Toyland with Surprises that Thrill Every Child

Top Billing Given Toys That Teach

Price Level Below Last Year Is Good News for Parents

SANTA is career minded this Christmas. His 1952 pack will set an all-time record in varied toy designs to meet the essential play needs of America's bumper child population of 45,000,000, including 62 per cent more youngsters under five than in 1940.

Star billing will go to purposeful toys designed to develop children's aptitudes and help them prepare for a wide variety of useful professions, according to the American Toy Institute.

Good news for assistant Santas is the fact that the general price level of 1952 toys is a little below or the same as last year's with emphasis on new design and construction that give extra play value and quality.

Juvenile enthusiasm for Wild West play continues strong in the make-believe category with Indian regalia showing a record rise. There is an increased variety of space toys inspired by television and cartoons; juvenile interest in our country's defense activities is evidenced by a variety of uniforms and miniatures of the latest military equipment.

Interest in Collecting
Children's new interest in collecting authentic miniatures of antiques in vehicles and furniture is evidenced in a variety of lines including scale model Prairie Schooners, early model motor cars and coal stoves. There are a record number of toys inspired by circus and carnival activities.

New playthings that will give youngsters a chance for purposeful accomplishment in a wide variety of careers include junior grade bulldozers and bucket loaders that do an efficient road building job, a chromium switchboard that rings and buzzes as lines are plugged in, cars with mechanics kits that do a competent tire changing job, a small size atomic energy spin-tharoscope in which disintegration of atomic particles can be viewed racing at speeds of more than 10,000 miles a second.

There's beauty parlor equipment for ambitious little girls who yearn to be proficient in the arts of hair-styling, and a barber-shoeshine kit for boys. Small fry interior decorators will be intrigued by a new three dimensional doll house kit and garage which comes ready to assemble, color and furnish with furniture, wall paper, dolls and household pets.

Among New Arrivals
New arrivals in career toys include a Junior stewardess set and a postman kit complete with mail box, mail pouch and mailman's cap.

New thrills for young architects include modernistic interlocking wooden blocks for constructing the U. N. building and other streamlined designs. Heavy durable stone composition is used for another type of architects' building blocks which make it easy for children to build realistic skyscrapers and public buildings.

A new set of plastic blocks includes windows and doors that open and shut as a new realistic detail. The Western play interest is reported to have stimulated interest in log building sets.

There is a marked trend to adapt classic play activities of school age youngsters to meet the capabilities of younger children. Even youngsters of playpen age can make realistic houses with a new kind of nesting block.

Small fry can play zoo keeper with a novel set of zoo blocks packed so that the animals peer through cages. There are a variety of new games that cater to youngsters who have not learned to figure.

A new chemical set makes possible a variety of experiments without the use of heat.

For Pre-School Set
For the pre-school set, there are variations of the classic peg-pounding board that include tool boxes with miniature tools of sturdy hardwood, colored wooden screws and bolts.

The fascination of different combinations of gears also has been adapted to the play abilities of the two to four age group; Bright colored plastic is used for the pegs and gears.

SCHOOL KIT

A "make-it-yourself" school kit is a practical gift and one school age youngsters want to receive. A handy narrow box containing pencils, pens, pen points, eraser, clips, ruler and pencil sharpener is easy and inexpensive to get together, but the young student will use it every day on the school calendar.

STAR-BANGLED CHRISTMAS

For sheer feminine excitement, give her an armful of bangle bracelets. Wonderful replicas of old-fashioned bracelets done in gilt and black enamel as well as charming single bangles ornamented with simulated pearls are just about everywhere—at tiny prices.

Space Toys 'Roar' to Front in 'Full Blast' for Christmas Giving This Year

MOTHER, be prepared! Your children may take off for Mars at any time!

This tongue-in-cheek warning is being issued by Toy Guidance Council, which predicts that the newest fad to hit the children's playworld—space travel and atomic energy—will be in full "blast" this year from coast to coast.

Among a score of unusual science-fiction toys for Christmas, 1952, reports the Council, are an atomic rocket ship, a space intercom system that works up to a half-mile away, light-ray guns, flying saucer pistols, Flash Gordon

space outfits equipped with magic goggles that have one-way lenses (Junior can look out but Mom can't look in), an atomic energy laboratory with a real Geiger counter and cloud chamber and a super jet plane that simultaneously squirts six streams of water out of its machine guns.

Space toys plus hundreds of other outstanding playthings selected by Council experts are photographed and listed in The Toy Year-book.

Broken down by age groups, some of 1952's other new playthings are—

For the infants a rattle that lights up when touched, a Donald Duck bathtub toy that can also be used as a soap dish and plastic blocks that can be telescoped together to the size of a salt shaker.

For toddlers there are blocks in the form of an alligator that float in bathtubs or can be pulled along on land, a new pull toy boat with irregular shaped blocks for building educator-approved "abstract designs," and a locomotive that puffs clusters of iridescent bubbles from its smoke stack.

Pre-school toys introduced this year include a Playskool sewing

basket with blocks, stitching needle and string; a doll that walks and swings its head from side to side, another rag doll three feet tall, and a new double decker bunk bed for dolls. Boys will like a new play house with five doors, each of which can be opened in a different way.

In the early childhood, bracket, there is a new dishwashing kit for girls with brand name soaps and towels; a whole host of beautiful dolls, each having one more unusual feature that makes them even more realistic than last year's ingenious crop; beauty sets with

make-up kits and even a stewardess dining set with tray, utensils and uniform.

The advanced children's group should be interested in a brand new fire truck that pumps a stream of water 40 feet in the air, a typewriter that works like a stamping pad but looks real, a switchboard with electrical connections.

Electric train manufacturers couldn't make up their minds this year on noise. Trains will run on rubberized tracks to cut down noise and have a new Nathan air chime whistle that makes even more noise than last year.

While there is a trend toward things like space toys and more realistic dolls, there is also a trend away from mechanical toys with wind-up action.

Educators are slowly influencing parents to put major emphasis on toys which permit the child to actively engage in the functions of play equipment, rather than just to wind up a delicate mechanical gadget and watch it move by itself.

In the wheel goods department of Toyland this year there is a scooter operated by an unconventional joy stick control called the Jet Skeeter. There is a rocking

horse equipped with wheels that can be pushed along, a racer, and a military jet simulated machine gun.

Another three-wheeler is a tractor with extra wheels in the rear and a scoop in the front.

Not to be forgotten this year are several new puppets, ettes, Peter Puppet have brought out a space circus series based on "Greatest Show on Earth" outstanding novelty in pets is Zany's "baby on



Gifts Chosen from This Year's Modern Toylands Can Make Christmas Most Exciting Ever Experienced by Any Youngster in Any Age Group



WITH THE SPEED OF A ROCKET SHIP, the new space games are rushing into favor among the young folk this year, symbolized, says the Toy Guidance Council, by the handsome young lad above so seriously intent on dispatching a message over his Two-Way space phone, which actually works. It is by Zany.



TEACHES SEWING does this unique variation of paper doll outfits called Sew-on-Cards. Pre-punched holes eliminate need of scissors. Has dress assortment. By Ed-U-Cards. Recommended for girls four to eight, by Toy Guidance Council.



SMALL FRY LIKE TO TAKE PART TOO, in competition usually enjoyed by grownups. That's why carefully chosen games make such popular and successful Christmas gifts for children, says the American Toy Institute. These youngsters are playing with a Skatterbug set, especially appealing to pre-schoolers, it is by Parker.



YOUNG SPACE MEN will increase in numbers as equipment such as the Flash Gordon Outfit pictured above invades Toyland this year with "out of this world" gadgets, says the Toy Guidance Council. Made by Esquire.



FLYING SAUCER GUN and Space Pilot Helmet will intrigue the lads interested in the newest frontier. These fascinating new gadgets, to which attention is drawn by the Toy Guidance Council, are growing more popular. Hat by Tarrson. Gun by U. S. Plastics.



BULLDOZER TO THRILL small fry, is replica of the real thing. Treads operate independently. By Dopeke. Suggest by American Toy Institute.



INTRODUCTION TO sculpturing and water colors, is afforded by modeling and coloring sets that will delight creative youngsters. This set by Model-Craft.



DOMINANT AS EVER IS THE WESTERN influence again this year, as portrayed by the American Toy Institute in the happy scene above. Deputy Santas will be on safe ground choosing from the many Western toys, games and accessories. The newly designed "horse" is by Wonder.



MINIATURE CARPET SET just like mother's, really has bumpers and stands when you leave it. It is by Little Queen.



BUSINESS LIKE, is this corn popper which the youngsters can operate with ease and fun, says the American Toy Institute. Designed like the movie equipment, it is by Metal Ware.



YOUNG ARCHITECTS will move into the field of Western Toys to this set of stone blocks designed for stable construction of a wide variety of buildings, says the American Toy Institute. They're made by G.



RUBBER TIRED Locomotive for young engineers to ride at will. True to life model by Keystone. Suggested by Toy Guidance Council.



KIDDIE CARS get a realistic lift with this steam roller type recommended for youngsters by the Toy Guidance Council. Sturdily made of baked enamel, by Keystone.



FARMING IS FUN, little boys lucky enough to get this velocipede disguised as a tractor, will discover when they get it for Christmas, suggested the Toy Guidance Council.

Consider Real Live Pets for Children

Nothing will excite the kiddies more this Christmas than a real, live, little, furry puppy or purring kitten of their very own—to have fun with, care for and nurture. An ideal gift to teach the young how to extend kindness and give care to animals.

Add to your "pet gift" accessories—collar, leash or basket bed. But, be sure to check first with Mother and Dad on the whole wonderful idea.

ADD cheer at Christmas time! A most desirable gift for the pianist on your list is sheet music.



REALISTIC BRICK AND MORTAR KIT for permanent or temporary construction at the will of the lad lucky enough to get one this Christmas, expect to be a winner. Only adhesive needed besides mortar is Borden's Glue All, used in window and roof construction.

Quickies for Christmas

PRETTY PRACTICAL
A gift your hostess will accept with many thanks—just a film of an apron made of gauzy nylon net to protect her dress without concealing same.

SKI ACCESSORIES
Goggles to eliminate glare, snug-fitting, warm mittens, ski poles to lend a helping hand through deep drifts and up steep climbs, are just a few of the gifts for the ski enthusiasts in your crowd.

A SPICY GIFT
Dish up a flavorful Christmas for anyone who enjoys puttering around the kitchen. Give an herb shelf—it's sure to be appreciated. There are many fine ones, filled with the most piquant spices, being offered.

GIFTS FOREVER
Wrought iron "what-nots" add a note of individuality to the home—fit into any period. Plant stands, flower pot-holders, magazine racks and table decorations are just a few of the wrought iron gifts you can choose. Beautifully designed—low in price.

GIVE COMFORT
To the neighbor whose television set you've enjoyed, give one or a pair of hassocks. They're comfortable and colorful for resting weary feet and to use as extra seats when guests pile in.

FOR THE HOMEMAKER
An Ice Crusher makes an excellent gift for the one with an eye toward elegant serving. Easy to operate and inexpensive.



QUEEN OF WINTER is Nanette, pert skating doll, dressed in her tiny knit sweater, fur cap and gold skates. By R & B.

FOR DAINY ANKLES
A personal gift thought for a favorite Christmas angel is an ankle bracelet with a brief message from him to her or her name inscribed on its plate.