

## Toys For This Christmas Have High Education Value

The practical trend in toys for this Christmas, which all authorities agree will help to make "how-to-do-it" experts out of America's children, scores as high for educational value as it does for fun.

This is the considered opinion of Melvin Freud, president of the Toy Guidance Council, an organization which sets up panels or retailers and child guidance experts who join in recommending toys they consider best suited for children of all ages.

"The fine selection of American made toys ready for the '54 Christmas season will set an all time record for durability and creative play value," Mr. Freud said.

The Council is high in its praise of toys which stimulate artistic and imaginative play. There are many of this type. Among them are tool kits with blueprints for making household articles, sampler styled needlework kits and wood burning kits which can be used to create designs on cork, plastic and metallic foil as well as leather.

A revival of interest in Indian handicraft is evidenced by a variety of bead weaving kits, tom-toms and masks. Opportunity for the youngsters to create their own jewelry designs is furnished by other kits.

Farming, storekeeping, nursing, motor car maintenance and virtually every form of adult activity is represented by working models of tractors, small scale "retailing units" stocked with miniature size cans and packages of nationally famous products, and knock-down, but easily assembled scale models of automobiles and airplanes.

New styles in wheel toys are replicas of real road graders, steam shovels and what have you. Tricycles reflect the "adult touch"

## Toys Treat Children To New Thrills

Santa takes a giant step this Christmas toward fulfilling childhood's "Dreams of Grown Up Glory," by going all out to help youngsters "Do It Yourself."

Chief engineers of his collection, now being displayed in Toyland, are the Toy Manufacturers of the U.S.A., who aimed at producing toys that would make "playing-grown-up," the happiest of all the pastimes of the youngsters, more fun than ever before.

And they have succeeded remarkably well. Parents will find it easier to choose gifts to fit all ages, personalities and special interests. And they will be happier about their choices, for the toys really teach.

The children won't have to improvise when they want to play store, try housekeeping, engage in make believe business, even make wheel toys that really roll, or experiment in decorating their model homes.

Even aspiring young doctors and nurses will have a chance to practice on "dolls"—or themselves, in a minor and safe and instructive way—with actual working props like band-aids and stethoscopes.

**Broaden Their Horizon**  
This, say parents who have had a chance to preview Toyland 1954, is all to the good. For it echoes their own enjoyment of the adult "do-it-yourself" projects which have broadened their own horizons, and actually meant savings for them.

Application of the principal to which means learning, with, in some instances, the addition of two bars.

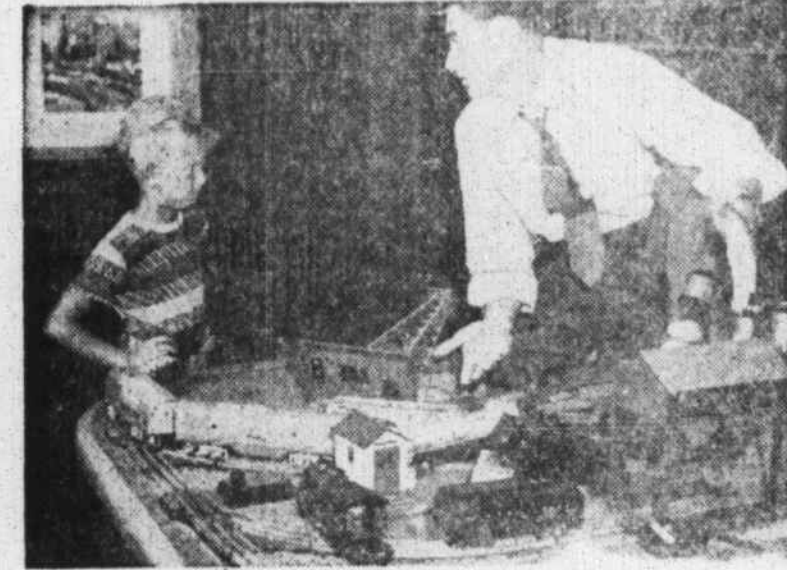
New thrills in musical toys include precision tuned Swiss type musical bells, an electric piano, a professionally styled trumpet, saxophone and glockenspiel.

Young interior decorators have kits with color related factors to look forward to this Christmas, to learn all about home decoration.

The Toy Guidance Council furnishes many retailers with consumer leaflets for free distribution in which all types of playthings are classified as to age suitability.



"THE HOME TAKES ON A HAPPY GLOW of heartfelt Christmas cheer" that can be captured to live throughout the years when dad is equipped with a camera to record it all on movie film.



IT'S COMMON KNOWLEDGE THAT JUNIOR is a better model railroader than dad, yet he too will enjoy the gift of the newest in electric train equipment he'll plan for Son this Christmas. Posing for this eloquent picture are some of the new scale dimensioned Lionel workable models.

children's playthings means learning more about growing up in the way children most like to learn—namely by doing.

In addition to this happy new trend in toys, there's more good news for parents of concern to the Christmas budget. Toys will cost no more this year than last, and possibly a little less.

And while toys that dominate the field are overwhelmingly in the "do-it-yourself" and "make-it-yourself" categories, the traditional long time favorites, are back in the market with deft new touches that

make them safer and more attractive. Teddy bears and cuddly toys get delightful new treatments. Tricycles still have three wheels but have "tow-bars" added in some instances. Dolls range the gamut of personality preferences, but many have complete wardrobes added. Sleds and wagons are streamlined and treated to new dashes of colors.

Stimulate Imagination Building blocks, in fact the traditional construction toys, have been subjected to much more im-

## Grooming Aids For Men Attractive Gift Possibilities

Rich in gifting inspiration is the wide variety of aids to good grooming specially compounded for men.

These range all the way from a

imaginative treatments which present challenges more fitting to the modern child's mind. Among the wheel toys are knockdown models of real sports cars, for the youngsters to assemble themselves with a school driver, and set in motion. Even replicas of dad's car wash kits are available to keep them clean and perhaps learn to help pop with the family car.

What used to be doll's houses in which the girls could just place furniture where it belongs, have become real home-making kits. The furniture can be assembled in a variety of arrangements. One kit features the opportunity to experiment in home (toy home) decoration, with an assortment of fabrics and wallpapers to stimulate creative effort without disturbing room walls.

Toy makers and manufacturers of nationally distributed products have cooperated this year to produce store keeping and housekeeping kits that will by no means be restricted in interest to the girls. Just try to keep junior from participating in setting up shop, even helping in the "kitchen" with these available and usable toys.

Do It Yourself toys become "learn-it-yourself" playthings in many fascinating ways this year. There's an atomic energy set with a miniature uranium lab, with which even dad will have fun.

**Explore Outer Space**  
There's a miniature planetarium set which makes it possible for the youngsters to explore outer space. There's an all electric "radio station" that goes a long way toward safely teaching something about electronics.

New games bring familiar TV stars into the home and in some instances are designed to teach children geography and history.

For the very young the "do-it-yourself" principle is applied to even the rattles which encourage the infant to make his own pleasant tinkling noises, create his own eye exercising patterns and color combinations.

The modern emphasis is on "do-it-yourself" or "make-it-yourself." The ingenuity of the Toy Manufacturers of the U.S.A. has brought Santa his most exciting toy collection in years.



FRESH AND CLEAN and ready to go! Doll's faded blue denims are zipped for quick 'n easy sudsing come wash day. Many dolls offer costume changes.



TIME TO WASH dolly's hair? No problem when you can blow it dry in minutes with this new non-electric blower.

wooden shaving bowl or bottle of toilet water to a deluxe travel kit, fitted out with everything a man needs to keep him looking his best at all times.

Whether chosen as a modest

"stocking stuffer" or as a worthy "main event" gift, all grooming aids immediately become part of the day-to-day life of the favored man and serve as constant reminders of the thoughtfulness of the person who gave gift.

Definitely on the masculine side are the new scents that have been produced in toilet waters, after-shaving lotions, and colognes.

These run a wide gamut from subtle fragrance of fern to the strong perfume of the rose.

Many toiletries come in five containers that serve ideally to Christmas and have definite decorative value. These secondary use as too jewelry, penholders, paper clips and the like.

## CLOSE-OUT SALE

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75,000 BTU, 6 Room Size Regularly Priced \$119.95

CLOSE-OUT YOU SAVE \$30.00 - **\$119.95**

55,000 BTU, 4 Room Size Regularly Priced \$119.95

CLOSE-OUT YOU SAVE \$20.00 - **\$99.95**

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Dial GL 6-6351

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Guns 39c to \$1.98  
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REMCO RADIO STATIONS \$6.95  
Sends & Receives Voice & Code Up To 1/2 Mile.

FOOTBALLS — \$1.59 — \$2.59 — \$5.50

## BROTHER wants

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- BASKETBALLS
- BASKETBALL GOALS
- GUNS & HOLSTER SETS
- AIR RIFLES
- CORK RIFLES
- COWBOY HATS
- COWBOY SPURS
- ROY ROGERS RANCH SETS
- FORT APACHE (100 Pieces)
- MARX SERVICE STATION
- BULLDOZERS
- ROAD GRADERS

- DUMP TRUCKS
- LOG TRUCKS
- TELEPHONE TRUCKS
- JEEPS
- TANKS
- CATTLE TRUCKS
- ANTIQUA CARS
- AIRPLANES
- WRECKER TRUCKS
- ARMY TRUCKS
- TRACTORS
- TRAINS
- ELECTRIC SETS

WALKIE TALKIE — — — — — **\$2.98**

FEATURING THE EVER POPULAR

24 Inches Tall



She Sleeps!

She Cries!

ALSO — WE HAVE WALKING DOLLS PRICED FOR ONLY \$4.95 — \$7.95 — \$11.95

### MANY OTHER ITEMS IN STOCK

TEDDY BEARS 98c \$1.98 \$2.98



DOCTOR and NURSE KITS (Advertised in Lib) 59c - 98c \$1.98 - \$2.98

BASKETBALLS — \$1.19 — \$2.49 — \$5.50

## Sis wants

- NURSE KITS
- MAKE-UP KITS
- DOLLS
- DOLL SUIT CASES
- TEA SETS
- COOKING WARE
- CANNISTER SETS
- STOVES
- REFRIGERATORS

- WASHING MACHINES
- SINKS
- IRONING BOARDS
- IRONS
- DOLL CLOTHES
- DRESSER SETS
- DOLL HOUSES
- MARX KITCHENS

### FOR BOTH BOYS AND GIRLS

- BLOCKS
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- BUILDING BRICKS
- TINKER TOYS
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- FUN BOXES

- CHECKERS
- TELEPHONES
- MODELING CLAY
- COLORING BOOKS
- PUZZLES
- STORY BOOKS
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- GOLF SETS
- BLACKBOARDS
- CASH REGISTERS
- TEDDY BEARS
- GAMES
- TABLE TENNIS

BASKETBALL GOALS — — — — — **\$1.98**

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