



YES, DOLLS CAN NOW PLAY WITH EACH OTHER, as Mrs. Alyce L. McKeeth, amateur photographer and wife of an Idaho farmer, proves with pictures. Shown above, "Posie" is giving "Betsey Wetsy" a bath. Both are Ideal dolls.



SANTA CLAUS made his first pre-Christmas visit here the day after Thanksgiving and will return to Waynesville this Wednesday. This was the scene on November 25 as old St. Nick greeted boys and girls at the courthouse after flying in here from the North Pole. (Mountaineer Photo).

HOME GIFTS PRACTICAL
Gifts planned to make the home more livable, whether given to the family or the individual, are practical gifts that go on giving for a long long time.

THINK OF GUESTS
A handsome convertible sofa is a gift for the home that would add to the hospitality the family can show the unexpected overnight guest.

MINIATURE MEDICAL KITS
Miniature medical kits now featured among toys for Christmas are looked upon by some people as helping to diminish the apprehension youngsters naturally feel toward doctors.

Creative Toys Surge To Top Of Santa's Big Pack

PLASTIC BLOCKS
Blocks made of plastics specially treated so that they may be kept clean are among this year's popular traditional toys for the young.

STOCKING STUFFERS
Small items such as can openers, measuring spoons, plate scrapers, potato peelers, spoon holders and other kitchen gadgets can be used as "stocking stuffers" or even as package ornaments. They're appreciated by homemakers.

Toys that develop creative skills and provide basic training for dozens of peacetime careers as well as all phases of home maintenance take the spotlight in Santa's record breaking billion dollar toy pack this year, according to Mel Freud, president of the Toy Guidance Council.

Frontier life takes the lead in imaginative play with both cowgirls' and cowboys' enthusiasm for Wild West regalia sparking more than \$50,000,000 in sales, Mr. Freud estimates.

High incidence of famous American brand names in kits featuring real food and household products and equipment is another major trend that argues well for free enterprise.

Toyland, 1955 style, provides record breaking play values, too, keyed to developing juvenile aptitudes and encouraging creative achievements, Mr. Freud said.

Prices are about the same as last year with many classic favorites redesigned to provide extra facets for creative purposeful play. New how-to-do projects featured among toys chosen as outstanding in their class by panels of educators, retailers, wholesalers and consumers are community planning construction kits geared to the ability of every age group from toddler up. Toy Guidance Council reports.

Girls show as much enthusiasm as boys for assembling model, civic centers, including schools, bus stations, police stations, post offices, etc. A plastic block building set with prefabricated windows and doors that open and shut.

HANDICRAFT KITS
Kits designed to help children develop skill in weaving, sewing, fashioning wire into artistic shapes, and other handicrafts, are plentiful in toyland this year.

EMBLEMATIC RINGS
For the man who "belongs," a ring bearing the symbol of his favorite fraternal, military, religious or other organization makes a welcome gift.



GIFT-WISE BLOUSE has a festive air that makes it particularly appropriate to the season. By Winnie Kaye in washable Avisco rayon satin.



DECORATIVE GLOVES delight Christmas belles. This eight-button model is of fabric woven to look like doekin. By Pinkham of England.

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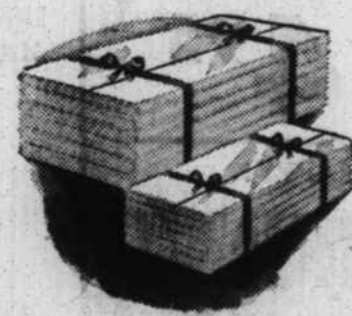
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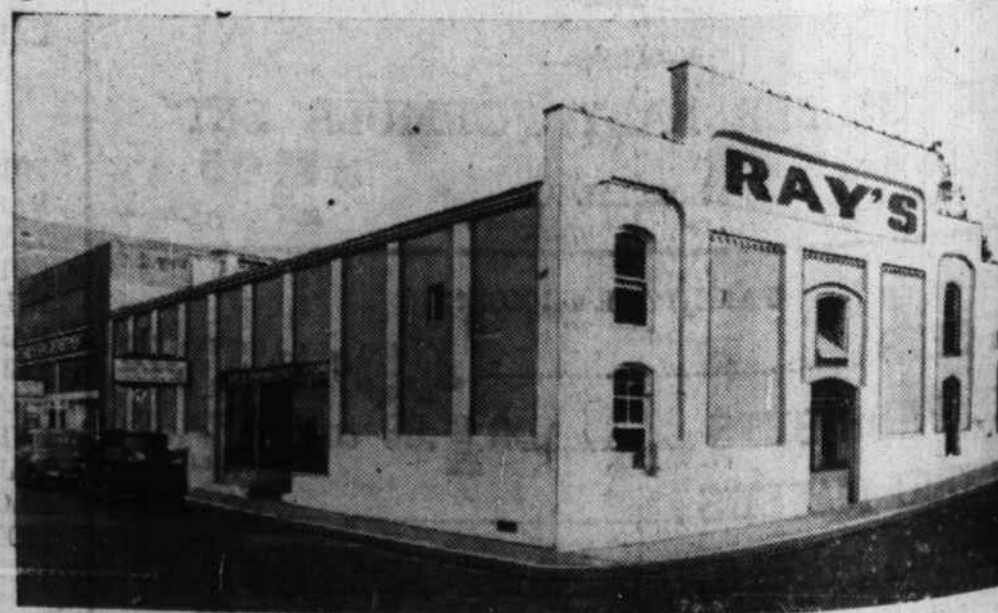
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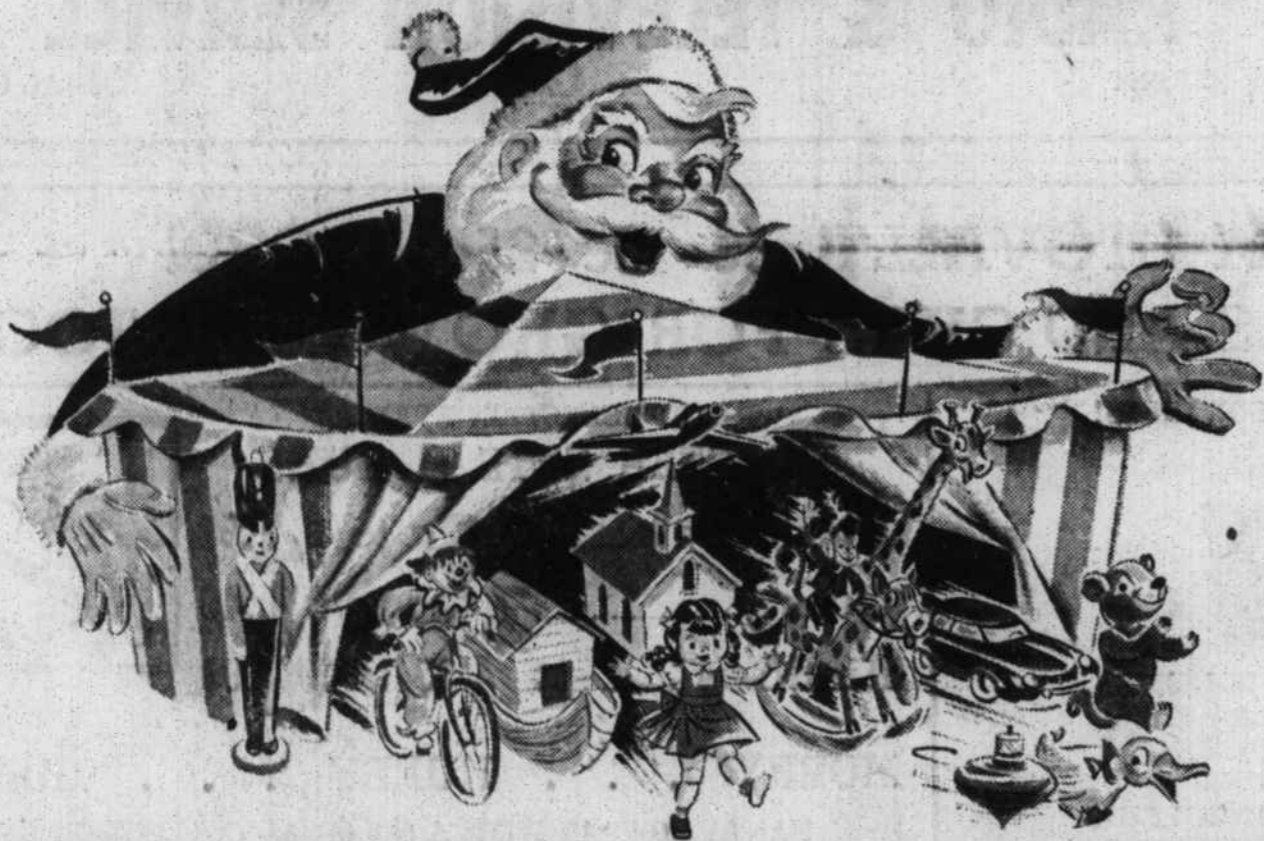
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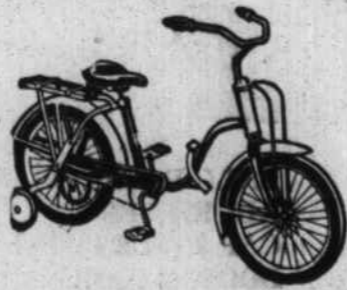


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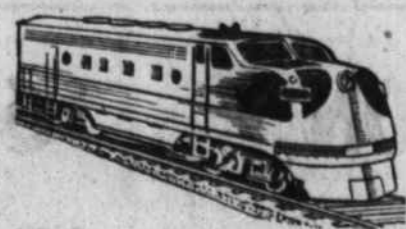


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