

Biggest Bulge In Santa's Pack Holds Toys To Fulfill Childhood Dreams

For this Christmas season the American toy industry has created a new group of toys as up-to-date and absorbing as a newspaper's front page, with a sharp eye for detail and the unflinching judgment of a crack editor. Most are toys faithful to real-life counterparts down to the last detail.

The biggest bulge in Santa's pack this year, according to the Association, may well hold educational toys designed to help along a very young man's or woman's progress. For the aspiring architect, there is a new construction set with precision-engineered plastic blocks to let him build bridges and skyscrapers exactly to scale. (Mother and Dad can even use them to plan their new home.) Budding highway engineers can lay out the last word in super-highways in their own back yards using new toy graders, sand haulers, and rollers.

For Junior Executives
For the rising young junior-executive, there is a new, very businesslike telephone set, operated on flashlight batteries, which will enable him to sit at his desk in the playroom and sell a big order to that tough customer in the living room.

Tomorrow's electronic engineer can learn the fundamentals of electrical and electronic communications with toy radio outfits. The latest of these, carefully designed of different age groups, begin with crystal receiver sets and advance right up to the most modern of transistor sets.

The junior mechanic of the house might well be able to share the maintenance load with dad by means of his own carpentry set and auto mechanic's set. These contain all the tools necessary to do many a job of professional caliber. The tools are specially designed for small hands.

The small-size housewife has gotten her share of the toy industry's attention, according to the Toy Manufacturers of the U.S.A. She'll be able to handle even the most intricate recipes with accurately detailed, miniature cooking equipment—ranges, refrigerators, utensils, dish sets, and tableware. The kitchen appliances really work, usually powered by flashlight batteries.

May Help Mother
And now that she has her own home-canning outfit complete with jars, she might be able to help mother out of a jam when mother runs short of . . . well jam, for one thing.

America's toy makers have also equipped the little lady with a complete set of miniature furniture for just about every room in the house.

She can make clothes for her dolls on her own sewing machine. She can keep them looking spiffy, too, with her own electric iron and ironing board — all junior-size, of course, but efficient nevertheless, and completely safe to use.

She can give mother a hand around the house (or keep her own room pin-neat, at the very least) with her personal sweeper or vacuum cleaner.

If the little housekeeper has a doll that's only an infant, she'll be able to tend to baby with toy-size bathinets, bassinets, and cribs.

Of course, after a day like that, the little homemaker is fairly entitled to a little amusement. An old magician's gimmick with a modern application might be just the thing. A new toy makes "magic" movies out of drawings of fairy tale characters and historical personages by "animating" them. The gimmick? It's all done with mirrors, naturally.

The trend toward authenticity and realism has brought the hobby of scale-model building close to the stature of art.

This year many scale modelers are turning their attention for the first time to atom-propelled craft like the submarine Nautilus.

Here's a Breather
The toy industry may well have reached a kind of absolute limit in its search for adult ideas with which to use his own lungs to still another device. Taking their tip, apparently, from modern man's all-out pursuit of labor-saving devices, the industry has come up with a child-labor-saving device. No longer is the child required to use his own lungs to blow bubbles.

Now, with a newly designed bubble-twirler, he can make almost endless streams of bubbles with just one sweep of his little hand.



YOUNG FIREMEN go goggle eyed at this suburban pumped with its own water hydrant that connects to garden hose for real life, steam throwing operation.



PLAYING DOCTOR is made possible by realistic kit used here in office furnished with young ones' tables and chairs.



NEW AS TODAY'S NEWS is the game called "Scoop" which makes "reporters" of players who compete to complete a "front page."



AMONG TOY GIFTS FOR THIS CHRISTMAS of rules of traffic safety. They give a new direction which the Toy Manufacturers of America may feel to child's play with wheel toys. proudest are those which help youngsters learn the



THE BIG DEAL HERE STARTS WITH CHRISTMAS in terms of scaled down office furniture that help Junior play executive and sister exact the role of secretary. Make the phone a part of the gift.



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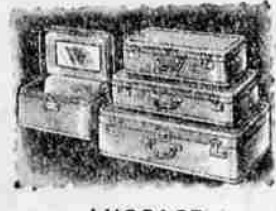
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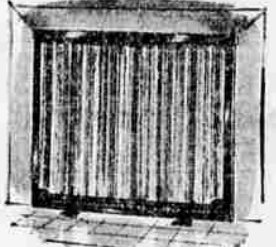
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