



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 "Betsy Wetsy" a bath. Both are Ideal dolls.

Exciting Families Of Dolls Now Awaiting Little Girls

The most exciting thing about many of the dolls that Santa Claus is featuring for Christmas giving this year, is that they can do just about everything that little girls can do.

They can sit, kneel, walk, drink and cry. They can have their noses blown and they can survive countless baths and permanent waves. And they can do even more, as Mrs. Alyce McKeeth, wife of a Grandview, Idaho, farmer has demonstrated in a manner that shows little girls how to have a lot more fun with them.

The new dolls, Mrs. McKeeth has discovered, also can play with each other. Thus they actually make it possible for "little mothers" to have "families" of their own, which they can "rear" and "discipline" and perhaps during their play, learn why, on occasion, their own mothers have to be severe with them.

Mrs. McKeeth's contribution to the greater enjoyment little girls can get out of their new dolls developed out of the fact that about a year ago she took up amateur photography. As she became more skilled at her hobby she was fascinated by the lifelike dolls in the stores.

She wrote to manufacturers of dolls for permission to photograph some of them in true to life poses. Ideal sent her samples of some of the newest. Among them were Posie, a 24 inch doll who got her name because of her ability to assume many natural poses. Another was Betsy Wetsy, a baby doll made for "action."

Mrs. McKeeth started "playing" with the dolls, making costumes for them and posing them in various attitudes "playing with each other." Her husband helped by designing and building doll furniture built to scale. In time she was ready to make her pictures, some of which are shown here.

Then she sent them to Ideal with a request for comment that was quick in coming. Her pictures caused a sensation in the offices of the doll manufacturer.

Whether dolls simulate "sister" washing or feeding a "baby brother," or two girls getting ready to go to bed, this year's crop of dolls are reported to be the most exciting in dollmaking history.

And dolls will continue to get better, according to Benjamin F. Michtom of Ideal. Small vinyl records now can be inserted in

Earliest Shopper Will Reap Richer Toyland Harvest

Parents want toys with good play value, safety and educational features, that are well built, durable and reasonably priced, reports the Toy Manufacturers Association of the U.S.A., Inc., as the result of a survey conducted last Christmas. And as a result of the survey, states Sam G. Goss, president of the manufacturer's group, "we have been able this year to gauge the desire of parents better than ever before."

Parents make their contribution to their children's happiness at Christmas time by the care they use in selection of playthings for their youngsters, he pointed out. It is at this point that the early shopper has the best opportunity to choose correctly the toys best suited to the needs of the individual child.

Many manufacturers have come to the aid of parents by labelling toys according to age groups. All that remains for the parents to do is to get to the stores early enough to be able to make thoughtful and unhurried selections.



TRAVEL SLIPPERS of soft glove leather, soft enough to fold into practically nothing, are wonderful gifts for him or her. Styles shown are by Daniel Haus.



DRESS THEMSELVES? WELL, YES—with a little help from their lucky "little" mother. That's what the new and exciting dolls can do as photographed above by Mrs. Alyce L. McKeeth against toy furniture specially made by her husband.

Budget Strain Eased By Club

As the curtain rises on the 1955 pre-Christmas shopping season, many foresighted men and women already are looking ahead to Christmas, 1956.

To make sure that they will have ample cash on hand for generous gifting, without touching their regular savings or running up burdensome bills, they are joining 1956 Christmas Clubs, now open for enrollments at the banks.

The Christmas Club idea, which is growing in popularity with each passing year, is as simple as A.B.C., and is readily adaptable to any person's plans, purposes and pocketbook.

Each Christmas Club member decides for himself how much he will put aside each week in his Club account, and enrolls accordingly. Ideally, this is an amount which easily can be budgeted out of regular earnings.

His weekly deposits, over a year's time, build up to a pre-fixed figure for which he receives a check from the bank in ample time for his 1956 gift shopping.

Work Duds Offer Good Gift Ideas

Do-it Yourself Duds offer interesting gift possibilities for the home handyman. They are usually made of durable, washable denim or twill specially designed to put a man at ease for after hours work.

In addition to being the type of clothes that will save wear and tear on his sports apparel, they're so fashionably tailored they serve a dozen other leisure wear needs. They include pants, shirts, jackets, even shorts, caps and overalls.



NEWEST WIGGLE FAMILY member is the Cata-puller with three spring sections and roller feet. By Wilkening.

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SPORT SHIRTS "Game and Lake" washable wools, plains and patterns. from \$10.95

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SPORT COATS Give us his height and weight and we can fit him perfectly. Solid colors, plains and tweeds. from \$32.50

PAJAMAS A grand selection... everything that's new! We can fit him if you know his height and weight. from \$24.95

ROBES Van Heusen and "First Nighter" in slip-over and coat styles. Regulars and extra longs. from \$3.95

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SWEATERS Any man would like these! All leather, unlined... \$4.95 Lined... \$6.50

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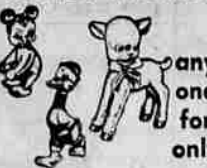
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