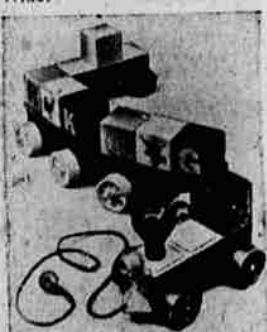




"LET'S PLAY SAFE" is a game made up of traffic markers that tells its own gift story. It's by X-Acto. The passing hydraulic dump is a Buddy L.



HE'LL HAUL LOADS of fun around the yard, with this handsomely designed tricycle appropriately named Tow-Trike.



"BLOX CARS" CARRYING the ABC's make up this train with engine and caboose, for toddlers who love to pull about. Called Kocomotive, it is by Kusan.



UNDISPUTED MAN-OF-THE-YEAR IN PLAYLAND, Davy Crockett inspires regalia and equipment that promises to be among Santa's most favored gifts for little girls as well as boys, says the American Toy Manufacturers Association. Sturdy fringed suits shown here are by Ben Cooper, Frontier Home, by Halsam. Davy's "gee-ter" by Mattel.



FRONTIERSMEN, JUNIOR GRADE, WILL TAKE to the culinary arts seriously this Christmas, it is anticipated, with "chuck wagon" sets such as this equipped with cans of real Campbell's pork and beans, cook book for the cowgirl and real camper's kettle, by Amsco.

MINIATURE MEDICAL KITS
Miniature medical kits not featured among toys for Christmas gifting are looked upon by some people as helping to diminish the apprehension youngsters naturally feel toward doctors.

PINT SIZE REPLICAS
Pint sized replicas of things they see their parents use daily, are outstanding among the toys for both girls and boys, in Santa's collection for this year.

Santa Recognizes 'Davy' As Playground 'Man of the Year'

In Toyland the man of the year is a Tennessean who died 119 years ago defending the Republic of Texas.

The tall hunter came to life again early this year when the younger generation sat before their television screens and watched his adventures with Indians, b'ars, regular soldiers and frontiersmen.

The Toy Manufacturers of the U.S.A. have been busy ever since making rifles and fringed jackets, coonskin caps and flintlock pistols, model frontier forts, guitars, dolls and games bearing the name of Davy Crockett.

The new hero has taken his place in the hearts of America's youngsters. They don't love their familiar Western favorites any the less, they've just added the new-comer to the legendary band.

Ready For Christmas

Frontier life, whether in Tennessee, Texas, Oklahoma or Wyoming fascinates today's boys and girls. Once they've made the acquaintance of a hero of the past, nothing will do but that they copy his clothes, tote his guns, read books and play games about him. Girls must have dolls that look like him.

This Christmas parents will make their selections for the young woodsman or cowboy from the most interesting collection of high quality games, dolls, clothes and non-lethal guns ever presented.

And of course the junior frontier has to have its Indians. For the young brave there are very authentic war bonnets, suits with two-color Indian designs, rubber tomahawks, bow and arrow sets. The young squaw, decked out in her fringed costume, can sit in

her wigwam and make moccasins and beaded belts from craft kits. Both cowboys and Indians have guns and Santa has plenty of safe, authentic looking rifles, pistols and revolvers. He has forts from which mock battles can be waged, and tiny models of log cabins and frontier stage coaches which youngsters can put together.

Music In Picture

There was music on yesterday's frontier and there is music on today's. Even the smallest Indian can have a tom-tom or rattle. And the young cowboy, after a hard day of ropin' and brandin' can while away the evening—until mother calls—playing his guitar.

Who says America's frontier days are in the past? Certainly not the younger generation.



RIGHT IN FOCUS for Christmas giving a pair of fine binoculars in cowhide case with detachable strap. By Bausch & Lomb.



MAKING LIKE DAD AT THE OFFICE is made possible for Junior with every chance for little sister to play secretary, with phone sets like these, furnishing true-to-adult life intercom sets by Remco and phone by Steel Stamping.



FOR LITTLE SISTER, a doll almost as big as she is, to take for a walk Christmas morn. This one is Sweet Sue. By American.

COMFORT THE YOUNG

Books and games designed to while away hours for young folks make specially good gifts for those who are sick abed during the holiday season.

MORE ATTRACTIVE GIFTS

Gilded pine cones, a spray of mistletoe or bright Christmas tree balls added to gift wrappings make packages look more attractive.

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