

CHILDREN MUST BE HAPPY 'N' HEALTHY TO BE WISE

New Toys And Games Keep Pace With Modern Interests And Skills

This fall, toyland is set to give a strong helping hand to parents who are concerned about improving their youngsters' level of knowledge and kindling early interest in science.

Teachers have cooperated with designers to develop a record number of kits and games for home use that instruct in basic curriculum through competitive play, reports Dr. Emma Sheehy, chairman of Toy Guidance Council's Advisory Committee and professor of Child Development at Teachers College, Columbia.

Proven techniques, such as flash cards and fractional pies, long used by schools, have been adapted to game formats that young scholars will enjoy playing at home with parents or older brothers and sisters. Blackboards and globes, too, are groomed to contribute to juvenile knowledge in play hours.

Understanding of shapes and forms, identification of letters, words and sentences and telling time are tackled in individual kits that stress fun appeal.

Not only do the new "keys to learning" teach the basics of arithmetic, but new kits tackle the thorny problem of fractions in depth, too.

One game provides 250 assorted letters, including capitals, small letters, spaces, periods and question marks, along with simple sentences. Play is based on matching letters and constructing words and sentences. Another variation of the letter game, that appeals to youngsters in the primary grades, offers competitive play and drill in basic reading and spelling skills.

Yet another new game, adapted from proven techniques developed by school teachers, is played by matching picture to picture and then word to picture and finally word to word.

Wondering how to keep the youngsters in your family happy after school when cold weather and early dark put an end to outdoor fun?

Introduce them to the favorite hobby of thousands of youngsters—model building.

Assembling plastic models of planes, ships and cars fills all the requirements of an ideal late-afternoon hobby:

1. There are easy models for beginners, more complicated ones for experienced builders.
2. It doesn't require tools, since the plastic parts come ready for putting together with special cement.
3. A kitchen table provides adequate work space.
4. It gives the builder something to show for his efforts.

One of the leading manufacturers of model kits says this "something to show" is a plus feature that stimulates youthful hobbyists into developing real skills.

Pride of achievement is so great that youngsters vie with each other to produce increasingly more difficult models.

Once a model is completed, the builder wants to keep it on permanent display. You never find him "swapping" models with his friends as he does comics or picture cards.

Girls are almost as avid model builders as their brothers. The only difference is that they like the hobby as a group activity with the family or boy friends. It seems that teen-age girls frequently have to take up the hobby or find a new "steady".

The finished models can be used to decorate recreation rooms or children's bedrooms. Because of their light weight the planes can be hung mobile style from the ceiling. Ships and cars are shown to best advantage on shelves or fire-place mantels.



CAMERA IN COLOR — A handsome accessory for the student (six or sixteen) is this popular box-type model, complete with flash-holder built in, now available in a choice of white, red, blue or black. It's simple to use, budget priced and takes snapshots in black and white or color and color slides. It's a handy, dandy camera for the student on a limited budget!



Photography Is Fun As School Activity

There are no more lasting records of school days' highlights and hi-jinks than that of pictures. A camera these days is a "must" for the student.

From fixed-focus box cameras to pictures-in-a-minute cameras — to movie cameras and 35mm equipment, surely your favorite scholar

will find the right one to match his skill and allowance.

New photographic equipment now available to school-aged youngsters is taking the mechanics of photography to give a free hand to imagination and creative skills.

Movie making, once deemed too involved an undertaking for the limited experience of the student, is now a push-button affair.

Faster film, electric eye cameras and compact, easy-to-handle camera designs are turning the camera club member into a very important person at sport matches, class play rehearsals, school ceremonies and other functions where he can capture scenes on film for purposes of critical analysis or school records.

Even on the viewing end, photography has become nearly an automatic venture. The Bell & Howell Auto Load, for instance, protects the film from danger in the hand of the novice behind the projector.

The first of its kind, this 8mm projector automatically threads the film in three seconds.

It makes it easy for students to show recreational movies or visual rehearsals of school scenes.



TIMELY PLAYTHING! — It's the Satellite Launcher Truck. Four flying saucers wind up on platform, then propel 35 feet into the air. Truck rear has rotating cab and "pilot's" compartment. Made of polyethylene with vinyl tires. Especially for space-minded youngsters.

Good Vision Is Vital To Good Health

Personality problems in a child may be due to faulty vision! Not seeing properly often produces a distaste for reading and studying. The youngster's grades suffer — and he suffers from a feeling of inadequacy.

The wearing of glasses seldom causes a child embarrassment today as it once did. Perhaps the fact that adults, and especially women, have discovered that well-chosen frames can improve their appearance, has encouraged the child.

It is vitally important that

youngsters have periodic pre-school time eye examinations. Between these times, parents should watch for signs that indicate that professional eye care may be needed. Such signs are frowns, rubbing of eyes, holding books too close to the eyes, covering one eye, headaches, a distaste for reading and suddenly lowered grades on report cards.

Once it is found that a child needs corrective lens, parents should make sure the youngster wears the glasses — but without nagging.

CONSTRUCTIVE — This young man is learning to read patterns, putting his hands and time to good use — and having a wonderful time. Model-building can be as simple or as complex as you wish, too.

Teach your child proper eye health — to read and study only where light is good, to keep soiled hands away from their eyes; high school and college age students should be encouraged to plan their studies to avoid "burning the midnight oil".

In 1950, 13.4 per cent of the primary-age population were not enrolled in school. Cody, Wyoming, is named for Alfred Nobel, who contributed a fund of \$9,200,000 to award prizes for notable contributions to literature and science, was a Swedish chemist and the inventor of dynamite.

Bob Says:
Shop For School And Fall . . . And At A Savings, Too!

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LEVIS Ivy Flap Back SLACKS from 4⁹⁵

Wash 'N Wear ivy flap back slacks, a "must" for study or leisure during the coming school year. Sizes 6 to 16 and priced so low.

Ivy Tapers for boys and young men, polished cotton, \$3⁹⁵ choice of colors, from

Bulky Knit Sweaters for the high schooler by \$8⁹⁵ Jantzen, latest colors, from

Sweater Shirts The newest rage in all the new \$4⁹⁵ colors and fabrics, from

John Lucey Shoes for young men, just in \$10⁹⁵ time for school, all sizes

Days College Cords in favorite ivy styles \$7⁹⁵

Walt Says:
DO YOU NEED AN EXTRA \$100.00 TO SEND THEM BACK TO SCHOOL?

Getting the back-to-schoolers in clothes and books can sometimes put quite a strain on the family pocket book, especially right after vacation time. Walt Bingham, Suburban Finance Manager, cordially invites you to take advantage of a convenient Suburban loan. It takes only a few minutes to have that extra ready cash to send them off to school in style. Look at these typical examples:

| | |
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| Borrow \$100 ⁰⁰ | 6 Payments of \$18 ⁴⁶ |
| Borrow \$200 ⁰⁰ | 12 Payments of \$20 ⁰⁹ |

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