



Gala gift to home entertainment is this seven-foot divider, housing television on swivel and hi-fi set. Shelves, which hold hefty share of books and records, are walnut. Framework is brass.

Adult Life Imitations Fill Socks;

Toys To Be Useful

By GAIL DUGAS
Women's Editor
Newspaper Enterprise Assn.

The 1960 Christmas is one which will find Santa whizzing from house to house with a pack laden with purposeful toys.

This may sound grim, but actually it isn't. Purposeful toys are, in the jargon of toy manufacturers, toys which allow children to learn by doing. Perhaps it's more accurate to say that they learn by imitating the adult way of life.

Certainly, every means to allow a child to imitate grownups has been provided. The newest dolls, for instance, stress good

TO MAKE SPARKLING STEINS
Crystal beer stein
Colorless cellophane
Spoolwire
Narrow red and green ribbons
Red and green metallic stars
Colorless nail polish
Silver metallic "wink"

Stand cheese-filled beer stein in the center of a 20-inch square of colorless cellophane. Gather cellophane up around stein and tie with spoolwire, allowing cellophane to flare out. Trim corners. Tie green and red bows to neck of stein and paste red or green stars to ends of ribbon streamers. To make center spiral, cut ten 9-inch lengths of spoolwire. Paste 2 stars back to back at one end of each wire. Brush with colorless nail polish and sprinkle with silver "wink." When dry, wind each wire around a pencil to form spirals. Group the spirals together and tie into center of the bunched cellophane at the top of the stein.

grooming. They come with cosmetic kits which contain miniature sizes of mother's beauty aids. And doll fashions copy those of the adult world faithfully. Doll hair is rooted firmly in the doll's scalp so the small girl can try out any number of new hair styles.

(So far, toy manufacturers haven't figured out a way to replace doll hair which has been cut off by a small girl. But just given a little more time.)

Quite possibly the most spectacular of the new dolls is a 36-inch walking doll designed to look like a real child. And there is even a five-foot-high doll house. This really moves out of the doll house category and into the sumptuous living level.

If little Jill can't read, she can talk to her talking doll. Chatty Cathy. Chatty Cathy actually provides a varied conversation with complete sentences, always in different sequence. Then there's Magic Mary (these names tend to remind one of Damon Runyon's Harry the Horse and other characters) who is magnetic.

She comes with dress-designing kit. The clothes stick to her (through magnetism), thus eliminating need for little Jill to learn how to sew. (It will be interesting to see how little Jill's husband fares when she becomes Big Jill with mending to be done.)

Though there are no signs of a fading interest in the Old West and/or the Civil War as sources of inspiration for toys, a new one has been added: the sports car for small bufs. Literally every racer has its miniature counterpart. There also is a record crop of small boats and station wagons. Nothing has been said thus far about miniature charge accounts

and miniature time payments to mimic kits which contain miniature sizes of mother's beauty aids. But they're bound to occur to someone sooner or later and probably will be accompanied by a rash of miniature credit cards. Why should the kiddies remain solvent when the grownups are in hock?

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You See, Doctor, It's All About That Game Mr. Claus Brought Me

By GABE KAIMOWITZ
Newspaper Enterprise Assn.

NEW YORK (NEA)—If junior has any complaints about the toys he gets for Christmas, he won't go to Santa Claus with them. He'll probably go to the family psychiatrist.

You see, some toys and games this year will give children problems, real problems, to cope with. The people at the Toy Guidance Council, Inc., among others, realize this and they are doing everything possible to see that the problems don't become acute.

The Council, an independent business organization, ironically

was founded by Freud (Melvin, not Sigmund) in 1938. It aids parents in selection of correct play equipment for their children.

A panel of educators peering into a room of children who "test" the toys by playing with them, analyze whether the toys are safe, purposeful and non-frustrating.

A Council spokesman hastily adds:

"Also, some of us forget that toys must be fun, too."

One Council worker, an attractive young lady in her 20s, for example, says she gets frustrated trying to piece together the prob-

lem presented by one popular toy. Imagine a child faced with the same problem. When the Council thinks in terms of toys, it also thinks in terms of suitability—is the child too old or too young for a particular toy?

Bernard L. Gottlieb, Council vice president, says the Intelligence Quotient (I.Q.) level of toys and games seems to be going up so that parents and children can equally enjoy the same game or puzzle or toy. Of course, this doesn't rule out those toys which are strictly for children.

What type of problems do children face, playing with games

and toys? Well, there's a board game called "Game of Life" which the Council nods approvingly. "Life," according to the manufacturer, offers a "record board of cash—\$7.5 million." Players go through a dizzy round of financial ups and downs. They have to decide whether to go to college or start earning more money immediately. The winner winds up on a palatial estate.

Then there's "Etch-a-Sketch," a toy Gottlieb considers "nearly perfect" because it meets all the requirements; it is good the year round, indoors and out.

To operate, the child (recommended from four on up) manipulates two knobs, one controlling vertical lines, the other horizontal, which are drawn on a flat television-like screen.

By turning the knobs, lines are drawn in every direction forming a perfect "what is it?" If the child doesn't like what he sees, he merely shakes the board and it all goes away.

The Council spokesman says: "Being familiar with some of the tools psychologists use, I would say this toy would be very useful in therapy, too."

Who knows what could be read into those lines the child draws? If you haven't had enough yet, you might be interested to know that the toy industry also is concerned about "togetherness," particularly father and son. For those dads who are interested in playing with the toys by themselves, the Council spokesman notes:

"The child usually won't let a parent hog the toy. Only if a new father hearing that 'It's a boy' runs out to buy an electric train, will he have the pleasure of having a toy all to himself." The Council spokesman sighs: "It's impossible to tell which toy will go over big."



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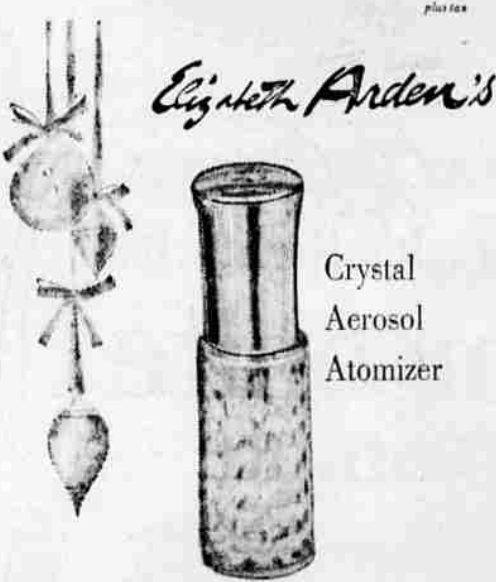
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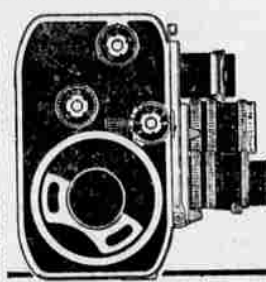
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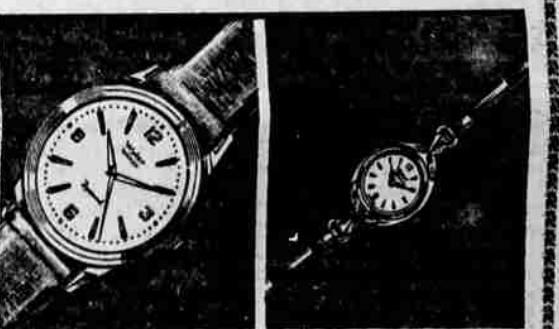


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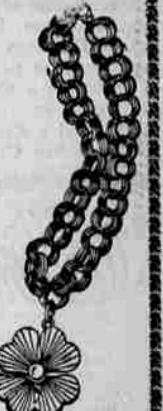
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