Santa's toy pack tops billion dollars

DO-IT-YOURSELF is taking over. Here's the first O-guage electric train, which six-year-olds and up can build from kits.

MODERN RANCHER—His corral is stocked with prize horses and purebred cattle.

BRIGHTEN YOUR GIFTS

Nothing decorates a Christmas package more prettily than to tie pine cones under the ribbon bow on top of a package.

Creative play in spotlight

St. Nicholas will travel in a jet-propelled sleigh this Christmas to deliver more than a billion dollars' worth of toys to Canadian and American children.

The 1957 record toy pack will include a play version of every headlined marvel of our atomic age, right alongside the old favorites, from blocks to xylophones, newly streamlined.

Creative play activity gets the spotlight, whether toys reproduce the latest electronic techniques of radar and sky patrol or the basic skills of farming, building and housekeeping, say spokesmen for the Toy Guidance Council and the Toy Manufacturers of the U.S.A., Melvin Freud, president of the former group, specialists in helping grownups to choose the right toys for the right age, says:

"The high incidence of the sports car, the split-level home, sectional furniture and color-matched kitchen appliances are typical of 1957 toyland's realistic reproduction of American life."

RAILROAD NEWS

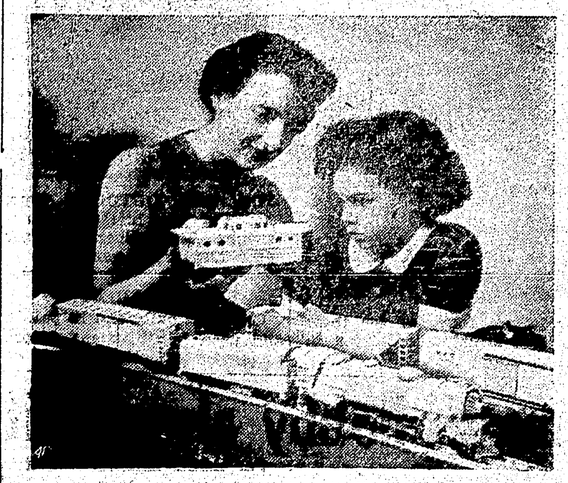
While new playthings put heavy emphasis on career training, electronic equipment, the guided missile program and atomic research, familiar toys also have acquired new talents. Electric trains now come in pastel colors, designed especially for little girls. And the do-it-yourself electric train kit shares honors with the "atomic" train, planned for hobbyists and scientific-minded youngsters.

About one-quarter of the billion-dollar toy budget will be spent on dolls, top of the list in every little girl's letter to Santa Claus. Miniature dolls, from 8 to 10 inches tall, are the favorites, since they arrive along with complete wardrobes, luggage, furniture and beauty accessories. Of course it goes without saying that the new dolls are almost human, and have been described by some enthusiasts as smarter than people, since they walk, talk, roll their eyes, drink, wet and have rooted hair that can be shampooed, combed, brushed and given a permanent wave.

ACCENT ON SPACE

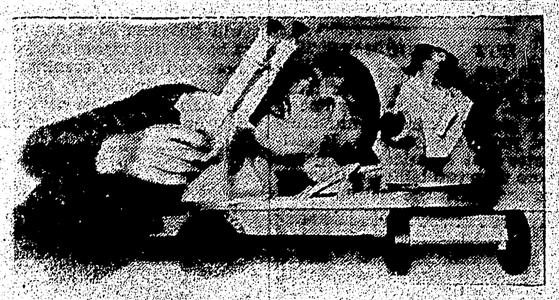
Boys will be ready for the space travel age after practicing with this year's sputners, space satellite stations, flying platforms, guided missiles and all kinds of remote-controlled vehicles. Even the toddler may now climb into his own space ship, which on closer inspection turns out to be the modern version of the hobby horse.

OPULENT WARDROBE, including mink trimmed bathing suit, coordinated costumes, and lots of luggage come with some dolls.



HERE'S A SWITCH—Mom and daughter admire newest thing in toy railroading, a pastel-colored electric train made for girls.

SMALL MOTHER and doll are out latest in bedroom equipment.



MODELED ON the real thing in the Navy, this sky sweeper has its operator convinced he's really knocking down enemy planes.

STRUCTURAL STEEL buildings will go up quickly this Christmas. Junior has just about finished a new office building.

When buying for children keep age in mind

Buying a useful Christmas toy for a young child is not as easy as it looks.

Children have capabilities dependent to a large extent upon their age. Unless you give some thought to your gift, and choose one which requires no more of the child than the child can give it can easily become a complete waste of time and money.

Six-year-old Susie will hardly give her fluffy dog a second look, and 2-year-old Peter will smash his complicated wind-up clown during the first five minutes.

"It's vitally important both from a safety and educational standpoint to select toys that are suitable for each child's use, at the time he receives them," according to Dr. Emma Sheehy, professor of Child Development at Columbia Teachers College and chairman of the Toy Guidance Council advisory committee.

To help those without small children to observe all during the year, here are some of the basic play favorites, classified according to age appeal:

INFANCY

Soft dolls and animals, exercisers for crib and carriage, rattles, bathtub toys, music boxes and phonographs.

1 TO 2 YEARS

Soft animals and dolls; blocks for piling and nesting, picture books, doll carts, wheelbarrows, simple take apart toys, musical toys, balls, push and pull toys.

2 TO 4 YEARS

Realistic dolls and accessories, blackboard, crayons, beads to string, elementary construction toys, pounding toys, wheel toys, rocking horse, simple musical instruments, simple storybooks, stuffed animals.

4 TO 6 YEARS

Simple crafts, simple games for group play, manipulative pre-school toys, sidewalk bike, wagon, scooter, action pull toys, costumes: gun and holster sets, storybooks, dolls with washable hair, doll furniture, sports equipment.

6 TO 8 YEARS

Cash registers, banks, intermediate construction sets, intermediate crafts, action and board games, science toys, wheel toys, animal and doll collections, sewing, jewelry making equipment, (boys) electric trains, gym equipment, scale model vehicles.

8 TO 10 YEARS

Advanced construction sets, all the instruments in the band, science toys, typewriters, wheel toys, games of skill.

LONDON (AP)—About 2,500,000 turkeys will be eaten in the United Kingdom this Christmas, it is estimated by the National Federation of Wholesale Poultry Merchants. There were about 2,842,000 turkeys in the U.K. in September.

GLAMOR EQUIPMENT — All tools of beauty are included in new doll accessories.

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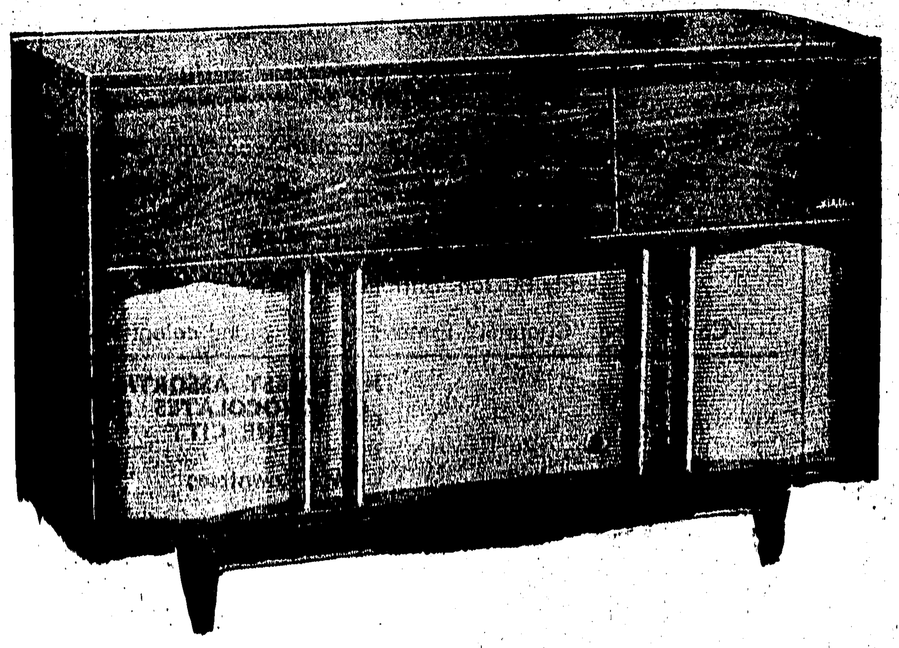

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