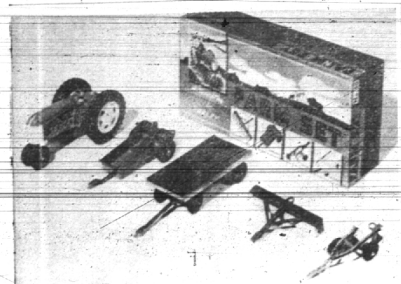
B'ham Stores Stocked With Variety of Toys

The Santa Claus workshops throughout the land have had a busy year, and the results of their labors make a dazzling display in the dozen or more Birmingham stores stocking Christmas toys.

One sees toys of every type, size and price range, each one designed to make some little boy or girl very happy when the magical morning of Dec. 25 arrives.



FOUR FARM IMPLEMENTS that can be pulled by the tractor can provide diversified play for agricultural-minded youngsters. The cultipacker, plow, spreader and wagon will acquaint them with farm equipment as well as give foils for their imaginative farm play. The farm set can also be used as a push toy for toddlers, advise toy experts who call it outstanding among the year's toys.

With the exception of the extremely specialized items, there seems to be little need for parents to plan out-of-town trips for toy shopping, whether they plan a gift for a toddler or the youngster on the brink of being a teenager.

There are sets offered, such as trains and construction items, where families may buy the basic needs this year, and add to it from time to time. Others, such as painting, weaving and the like, supply the starting step for an interesting hobby or a possible career.

WISE PARENTS will listen carefully to the hints their youngsters are tossing out, for "trade" names are becoming more and more plentiful on the toy shelves.

When daughter says something about dolls, she doesn't mean "a" doll, but "the" doll. The same applies to sonny's guns.

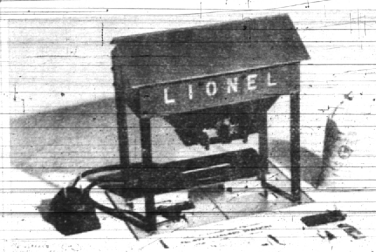
Without the proper information, the shopping parent will find himself in a maze, or discover on Christmas morning that happiness is not complete because the wrong doll or gun is under the tree.

Birmingham merchants, when questioned about this year's toy supply, said they felt selections are better than in many years.

NEW TOYS, based on recent scientific developments, have broadened the market considerably. The restyling of old standbys and new types in old-style toys have added many additional selections.

Improved materials are assuring shoppers of better toys, safer toys, and items which are far more attractive than they have been in some time.

Early inspection of all our toy supplies seems to bear out this opinion. Toys are plentiful, they are of a wide variety, material and workmanship seems better, and it appears unlikely that any youngsters, from the artist to the zoologist, can wish for a toy that is not in a vicinity store.



OPERATING THIS COAL-LOADING station can be a new activity for the electric train enthusiast. Chosen by toy experts as an outstanding American product, the station has lever controls to tilt the dump car, lift the hoist bin to an overhead position, empty the load and lower the bin to railside position. It operates on either "0" or "027" track, and does not require a remote control section. Made of metal, it stands ten and a half inches high, and comes with a sack of artificial coal, all retailing for about $17.

PLASTIC FARM ANIMALS and buildings can be arranged to form a rural countryside scene as the child learns to be constructive rather than destructive. Called by toy experts an outstanding example of America's 1954 toy production, the Plasticville set includes 59 pieces for a child's creative assembly. Background for a model railroad can be provided by its barn, home, pond, bridge and other farmyard scenes.

Kits Available Do-It-Yourself

Do-it-yourself gifts can be as apropos for children as for adults this Christmas. A plastic set allows its user to permatize pictures or drawings for use as jewelry.

Mittens are available with a leather band on which gold letters can be transferred from an accompanying "magic kit."

More elaborate is the jewelry-making outfit for enameling on copper for earrings and pins. The kiln sells for about ... dollars for the jewelry set, and about fifteen dollars for ashtrays and small dishes.

Cowboy, Birdman, Spaceman Regalia Would Be Welcome Christmas Gifts

Christmas clothes have taken on a deeper importance as time has passed. Not mittens or a special winter coat, but extra special, super-duper clothes.

The young follower of the TV cowboy hero wants to dress the part as he sits in that saddle seat watching his favorite program. The heroine wants to do the same, and there's every opportunity for them to do so.

The levis, plaid shirt and ten gallon hat of the cow poke riding wearily along the plains behind the market-bound herd is common garb now, east or west, city or country.

The dashing hero, in decorated chaps, ornate shirt, fancy vest and beautifully tooled boots, can become the little boy's down the street by opening one box.

THE COMELY young lady who rides for help or nurses the hero back to health after his close call with rustlers or Indians can have her fringed jacket and the divided riding skirt with the silver dollar trim.

Her trusty six-gun can travel about in an ornate holster, made in the best tradition of the old west, just like the hero's.

The young brave can have his leather leggins, beaded moccasins. Behind him, in true Indian fashion, walks the chieftain's daughter, fringe swaying gently from her soft buckskin dress, ornate with beads and colored quills.

HER HAIR is neatly held in place by a beautifully decorated buckskin headband, denoting her position of honor in the tribe.

Nor does the lad or lassie need fear the crushing pressure of outer space. Pressurized suits, helmets, oxygen tanks and a built in communications system are all around.

The frogmen — and women — have their oxygen tanks, flippers and underwater gear.

The doctors and nurses, firemen, policemen, soldiers, sailors, aviators, all have their very proper garb.

THE TRAIN fan can certainly run his or her railroad more efficiently in an engineer's cap, the traditional red bandana and the gauntlet gloves.

While the "old folks" may frown on these items as "unnecessary expense", the youngsters logically will explain that if they have these, they won't have to wear their good clothes to play in.

Real Music Comes Out of Today's Toys!

"Make mine music!"

This might be the plea of many persons as the Christmas season draws near and hints go out on favored gifts.

Time was when a musical toy generally meant a period of most unpleasant noises, brassy and tinkling in the case of pianos, and just plain horrible with other instruments.

Those days happily, are vanishing.

Musical toys can be purchased today which are actually musical. True, the toy violin never will be mistaken for a Strad, but neither will it make parents wonder how life can be so cruel—that is, tonewise.

TOY HORNS, saxophones, xylophones, pianos, drums, ukes, guitars, mouth organs and others have instruction charts with them which enable youngsters to pick out simple tunes, especially those they have learned to love during their nursery rhyme days.

Not only has the tone of the instrument improved for the aching ears of parents, but with the addition of tunes coming forth to replace those fathers and mothers look forward to a happier Christmas.

As a matter of fact, the well-made instruments for today's children are attracting their parents, who vision family orchestras and hours of fun.

PIANOS AND organs, especially the latter, are being sold in constantly increasing numbers today.

Today's organ is not a huge contraption requiring a special room and considerable training before it can be enjoyed.

Small, home instruments offer marvelous tone, take up no more room than a piano, are much simpler to play and are not beyond the cost of the average family.

But whether it be the home organ or the toy for the children, a vast field of potential pleasure lies ahead for the musician.

Sports Cars Head Auto Model Kits

If hot-rodders have a part in progress of the modern car, as a major automobile designer attested recently, then small boys also may gain their first car knowledge in auto-kits.

Plastics and metals have been formed into several types of make-it-yourself kits. Sports car models are tops in the new gift lines, with axles, wheels, bodies, tops and motors ready for assembly.

Large and small cars in every type appeal to children interested in automobiles.

Typewriter, Too

Those who feel that a child can give a child a proud feeling as he or she looks at a gift on Christmas morning. A junior typewriter may give the child a start on a future writing career—at least give enjoyment and keep little fingers away from the delicate "real thing" that parents prize.

MERRY CHRISTMAS GIFTS

Of A Wide Variety of

DOLLS and STUFFED ANIMALS

Again this Christmas season we have stocked a large group of luxurious dolls and stuffed toys. Little boys and girls prefer soft, cuddly animal toys and these are especially nice. Sturdy, exceptionally well designed.

STUFFED TOYS IN PASTELS and BRIGHT COLORS
TEDDY BEARS — PANDAS — TIGERS
GIRAFFS — KANGAROOS, ETC.
DOGS and KITTENS, TOO!

In Several Sizes Priced From
$1.00 to $22.95

DOLLS

A fine selection including Ideal's official Betsy McCall doll. In addition there are baby dolls, little girl walking dolls, dolls with real hair and life-like features. Prices range from—
$3.95 to $16.95

SEE OUR LARGE SELECTION FIRST

The F. J. MULHOLLAND Company

Birmingham's Christmas Gift Headquarters for the Entire Family

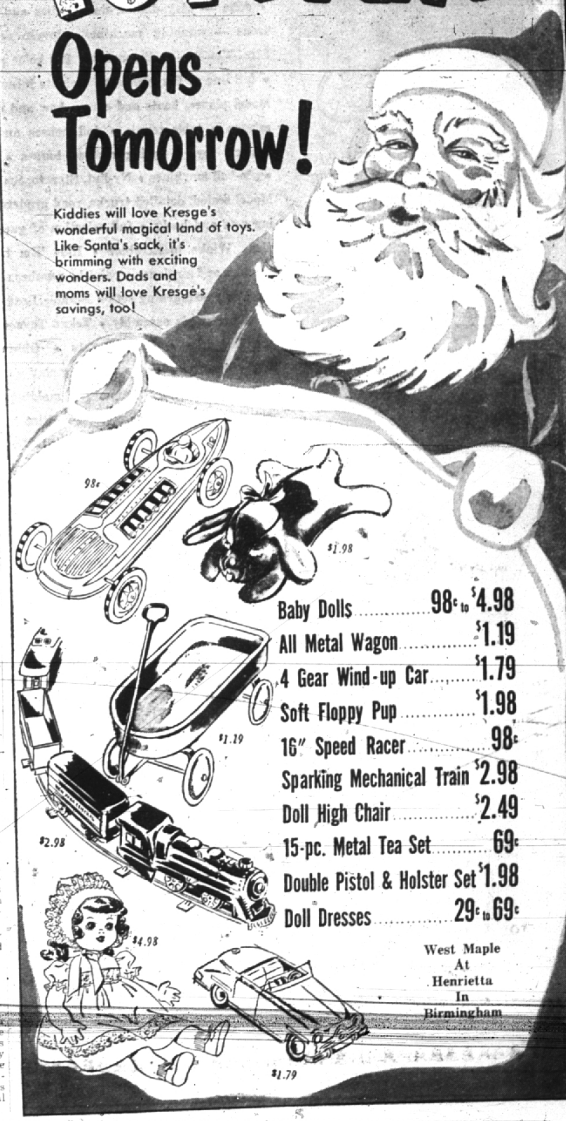
By the Beard of St. Nick!

KRESGE'S

TOYLAND

Opens Tomorrow!

Kiddies will love Kresge's wonderful magical land of toys. Like Santa's sack, it's brimming with exciting wonders. Dads and moms will love Kresge's savings, too!



Baby Dolls	98¢ to $4.98
All Metal Wagon	$1.19
4 Gear Wind-up Car	$1.79
Soft Floppy Pup	$1.98
16" Speed Racer	98¢
Sparking Mechanical Train	$2.98
Doll High Chair	$2.49
15-pc. Metal Tea Set	69¢
Double Pistol & Holster Set	$1.98
Doll Dresses	29¢ to 69¢

West Maple At Henrietta In Birmingham