Book Gifts Can Start Children On a Lifetime of Good Reading

What better time to buy books than at Christmas? What time than childhood for one to learn the value of good books?

Children can be taught the value of good books at an early age. They can learn to enjoy reading, getting from it the educational values this pastime offers while, at the same time, they are amusing themselves.

The child who learns to read and unconsciously absorbs what he reads, has the basis of a "hobby" which will last his entire lifetime.

Many of the books popular today were favorites of the modern youngster's parents. Many of us got our first taste of drama and melodrama from "Uncle Tom's Cabin". We learned from "Black Beauty" the attachment formed between a child and a pet.

FATHERS and mothers will enjoy sharing their childhood with sons and daughters as they read these books and others about beloved characters of their own youth.

"The Wizard of Oz" still is a favorite, along with stories of Peter Rabbit and his friends, those stalwart Knights of the Round Table, the Leatherstocking tales, the Little Women and the growing up of those Five Little Peppers.

While these old favorites still have their place, it must be remembered that we are living in a new age—and the children's books must keep pace.

This brings up the spacemen, inter-planetary communications, atomic aircraft and submarines and all the others in the so-called science fiction field.

ZIPPY THE CHIMP wears the red overalls, striped shirt and peaked hat that mimic his real-life counterpart's togs for television antics. His vinyl face, hands and ears are washable, and his body of cuddly plush. The 21-inch toy sells for about ten dollars.

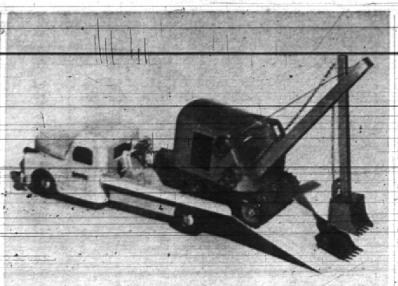
CONTRARY TO the belief of many, this science fiction need not be of the horror type. There are many books on today's market which will provide all the thrills a youngster can hope for and still not even border the objectionable literature parents have come to dread.

Space stories have been the basis of an increased interest in astronomy which is being met with books written in a language the young mind can grasp and understand.

The same goes for atomic forces and their various uses. For communications. For solar power. Books are available, in fiction form, which actually border on the text book classification in their explanations on these subjects.

FEW THINGS could please the future spaceman more than a good collection of these stories.

Boys and girls seem to enjoy all the types of books, be they old, time-tested treasures or the newest in the field of science.



READY FOR JUNIOR CONSTRUCTION engineers, this scale model machinery truck and steam shovel has been cited by toy experts as among best in America's 1954 market. The sturdy steel truck with rubber wheels has a hood which raises to reveal a "motor" and a removable loading skid and a crank-operated winch and steel chain to load and unload the steam shovel. The shovel features a revolving cab and workable crank to raise and lower the shovel and boom. Its rubber treads enable youngsters to push it about freely.

Bike Construction Differs

Bicycles that are considered almost completely recreational in America are classed as transportation in Europe.

This contrast points up the difference in construction between American and European built bikes, according to an area buyer for a bike department.

Those light-weight bikes that folks buy for hostelling through Continental countrysides or for riding to work in Berlin or London are as adaptable to daily usage in the U. S.

But for boys who give rugged wear to their bicycles, the buyer advocates the sturdier built American bike. For carrying newspapers in the neighborhood, doing the shopping for mother, and doing the daily trips that a boy or girl needs, the heavy-metal bike this country's firms make, is ideal.

IF A COLLEGIAN needs a bike for cross-campus travel, if suburban children will go longer distances to school or play, or if residents of hilly areas want transport other than the automobile, the lighter bike is best.

America's firms make several light bikes, rivalling the popular and sometimes cheaper foreign bikes. Foreign makes are likely to be lower in price because transportation usage on a wide scale requires mass production.

Older boys and girls are preferring the light-weight bikes by far, according to the buyer.

Toys Offer Wide Choice Range This Christmas

Play materials for children from nursery age up through third grade can give wide latitude for choice without having the items "too old" or "too babyish".

A child who has outgrown the alphabet blocks, the colored cubes, and the plastic bricks, might well like a set of Lincoln logs. Building log cabins takes the little more coordination and imagination of an older child.

Housekeeping toys are answers to little-girl gift problems. The range includes ironing boards, irons, sweepers, dishes, telephones, cooking utensils, tea service, clothespins, washing machines and electric stoves.

PLAY EQUIPMENT can be elaborate—like a jungle gym for near 70 dollars, or an eight-foot slide at about 50 dollars, or simple like a six-dollar teeter-totter.

Changing dollie's diapers can be fun for the young girl, and there's a large variety of such dolls. Doll buggies, doll tables, and doll beds are fine accessories for playing house.

Simple toys stir a child's imagination. Pulling a block cart, loading a wagon with blocks, dumping a truckload of blocks and using peg and hammer sets all are absorbing activities for a young child.

TRANSPORTATION toys for the very young child may include gas tankers, telephone trucks, utility trucks, or locomotives. There's an unlimited variety of very complicated or sturdy simple shapes, for riding, operating, or display only. Boats, ready made or construction sets, are among transportation items.

Puzzles, mobile toys, hand puppets, dollhouse dolls, and large rag dolls are among other gift ideas for the nursery and early elementary school child.

Well-Planned Recreation Hours Can Benefit Marks in School

Children now can add a fourth "R" to readin', 'riting and 'rithmetic—recreation.

Whether the children in your family squeeze through the school year with a so-so rating or achieve honor grades may be determined in considerable measure by your family's choice of "recreation".

According to child development experts, parents are responsible for guiding junior's early learning experiences.

In day-to-day living during vacation time, parents can easily provide their children with means to develop a strong healthy body, an alert inquiring mind, enjoyment of friends of his own, increasing independence in thinking and action, and a sense of well-being in living.

Patterns established now will have an important bearing on the way a child finds his place in a school situation.

REGULAR FAMILY sessions aroung a game table, for example, can be a highly effective means of helping children to master unforgettably the fundamentals of the 3 R's and the essentials of geography and history, advises toy experts.

Historical model building kits, and Indian handicraft kits are examples of absorbing hobby play which parents can utilize to enrich their children's knowledge of history.

If your family's scholars are in the four to eight age group, a board game like Uncle Wiggly will pay large dividends of family fun and provide, as a useful by-product, basic training in adding and subtracting. Even first and second graders will be intrigued by the moves of checkers, dominoes and Chinese checkers and will improve their number skills as they play.

One of the big spelling boards (with number symbols on the backs of the letters) is a good educational investment that assures a practical base for competitive fun, with stimulated interest in mastering basic spelling and arithmetic.

JUMBO ANAGRAMS, with educator-approved lower case letters, are another sound investment for family recreation that's sure to yield important educational dividends in improved spelling, figuring and reading skills.

For families with several children, the board game "Go To The Head Of The Class" will have special appeal. This game presents a miniature school room. Questions posed by the "teacher" are slanted at three different age groups, so all members of the family can join in the fun.

IF JUNIOR and his sister have hard sledding with geography, a few family sessions with U. S. Bingo can be counted on to raise their enthusiasm and their school grades. This streamlined version of the classic favorite, lotto, bases play on the 48 states and their by-products.

When youngsters have a hard time with home work or miss school time because of illness, a supply of games based on different phases of the school curriculum can be a real inspiration in catching up.

To score their full potential in educational value, however, the games must be introduced by parents for their competitive zest. The bonus of knowledge gained from playing educational games is likely to be most potent when it's merely part of the fun.

CHILDREN'S INTEREST in both history and current events can be stimulated very effectively if parents will help youngsters relate their hobby kits to the school curriculum.

For example, Lincoln log sets with their figures of pioneer days provide a very practical means of dramatizing the early history of our country.

A new plastic construction set gives the youngsters not only the opportunity to build a miniature replica of the White House but also includes a book on its history and the Presidents of the United States who lived there.

THE HISTORICAL locomotive hobby kits include leaflets on the history of railroading.

Highway Pioneers, which features prefabricated plastic parts of American and foreign automobiles of the past with appropriately costumed drivers, is another example of a hobby set which provides authentic background in American history.

Living in a family circle, like this, a child can absorb many things readily. Furthermore, he learns that there is no place like home and finds school a good place, too.

He can go on from the experiences learned at home and from his parents into the new experiences in school with confidence, sureness and independence.

Toddlers Need Safety in Toys

Safety and color apply to most toys that one might choose for the infant and toddler.

The toys for toddlers should, according to toy experts, be too big to swallow, light in weight, washable, and have safe colors and rounded corners.

In this category, rattles, balls, cuddly animals, floating toys, cradle gyms, balloons, and take-apart toys are included.

A LITTLE RED LAWN mower with round "blades" that rotate and rattle the colored balls inside, is an answer to the child's desire for pushing and pulling activities. Such a toy provides an incentive to exercise their newly acquired powers.

A wheelless train is more satisfactory, experts suggest, because wheeled trains and trucks require more skill to manipulate.

A JOLLY MUSIC BALL for infants and toddlers has a three-fold interest. Eight melodious notes sound from within as the ball is rolled, giving an introduction to musical tones. The roll-to-play procedure teaches cause and effect. And it provides loads of active fun indoors and out. Made of break-resistant plastic, it is 12 inches around and has red, white and blue colors in its teddy bear decoration. It sells for under a dollar.

Skates Are Good

Jumping ropes are especially popular with girls in the six to eight-year-old group, according to toy experts. Skates give boys and girls of that age an "endless source of fun," they say.

Furnishings for a child's room may be the gift he'll use the most this Christmas.

Contrast between modern and old fashioned may follow mama's color scheme. One imported child's chair is done in gay red paint with a natural-colored reed seat.

Aluminum and nylon web forms another type chair, bright in red and yellow and so light it can be lifted with the little finger.

All Star Line-up for Christmas

Sweaters – Wool Shirts – Toboggans
Golf Clubs – Bags – and Gift Golf Balls
Boxing Gloves – Sport Jackets
Picnic Sets

Little Doctor Visiting Sets
Complete with all the equipment
$1.98

Dart Boards for that young archer!
$6.60 up

Sleds in bright colors!
$3.95

Doll Layette Set
She drinks, wets, cries, etc.
$9.95

Cash Register for that young business person!
$2.98

Sturdy Skis for the outdoorsman!
$14.50 up

TOYTOWN

Hockey Sticks for all ages!
$1.25 up

All types of Trucks, Loaders and Tractors
$1 up

at the
VARSITY SHOP

SKATES—
Children's $4.25 up
Women's $9.85
Men's $9.95

Pool Table. Pastime for all the family
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Easel Blackboard
a "must" on Santa's list!
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MEN: You are all cordially invited to our Men's night, Monday, December 6th

ALL CHILDREN!

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L. P. 45's & 78's

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SO SAYS SANTA

And, the music the kids will be receiving from Santa will include opera and symphony as well as popular and kiddies' records. He knows that the younger they are the more chance there'll be that the kids will grow up with a greater appreciation of truly fine music. So he'll be doing his part to add an immeasurable something to their lives.

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V.M. and WEBCOR RECORD PLAYERS
Table Models and Portables
- and a Special
KIDDIES' RECORD PLAYER . . . $12.95 and $19.95

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