

## Impulse-Buying Heads Shoppers' 'Don'ts' List

Some important "don'ts" should be kept in mind by toy-buyers, according to Toy Guidance Council, Inc.

**Don't buy on impulse alone.** Your dollar and the child deserve more than a mere new gadget, giving only momentary pleasure.

**Don't buy "showy" toys** just to impress other adults.

**Don't wait until the last minute** to shop. You can make waste in your haste to complete your shopping.

**Don't buy too many toys** that do not require active participation. If the child can only watch a toy function, much of its play value is lost.

**Don't deprive the child of bike** or skates when he is ready for them. Over-protection on your part is downright selfish and can lead to an unhealthy fear in the child.

**Don't buy toys in the spirit of a reward** for being good, or a prize withheld for being bad. Toys are not bribes, but are as necessary to the healthy development of children as adequate love and food.

**Don't overload the child** with toys at Christmas and then neglect to add anything new during the year. Remember, the child grows and changes more in a month than an adult does in years.

### Play is Vital

Until school years, play is your child's primary interest during his waking hours, and the means whereby his body, mind and personality are developed. Through all the school years, play remains of vital importance, alternating with and supplementing interests, skills and talents nurtured in the school room.

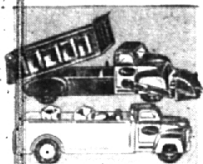


Junior range riders will be enthralled by this new frontier scouting kit, voted "an outstanding example of American toy production for 1956" by Toy News magazine. The super-scope shoots only harmless smoke and noise and has a 2-inch scope with a mount and a super easy "aim" knob. There's an adjustable brown leather box with "scouting" tracks, a miniature "backstrapping" device and a green hat. Also included with the kit are "Wolf" and "Bear" whistles and a "Wolf" and "Bear" call.

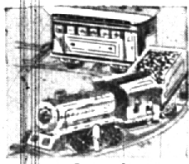
We carry  
ALL THE NEW  
**LIONEL**  
Trains  
& Accessories  
**McBRIDE'S**  
TOYLAND  
154 S. Woodward



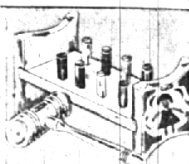
**10" Metal Drum**  
With neck-band and pair of wooden sticks. **98¢**



**Ass't. Metal Trucks**  
like, delivery, dump, or stake bed. **98¢**



**Metal Train Set**  
Wind-up engine, coal car, coach, and track. **98¢**



**Pound-a-Peg Set**  
8-Pegs, hammer, and peg bench. All wood. **98¢**

# KRESGE'S

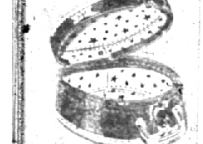
ARE FEATURING MANY and ALL TYPES OF



VISIT OUR STORE EARLY  
GIVE THE KIDDIES A TREAT WHILE SELECTIONS ARE COMPLETE!



**Table Blackboard**  
17 x 20" board and alphabet board in stand-up frame. **98¢**



**Doll Hat Box**  
Reg. \$11 Colorful 8" Case, 4" deep. Plastic handle. **\$100**



**Cowboy Clay Set**  
Soft colored clay, and game ideas in box. **98¢**



**Ring-Dial Phone**  
metal phone in 3 colors. Rings when dialed. **98¢**



**Playtime Box**  
Blackboard, peg board, peas, hammer, chalk. **98¢**



**Four Game Set**  
Chinese checkers, Ring Toss, Pida, Peg Board. **98¢**



**Dishwashing Set**  
Dishpan, drawer, scraper, cloth, soap, polish. **98¢**



**Sleepy Doll**  
Cutely dressed 1 1/2" doll with plastic face. **98¢**



**Cap Gun & Holster**  
Set leather holster. Heavy metal gun. **98¢**



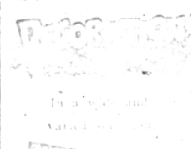
**Safe Dart Game**  
2-Games on metal target. **98¢**



**Plastic Ukulele**  
Nylon strings, adjustable neck. **98¢**



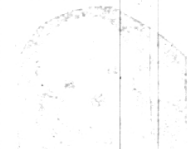
**Ass't. Vinyl Dolls**  
Washable unbreakable plastic baby. Fully dressed. **98¢**



**Doll Diaper Bag**  
Plastic diaper bag, bottle, pacers, pins, bib. **98¢**



**20-Piece Tea Set**  
Tray and service for 4. **98¢**



**Lionell Trains**  
Set of Lionell Trains. **98¢**

BEST MAPLE AT HENRIETTA—BIRMINGHAM

**S. S. KRESGE COMPANY**