



Newest funmaker for young firemen is the suburban pumper, voted "an outstanding example of American toy production for 1956" by Toy Guidance Council. This unique pumper shoots a continuous stream of water supplied by an operating hydrant that connects to any garden hose. Valve control of the hydrant permits regulation of the water flow through the pumper and out through the hose. Retail price about \$9.00.



An Alice-In-Wonderland teaparty! Mr. Chimp, Laughing Clown and Sparky are the guests of Miss Toni (the walking doll).

Toy Expert Notes New Trend

A great recreational trend is growing on the American scene, "which may develop into one of the healthiest and most important movements our domestic way of life has known in a long time," according to Mel Freud, president of Toy Guidance Council.

"It's a trend," states Mr. Freud, "in which today's modern parents are bringing and keeping their family units together through play. Almost everywhere in my extensive travels throughout the country, I have noticed more and more parents and children playing together at home or away, in and out of doors. And they're finding the purest pleasure in discovering each other as people and enjoying each other as pals."

THE DEVELOPMENT of this new phase in our recreational pattern, says Freud, is rooted in a combination of several factors. Today's Americans have more leisure time and higher incomes. They own more homes with more area in which to play. They are more aware, through education, of children's need for the companionship of their parents.

And the nation's toy-makers, in **For Young Toddlers**

Besides the fascinating rattle and crib toys for "new arrivals" in our modern world, there are colorful and intriguing push and pull toys to entertain and encourage young toddlers. Pre-school pilots, mechanics and architects will be enthralled with Playskool's new Take Apart airplane and Take Apart truck, and Blockcraft's exciting new Snap 'N Play blocks.

their constant efforts to produce the most wholesome products possible, have been extremely successful in creating a wide variety of play equipment which encourages this type of parent-child activity—hobby projects and unusual sports equipment for father and son to enjoy—fashion and beauty accessories and culinary aids for mother and daughter to experiment with—and a great assortment of group games in which all members of the family may participate.

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Do-It-Yourself Kits Help Child Develop Dexterity

Parents can help children who are "all thumbs" overcome their awkwardness by providing them with do-it-yourself kits.

For the pre-school child such toys as Playskool's take-apart airplane, take-apart truck and take-apart train are ideal. For older children, Revell's planes, ships and cars and Plastic Block City's "Beverly Hills" block city set can encourage manual dexterity.

Because of their good design, says Toy Guidance Council, the results are practically guaranteed, thus building pride in achievement, a most necessary emotion in the development of the backward or shy child.

6 to 8-Year-Old Includes Hobbies In Play Interests

The six to eight-year-old is at a competitive age, has many play interests, and is beginning to develop hobbies, say child study experts.

Recommended toys to please the six to eight-year-old include: Electric trains, Two wheelers, Work benches, Clay, Paints, Playsuits, Lotto, Board games, Anagrams, Card games, Electric games, Dominoes, Dolls, Doll houses, Doll house furniture, Doll accessories, Housekeeping toys, Printing and stamping sets, Red Sewing materials, Books, Musical toys, Roller skates, Playsuits and accessories.

Toy 'Diet' Needs To Be Balanced

A balanced "diet" of toys for children is as important as proper food, clothes and medication, says Toy Guidance Council. This means three types of toys: one for action; one for concentration; another for relaxation.

They cannot always be left to the child's selection however, as

Santa Remembers Young Engineers And Scientists

Young engineers, scientists, sports enthusiasts and architects haven't been forgotten by this year's toy makers.

A fleet of trucks designed with minutest detail will take care of every conceivable job, big or small, facing young engineers—from road building and concrete mixing to transcontinental hauling. The latest fire-fighting equipment includes a true-to-life suburban pumper with a real operating fire-hydrant. For older brothers, there are handsome Revell kits for making authentic scale models of the latest additions to our Navy and Air Force.

Stimulus for building scientists will be found in chemistry, micro-craft and woodworking sets; and for sports enthusiasts, there is a great variety of both outdoor and indoor equipment, including boxing gloves, a striking bag set, pool tables, sleds, a volley ball set and a sensational new tennis game for the backyard.

Junior architects will eagerly create their own streamlined suburban developments with the "Beverly Hills" block city set and glamorous city projects with the unique new American Skyline plastic construction set.

Other playtoys for youngsters with an artistic bent include educator-approved Prestige toys like Lincoln logs and Tinker toys, Red Skin finger paints, aluminum art craft, and Pyrocon, the miracle plastic which can be molded like clay and baked like a cake in an ordinary oven. Boutique and Bead-A-Basket are two of many unusual new handicrafts which will delight older girls.

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