

Hobby and Sports Items Head List For Eight to Ten

The eight to ten-year-old has reached an age of changing and absorbing interests. Hobby and craft items, sports equipment are high on the list of recommended toys for this age level:

BOYS

Hobbies, Construction Sets, Science toys, Model craft, Electric trains, Electric train accessories, Cowboy accessories, Magician sets, Puzzles, Boxing gloves, Gym equipment, Bats and balls, Table tennis, Croquet, Two wheelers, Marionettes.

GIRLS

Hobbies, Bead work, Looms, Leather work, Costumes, Electric stove, Games, Sewing materials, Dolls, Play houses, Doll houses, Gym equipment, Bats and balls, Table tennis, Croquet, Two wheelers, Marionettes.

Music Will Please Junior and Sister

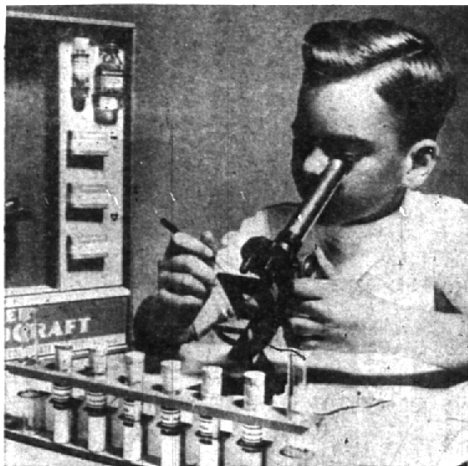
Music is not overlooked in 1956 Toyland's reproduction of modern living. Junior and Sis will soon be playing every instrument in the band. The wonders of modern plastics have made possible true-tone replicas of everything from a golden banjo and deluxe golden piano accordion to electric phonographs and a trap drum set. Kusan's Kampanile and a floor model baby grand piano, with two-octave range and smart decor, should rate high on the gift list.

Toy Starvation Is Threat to Child

According to Professor Emma Dickson Sheehy, Teachers college, Columbia university and chairman of Toy Guidance Council's panel of educators, toys starvation is as real as a vitamin deficiency, as dangerous to your child's mental welfare as malnutrition to his physical health. It is rarely a result of poverty or deliberate unkindness, but rather stems often from a lack of knowledge and understanding of a child's needs.

Child Participates Thru His New Toys

We are in a wonderful and exciting age—and Toyland is keeping pace with the amazing scientific and electronic advances found in it. Through new toys, a child feels that he is participating in all the fun, excitement, and adventure enjoyed by his elders. In addition, these toys provide him with basic training and help him to develop the creative skills he will need in order to enjoy living in this new world.



Practical career training for scientists of the future is assured by this new microcraft collegiate outfit, voted "an outstanding example of American toy production for 1956." Finely ground lenses magnify 70-200-400 times actual size. The big 24-inch, triple turret, metal microscope is packed in a colorful steel cabinet with removable metal test tube rack and specimens, as well as dissecting and slide mounting equipment. There's an exclusive scanning feature and a universal focusing turret, too. Retail price about \$10.00.

Toy Appliances Can Benefit Little Daughters

A word of interest to mothers: The next time your little daughter starts to play with the vacuum cleaner—or gets too close to the range—take her to a toy store and buy her one of her own.

For a small investment in time and money, you can: 1) Give her valuable training, 2) Protect her from injury, 3) Protect your appliances, and 4) Provide her with pleasure.

According to Toy Guidance Council, there is a glittering and useful assortment of miniature appliances, correct to the last detail, with which daughter can spend many delightful hours, imitating in play every household chore Mom performs.

Proper Toys Make Play Beneficial

If play is to have its maximum values for your child, experts point out, he must have good toys, properly selected for each of the many stages in his development. Toys are not only the tools of play; they perform the even greater service of maintaining the youngster's eagerness, his ability to learn.

The right toys during the early stages of childhood should stimulate the infant's mental and physical development.

During the intermediary years they should encourage further physical, social and mental development.

During the later stages of childhood they should lay the groundwork for the coming years by providing mental, social, physical and vocational interests of an advanced nature.

Important to Store Toys In Safe Place

Storage of play equipment is an important matter which parents should consider while a child is very young. Serious falls often result because playthings are left on steps, stairway, walks, or scattered about the yard or home.

If parents provide a proper place, such as a toy chest, or open shelves within reach of the child, and teach that child to put away playthings when play time is over, many serious falls will be avoided. The habit of orderliness developed by supervision early in life will carry over into later life.

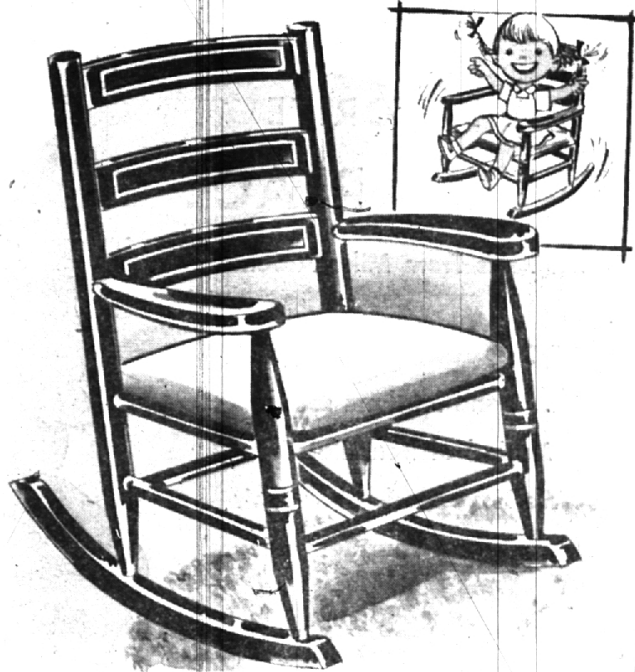
Magic Books Talk

A novel way of interesting youngsters in music and accelerating their progress in reading is provided by magic talking books—the first books to be actually "played" on a phonograph. The sound track impresses on the cover of each book is related to the picture story inside.



A call to "strike up the band" will have a special thrill for younger set musicians with this colorful star design trap drum set. The set includes a base drum, snare drum, tom tom, cymbal, large triangle, cowbell and three aluminum bells. There's a sturdy foot beater to insure perfect time; two leg supports and two 10-inch sticks, too. Retail price about \$5.00.

FOR SANTA'S LUCKIEST SMALL FRY— STURDY CHILD'S ROCKER



The kiddies will love this handsome rocker! Black and gold finish with yellow plastic seat. Hardwood construction.

Only **\$6.95**



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