

Experts Term Toys 'Playtools'

Not too long ago, it was a general thing for people to look on toys as gewgaws and baubles to amuse a child while Mother was busy about her household chores. If a toy kept a child entertained and out of mischief for more than a half hour, it was rated a huge success.

Even though some dictionaries have not yet caught up with the times and still define a toy as "a trinket," enlightened parents to-

day know that toys are "playtools" which aid children in their physical, mental, social and vocational growth and development. Toys are still fun and they still amuse; but they accomplish a lot of other important tasks, too.

"A good toy," says Mel Freud, president of Toy Guidance council, "is like the sugar-coated pill. It may be used to overcome problems, while giving pleasure."



Basic training for future glamour girls is provided by this new beauty bag, which is a Toy Guidance council educator-approved prestige toy selection for 1956. The plastic tray lifts out for dresser use, leaving a handsome luggage type hat box with shellacked finish and metal lock. Famous brand beauty aids are provided, including nail polish, perfumes and bubble bath. There's a manicure set, and "gold flecked" plastic grooming accessories. Retail price about \$3.00.

Electronic Toys Set 1956 Pace

This year, top toy designers seem to have taken a leaf out of the pages of the nation's scientific developments. They have produced 'playtools' designed to prepare today's youngsters for tomorrow's living in the new jet era.

Electronic and scientific wonders of our high-powered modern era have set the pace for 1956 toy production.

Authentically modeled after the latest scientific discoveries of our age are such toys as a miniature Hillel flying platform which, operating on the military's "ducted fan" principle, flies up and down, hovers, and maneuvers at the slightest command; an electronic

radar rocket cannon, complete with moving airplane targets; and a rotating warning antenna; and an atomic submarine navigator which "dives" and "surfaces" by electronic helm control.

THE SKY IS THE limit with such toys as Harmonic Reed's moonscope and the Spitz Jr. planetarium, which disclose the mysteries of the stars and planets with amazing scientific accuracy.

A spectacular jet-designed turbojet airplane, with trigger-fast take-off action and ground control, holds thrills for both beginner and expert.

this scientific trend is also markedly manifest. There is a professionally engineered radio and broadcast system featuring the new electronic wonder, the transistor. There are crystal radio kits and wrist radios, and a Bell amateur broadcaster, with electronic earphones, which allows aspiring "hams" to send and receive messages by voice or code over a distance of one mile.

A Zimphone electronic switchboard, with a complete working exchange system, actually works, buzzes, and lights; and a railroad loudspeaker tower powerfully amplifies whistles and announcements.

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Pre-School Child Likes Creative And Active Toys

Offer the nursery school age child creative materials, satisfy his drive for activity, and give him toys that lend themselves to construction, authorities recommend.

They list a number of recommendations for active toys the pre-schooler will enjoy:

Push-pull and pedal toys, Trucks, Fire engines, Wagons, Wheel barrows, Swings, Teeter totters, Velocipedes, Slides, Doll buggies, Snow and sand shovels, Animals on wheels, Sleds, Climbing apparatus.

Toys which lend themselves to construction include:

Blocks, Simple puzzles, Peg boards, Pounding toys, Color cones.

Creative materials recommended for the pre-schooler include:

Clay, Chalk, Sand toys, Paint and paint brushes, Paste, Crayons, Finger paint, Architectural blocks, Pattern blocks, Large hollow blocks, Sand black boards, Scissors and paper.

Musical toys are also recommended for the nursery school age youngster, along with these items which satisfy imitative, dramatic or imaginative urges:

Dolls, Doll accessories, House-keeping toys, Ironing boards and irons, Mops and brooms, Sweeper, Dishes, Cupboards, Refrigerators, Telephones, L a u n d r y sets, Animals, Picture books, Boats, Trucks, Autos, Planes, Hand puppets, Books.

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