

## SCIENTIFIC ERA IS REFLECTED IN TOYS

With Christmas only a few short weeks away, parents will soon be pushing towards the hundreds of toy counters lining the walls of the local stores and shops.

Special emphasis this year undoubtedly will go towards the scientific toys, according to the toy manufacturers and a preview look at those shelves reveals that everything "under the sun" will be offered to the junior scientists and engineers.

Miniature "giant" telescopes, chemistry sets, special chemistry sets for girls, new rocket launcher Erector Sets and engineering toy sales are going ahead by leaps and bounds.

Many of the world's future scientists and engineers will have received their start through these different toys—although many are not toys in the actual sense. A CHEMISTRY set will actually teach the boy or girl the fundamentals in chemistry and physics while he or she is playing with that set.

A building set will teach the basic rules of engineering to any boy just through handling it. Microscopes will increase the child's knowledge of science, biology and nature. Mineralogy, chromatography and the world of plastics will also be opened to children through the use of microscope sets.

New miniature telescopes with slides will open the door to the fundamentals of astrology and many of these courses will aid the child through his school curriculum.

CHILDREN have an inborn curiosity of the world about them and these scientific toys can satisfy these interests. Very often, a student's grades will begin to pick up at a rapid pace after his interest in the chemistry set, microscope or Erector Set has pushed him far enough along so that he goes out on his own.

Many of today's scientists and engineers first started out with the so-called "educational toy" some 10 or 15 years ago, and many firsts are credited to these same toys.

It is believed that the first heart-lung machine, now being used in hospitals all over the world, was first built as a model from an Erector Set.

The same can be said for the famous fabricated bridges that were used so successfully during World War II when they were assembled in a matter of hours and used by the troops only hours after the enemy had destroyed the previous bridge.

Of course, there must be balance in buying these toys.

IF A PARENT bought all sci-

tific toys for his children, he will be disappointed if they all don't come rushing home from school to monkey with that new microscope or chemistry set.

Be sure and buy the toy for the child—not yourself.

It is foolish for a parent to buy an electric train set for junior and then take up all Christmas morning playing with it.

By the same token, parents must spend some time with their offspring to help them out of that tough spot or answer a few questions.

The right toy is also important when making the annual tour of the toy counters.

If he showed absolutely no interest in that small chemistry set that was bought last Christmas, it will do little good to purchase a larger, more expensive one this holiday season.

With all the millions of toys decorating the store shelves this year, there is one somewhere that will surely bring the child a "Merry Christmas."

## Modern Toys Jar Memory Of Home-Made Products

By W. J. Arthur  
Staff Writer

Toys, like everything else in the world today, have changed.

The day of the home-made kites, swords, sailboats and rubber-band guns is gone and after looking at scores and scores of the latest offerings by toy manufacturers, it is doubtful if "the good ol' days" will ever come back.

Not that the kids are complaining—they are perfectly satisfied with the situation.

Can you remember making your own kite? You spent hours nailing, fitting, pasting and swiping your mother's best dust cloths to make the longest kite tail in the neighborhood.

NOW KITES are made of balsa

wood and nylon covering and only certain models need tails and they can be bought for 79 cents.

Remember when the kids played "pirate?"

You picked up an old broom from the basement, saved off the handle, nailed a smaller piece of wood near one end and you had a sword.

In today's world of toys, plastic swords with elaborate hand guards and masks can be bought in a kit for less than three dollars.

SAILBOATS are another toy that used to be made out of a block of wood (the hull), a piece of tin can (the keel) and some old rags for the sail.

You now can purchase any number of sailboats, from six inches to 30 inches in length, and all are reasonably priced.

Rubber-band guns, with a high (See PRODUCTS, Page 13) -



### Mother's Little Helper

Every little girl likes to do things like mother and Susan Higginbotham, 4, of 1900 Haynes, Birmingham, is no exception. She was shopping with her mother, Mrs. Wallace Higginbotham, at Consumers House of Merchandise, 240 S. Woodward, Birmingham, when she decided to try out a junior size iron and ironing board. The Nassau iron and Wolverine ironing board sell for \$1.69 each. William H. Low owns the store, which has been open since Oct. 10. A complete line of toys, gifts, small appliances, bikes and tools are on display at the store.

## Behind This Front Page

### Little Dolls For Little Dolls . . .

. . . See the latest in the miniature selection on page 10.

### Push-Pull Sounds . . .

. . . like one toy, three kids. But, see Toys for Toddlers on page 10 and solve the situation.

### Just a Little Woman, But She's Learning

. . . young. See five-year-old's shopping techniques on page 4.

### Oh, Christmas Tree, Oh, Christmas Tree

. . . oh Christmas Tree decorations on page 2.

### Alphabet Guide Of Toys . . .

. . . for boys who have everything. See list on this page.

### Eccentric Daddy Buys Toys for Boy

. . . but Christmas could be a big surprise! See perils of poppa-to-be on page 12.



### Lonely Doll

Introducing Edith, the Lonely Doll, who needs the companionship of a little playmate. This dream of a little girl doll is dressed in pink and white checked gingham and a white organdy apron with eyelet-embroidered trimmed petticoat, with socks and black suede shoes. Her sweet face is framed by blond rooted hair, done up in a beribboned pony tail. Her chubby body of durable, hard plastic can be turned at the waist into life-like postures. Joined legs and arms make Edith an adaptable playmate. Available at Himelhoch Brothers and Co., 168 West Maple, a 16" Lonely doll sells for \$10 and the 22" size, \$13.95. Little Bear, Edith's friendly playmate, is 10 inches tall, weighs two pounds and sells for \$5.50. He is made of soft plush, with red felt paws and a concealed voice box. He wears a striped tie and has bright button eyes. The "lovable mother" is four-year-old Claudia Joseph of Marc street.