



"WONDERLAND OF TOYS"

Special Tabloid

The Birmingham Eccentric

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Newest Toys in Stores Now

Area Shops Offer Huge Toy Stocks

Birmingham area parents are going to have one of the biggest and most exciting stocks of toys in history to choose from this Christmas when they go to local stores to make the choices which will end up in some lucky child's stocking.

The toy manufacturers of the nation say they have stocks of nearly 250 million toys ready for the market which are valued at more than a billion dollars.

The new stocks now are going on exhibit and area parents and grandparents who shop early will have almost an endless variety of playthings to choose from.

PRICES FOR the Christmas toys range from as low as a quarter to as high as \$500 but studies show that the average price for the most important toys purchased usually ranges below \$4.

The studies also show that most children will get about 10 different toys for Christmas.

Some will be strictly pleasure playthings. Others will combine pleasure with education.

MOST OF the new crop of toys stress the educational factor.

Since the favorite sport of most children is playing at being adults, the new toys help them engage in this activity.

Most little girls like to play at being mothers. To meet their demands the toy manufacturers have created entire families of dolls for the girl who no longer considers one doll enough for playing house.

THE EMPHASIS on toys for boys is on science. Among the many toys based on science the most popular are radio and telephone communications sets as well as working models of guided missile installations.

Bike Accessories Make Nice Gifts

If there's a bike owner on your gift-giving list, accessories are the answer to your shopping problem.

Shiny chrome guard bars, bright sealed beam headlights, a variety of horns and bells, useful luggage carriers, strong built-in locks and durable shock absorbers will delight the owner of any bicycle.

For like the family automobile, thousands of children like to keep their bike up to date with the latest and safest gadgets.

CHRISTMAS CORSAGES

Opportunity for originality is great in planning the Christmas corsage for your lady. One idea centers a cluster of red holly berries from which shiny green leaves radiate to be edged with sparkling white gardenias.



'Why Can't I Have All of Them . . .'

asked this pensive young miss who couldn't quite make up her mind which stuffed teddy bear she liked best. This will be the most vexing problem facing youngsters as the Christmas season comes closer and closer. And of course, all of the children have "been good" . . . especially during the last few weeks.

'Good Old Days? We Still Got 'em'

By SANTA CLAUS
As told to Al Sandner
Staff Writer

It's getting so that you can hardly tell the north pole from Cape Canaveral, Vandenberg AFB or Wallops Island, Va., except for the snow, of course.

We're building and testing Red-stones, Thors, Nikes, "Honest John's," "Snipes," every missile there is, and a few Washington hasn't heard of.

WERE TURNING out a full war-time quota of jeeps, jets and recoilless rifles.

We are even ahead of the Pentagon in such fields as ray guns, and time-machines.

But going over my production list and the requests we get, I'm happy to see many of the old, familiar items that it seems children have been playing with forever.

SOMEONE about your age should remember the toys I mean. These items were staples in your early youth—say 20 years ago. They always will be, I guess.

You'll have to forgive the meanderings of an old man; I should mention some of the toys I'm getting so nostalgic about.

REMEMBER the "Tinkertoy?" It's a sort of junior "Erector set," for the kids I figure are still a little too young for so technical a toy.

The Erector set itself has been around for eons. Ever build one of those parachute jumps it shows on the box? How about one of those log

sets? You could build log cabins, sheds, fences. Most of the children I've seen built barricades across the tracks of the new electric trains and ran the trains through them.

THERE were, and are, corresponding brick sets with which an aspiring contractor or engineer could put together a bungalow or a skyscraper.

Or how about the "Little Country Doctor" kits—the candy pills, the rubber and wood stethoscope. Of course each kit had a silver-colored cardboard reflector and a sign that read:

"The doctor is out; He will be back at . . ."

THEN THERE was a clock with metal hands that were usually set at noon, for no particular reason except that most children at that age can tell time only at noon.

(See DAYS, Page 5)

Musical Toys

Simple musical instruments, suggested by child experts for nursery school age children, include tambourines, xylophones, tom-toms, musical tops, triangles, cymbals, drums and horns.

Wide Range Of Jewelry For Children

Gifts from the jewelers for children range all the way from the traditional silver spoon or cup for baby's "first Christmas" to rings and watches for the teen-age group.

Silver place settings for children are graduated from the tiniest sizes to almost adult-sized knives, forks and spoons.

Jewelry for children, too, starts at the smallest sizes. Girls of all ages cherish birthstone rings, lockets and charm bracelets. Teenagers, especially, like compacts, necklaces of imitation pearls and rhinestone jewelry for parties.

Boys appreciate junior counterparts of Dad's accessories, such as cuff links, tie clasps and initialed belt buckles.

A boy's or girl's "first watch" is always a memorable gift, and one especially appropriate for Christmas.

Watches are practically a "must" for children of school-going age, and there are many models available to meet the need for sturdy, dependable, modestly priced timepieces for the small fry.

For That Added Gift—Give Film

No matter what other gift from the field of photography you may choose to give, it really isn't complete unless you add a few rolls of film. This is especially true when you give a new camera.

It means that the one who receives the photographic gift will be promptly and adequately equipped on Christmas day to make the precious pictures that will be cherished for a long time.

Old Favorites Will Remain High in Sales

A dazzling array of new toys designed to please youngsters of all ages will be on the toy shelves this Christmas, according to the Toy Manufacturers of the U.S.A., Inc.

In addition to the standard items universally accepted and beloved by children everywhere there will be a host of new ones seen for the first time.

It is at this time each year that the ingenuity and resourcefulness of the American toy manufacturer is strikingly demonstrated.

THE SCIENCE and space boom has resulted in a miniature duplication of Cape Canaveral, electronically operated with "count down" and rockets shot into orbit.

A jet fighter plane is available, too. This is a boy-size cockpit complete with controls and radar screen. It runs electronically. There is also an exact replica of the Westinghouse atomic reactor in minute detail.

A Starmaker astronomy set complete with Junior telescope, film projector and film strips is offered. A deluxe telescope rivals adult instruments.

This one is a 42 power scope with ground and polished optical system. A pocket-sized telescope, designed for easy carrying in a small boy's jeans, has a real 7-power optical lens telescope with a spring extension lens.

A HAND PUPPET—Sippin' Sam—pours himself a glass of milk from a bottle then drinks it. Another hand puppet blows real bubbles from a tube.

A miniature "penny arcade" with cranes and scoops will delight the parents as much as the youngsters. A drive-in theatre has been produced with parked cars, a movie screen and slides to be shown on the screen.

There are many hobby kits as well as unique do-it-yourself models. One kit makes a scale model U. S. frogman. Another goes back in time to reproduce Captain Kidd. While still another goes into the prehistoric era to create a dinosaur.

THE LITTLE ladies of the household come in for their share of fun, too.

There are operating models of kitchen appliances fashioned after brand name items. One set has 9 pieces built of steel (¾ scale) and includes a refrigerator-freezer unit, built-in double oven, counter top cooking units, combination washer-dryer, dishwasher, double sink, cabinets and work sections.

Then there's a TV tea set made (See TOYS, Page 5)

WRAPPING TIP

Little gifts, such as a sparkle perfume atomizer or a surging rhinestone pin, can be tied to the outside of a larger package to serve as wrapping ornament as well as a gift.