

Toyland Explores Atomic Age Frontier

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Everything but the man on the moon—and that may not be far off.

As Toyland explores its atomic age frontier, kids' perennial ambition to have "everything under the sun" draws new.

Through the magic of modern toys, junior scientists and adventurers indulge in their own race for space.

OFFERING EVERYTHING from space suits to missiles, Toyland paves the way for the imaginary conquest of space.

And what a conquest! Bathub firings from nuclear-powered submarines, mantle launchings from miniature Cape Canaveral, atmosphere forays from radar weather control stations and rocket bombardments from voice-controlled robots.

For the intellectually lazy, there's even an electronic computer that thinks, answers and—remembers.

ABOUT THE ONLY thing missing in the atomic age array of toys is the fallout shelter—and that may be on its way.

Yes, even the jolly, rotund, white-bearded gent mused perplexed by the demands of the atomic age—to say nothing of his North Pole helpers who may not be as scientifically or mechanically inclined.

Who knows, Rudolph, Dasher, Donner, Blitzen and the rest of the Yule herd may one day be replaced by Atlas, Jupiter or Polaris.

EVEN THE TRADITIONAL train and erector set, which once brought pop to his knees with junior, are gradually fading into obscurity. Of course, with today's mechanical wonders, there's a chance pop may be even more fascinated.

Yep, now it's the space age erector outfit equipped with some two pounds of plastic parts for construction of everything from missiles to jet aircraft—and the walking, talking, blinking, crying, kissing doll capable of doing almost everything except dressing itself.

Bikes Good For Fitness Or For Fun

Bicycles are expected to retain their position as a favorite Christmas gift for both young and old. Youngsters are delighted to receive bikes at Christmas, for their fun value. Young adults enjoy the low-cost transportation afforded while adult men and women use the bike for fun and fitness.

MORE BIKES are given at Christmas than at any other time, surveys have shown, mostly by grandparents who present the youngsters of the family with his first two-wheeler.

Of the 27 million bikes in use in America, some 5 million are used by persons above the age of 21.

BIKES ARE BEING used for dating, in revenue-producing activities such as newspaper and package delivery, and for campus transportation when classes are scheduled in widely separated buildings.

At high schools, too, bike use is soaring and many graduates will be placing an order with Santa for a new bike in the colors of their future alma mater.

AT THE OTHER end of the scale, children are riding two-wheelers at a more tender age than ever before because of the fine safety record rolled up by cyclists.

Partially responsible are the safety programs sponsored each year in hundreds of communities in conjunction with the Bicycle Institute of America.

If your favorite person already owns a two-wheeler, there are a variety of handsome accessories to please the bike owner at Christmas.

Dear Santa
I would like for Christmas
A puppet cowboy, thumbelina,
Barbie doll and case, umbrella,
suitcase, mixer, sewing machine,
a pelling board, musical skunk

Whatever happened to the good old-fashioned wood and metal creations that added a realistic touch to toys? The sturdy cap gun that actually felt like a rooin' tootin' six-shooter as it hung at the hip or the popular log cabin set that re-created the pioneering spirit.

THEY'RE STILL around—but supply and demand rules. Yes, toys have gone space—whether in or out of orbit.

And, perhaps, it's only right in this world of nuclear physics, electronics and automation.

Toys today are not only more exciting but also more educational. Unlike many toys of the past, those of the present stimulate activity and initiative rather than teach outright.

SOME REVIVE the pages of history while others portray current events.

Leaving hardly an era neglected, Toyland draws upon some of the most significant episodes in the history of politics as well as science—from games on world affairs that take junior diplomats to imaginary international summit conferences to kits on world famous inventions like Bell's telephone and Edison's electric light.

Perhaps, the only thing missing in Toyland's atomic age creations are the consequences—and this is good—for it reminds the bubble gum set that only theirs are toys.



Doctor on the Spot

Any young patient will make a quick recovery with the proper modern equipment to treat him. The freckled physician here is sounding out the possibilities and probably will come up with a distinctly different diagnosis: say, small-fry pox or leopard fever. Chances are, the prescription will be some delicious sugar pills. As for the doctor's bill—well, how about banana splits for two.

Books Among Perfect Gifts For Children

When it comes to selecting children's gift books at Christmas, most grown-ups are confused as to what types of books to choose.

Modern children have been conditioned, mainly through television, to enjoy stories about Wyatt Earps, tales of outer space, and hair-raising accounts of crime and horror—while adults recall their childhood reading of such tales as those about Dorothy from the Land of Oz, Rumpelstiltskin and Aladdin.

NOW THE PUBLISHERS of the Looking Glass Library offer an answer—by reviving the children's favorites from long ago, as well as introducing modern stories of adventure, imagination and entertainment—in easily available, inexpensive editions.

Looking Glass Library was aware that along with technological developments and changes in reading habits the desire to enjoy good books does not change—no matter when written or what the subject.

IN THE FINAL analysis, a good book is an important, wanted mainstay of living which starts in childhood and never really ends. It is a gift that will not break, be outgrown or discarded. The world of literature, at its finest, is the gift that is appreciatively received and remembered by children of all ages.

Dec. 25 was set as the day for the observance of Christmas in the sixth century.

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Thunderbird Shop
In
The Plaza
W. Maple at
Telegraph



Santa's bag is overflowing with new
WONDROUS TOYS
for all good little girls and boys
of all ages and interests.

★ BOOKS ★ HOBBIES ★ DOLLS
★ GAMES ★ EDUCATIONAL & SCIENTIFIC TOYS

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our assortment is complete.

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