

Many Things to Consider When Choosing Toy Gifts

Christmas is a wonderful time of the year, but every adult with youngsters on his Christmas list accepts as part of the holiday tradition the problem of choosing the magically-right gift for the young fry.

Season's greetings invariably begin with a blast of TV commercials from toy manufacturers. Their advertising programs highlight hundreds and hundreds of different bewildering items for the kiddies.

CHILDREN, OF course, are entranced by all of this — however, thinking adults who wish to seriously evaluate their gift choice find their dilemma compounded rather than solved.

Each year toys seem to become more fantastically unbelievable.

FOR EXAMPLE, dolls can now do things that some humans can't. Their wardrobes are more extensive and elaborate than their potential Mommies can hope to acquire in a life time.

Their prices often make the head of the household consider listing Dolly as an additional dependent.

A RECENT RESEARCH study at Cornell University lists the essential elements of a toy gift to make it worthwhile.

It is most important, stated the report, that the toy must first of all please the child. But to make the gift truly rewarding, its play value should not merely please for a brief period.

The gift should contribute to the child's knowledge and awareness of

the real world. It should stimulate their imagination and inspire "thinking" and curiosity.

Rated high on the list was the gift that offers an opportunity of accomplishment—of building something new.

Here's where scale model building kits come into their own! Winning honors too, are a wide variety of equipped sets for construction of engineering projects . . . for experiments in chemistry and lab techniques . . . electronics and astronomy.

All of these stimulate the young person's imagination. Gifts such as these help solve the problem for many discriminating adult shoppers.

IT SEEMS possible too, according to the Cornell University research, to be able to "buy" the gift of a closer family relationship—especially that of father and son. Scale model construction kits are making this a reality. Building scale miniatures of ships, planes, and cars, has become the great all year around pastime.

PARENTS OF ALL ages and children of all ages have taken on the hobby of assembling these models as a family pastime, as well as individually. Forty percent of today's model kit builders are adults, reports the Wall Street Journal.

(This adult percentage evidently started when Dad selected the perfect Christmas present for his youngsters and discovered that his own discerning taste was irresistible.)

A Gift to Spell Away Many Hours

Gift wrap a magnetic spelling board for small fry and they'll have hours of fun playing school. Its 36 plastic letters have built-in magnets and adhere to a stencilled metal board which reverses to become a drawing board. Wipe-off crayons and eraser are included.

Dear Santa,
I have tried to be good.
If you think I have please send me the following:
1. Bongos
2. Give-a-show Projector
3. Auto race set
4. Electric Hockey
5. Lab.
6. telescope.

Love,
Rick L.
2831 Dorchester
Birmingham, Mich.

Dear Santa
I will be home this Christmas
Hi!
Rick Wuellner

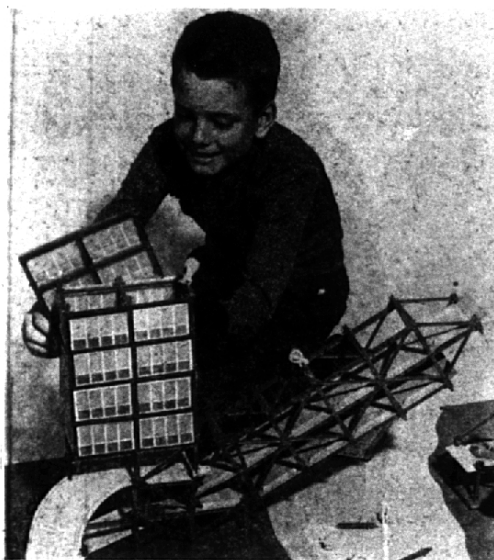
Dear Santa:
Sled — football
Sled — football — robot — engine — trains — i storadio
Scott Campbell

Small Mechanics Find this Timely

No need to worry about youngsters trying to find out what makes a timepiece tick. Just give them a take-apart plastic clock, designed to help the budding mechanic and the just plain curious.

When assembled properly, the moving parts can be seen and it will keep time as long as fourteen hours on a single winding. Twenty-five color-keyed parts make up this Tic-Toy clock.

Kris Kringle is not a German term for Santa Claus. The name is a modification of "Kristkind", who according to German legend, is a white-robed angel—a messenger of the Infant Jesus, bringing gifts to children.



Building Bee

Budding architects and construction men will have fun with this motorized girder and panel set. It contains more than 640 high-strength plastic pieces for erecting modern power-operated structures and includes a battery-run motor unit and power unit with switch assembly, pulleys, wheels, swivels, hinges, elevator cab. Pieces snap together easily and interlock without tools—all that's needed is a contractual agreement with St. Nick's assistants, who are in charge of procurement.

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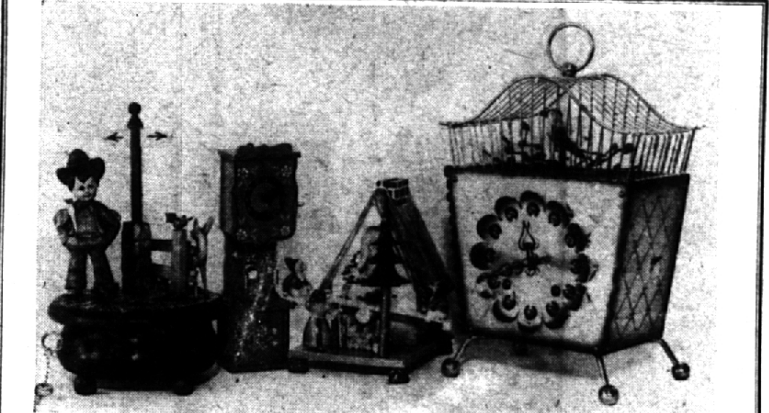
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<p>Bird Cage 8-Day CUCKOO CLOCK</p> <p>Bird sings and moves on the hour. Imported from the Black Forest of Germany</p> <p>\$59.95</p>	<p>Musical See-Saw PENNY BANK</p> <p>Tune plays when you drop in the coin. Swiss made</p> <p>\$16.95</p>

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