



### Little Girl Talk

"Santa, are you sure you can bring me a doll that laughs and cries and tells me she loves me?" asks Tracy Lavka, 2, daughter of Mr. and Mrs. Tony Lavka, 437 Eton Road, Birmingham. Tracy will take the matter up with Santa again when he visits Birmingham Friday and Saturday. In the meantime, she must see what other members of her family would like for Christmas.

## Take Guesswork Out Of Christmas Shopping

Shopping for toys can be a breeze this year.

No more need you face row after row of boxes in self-service toy departments and wonder what kinds of toys are inside, how they work, if they are any good and if they are appropriate for this or that child. A new publication, "Toy Shoppers' Annual Guide," 1962-63, has all the answers you need.

The Guide, published by Toy Guidance Council, Inc., is a complete handbook, with 240 pages devoted exclusively to helping shoppers buy toys sensibly and economically for children of any age.

Informative articles by Dr. Benjamin Spock and other leading child development experts define the play needs of children and tell how to fill them. Also, the functional benefits inherent in over a dozen major categories of children's play equipment are described.

THE COUNCIL DOESN'T pull any punches in its approach. Some of the most sensitive subjects concerning toys are faced squarely.

Should little boys be permitted to play with dolls? What about toy guns? What should you expect to pay for specific toys? These are a few of the bewildering questions which the Council's publication answers.

The Guide gets down to specific toy products in a 144-page, illustrated chart section. Here, over 400 current educator-approved toys are pictured, identified and described with respect to age suitability, materials and construction, play features and price range. In order to be included, each of the toys had to be examined and approved by Toy Guidance Council's panel of recognized educators.

To help shoppers pass judgment on any play materials which may not have been submitted to the Council's Educator Panel for analysis and approval, a "Do-It-Yourself Toy Evaluator" is also included.

INSTANT TOY selection is made possible by five different indexes. With a flick of the finger, shoppers can locate any of the educator-approved toys in the Guide according to their respective age suitability, functional play purposes, "average" price, title or source of manufacture.

Ample space is provided throughout the Guide's chart section for the reader to make notes as he goes through it. In this way, he can plan all of his toy purchases intelligently, right in the comfort

# Importance of Toys Starts With First Rock of the Crib

Shopping for toys can be an ordeal, frequently for new parents but more especially for fond relatives or friends who've never had children so find themselves groping in a sea of indecision as to what's acceptable for infants.

That children need toys is an established fact. They need them for fun. They need them to satisfy the ever present urge to be active, to be up and doing. They need them for all of the investigating, exploring, experimenting, discovering, manipulating and creating that is so much a part of growing up.

WITH AN EYE, therefore, to helping the uninitiated, since that "season" is again upon us, the following suggestions may prove helpful when it comes to purchasing stocking fillers or under-the-tree gifts of greater proportion.

These suggestions, from the pen of a well-known child development advisor, are offered only as a general guide, since each child's toys should be the ones that fit him. The only way to be sure that they do fit him is to notice what he can do and likes to do—then choose accordingly.

When a baby first begins to grasp and reach out for things offered him and to notice sounds, it is time for rattles of different sizes, shapes, and tones, and for squeaky rubber animals and dolls. Soft woolly animals and dolls will satisfy the urge to feel and squeeze and later to hug and cuddle.

Toys that fasten to the side of the crib afford fun for exploring eyes and hands. So do the exercise toys that stretch across the crib. The baby will reach for the rings and bars on these and very soon will pull vigorously on them.

Floating toys add fun to bath time and it is interesting to watch the growing skill with which eyes and hands work together as the

baby pursues them. Strings of big wooden beads are fun to wear and to shake and bang.

Very soon the baby will be sitting up and holding things with a sure, firm grasp, turning the objects this way and that, and passing them from one hand to the other.

It is time then for small rubber, plastic, or wooden blocks. It is a good idea to get ones of different colors and with pictures on them because before long looking at the pictures or sorting the blocks by color will be part of the fun. The transparent blocks with objects inside are fun to shake and rattle.

If a small basket is at hand the youngster will drop the blocks one by one into it, tip them out, put them in again, and repeat the performance over and over. If nested boxes, beakers, or cups are provided the baby will take them apart and play with them separately at first.

Then someday they will be set one atop the other and there will be hit and miss efforts to get one inside the other. Before long they will be fitted, together in their proper order.

The baby's growing interest in sounds suggests providing books of Mother Goose rhymes and jingles to read to him, as well as the picture books of familiar animals and objects that children so much enjoy looking at. It is a good idea for first books to be those that will not tear since the youngster will be wanting to turn the pages himself ere long.

When creeping and walking days come it will be time for push-pull toys, animals on wheels, roller toys, a little light doll carriage, a small light wagon.

The musical, chiming, push-pulls

are always good fun. Simple take-apart and put-together toys satisfy the urge that the youngster has about this time to handle, investigate, manipulate.

Some children will be ready for the flat wooden link trains without wheels that fit together easily and can be pushed along as the child creeps from here to there.

Peg cars with big, loosely fitted pegs are fun. So are the many different toys where blocks of different sizes and shapes can be slipped through the spaces provided for them, picked up, slipped through again, and the whole thing done over and over.

As a child plays with toys such as these that have been suggested he is taking his first steps in getting acquainted with the world of things around him.

He gets the feeling of hard and soft though he does not know the words that describe the feeling. He gets the feeling of different shapes. He catches the tones of different sounds. He feels the lightness or heaviness of the things he picks up. He catches the idea of fitting things together even though he cannot always do it. Most of all he is busy and interested and having fun.

### Moon Toy

Model lunar probes, to sample the surface of the moon, are child's play for youngster's with an Erector set. Although they can also build rocket launchers, gantry cranes and radar scanners, a child's imagination is the only real limitation on what he can make with this fascinating toy.

Dear Santa:

I want a strine Puppets and a stage, a film projector, phone set, Kenner building set, Football set,



Santa's bag  
is overflowing with new

## WONDROUS TOYS

for all good little girls and boys  
of all ages and interests.

★ BOOKS  
★ GAMES

★ HOBBIES  
★ EDUCATIONAL & SCIENTIFIC TOYS

★ DOLLS

We invite you to browse now while  
our assortment is complete.



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