



## Toys Treat Young to a New Thrill

Designed to Make Dream of "Grown-Up-Clory" Really Come True

Santa takes a giant step this Christmas toward fulfilling childhood's "Dreams of Grown Up Clory," by going all out to help youngsters "Do It Yourself."

Chief engineers of his collection, now being displayed in Toyland, are the Toy Manufacturers of the U. S. A., who aimed at producing toys that would make "playing-grown-up" the happiest of all the pastimes of the youngsters, more than ever before.

And they have succeeded remarkably well. Parents will find it easier to choose gifts to fit all ages, personalities and special interests. And they will be happier about their choices, for the toys really teach.

The children won't have to improvise when they want to play store, try housekeeping, engage in make believe business, even make wheel toys that really roll or experiment in decorating their model homes.

Even aspiring young doctors and nurses will have a chance to practice on "dolls" — or themselves, in a minor and safe and instructive way — with actual working props like band-aids and stethoscopes.

**Broaden Their Horizon.**  
This, say parents who have had a chance to preview Toyland 1954, is all to the good. For it echoes their own enjoyment of the adult "do-it-yourself" projects which have broadened their own horizons, and actually meant savings for them.

Application of the principal to children's playthings means learning more about growing up in the way children most like to learn — namely by doing.

In addition to this happy new trend in toys, there's more good news for parents of concern to the Christmas budget. Toys will cost no more this year than last, and possibly a little less.

And while toys that dominate the field are overwhelmingly in the "do-it-yourself" and "make-it-yourself" categories, the traditional long time favorites, are back in the market with deft new touches that make them safer and more attractive.

Teddy bears and cuddly toys get delightful new treatments. Tricycles still have three wheels but have "tow-bars" added in some instances. Dolls range the gamut of personality preferences, but many have complete wardrobes added. Sleds and wagons are streamlining and treated to new dashes of colors.

**Stimulate Imagination.**  
Building blocks, in fact the traditional construction toys, have been subjected to much more imaginative treatments which present challenges more fitting to the modern child's mind. Among the wheel toys are knockdown models of real sports cars, for the youngsters to assemble themselves with a school driver, and art in motion. Even replicas of dad's car wash kits are available to keep them clean and perhaps learn to help pop with the family car.

What used to be doll's houses in which the girls could just place furniture where it belonged have become real home making kits. The furniture can be assembled in a variety of arrangements. One kit features the opportunity to experiment in home (toy home) decoration, with an assortment of fabrics and wallpapers to stimulate creative effort without disturbing room walls.

Toy makers and manufacturers of nationally distributed products have cooperated this year to produce store keeping and housekeeping kits that will by no means be restricted in interest to the girls. Just try to keep Junior from participating in setting up shop, even helping in the "kitchen" with these available and usable toys.

**Do It Yourself.** Toys become "learn-it-yourself" playthings in many fascinating ways this year. There's an atomic energy set with a miniature uranium lab, with which even dad will have fun.

**Explore Outer Space.**  
There's a miniature planetarium set which makes it possible for the youngsters to explore outer space. There's an all electric "radio station" that goes a long way toward safely teaching something about electronics.

New games bring familiar TV stars into the home and in some instances are designed to teach children geography and history.

For the very young the "do-it-yourself" principle is applied to even the rattles which encourage the infant to make his own pleasant tinkling noise, create his own eye exercising patterns and color combinations.

The modern emphasis is on "do-it-yourself" or "make-it-yourself." The ingenuity of the U. S. A. has brought Santa his most exciting toy collection in years.

**WORLD POPULATION.**  
The population of the world now totals 2,500,000,000 and is still increasing, according to a report of the United Nations Educational, Scientific and Cultural Organization. Statisticians of the organization estimate that the world's population will increase by 1,500,000,000 in the next 25 years.

## Give Extra Care to Choosing Gift Toys For Child Who's Sick in Bed This Yule

For those youngsters confined to bed or to the hospital during the Yule season, special care in selecting toys is needed, according to the Toy Manufacturers of the U. S. A.

Giving this extra thought to the selection of toys for convalescents will pay dividends because aside from providing good fun, toys that fit your child's

needs will help to keep his mind off himself.

By providing activity that really interests him, he will be kept busy and thus help to avoid the "spoiling" that many times accompanies illness.

The right toys for convalescents will do much to restore that get-well and competitive spirit which is so important

when their physical abilities are curtailed.

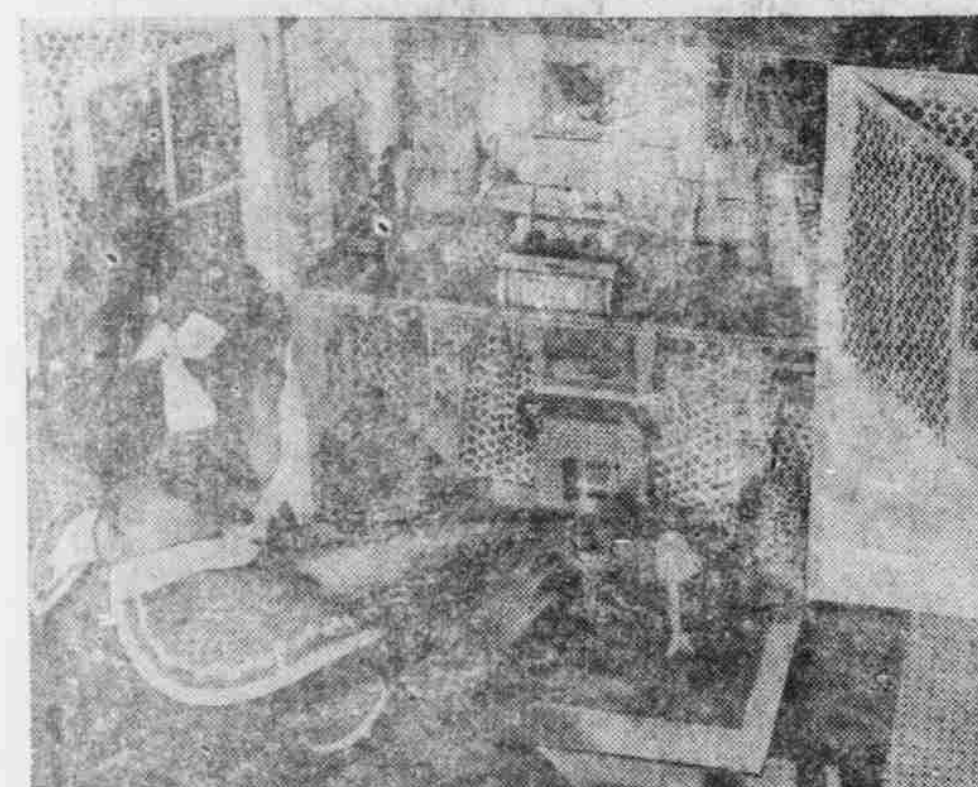
There aren't many children who won't respond to a mental challenge, and this may be accomplished by giving toys with the accent on combatting a minor problem.

**Lay-away a Gift a Day—Make Christmas Bright and Gay.**

**GUARD THEIR HEALTH.**  
American toy manufacturers have become guardians of the health of the nation's children. Great pains are taken to make certain playthings are made of non-toxic materials and decorated with harmless paints.

A Classified Ad in The Journal costs as little as 35 cents

**GOOD SOUP IS THE TEST** of a good cook and even Sis can't miss with her Campbell Kids Cooking set. Miniature cans of real soup and all the utensils together with a chef's hat and apron and cook book, are included in this kit. By American Metal Specialties Company.



**NEW INTERIOR DECORATING SET** provides a room full of furniture to paint, drapery and seat cover fabrics to sew, wallpaper to hang—all stimulating creativeness as well as furnishing know-how for future years. By Walter L. Herne.



**RECREATION FASHIONS OF THE PAST** teach a young Miss how to do it for herself in the future. The gaily packaged set supplies pre-cut felt, straw, lace, feathers and directions for assembling authentic miniatures of historical hats. By Associated American.



**WELCOME AIDS TO JUNIOR DOCTORS** and nurses for a favorite game. Kits are filled with famous first aid products as well as stethoscope and plastic instruments. By AMSCO.



**DO-IT-YOURSELF kit** makes it possible for any boy to assemble a model FG car from a kit by Doepke.

A SERIOUS PROBLEM fascinating to the young! The adjustable peg tension in this "Right-Time" toy helps develop coordination.

# Gambles

The Friendly Store

## Greater Variety

### Bigger Values

#### Complete Toy and Gift Stocks!!!

**SANTA'S SPECIAL**

**GAMBLE TRUCK**  
22" scale model, with enameled steel reinforced body, detachable cab. Looks real as life.

6.95 Value **4.99**

**SANTA'S SPECIAL**

**14" Trumpeter**  
2.98

Gold-colored, easy-to-play. Has extra washable mouthpieces, strong carrying case.

**SANTA'S SPECIAL**

**Horse Rider**  
2.79

Built to last—19" wood body, gongs in all 4 wheels, wide seat, jingle bells.

**SANTA'S SPECIAL**

**Marx Train**  
4.89

Clock spring run 5-unit steel set with 8 sections of curved track. 28 3/4" long. Economical.

**SANTA'S SPECIAL**

**Musical Top**  
59c

Plunger type, with 3-tone reed. 7" diameter, brightly colored. Tots love it!

**SANTA'S SPECIAL**

**Tinker Toys**  
69c

Set has cotter pin, 8 wind-blades of smoothly turned white birch. Educational.

**SANTA'S SPECIAL**

**GIFT WRAPPINGS**  
1.00 Value **66c**

119-piece assortment includes 20x30" paper, ribbon, seals, cards, tags. Save one-third!

**SANTA'S SPECIAL**

**Coffee Set**  
1.19

19-pc. aluminum, with percolator, tray, butter spreader, sugar spoon, serves 2 tots!

**SANTA'S SPECIAL**

**9" Sports Car**  
1.39

Continental styling, spare tire on rear. Red metal, aluminum trim, rubber tires.

**SANTA'S SPECIAL**

**American Set**  
4.85

290-pc. brickset builds plastic house and garage with windows, other parts.

**SANTA'S SPECIAL**

**MIMI, JR. DOLL**  
1.95 Value **99c**

24" cotton-stuffed percolate cutie with floppy legs and saucy plastic face. Safe for baby.

**SANTA'S SPECIAL**

**American Logs**  
3.89

Build many models. 211-pc. interlock, are splinter-free, easy to use, 3/4" size.

**SANTA'S SPECIAL**

**Fryer-Roaster**  
18.88

Coronado automatic with 1-knob control. Will cook whole meal at once. UL listed.

**SANTA'S SPECIAL**

**Flavo-Matic**  
11.95

West Bend 8-cup electric percolator. Automatic, keeps coffee hot! Polished aluminum.

**SANTA'S SPECIAL**

**G.E. Mixer**  
19.50

Powerful portable; 3-speed control. Beats, blends, mixes. Weighs under three lbs. AC.

**SANTA'S SPECIAL**

**GE Steam Iron**  
17.95

Fits to dry instantly. Visualizer fabric dial — Weighs only 3 1/4 pounds. UL listed.

**SANTA'S SPECIAL**

**Corn Popper**  
4.69

2-qt. Coronado electric, no shaking! Top part lifts out for serving. UL listed.

**SANTA'S SPECIAL**

**Wrist Watch**  
3.98

Roy Rogers and Trigger on dial. Rugged chromed case, steel back. Leather band.

**SANTA'S SPECIAL**

**Stevens Rifle**  
13.85

Single shot 22, ideal for boys' first gun. Uses regular or high speed cartridges.

**SANTA'S SPECIAL**

**Coffee Maker**  
18.95

Coronado automatic, adjustable strength control. Up to ten cups capacity. A beauty!

**SANTA'S SPECIAL**

**36" Air Rifle**  
5.95

Daisy Red Ryder Carbine. Lever action, with lightning loader. 1000 shot load.

**SANTA'S SPECIAL**

**Cash Register**  
2.89

Red steel, no sharp edges. Two rows of keys register sales. Play money included.

**SANTA'S SPECIAL**

**Voice Phone**  
1.39

Lift the receiver and hear the voice! Bell, realistic spring dial. Baked enamel on steel.

**SANTA'S SPECIAL**

**Rocking Chair**  
9.95

Washable, durable Duran upholstery. Maple finish. No-sag spring seat. Just like Dad's!

**SANTA'S SPECIAL**

**Folding Table**  
12.45

With 2 chairs, upholstered seats. Removable Masonite top, sturdy metal frames.

**SANTA'S SPECIAL**

**Tree Stand**  
89c

Sturdy, with water-bowl and 3 prongs to hold tree. Green and red-enameled steel.

**SANTA'S SPECIAL**

**Hiawatha Sled**  
5.25

40" Meteor with high carbon steel runners, safety guard, patented steering device.

**SANTA'S SPECIAL**

**Blackboard**  
1.98

Durable 18x24" Velvo "toted" fiberboard for wall. With chalk, eraser, chalk tray.

**SANTA'S SPECIAL**

**Doll Carriage**  
3.98

Washable blue covering, steel frame folds for storage. Many special features.

**SANTA'S SPECIAL**

**7-Light Set**  
2.29

Independent-burning, C7 1/2 candleabra, in-door tree lights. Tri-Plug, extension top.

**SANTA'S SPECIAL**

**Ornament Set**  
85c

Both round and fancy shapes, decorated and screened. Box of 12, 2" to 2 3/4" sizes.

**SANTA'S SPECIAL**

**15-Light Set**  
3.98

Gloite indoor set, independent-burning. C7 1/2 candleabra, add-on plug, extra-long.

**SANTA'S SPECIAL**

**18" Icicles**  
10c

Fireproof lead foil, odd glitter and glamour for your Christmas tree. 1-oz. box.

**SANTA'S SPECIAL**

**Step Stool**  
11.95

Lady Helen. Red or yellow Duran covering, hardwood steps and chromed frame.

**SANTA'S SPECIAL**

**Hoop with Net**  
1.95

Official basketball set, for indoor or outdoor. Heavy teins twice net. 3/4" steel rim.

**SANTA'S SPECIAL**

**Bath Scale**  
6.95

Accurate "Counselor." White with chrome, rubber platform. Has magnifying lens.

**SANTA'S SPECIAL**

**Pressure Pan**  
12.95

Miro-Matic. 4-quart. Cover lock and control automatic. Of hard aluminum alloy.

**SANTA'S SPECIAL**

**PENCIL BOX**  
98c Value **66c**

Pacemaker, contains 33 items. Has sliding drawer, embossed gold leaf design. 9 3/4" x 6".

**SANTA'S SPECIAL**

**Football**  
2.49

Fabric, official in size weight. Peblax with rubber valve bladder. Laced, ready to use.

**SANTA'S SPECIAL**

**Basketball**  
3.49

Seamless rubber, official size, weight, performance. Pebble finish aids control.

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