



CREATIVE toys for young building enthusiasts feature construction ease, for instance these plastic bricks that snap together.



PRACTICAL playthings get a boost from Santa. In his pack are many realistic toys such as this chocolate factory. The kids can make their own candy—cooked by an electric light bulb.



WHEEL TOYS reflect contemporary living, as do many toy gifts this Christmas. Municipal services are inspiration for new designs—witness the police emergency truck which features side and extension ladders, simulated dome light.



GAMES are made for laughing enjoyment, this Christmas. In "Mosquito" the object is to move a plastic spinning mosquito through the scoring area.

Games gifts are pleasing

Children and Christmas go together. And the choice of gifts for children, especially if some are selected with adult participation in mind, can go a long way in determining the family fun and excitement of this year's activities beneath the Christmas tree.

Games are one category of gifting that never fails to please both the kids and the grown-ups. Older sister and brother, as well

as Mom and Dad, can get a lot of enjoyment from many games supposedly "just for children," partly because some games are full of lighthearted fun that appeals to any age, and partly because children tend to demand games that are really challenging, even to adults.

The grammar set gets sophisticated very quickly and begins early to enjoy geography puzzles, for instance, or history and arithmetic games, points out a large Publishing company, headquarters for a busy "Santa's workshop," producing juvenile

books, games and activity sets. Aside from the children's games that invite family participation, there are those designed primarily for adults. Here, the children are likely to put in their claim for a share in the competition.

FOR TEEN SCENE

With pierced earrings making the teen scene, an appreciated gift might be pearl or button types, either for pierced ears or clipless styles that capture the same look.

Modern living inspires realistic playthings

The American way of life—deluxe style—inspires the bulk of new toys in Santa Claus' bumper 1966 pack. Purposeful reproductions of the peaceful arts, industries and sciences, get top billing along with the most elegant innovations in homemaking and transportation equipment.

The moon landing has sparked many new toys, with lunar exploration kits and moonscape puzzles and various Gemini oriented playthings. In tune with juveniles' limitless enthusiasm for a vast range of designs, there's a hovercraft for the play room, a streamlined floor polisher, and an aqua dome, an undersea home, that is held by suction cups to the bottom of the bathtub.

Jets, sports cars, and power mowers, playroom size, are prototypes of deluxe styling. Trucks Get Rolling

Catering to the young transportation connoisseur are a series of new heavy gauge steel trucks with turbine cabs and a of windshield. Pow-r-r, an attachment that simulates the purr of giant motors, without use of batteries, adds realism.

Law enforcement oriented toys are on an up curve. Most novel is a police rescue truck with an aerial rescue ladder. For the Junior fire buff, there's a new fire rescue truck with turbine cab and long aerial ladders and Pow-r-r sound. The neighborhood ice cream

truck has playroom prototypes too, complete with tinkling bell to summon customers. Classics Embellished

Embellishment of classic playthings is evident in the new toy showings, with emphasis on multi-uses. There's a three way spinning top, for example, that also functions as a yo-yo or gyro.

A tune tooting locomotive, on a chime track, works on the xylophone principle; the colored key railroad ties are switchable to produce a variety of melodies. Bouncing bunny balloons hop as the air escapes.

A new fashion designer set has a molded dress form. A wood burning set had a thermometer attachment that shows when the pen is at the correct heat.

A new style sled has skis as well as runners so that it can be converted into a bobbed. There's a toy sewing machine with visible parts. A new kind of construction set has wood pieces that the young builder merely sticks together.

There is a new toe cap to make roller skating in sneakers comfortable. A talking telephone tells a series of stories. Thrills for Careers

New thrills in career toys include an ice cream machine which makes, among other things, curly top cones. Junior decorators can make scenes that look like wrought iron with a new plastic kit.

Character toys are in considerable evidence in toyland, particularly in the toy gun department. The exploits of James Bond, for example, have inspired a wide range of trick combinations keyed to the secret agent 007's self defense techniques.

Batman's and Superman's image and name sponsor dozens of items.

Little leathers, big pleasure

Think small—in a big way. Give her elegant "little leathers."

Personal leather goods for grooming and travel can light up her Christmas with their smart looks and serviceability.

Table sports gain widespread favor

The national physical fitness drive has substantially increased the numbers of amateurs, in and out of school, actively participating in sports, and also has accelerated their interest in high-level strategy.

says Leather Industries of America.

There are grooming aids aplenty to decorate her dressing table, or ease her travel hours. Leather-backed brushes of all kinds, manicure sets, jewelry cases and rolls, train or cosmetic cases (with or without fittings) suggest just a few of the possibilities.

To make travel more pleasant, she might appreciate soft packable slippers, leather-cased playing cards, a travel alarm clock or a leather book jacket with handles.

Catering to this trend are an ingenious variety of table top sports games, that give the home front strategists a chance to test their theories with precise realism.

Pass N' Shoot Basketball, for example, provides a significant breakthrough in realistic strategy for table top hoop championship battles. It's the brain child of Eddie Gluck, a former pro-basketball star.

For the first time in home-version competition, players twist and turn, travelling all over the court. Team members in colorful uniforms, dart across the court, passing, blocking shots, and rebounding. Achieved by an ingenious new approach to slide action, Pass N' Shoot permits players to set up plays for shots from every angle of the floor.

For the game-over fans, Speedy will bring another thrill for table top combat. Hit N' Run Baseball's innovations include a ball-bearing baseball which the pitcher delivers down a metal ramp and across the plate, achieving the slowest reproduction of a big league pitcher's action, yet for table top games.

The batter slams the ball to play with a lever action bat. The offensive player turns a crank to run his players around the bases.

For pickup strategists, to test their wits, there is an Official NFL Big League Electric Football Game.

REALISM in model railroads spurs interest in this longtime favorite gift idea, appreciated by both dad and the junior engineer. Model train runs through "Plasticville" where buildings are scaled to size.

VEHICLE and track toys, popular with hobbyists of all ages, take a new approach for Christmas in "Switchango" sets like this one, which is operated by remote air control. An extra feature is the Batman theme. These sets include a three-Batmobile as well as special accessories such as a Batcave.

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