

Santa's pack holds many lifelike dolls

The child's dream of a "living doll" comes closer than ever to reality, this Christmas. Santa's newest crop ads spectacularly to the scope of dolls' almost human performance.

And conversely, Santa's 1966 pack holds a record variety of dolls inspired by sheer fantasy, ranging from whimsical Hairy Gunks, inspired by Op Art and bearing a hep philosophy of life, to character dolls from juvenile literature, such as Mary Poppins and Cinderella and bizarre monster types.

Significant advance in the almost human category of dolls is evidenced by the muscular virtuosity of the newest plastic babies. Posi Playmate, for example, has a soft, cuddly foam body and ingenious wiring of arms and legs.

SHE'S VERSATILE
This new construction endows Posi with astonishing flexibility. Moving side glance eyes and pixie hair add to the charm of this versatile baby.

Bubble Bath Baby is another manifestation of the realer-than-real styling in the doll sector of Toyland. This fully jointed doll arrives under the Yule tree in a two-piece terry-cloth towel ensemble, holding a sponge accompanied by a plastic bathnet.

Bath toys, bubble bath makings and all the good grooming accessories baby needs are included.

This season the baby doll is setting a record, outpointing in numbers and variety the glamor doll category. Larger size dolls of all ages, too, appear to be on a rising wave.

Sniffles is another new baby doll with an added touch of realism. Tears come after the bottle is finished and baby lies down; no need to squeeze this baby to start off the weeping — it's a gravity trick.

DOLLS PARADING
A record crop of walking dolls will parade around 1965 Christmas trees. A trend setter is Annette who boasts a slender silhouette than previous walkers and long, long hair.

She illustrates a new approach to gift packaging that dramatizes doll talents realistically. For example, Annette, packed in a walking position, is shown buying from a flower cart.

Personalized jewelry for teen-agers

Shopping for jewelry gifts to please a teen-ager? A gift that can be monogrammed is always a sure success, reports the Jewelry Industry Council.

Teen-agers favor personalized jewelry — such things as monogrammed pins, rings, I.D. and remembrance bracelets.

Charm bracelets still charm teens. New charms are chunkier, many are moveable, some can be engraved, and some are combined with jade and pearls. Generally, charms now come in a wider variety of sizes.

Bracelets, pendants and pendant pins are important to teen-agers, and there is a new trend toward hair clips.

WITH GOOD REASON

Sheets and towels are always wearing out; appealing new color combinations and patterns are always being created. Good reasons why linen gifts are right for every home.

Collective gift ideal for boss

The time honored custom of holding office parties in anticipation of Christmas time always presents the problem of whether the "boss" should be gifts among staff members usually engaged in at such a time.

Of course it is correct for him to be included, since he is usually the host, but one gift that comes from the staff collectively, rather than individual gifts from members, is recommended.

A collective gift saves him from the embarrassment that may result from a "shower" that would occur if individual gifts were given, and it certainly circumvents the possibility of anyone charging "office politics." The burden on the budget of every individual is also lightened.

What to choose for him? Above all, good taste should prevail. Something for his desk first comes to mind; something for his business life; or something which recognizes his hobby interests.

Here are a few suggestions. Gifts of desk accessories can be a simple as a new pencil holder, calendar or memo pad. If many people are joining presenting the gift, something more elaborate might be in order — a complete "desk set," including blotter, clock, calendar, pencil holder, clock, for example.

For the boss who travels — and most do — are gifts that range from pocket memo pads to travel alarm clocks to attach cases.

Discover his hobby, and gifting problems are solved. From amateur photographer to "Sunday painter," every hobbyist appreciates gifts ideas that help him to pursue and extend his interests.

FROM THE DISCOTHEQUE

Predicably, all the commotion over the discotheque has Toyland impact. A "Disk-o-tek" combination features a four-speed phonograph and amplifier.



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Mackenzie's
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HAPPY and talented group shows off the almost human behavior in the dolls little girls are receiving this year. Posi Playmate and her smaller sister are made of cuddle foam and ingenious wiring so they can hold available to the lucky mother of this difficult poses.

WARDROBE OF furniture is Suzy Cute doll. Suzy has her own crib, yard set, dresser to store her six outfits, feeding chair complete with bib and dishes, carriage, bathinette that really holds water.



PICTURE OF happiness on Christmas morning, a little girl "mothers" her new doll. The soft and cuddly baby getting such tender treatment is typical of the many baby dolls that are an important part of Santa's pack this Christmas.



LESSONS IN good grooming begin early for little girls, who can practice with dolls like Peggy Ann, who has separate wiglet, hair styling aids.

Beauty in store for Christmas

Make it a big gift. Make it a little gift. Make it practical. Make it flattering, feminine, frivolous. Make it a beauty gift!

Of all the presents Santa piles under the tree or tucks into her stocking, beauty gifts provide perhaps the greatest variety, both in price range and type of gift.

Beauty gifts can be as "small" and as pleasing as a compact with matching lipsticks, a bottle of spray cologne with companion fragrances in bath powder and lotions, or even a pretty bath mitt.

And beauty gifts can be as "large," and as lasting, as a home hair dryer or one of the new cordless ladies' shavers.

Along with wide variety, beauty gifts offer other advantages. They're among the easiest gifts to shop for — no worries about sizes.

While Santa would do well to find out what her favorite fragrances are, he can usually be sure that she's eager to try "something new" in colognes and perfumes.

This holds for lipstick shades and other cosmetics, too, as long as the hues are those that would go well with her hair-color — whether natural or "something new" she's trying.

As still another bonus, beauty gifts really look beautiful. Year 'round, beauty aids are attractively packaged, and at the Yuletide they take on a special glow, in decorative containers that reflect the spirit of the season so brightly they scarcely need wrapping.

Santa will discover that salesgirls in beauty departments are helpful in choosing the right gift.

Need another reason? Remember, the Federal Excise Tax on cosmetics and perfumes has been repealed. That means savings for Santa, as well as pleasure for her, with gifts of beauty!

Personal jewelry in karat gold, sterling silver or gold filled is sure to be welcomed. Belt buckles, watchbands, tie tacs, tie clasps and cufflinks come in many modern and striking designs, and often lend themselves to monogramming.

On the "extra-special" gift list are the pins of a diamond or other precious stone.

GIVE THEM ROOM
No matter how large the home, most families feel they could use more space for living. Consider space-expander

SCENT-Sational Christmas combination, in her favorite scene, might be gifts of bubble bath and bath crystals, as seen here.

FRAGRANT Trio to pamper her all year 'round can be a gift-set of bath oil, dusting powder, eau de toilette, as shown.

GLITTERING for her festive evenings are gifts of compacts and matching lipsticks, seen here with brocade carrying case.

FOCUSING on fashion and eye care are gifts of sunglasses. Pair above has modern, wrap-around styling, distortion free-vision.

gifts—flexible wall shelves, closet conveniences, shelf-and-towel-rings units for the bathroom, for example.

Men like gifts to wear, carry

Gifts to wear or carry make Christmas memorable for men. That set of cufflinks, that tie bar, this key chain are doubly precious as ever — present reminders of the thoroughness of the giver, and will be treasured for years.

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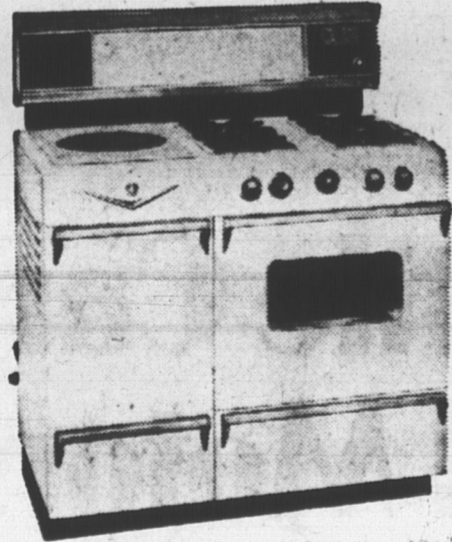
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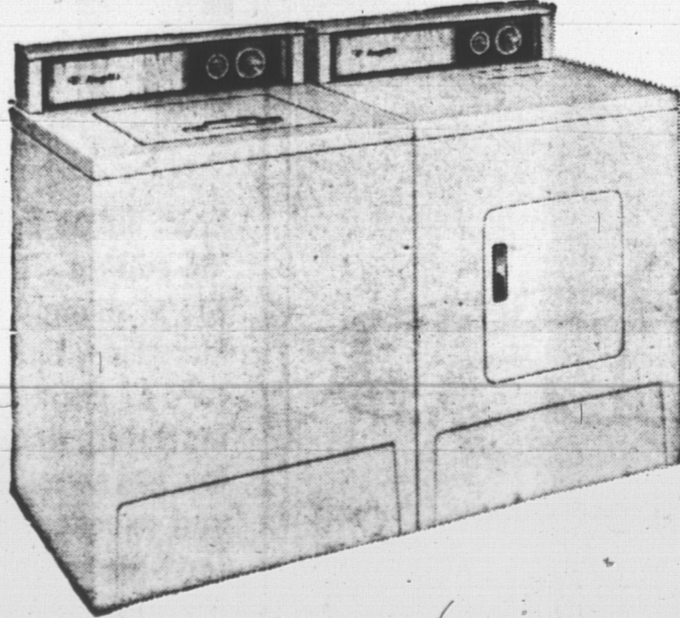
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