

# 1959 Toyland Theme Is 'Learn By Doing'

Santa will be carrying a bumper pack of toys and play-things this Christmas—with the value estimated at a billion and a half dollars!

"Learn by doing" is the motivating force in Toyland this season, reports Dr. Philip Lewis, Chicago Board of Education member and advisor to Toy Guidance Council—with a great deal of emphasis on the scientific.

Children are vastly interested in the mechanics of rocket launching, the workings of an atomic submarine, putting together a racing car or working with a model of the latest style in electric dishwashers.

Playroom kits will indoctrinate the juvenile contingent on basics of astronomy, chemistry, physics, electronics and atomic energy.

**WESTERN TOYS**

Vieing with the marvels of the supersonic world of tomorrow are dozens of Western style toys, many of them inspired by TV heroes! And you'll see the largest rocking horse round-up ever in Toyland.

A record crop of board games reproduce the action of frontier

style thrillers including Wells Fargo, Restless Gun, The Rifleman and Annie Oakley.

TV show formats such as "Concentration," based on solving rebus puzzles, and "Name

## Appliances Said Practical Gift

"Come out of the kitchen—" can well be applied to the newest small appliances!

Smart Santas will note that these convenient time-savers have blossomed forth with a sparkling beauty of modern design that makes them "at home" on dining, buffet, supper or patio table, as well as in the kitchen work-center.

Making table-cooking easier is the single-unit heat control plug and cord which fits all appliances interchangeably.

Whether home is a one-room kitchenette apartment, or a rambling ranch type, electrical appliances fit the bill!

That Tune", a form of musical Bingo are reproduced in games that appeal to a wide range of ages.

There are also a variety of maze games which make use of the most modern plastics. "Try-It," a clear plastic cube with intricate passage ways, tests the ingenuity and patience of players who strive to maneuver a ball from one end to the other.

**HOBBY KIT**

A new plastic hobby kit, "Plaxiercraft," provides nontoxic plastic beads in multicolors which children form into designs in die-cut forms. When popped into the oven and baked at a low temperature, the result is a decorative permanent decoration for the playroom.

An intriguing addition to play for the junior hobbyist is a new composition molding material that resembles wood when it hardens. It can be sanded and painted.

For girls—the newest trend in needle heeled pumps, fur stoles, "working" appliances and the latest word in modular furniture are each reproduced in realistic miniature.



KEEP THE KIDS HAPPY

IT'S NEVER too cold for lessons on that Christmas gift bike, when the boys are wrapped in smart coats lined with warm Bo-g orion pile. The older boy is wearing a narrow double-breasted suburban coat of cotton gabardine his eager student, a toggle length coat with convertible pile-lined hood.

## Flashing Costume Jewelry Is Seen As Perfect Gift

This year, all types of necklaces, pins, bracelets and earrings will be high on every woman's most-wanted list of Christmas gifts, says the Fashion Co-ordination Institute.

The deep-plunging neckline, bracelet sleeves and the many other "fashion-focus" notes in this year's style scene all combine to provide an emphatic and beautiful foil for jewelry.

For the important classic look, symbolized by the tailored suit, the handsome adornment of jewelry, particularly gold, is almost a fashion necessity.

And, since the major fashion colors are distinctly neutral ones, jewelry is of stellar importance either as the tailored accent of glistening sheen or as the dash of color.

**NEW VARIETY**

The bracelet-length sleeves have inspired new and wonderful variety in bracelets, of both flexible and rigid designs. In narrow, color-sparked bangles—richly textured twists and gleaming, polished curves—often set with multi-colored jewels—bracelets, offer opportunities for the really wonderful gift.

Since many of the new bracelets are born to be worn one on each arm—a gift of paired and matching bracelets will be most appreciated.

The year's new charm bracelets are massively designed with richly textured, chunky charms dashed with brilliance and jewel colors.

New necklaces underscore the beauty of new necklines with mounted stones linked together in flashing colors, crystals with gold beads, pearls combined with the sleek and handsome look of pronged, linked or woven gold.

Chains, beads and pearls look smart in high-placed, flat lying chokers and in deep necklace "bibs" from 22 to 27 inches in length.

Pins poised at the waistline, scattered at a dropped shoulder line, used to center a midriff or to dramatize the length of a jacket do wonder-work with the season's new styling.

## Portrait Photographs Warm, Personal Gift

Portrait photographs make the plastered down style for boys; too tight curls for little warm and alive as a handshake fitting clothes—perhaps last year's—so they will have a smooth line. Be sure they are neatly pressed; avoid ruffles or flounces that detract.

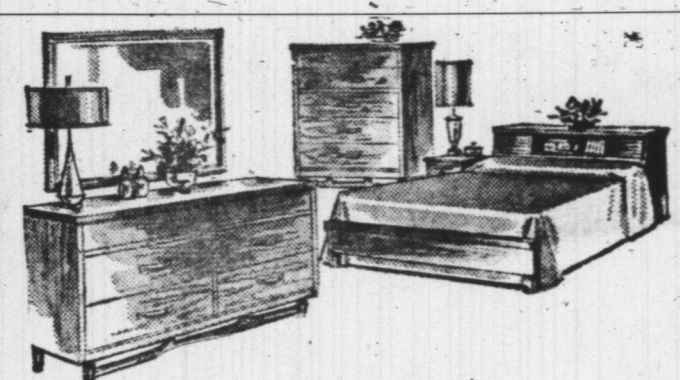
If the child has a favorite toy, take it along; it will help the child relax. Many photographers suggest that the best portrait be made if the child is not told he is to have his picture taken until he arrives at the studio.



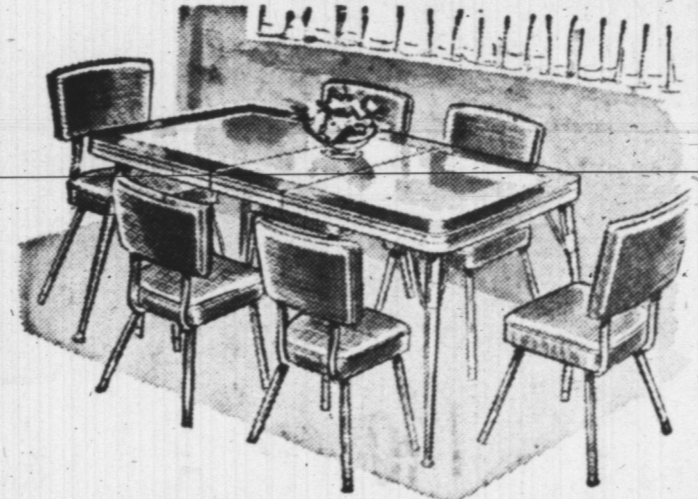
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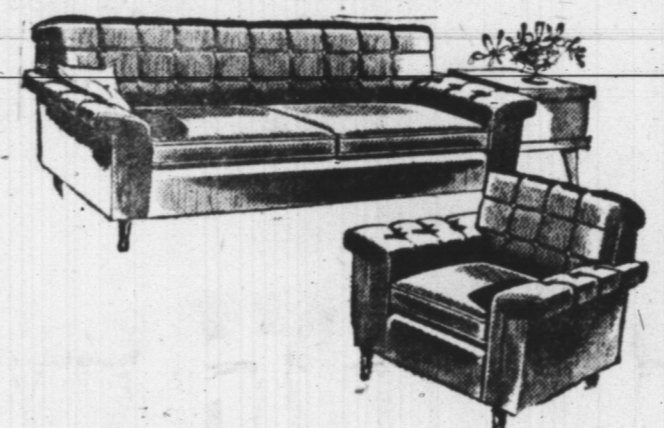


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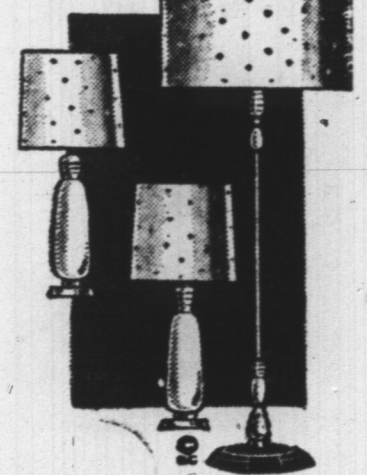
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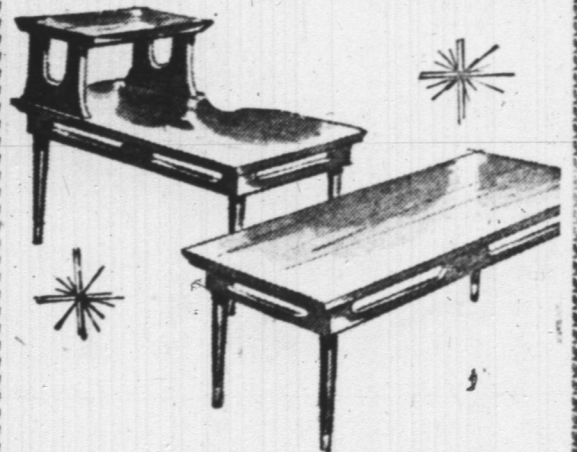
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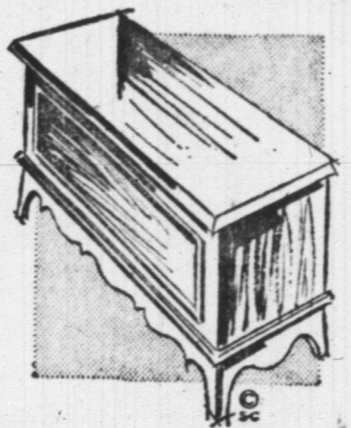
**Occasional Chairs**  
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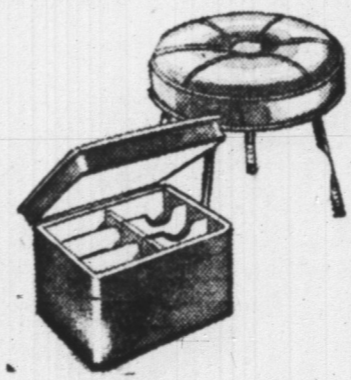
**Matching Lamps**  
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Occasional Tables, Mahogany, Cherry Walnut, Elm and Arborite  
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## SWEATERS AND SKIRTS



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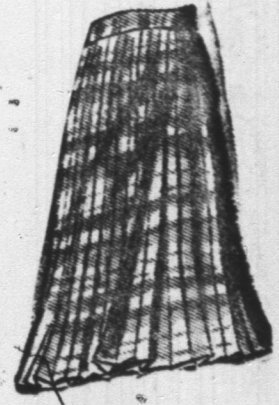
*for Christmas*

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