

Toy Makers Foresee Record Christmas Sales But Dollar Volume May Disclose Slump

By SAM DAWSON

NEW YORK—(AP)—Santa Claus is set to put a \$300 million bite on dad for toys this Christmas. There are a record number of children to unwrap the presents, and a record number of fathers to buy the toys and help them wear out.

The shops will offer more low-priced toys, but plenty of luxury priced ones, too. American toy manufacturers think they'll top last year's unit sales volume, but that slightly lowered prices may keep the dollar sales volume down to last year's \$300 million. Santa Claus may be penalized a few yards in communities where incomes have been

hit by strikes or lay-offs. But for the country as a whole, there should be as many, or more, fond parents, uncles and aunts, trying out the toys on store counters, and buying.

They'll have a wide choice. Almost every problem currently agitating parents is echoed in the designs for new playthings. For



PRIZE POSTER—Herbert Matter, New York photographer, looks at his poster, which won him \$1000 in a New York contest sponsored by the Museum of Modern Art and the National Foundation for Infantile Paralysis. The poster, which won first prize, is a photo-montage. Matter used his own son, who recovered from polio, as one of the models.

instance, department store toy counters now set up for the sales rush, are showing more toys presumably powered by atomic energy and jet propulsion.

Or, if father has been worried about the housing situation, maybe he'll buy one of the new pre-fabricated toy houses.

If he's all steamed up about the tug-of-war between coal and oil, with its overtones of strikes and prices, and the labor disputes involved in changing over from steam locomotives to diesels—perhaps he'll be interested to note that electric train sets show more diesel-type locomotives this year than steam.

And among the new games is one in which the object is to find parking space for the family car. Many persons no longer consider this search funny, but the game is said to be absorbing and serves to let the youngster see what he's in for.

The farm influence, now that crop surpluses and food prices are so to the fore in even a toy-maker's mind, is strong in the electric train department. For instance, you can buy your future 4-H club member a cattle car with ramps that toy cattle will walk up and down.

The magnet is plentiful, too.

There's a magnetic farm, with little pigs led unerringly to the source of their dinner by magnets, cows that are milked magnetically, and a rabbit with a magnetic nose to which a carrot elings.

The trend to lower priced toys shows up in the Christmas catalogs of mail order houses. Both Sears Roebuck and Montgomery Ward feature the cheaper playthings. Montgomery Ward lists twice as many toys under \$1 as last year. All together, its catalog shows 12 percent more toys this year. Sears has more Christmas lighting fixtures for sale, with fancier and more brilliant effects.

Most stores placed their orders before Nov. 1, but some are reported reordering and in a few items, especially some of the most popular of the new dolls, are having to wait for delivery. The effect of the steel strike, however, is generally minimized in the trade. Forecasting it, most manufacturers laid in enough stocks last summer.

Dolls are a chief standby, as always.

Forced Grading Of Meat Opposed By Wool Growers

PORTLAND, Nov. 10. —(AP)—Oregon's wool growers oppose any compulsory grading of meat by city, state or federal agencies. Their convention voted unanimously yesterday for a resolution aimed specifically at a Portland city plan to compel grading of all meats. It included, however, opposition to compulsory grading by any agency.

Delegates said they favored voluntary grading such as the federal grading plan. The growers argued that "grading actually means degrading because most of Oregon's meat animals are marketed grass fat." They explained that only 2 to 3 per cent of Oregon animals grade A or AA. The other carcasses are just as nutritious, they said.

On other issues, the growers opposed a Columbia Valley administration, daylight saving time and the Hoover report proposal touching on grazing land administration. The government reorganization recommendations of the former president's committee suggested transfer of the federal grazing service from the department of agriculture.

MAYOR ELECTSD
COTTAGE GROVE, Nov. 10. —(AP)—The city council here elected Frank Doleman, 46, a councilman, as mayor last night. Doleman succeeds Warren A. Edwards and will serve until Jan. 1, 1951. Edwards resigned because of ill health.

The new mayor operates a bakery here.



RECUPERATING—Out of bed for the first time since his recent accident, U. S. Supreme Court Justice William O. Douglas works on his book in his room at St. Elizabeth Hospital in Yakima, Wash. Justice Douglas was seriously injured Oct. 2 when his horse threw him while he was riding in the Cascade Mountains near Yakima.

MAN AND GIRL HELD
State police arrested Fred Moff, 22, of Eugene here Tuesday, on a warrant from Lane county charging contributing to the delinquency of a minor. They

were also holding a girl, the juvenile, said police.

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CARS RECENTLY WRECKED

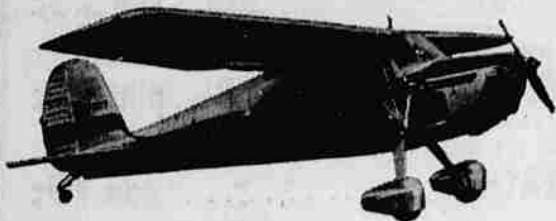
- '39 Studebaker 4-Door
- '41 Ford 1/2-Ton Pickup
- '37 Buick Coupe
- '40 Ford 4-Door
- '39 LaSalle 4-Door
- '38 Ford Coupe
- 2-'37 Nash
- '40 Chrysler 4-Door
- '41 Chevrolet 2-Door
- '39 Nash 4-Door
- '41 Chevrolet 5-Pass.
- '40 Plymouth 5-Pass.
- 2-'40 Ford 2-Doors

And many more older model cars.

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See BETTY HUTTON in "Red, Hot, and Blue," a Paramount Picture

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Specials For Friday and Saturday November 11 & 12

RED & WHITE Fruit Cocktail 8 Oz. Can 2 for 25c	DAWN FRESH Mushrooms Pieces & Stems... 2 Oz. Tin 2 for 35c	RED & WHITE PITTED OLIVES Select... 1 lb. Tin 29c
RED & WHITE Corn Starch 1 lb. pkg.—2 for 25c	WADHAM'S Stuffed Placed Olives 2 Oz. Can 25c	RED & WHITE Peanut Butter 1 Lb. 39c
RED & WHITE Pumpkin No. 2 1/2 Can—3 for 25c	CONWAY'S Cranberries Whole—16-oz. Can—2 for 37c	PILLSBURY PIE CRUST 9-oz. pkg. 35c 2 for
RED & WHITE Sweet Potatoes Fancy No. 3 Can 2 for 49c	RED & WHITE Whole Kernel Corn FANCY No. 2 Can 35c Picnic Can 2 For 25c	NONE SUCH MINCE MEAT 9 Oz. ... 2 Oz. 43c
	OCEAN SPRAY Cranberries Strained—16-oz. Can—2 for 37c	RED & WHITE Fruit Cocktail No. 1 Can 2 For 43c
	RED & WHITE Peanut Butter 2 lbs. 75c	
	WADHAM'S Maraschino Cherries 4-oz. jar—2 for 37c	

FOOD STORES RED & WHITE FOOD STORES