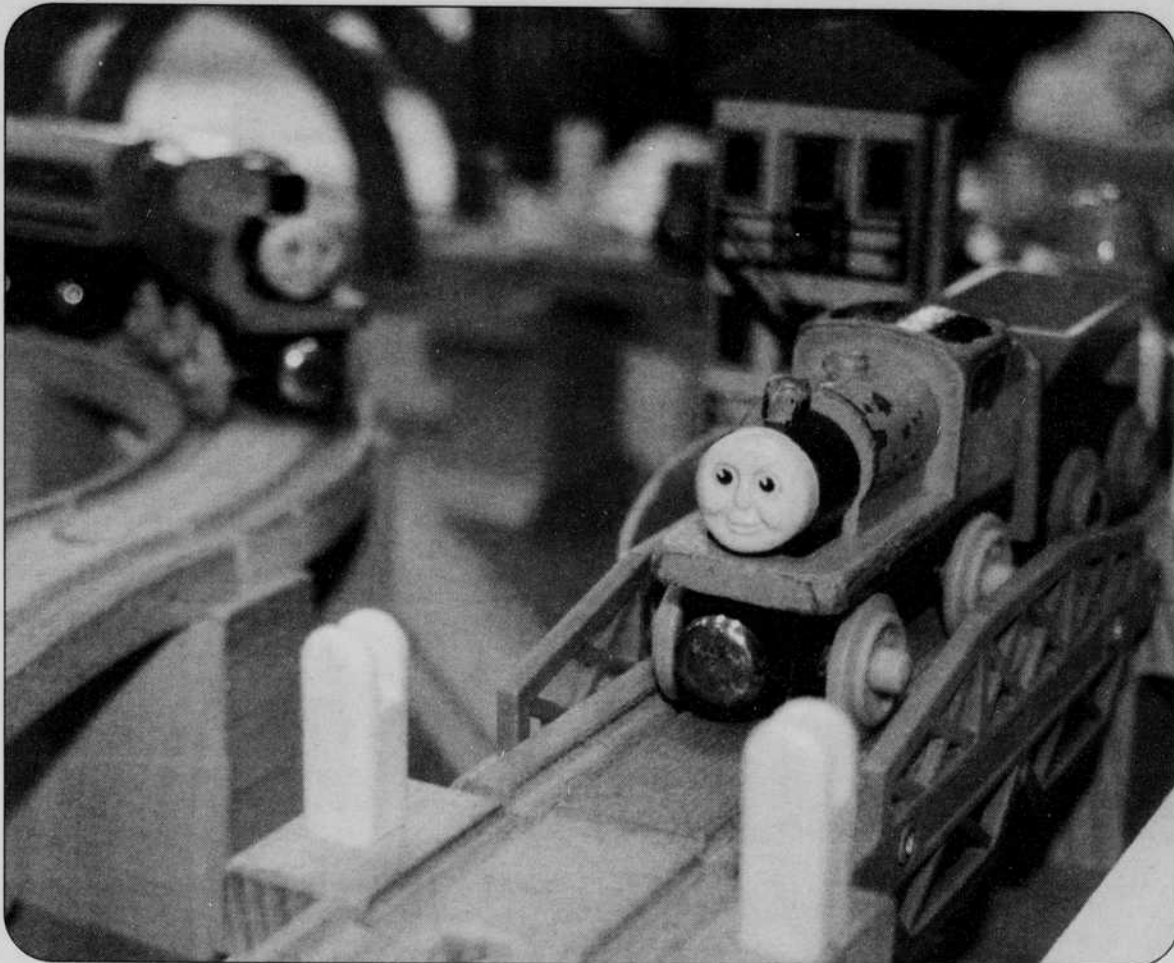




TIM BOBOSKY | PHOTOGRAPHER

At Eugene Toy and Hobby, a few relics remain from a previous age in the world of toys, such as Brio train set from the 1950s.

Retro retail

BY MICHAEL A. BOOTH
DAILY EMERALD FREELANCE REPORTER

The trendy toys of past generations become the targeted trinkets on this year's Christmas wish-lists

Holiday shoppers looking to find the perfect present for their favorite advertising-besieged child should have no fear. It's time to revisit a place long forgotten — childhood. This year, old is new. The once-trendy toys of Christmas past have become the cool retro toys of Christmas present.

Eugene Toy and Hobby owner Alan Agerter said nostalgia-buying is good news for his business.

"We've always carried more traditional toys like Slinky, Lincoln Logs and Barbie," he said.

Some easily recognizable old friends — like Barbie, Spider-Man, Cabbage Patch Kids and Ms. Pac-Man — will once again be among the top gift items this year, according to Toy Wishes magazine and a survey of more than 7,400 people, sponsored by the National Retail Federation.

More than 20 percent of survey respondents who are shopping for girls will be picking up Barbie with or without Ken and his posh Corvette. Nearly 9 percent say Spider-Man is still the go-to super hero for boys, although older boys still prefer video games for their X-Box or Playstation 2.

Teenage Mutant Ninja Turtles, Care Bears, My Little Pony and Strawberry Shortcake have also returned to climb the retail shelves, despite their

aged pedigree.

Agerter attributes the resurgence of retro toys to both nostalgia and value.

"I think (adults) can appreciate a solid toy," Agerter said. "They know they'll hold up; plus it's a chance to relive a part of their childhood."

For consumers of any age, retro toys can still be found. Pre-'80s retro toys are also being re-released. At www.playthingspast.com, nostalgists can find everything from Mr. Potato head to Etch A Sketch to an "I love Grandma" Kewpie doll or set of Rock 'em Sock 'em

Robots that threaten to "Knock your block off."

Toy Wishes magazine's top toys:

Nitro Battlerz: Remote-control cars that zip around and break up when they crash.

Ms. Pac-Man TV games: Retro Atari video games Ms. Pac-Man and Pole Position are back. This time, the games are loaded inside the joystick.

InteractTV: An interactive DVD for preschoolers that features TV shows like "Blue's Clues" or "SpongeBob SquarePants."

E-L-M-O: The Sesame Street character sings along to the tune of the Village People's "YMCA," except he sings E-L... You get the picture.

Cabbage Patch Kids: The dolls from the 80s, complete with adoption papers.

Bella Dancerella: A ballet studio that includes a video and costume.

Barbie as Princess Anneliese and Erika: Barbie sings along with an animated DVD.

Balloon Lagoon: A board game where kids fish for letters and collect balloons.

Tamagotchi Connection: A new version of the virtual pet updated with a wireless connection.

CHECK OUT MORE

<http://www.historychannel.com/exhibits/toys/timeline.html>



TIM BOBOSKY | PHOTOGRAPHER



When you want to describe Oregon to friends & visitors... just stop here!

December Special

Scenic Photography & Wall Decor Sale
15% off

Definitive Northwest Photography

by Ron Keebler • Over 200 Artists
NW Made Gifts

Oregon Gallery

Lowest Framing Prices in Town!

199 E. 5th Next to Steelhead Brewery
FREE PARKING BEHIND STORE • 645-0045

BIRKENSTOCK Holiday Ease



FOOTWISE
THE BIRKENSTOCK STORE

181 E Broadway • Downtown Eugene
Mon-Sat 10-6 & Sun 11-5 • 342-6107
www.footwise.com

"Fresh Beer, Brewed Here."

• **Homemade Soups**

• **Fresh Salads**

• **Fresh Pizza • Hamburgers**

• **Fish & Chips • Pastas • Ribs**

• **Microbrewed Beer & full bar**

• **Homemade Root Beer**



199 E. 5th • Eugene • 686-2739 • www.steelheadbrewery.com

WE DELIVER FASTER THAN

Santa Claus

Let us do the shopping for you. We send flowers all over the world.
Also available: cards • balloons • fruit baskets • plush animals

Eugene's Flower Home
The University Florist

610 East 13th Ave. at Patterson • www.eugeneflowerhome.com • 485-3655



OREGON DAILY EMERALD

A campus tradition--over 100 years of publication.