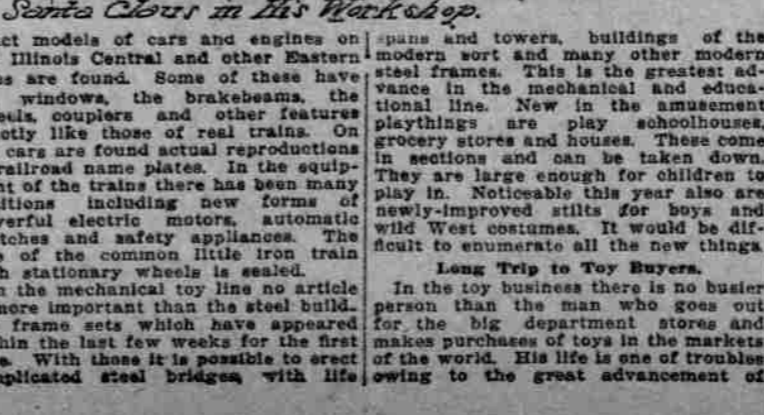
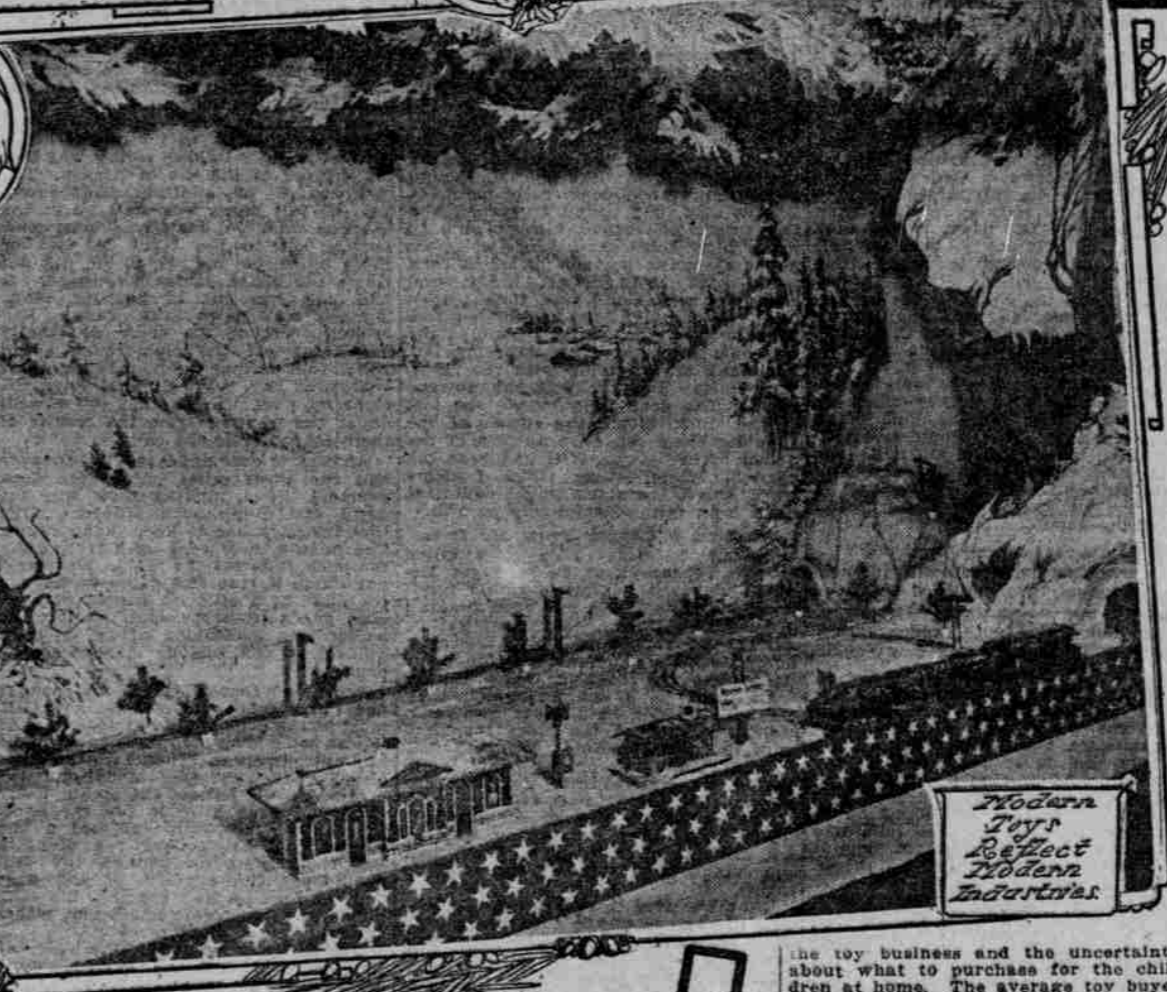
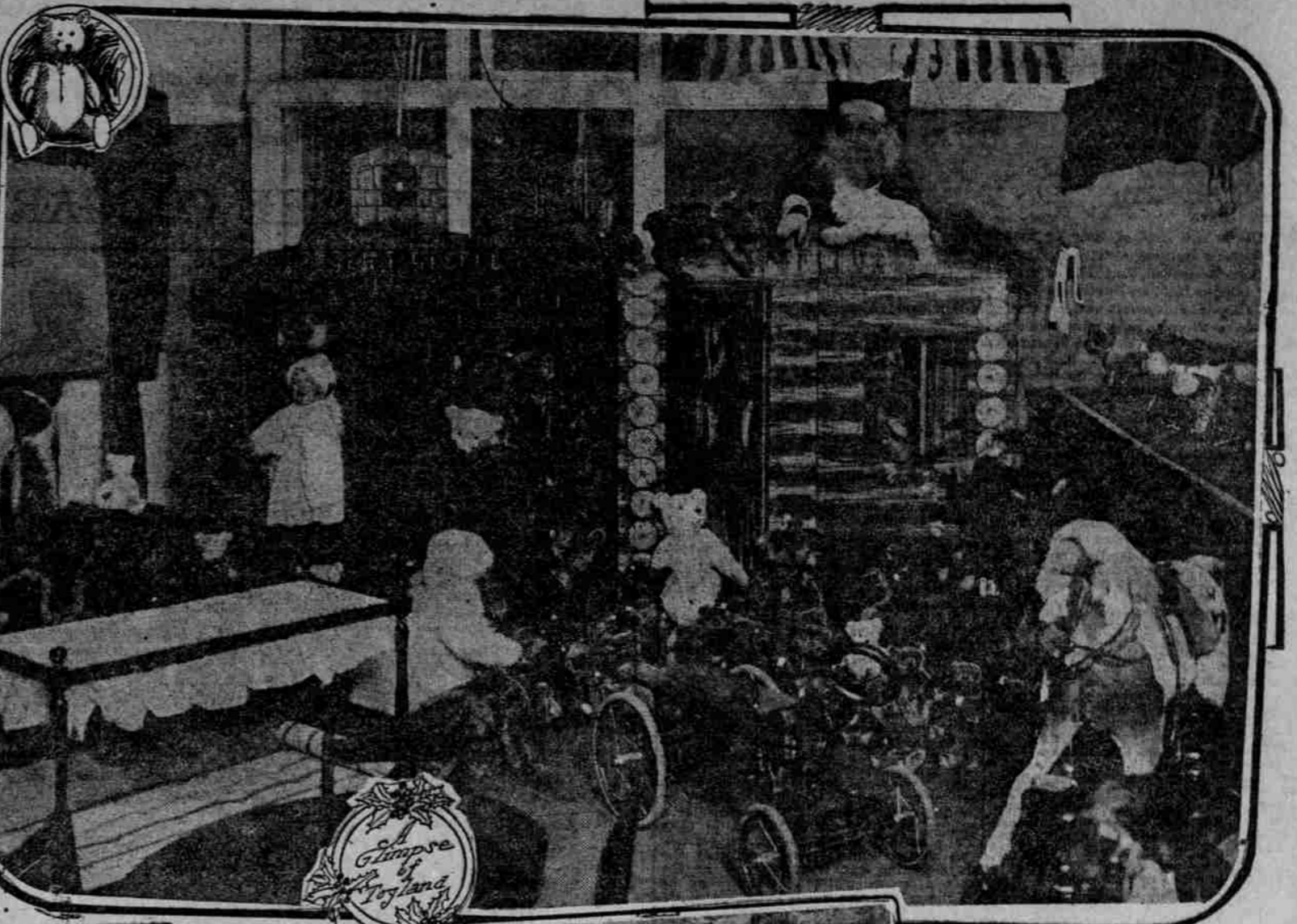


WITH SANTA CLAUS IN HIS TOY FACTORY

How Christmas Playthings Are Produced and Marketed—This Year Marks Climax in Un'que Novelties, With General Trend Toward the Practical—How Thousands of Workmen Have Labored for Months to Make Portland Children Happy.



Animals in Toyland.



Modern Conception of Santa Claus.

MODERNISM has captured Toyland. The whole mighty kingdom has fallen into the rush and crush of progressiveness with results that will surprise you when you go down this year to do the Santa Claus act.

You will find faces and forms you have never seen before; you will see old toys do new tricks and new toys do old tricks; you will see many new appliances on old-fashioned playthings; you will hardly recognize the old toyland you have been used to visiting each year.

Dolls will be different. There will be a difference in toy trains and street-cars and wagons and automobiles. Even the animals will be different. It will be like going into a modern world after living in the woods; everything will seem new and strange.

Perhaps you may wonder what those extra knobs are on the side of the nickel-plated air-rifle you have always seen on the market at Christmas time. You find out that they are safety appliances to protect their owners from accidents.

Again you wonder why a lot more parts have been added to the toys which run by springs—the automobiles and trains for instance. You discover that the improved toys do a lot of new stunts, such as hill climbing, water pumping, reversing and making long-distance runs. You wonder what has happened to the dolls and find out their features have been re-proportioned and remodeled, and that they are made somewhat differently. You wonder why new parts have been added to the toy torpedo boats and you discover they now are made to dive and operate under water.

And so it goes clear down the list. Everything seems to have been given some new parts with which to perform new stunts.

Toy experts declare that the present year has seen more progress and changes in toys than any other year in toy history. It seems to have been the one aim of manufacturers this year to bring about some new novelties and to devise new things for old toys to do. Also it is very noticeable that the manufacturers have been improving on the old toys in many ways, making them more substantial, more attractive and of more value, from an educational standpoint.

Life Taken as Model.

It has gotten so now that there is no more room in toyland for many of the old-fashioned playthings our mothers and fathers used to enjoy when they were children. They have been or are being driven out by the tokens of the more modern times. For instance the old-fashioned china-headed, painted-hair dolls and the wax dolls, and to a large extent the rag dolls, have given way almost entirely to the pretty "mat-faced" dolls with composition, crepe-paper heads, real hair and joints and parts which will not break. The old jumping-jacks, the old-style magic lanterns, old-fashioned wood building blocks and many others of the old inhabitants of toyland since the Christmas habit was young, have been placed on the taboo list. In their places are modern stone building blocks, moving-picture machines, modern birds that fly, monkeys that climb, dogs that walk and bears that perform on the trapeze.

The little old iron train with stationary wheels is rapidly losing out in the race against the modern toy trains with graceful, curved tracks, steam and electric engines, substantial track, electric headlights, crossovers, bridges and semaphores. The play banks in which our parents used to drop their pennies when they were young have given way to modern depositories which register the amount deposited and open automatically when the bank becomes filled. The old-fashioned fire engines have been fitted up with modern throttles and engines for pumping water. Aeroplanes and monoplane which actually fly have taken the greater part of the space formerly occupied by the flimsy looking airplane arrangements that flew on suspended strings; play dishes have been produced in finished china and torpedo boats, submarine boats, fire boats and warships which actually operate and perform the tricks of real boats, have taken the place of the wooden make-believe that used to head the list.

Ducks have been made to swim and dive, tin fish to swim gracefully under water, dogs to bark, walk and wag their tails; Noah's arks have been modernized; dolls have been made to look more human, play furniture has been produced in old French styles and is replacing the common stock. In short the entire of toyland has been revolutionized by the invasion of the great wave of modernism.

Toys Are Made Stronger.

A noticeable feature of the market this Christmas is the quality of toys displayed. There seems to have been an attempt made by manufacturers during the year to eliminate flimsy playthings which go to pieces about the time the child gets interested in them. Wooden toys which in the past have been held together with slight applications of glue have been turned out this year with tacks to help the glue

hold them together. This is true even on the cheapest of toy counters. The general trend seems to be to turn out substantial toys, which improvement promises to eliminate many childish tears this Christmas.

In animal circles there have been made a number of remarkable changes. Where the counters used to be occupied exclusively by animals made of cloth or paper mache with little regard paid to looks, there are now perfectly formed animals made of plush which look for all the world like real animals. You almost expect some of the dogs to bark and the cats to mew. And some of them will, if you pull a string. Bears as large as the real bears you see in cages are included in the collections of plush animals. By pulling a string the big brains give a deep fierce growl. The toys such as bears, deer, horses, cows, lions, tigers and elephants are made to hold as much as fifty pounds weight. In all these animals the most minute details in expression have been worked out. Formerly the plush creatures were freaks and hybrids in toyland—now they are the members of the animal "set."

In the new novelties this year there probably is none more unique than a mechanical fish which actually swims in a tank of water. By winding a button on the fish's back he is provided with motive power which causes him to swim gracefully about a tank. It would be hard to distinguish between the toy and a real fish if the two were placed together under water. Another novelty along the same line is a torpedo boat several inches in height which moves along the surface of the water until a spring is moved, when it dives down gracefully and swims under water until it runs down. A toy fireboat which runs by itself and squirts a stream of water as it moves is somewhat unique. There is a gunboat which actually shoots caps and wads. These are all made of metal and are so constructed that they float properly.

Animals of All Sorts.

The political field has not been overlooked this year. On hand in the toy departments are the usual forms of elephants, donkeys and roosters with numerous kinds of improvements, including new varieties of hair, tusks, eyes, ears and general features. Not

least prominent among the political animals is the bull moose, which commands a place near the front in all plush animal circles. Also is found a strange looking hybrid—a cross between a Teddy bear and a bull moose. He has a teddy bear body and a bull moose head. In evidence also are small models of President Taft with "the smile that won't come off" and of Roosevelt with his bandana and of Wilson with his school books. Many of these late creations are from Germany, where a large part of the plush animals of the world are produced.

Of the educational playthings this year there are many novelties, among them being painting outfits with directions for producing excellent pastel paintings. The making of these entails considerable work, skill and thinking. The toy is especially for kindergarten children. Other novelties are basket-making outfits in which colored straw and forms are all prepared for weaving together by children; steel working outfits in which the steel is all ready to place together in constructing steel bridges, derricks and frames for buildings, and aeroplane outfits in which all the parts for small aeroplanes are furnished along with instructions for placing them together. These playthings are all new and in line with the general trend of toyland toward the practical.

Novelties in Dolls.

The latest thing in dolls is called the "character doll." These are designed after the faces of babies and small girls, the eyes and other features being proportionate and the expression being accurate. Some of them on display look like real babies, so accurately is the expression reproduced. Another novelty in dolls is the "mat surface" doll. These have a color which is very natural, the glossy, slick finish being eliminated. Small moving picture machines for use in the home are something new this year. It is possible for a few dollars to get a machine which will throw real motion pictures on a screen. Another novelty in this same line is a post card or photograph projector which throws upon a screen a reproduction of a post card, picture or even a clipping of a picture from a newspaper or a magazine. Rapid strides have been taken in the development of play trains. This year

the toy business and the uncertainty about what to purchase for the children at home. The average toy buyer for a department store spends about three months in Europe each year selecting toys and playthings.

He starts soon after January 1 and goes direct to London, where he looks over the market of mechanical toys and makes his purchases for the purchases bows and arrows, tin soldiers, English games and other forms of toys, mostly of the mechanical and educational class, which are made in London and elsewhere. Finishing there, he goes to Berlin, where he finds woolly animals, tree toys and some of the games not obtainable in America. From there he generally goes to the Thuringia district, of which Sonneberg is the principal city, and there gets a big supply of all kinds of toys—mechanical, educational, artistic and instructive. In Sonneberg 10,000 laboring people are supported by the toy industry. The fathers and grandfathers of the persons now engaged in the industry were toy-makers. Firms have been handed down from father to son for 100 years or more. From there the buyer goes into the Thuringia mountains to Lamscha, where the world's supply of glass ornaments are manufactured and where also

MIRTH MANUFACTURER

(CONTINUED FROM PAGE THREE.)

had the strength of misery in it. But over as was leaving from his lungs and lips, it came into collision with the thought of Snoop. The result was a creaking cackle, that, so far as the audience was concerned, shared honor with the story. Dud could see Mr. Prinkle peering through the dusk in his direction, and as his employment was concerned, shared honor with the story. Dud could see Mr. Prinkle peering through the dusk in his direction, and as his employment was concerned, shared honor with the story. Dud could see Mr. Prinkle peering through the dusk in his direction, and as his employment was concerned, shared honor with the story.

This was the last drop in poor Dud's cup of sorrow, which proceeded to overflow like a bubbling fount. Covering his face with his hands, he sobbed aloud, while the hot tears trickled between his fingers. Mr. Prinkle paused for a moment, hesitated, and attempted to go on again, but Dud's sob had done its work. From around and behind and in front of him arose sobs also, while scores of handkerchiefs began to dab at wet eyes. Evidently there were a whole lot of people in the audience who had lost pet dogs, and who were in sympathy with the weeping, wailing Dud.

the supply of glass ornaments are purchased. In this part of Germany the work is done by families, each separate family being a factory by itself. The father blows the glass from tubes and passes the ornament down to the mother, who does her particular work, and hands it down to one of the children. In ornaments the mother places fish skin inside the glass and dips it in water to give the silver appearance, and the child paints the ornaments with flowers.

Among the Toy-makers. In the same district is found the glass marble industry. Here are found the poorest-paid laborers in the world. A man sits by the hour and cuts marbles from glass for a salary of about \$7.50 a week. Seventy-five per cent of the glass eyes used in dolls are produced here. Glass eyes for humans are also made here.

From here the buyer after making his purchases of glass goods goes to Leipzig, where he attends the annual "Mess" or toy show. This opens on Monday and closes the following Saturday. On display are the toys made by 10,000 German and French manufacturers. It is here that the buyer makes the larger part of his purchases. At this exhibition the various manufacturers show their latest novelties and the buyers select the toys which are to be new on Christmas, seven or eight months later. The Leipzig display hall covers two blocks. It takes a toy buyer the entire week to go through the place and inspect everything.

From here he goes to Paris, where he buys more mechanical toys such as aeroplanes and new-fangled fire engines. He also selects his supply of paints here. From Paris he goes to Vienna and selects box toys of wood and light metal toys of various kinds.

After completing the rounds he returns home and begins getting ready for his Christmas trade. Months before Christmas time the toys from Europe begin to pile in to the stores and the buyers get them ready for display and sale.

Toys Deplet Modern Life. Toy manufacturing is among the important industries of the world. Hundreds of thousands of persons representing almost all nationalities are engaged in the business and millions upon millions of dollars are paid annually for salaries. Hundreds of skilled mechanics and artisans devote their entire time to inventing new novelties to conform to epochs and happenings of note in world progress. So strong has become the competition now that there is hardly a great event or move that is not soon after its starting represented in toyland with some unique emblem for the amusement of children.

The United States is not a toy manufacturing country as yet but it promises to be in time to come. At present this country produces the greater part of the heavy wooden and iron toys and a large part of the games, but outside of that little is done. This year for the first time there is a noticeable increase in the number of American-made toys. Maybe some day Portland's toyland will be inhabited exclusively by American-made toys. Toy buyers say the time is coming.

was—the certainty of his dismissal. Knowing Mr. Prinkle as he did, Dud didn't doubt for a moment but that his burst of sorrow meant his immediate discharge, and he ruefully reflected that this would mean the annihilation of his bright future. It was pretty hard, he reflected, to lose Snoop and his job in one evening. Dud walked slowly to the hotel. Arriving there he found a message awaiting him from Mr. Prinkle, who wanted to see him in his room immediately. Dud, with a sigh and a sinking heart, obeyed. Somewhat to his astonishment Mr. Prinkle seemed to be in a very good humor. "Sit down, Dud," he said. "I want to talk to you about what happened at the lecture tonight."

Dud took the proffered seat, but spoke not, wishing that Mr. Prinkle would put him out of his growing agony as soon as possible.

"I did not know before, Dud," began Mr. Prinkle slowly, "that you were such a capital actor. That sobbing of yours was most realistic. More than that, it was a perfect inspiration, an entirely proper innovation under the circumstances. It did more for the lecture than any amount of laughter could have done. By the way, your laughs tonight were capital. The committee tells me that I, or rather we, so touched the hearts of the audience that the latter responded most liberally in a financial sense. And I don't mind admitting that much of the credit of the success of the lecture belongs to you. Take this \$10 bill as a small token of my appreciation of your clever interest in your work. We will add a few pathetic lectures to the series, 'Dud.' (Copyright, the Frank A. Munsey Co.)