



**HOUSEKEEPER . . .** With latest toy kitchen equipment, including electric mixer.



**NURSE . . .** Diaper can, rubber gloves and nurse uniform accompany Dydee doll.

## Toys Aid Vocational Guidance

By Dorothy Roe  
AP Newsfeatures Writer  
America's 43 million children will get an assist from Santa this year in preparing for future careers.

The 1949 toy pack, totalling close to last year's \$300 million record, definitely spotlights playthings designed to help children discover their vocational aptitudes. Emphasis is placed on new play aids for road construction, farming, home-making, housing, engineering, fashion design, nursing, science and transportation, says Kenneth P. Fallon, president of the Toy Manufacturers of the U.S.A.

Good news for parents is the greatly increased output of toys in lower price ranges. Because of late placing of orders by many department stores as well as the steel strike, shortages of a number of play items are expected and assistant Santas are urged to do their shopping early.

Toy designers this year have catered to juvenile demand for realistic miniatures of everything on the road with a variety of new truck and automobile models as well as agricultural implements. A garbage disposal truck appears for the first time in the wheel top lineup, and there is an armored truck that is an exact duplicate in miniature of those that deliver cash to banks. There's a bus that reproduces the clink of a fare deposit when the door closes. A new remote control dump truck operates from a steering wheel. Electric trains are streamlined. A new taxicab set includes three cabs, a taxi stand, a plastic bus stop and a parking meter.

The cowboy holds top billing as playroom favorite. More than a million girls join 12 million boys this year as enthusiastic users of cowpunch-

ing equipment such as lariats, two-gallon hats, two-gun holsters and other accessories. Newest ideas for the junior dudes are a horse's head and tail designed to be attached to velocipedes or bikes.

There's an astra-domed train and a new jet fighter plane with a nose gun that has a spring loaded shock absorber to protect furniture. There's a unit model crane with an outrigger and jacks that make it possible to lift heavy weights. A miniature parking lot gives small fry a chance to try out the problems of business.

The newest Dydee doll not only has real hair that can be washed but comes with a diaper disposal can and a nurse's outfit and rubber gloves for the small mother. There's a magnificent new talking doll with a phonograph record attachment inside and another with hair designed for a home permanent wave. There are dolls in shadow box frames, dolls with lifelike voices and almost human skin.

New styles in household equipment keep step with the adult field. Newest play washing machines have the latest attachments for spin drying and such. Cooking gadgets include angel food cake pans, electric mixers and impressive white enamel stoves. There's a 21-piece baby feeding set complete with bottle rack, bottle brush, formula measuring cup, spoon and rubber nipples.

Plastics and magnetic toys both have an important place in the 1949 toy pack, and a cuddly skunk is a new addition to the stuffed animal kingdom. There's a bear that makes music when his paws are pressed together, and new puppets that talk.

And we must not forget the newest refinement in toy telephones—it says "hello" when dialed.

# Toylands Jammed With Desirables

## Collection Gift For Mother Ideal for Yule

Speaking of collections, what's mothers? Demi-tasse cups, English bone china tea cups, little odd miniature cups, old-fashioned cut glass or Chinese cloisonne salt, ceramic salt and peppers, a menagerie of glass or carved Oregon myrtlewood or ceramic animals—they're all in plentiful array and some of them are quite inexpensive!

Other gifts that are personal—something for Mother alone—are jewelry (she'd love a simple string of pearls or a fine new watch), compacts (in precious metals as well as jeweler's bronze or enamel), handkerchiefs (there are Chinese imports, Swiss embroideries, Irish linens and American prints, gloves (French fabric gloves come boxed for \$3.98) and a gold-plated glove-guard for \$1, umbrellas (a nylon fold-umbrella with gold-plated frame is \$14.98, fashionable long-handled bumber-shoots and rayon fold-umbrellas are under \$10.)

Whatever the choice, it will be fun to surprise Mama with an unexpected luxury

Santa and his helpers in the North Pole workshops must have worked overtime without any strikes or stoppages ever since last Christmas. Toyland is chockful of the most wonderful things that ever made a child's eyes sparkle as brightly as the star atop the holiday tree on Christmas morning.

Most toy departments have their wares arranged according to different age groups from tiny infants who can barely hold a plastic rattle to older boys and girls who can concentrate for hours on a chemistry set or sewing outfit for doll's clothes.

**Jewelry Store Items**  
Gifts for the newborn which are certain to please his parents include jewelry store items such as a sterling and bone teething ring for \$3, sterling cups, sterling spoons boxed in plastic with fluffy stuffed toys for \$5, a silver long-handled baby spoon with bowl small enough to fit the little mouth for only \$3.30, or a complete educator set for \$15 that includes infant spoon, baby spoon and fork and junior sized, tableware to match mother's sterling pattern.

Chip-proof plastic and wooden toys with harmless paint are best for the creeper or toddler set. Blocks, balls, beads and toys for pulling, pushing and pounding are included.

Later on come the musical teddy bears, fancier stuffed animals and

dolls among which one of the cutest is the red-nosed reindeer for \$3, tops for 50 cents, little plastic cars, moving press-action animals on wooden stands for \$1, wooden rocking horses and furry ones for about \$10.

Then, for the ages when the kiddies want to do everything Mother and Dad do, there are miniature pieces of household essentials like vacuum cleaners and brooms, junior-size tools in real tool-chests, and even a small steering wheel complete with horn and gear shift that attaches to the family-car dashboard with a suction cup so that Junior can help Daddy drive.

Speaking of small-size facsimiles

**HOW LONG?**  
Well, it's 26 Shopping Days until Christmas, but your merchant and your mailman both plea to "shop early."

of grown-up-size gadgets, there's almost nothing the toymakers haven't duplicated. Children can have miniatures of every electric appliance in the house, from washing machines that wash and iron, and every vehicle on the road, from logging trucks, earth-moving machinery and lumber carriers to fire trucks and police cars with real sirens and a ultra-modern sedan that operates by remote control for \$7.

Model trains, from the very simple wooden blocks for baby to

pull around to the elaborate, accurate reproductions that Southern Pacific would envy, are sure to prove popular—especially with Dad.

Dolls, as traditional and favorite a Christmas gift as model trains, this year are more lifelike than ever. Their lovely faces are of unbreakable plastic and their crowning glory is washable nylon hair that takes pin-curls and combing. The baby dolls cry and sleep and wet—just like real babies. The toddler dolls say a few words and all the dolls at all prices and in all sizes are dressed fit to make any little girl happy.

Then there are doll houses, doll buggies, bathnettes, high chairs—every conceivable item a doll might need and Santa could think of.

**Something for Brother**  
But while Sister is tending her doll family, Brother will have to keep out of the way. He will, too, if he has one of the new wagons, tricycles, bicycles, cars or airplanes that look real enough to take off any minute.

Among the more unusual gifts for children are clay piggy banks from Mexico for 85 cents, old-fashioned clothes-pin dolls for \$2, nursery lamps fitted on colorful wooden animals for around \$5, and the exquisite if expensive Pennsylvania Dutch doll furniture that is a collector's item, as well as tiny costume dolls in boxes.

## Guthrie's New Novel Likely As Yule Gift

Guthrie's "The Way West" is probably the one novel most Oregon residents want most to read right now and it ought to be available in local bookshops for Christmas giving. "The Egyptian" is the fiction best-seller of the moment. Walter Clark's "Track of the Cat" will appeal to men, mostly.

In the field of humor—and who doesn't want to be jolly in holly-time?—there's "Chips Off the Old Benchley" by Robert of the same name, S. J. Perelman's "Listen to the Mocking Bird" and H. Allen Smith's "We Went Thataway."

Armchair gridiron strategists will appreciate Frank Leahy's "Notre Dame Football" telling about the T-formation of the gilded and boxed "Shogunning in the Uplands" by Ray P. Holland. Then there are dozens of how-to-do-it books, cook books, hobby books, and bird and art and animal numbers that look good on a library table.

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Venture . . . circled ombre embroidery in plain black or white, or shaded blue, green, pink. Sling heel style.



Martin Terry Sand . . . Martin Sand, too. With leather sole, insoles deceptions of royal, burgundy, emerald green. Also in white, navy blue, yellow



Honeycomb . . . sweet rayon brocade patterned with flowers. Black, red, royal, peach, blue, white.



Quilting Party . . . multi-quilted embroidered satin. Closed heel style in black, red, royal, baby blue, white, green, blue.