



**Junior Gets a Licking**—Mildred, the cow, gives her two-day-old bull calf a "facial" at San Francisco's Grand National Exposition. They're owned by Twin Valley Farm, of Healdsburg, Calif., property of screen actor Fred MacMurray.

**\$300 Million Bite on Dad For Christmas Toys Looms**

By SAM DAWSON

New York, Nov. 9 (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 lower-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 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 prefabricated 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 clings.

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 per cent more toys this year. Sears has more Christmas lighting fixtures for sale, with fancier and more brilliant effects.

Most stores placed their orders before November 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.

**Assayers Find Gold Is Only Shiny Brass**

Castale, Calif., Nov. 9 (AP)—California's latest gold strike was a little too strong on brass.

A rash of gold fever spread through this little community when Charley Allen discovered shiny metal in a well behind his cafe. Prospectors converged on the town, only 10 miles from the site of California's first gold discovery in 1842.

They thought Allen had the real thing. Claims were filed and samples of the golden stuff were sent to the assayers.

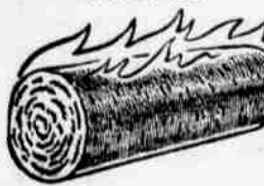
The assayer's report quickly cured the fever. It said there was a little gold all right, but that the shiny stuff was brass.

**NLRB Election Cancelled**

Portland, Nov. 9 (AP)—A proposal for an NLRB bargaining agent election at the Troutdale aluminum plant was cancelled yesterday. The vote was to have been on the question of CIO steelworkers having a union shop. At the last minute, the AFL Electrical Workers union contended it should represent 450 employees. A vote may be held later to decide which union the employees want to represent them.



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**New School Opened**

Thomas—The Thomas 67-J New Union grade school building which opened for school November 1 will hold open house Sunday, November 13 from 2 to 5 o'clock. This is the consolidated districts of Glad Tidings, Marquam and Thomas districts. The permanent name to be decided on in the near future.



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Just tell us a good reason why we should give you a new Shelvador\* Refrigerator

A double chance to win. First—we're one of hundreds of Crosley Dealers having a Local Contest, designed for our own friends and neighbors and judged by local judges right in our own community. Think how simple it is! All you do is write on the Local Entry Blank in 50 words or less why you believe Crosley should give you a beautiful, new 9-cubic-foot Shelvador Refrigerator. If our judges select your reason as best, you will get a new 1950 Shelvador Refrigerator to be awarded by us and delivered right to your home.

**IT'S THE BIGGEST THING YET!**

**WIN A BRAND NEW 1950 CUSTOM MODEL SHELVADOR REFRIGERATOR**

\$27,500 in cash—25 complete Crosley Electric Kitchens and 100 new 1950 Shelvador Refrigerators as National Prizes!

Second—a National Contest, in addition to and separate from our Local Crosley Dealer Contest, where the same words you write for the Local Contest (or different ones if you prefer) may be submitted on the National Entry Blank and compete for the Grand Prizes of cash, kitchens, and refrigerators to be awarded by Crosley.

Each of the Crosley Electric Kitchens has a retail value of over \$1500 and includes: A 1950 9-cubic-foot Model CB-9 Custom Shelvador... Model DE 129 Crosley Electric Range... 3.2 cubic-foot Model HF-1346 Crosley Kitchen Freezer... 40-gallon table-top Custom Model CMT40DE Crosley Electric Water Heater... Model CKD25 Crosley Kitchen Disposer... 48-inch Model CST4800 Crosley Cabinet Sink... and base and wall steel cabinets to a maximum retail value of \$350.00.

**The Amazing 1950 Shelvador with Exclusive WORKSAVER Design ALL SPACE AT THE "CONVENIENCE LEVEL!"**

**IF YOU BUY A NEW 1950 CROSLY REFRIGERATOR during this contest and win one as a prize either in National or Local Contests... you will get a cash refund equal to the retail price of your prize.**

**JUST FOLLOW THESE SIMPLE RULES—**

1. In 50 words or less, write your reason or reasons why we should give you a new Shelvador Refrigerator. Write your reasons in the space provided on the Entry Blank—the red Entry Blank for the Crosley Local Dealer's Contest, the green Entry Blank for the Crosley National Contest.
2. Both of the Entry Blanks to be obtained at no cost from Crosley Appliance dealers. The green Entry Blank for the National Contest from any Crosley Dealer; the red Entry Blank from the local Crosley Dealer conducting a local contest.
3. All entries on the red Entry Blanks for the Crosley Local Dealer's Contest must be delivered before December 1, 1949, to the Crosley Dealer from whom the entry was obtained.
4. All entries on either the red blank for the local contest or the green blank for the national contest that are mailed, must be postmarked before midnight, November 30, 1949.
5. Participants may enter both the Crosley Local Dealer's Contest and the Crosley National Contest. However, participants may submit only one entry in only one of the Crosley Local Contests and the participant may submit only one entry in the Crosley National Contest.
6. Any resident of the continental United States may compete except employees of the Crosley Division of the AVCO Manufacturing Corporation, retail dealers of Crosley appliances, wholesale distributors of Crosley appliances, their advertising agencies and their families. Contest subject to all Federal, state, and local regulations.
7. All entries on the red Entry Blanks for the Crosley Local Dealer's Contest must be delivered before December 1, 1949, to the Crosley Dealer from whom the entry was obtained.
8. All entries on either the red blank for the local contest or the green blank for the national contest that are mailed, must be postmarked before midnight, November 30, 1949.
9. Mail or deliver in person your red Entry Blank for the Crosley Local Dealer's Contest to the Crosley Dealer from whom the entry blank was obtained. Mail the green Entry Blank for the National Crosley Contest to Betty Olson, Director of Home Economics, Crosley Division, AVCO Manufacturing Corporation, Box 1938, Cincinnati, Ohio.
10. Entries will be judged and prizes will be awarded for originality, sincerity, and aptness of thought. Entries, contents and ideas therein become the property of the Crosley Division, AVCO Manufacturing Corporation.
11. Judges' decision will be final. Duplicate prizes will be awarded in case of ties. No entries will be returned.
12. All winners will be notified by mail, phone, or telegram. A list of the winners of the Crosley National Contest will be available on request from Crosley Division, AVCO Manufacturing Corporation, 1329 Arlington St., Cincinnati 25, Ohio, approximately two months after the close of the contest.

\*Made only by Crosley, T. N. No. 9, S. Pat. 66.

The new 1950 Model CB-9, 9 Cubic Feet Capacity.

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