

# Grownups in Toyland

BY EMMAFLO WILSON

Toyland is open. Preparatory overture to Santa Claus, in all their gay intrigue, are giving the children an early lesson in politics, and truly, there's no thrill like it.

For it's an old-fashioned Santa Claus who this year stands welcoming at the door of this joyful land, holding out promises of untold happiness to good little boys and girls, who seriously promise to win, by good behavior, all the golden treasures he carries in his pack.

If you would feel the years fall away, and catch again something of the glad spirit of childhood, when cares were not so heavy and magic and mystery wove their spell, then pay it a visit—this land of woolly dogs and little tin soldiers—of horns and colored ships and curly-headed dolls, with their glad little painted smiles.

Nevertheless, you will find this happy land has its tears. If you visit the newly opened Toylands in Springfield stores, in spite of the blast of horns and shrieking of whistles and little squeals of childish delight, you will feel a funny, tight little sensation in the throat as you recognize many of the old treasures



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No matter how little or how much you have, final success depends on Thrift and Thrift means SAVING. Start with only \$1.00 if necessary but—START! The privileges of saving are brought to you in an ideal way at this Bank with its manifold services, its unquestioned safety and its many conveniences.

It takes \$1.00 to get your name on a savings pass book. Why not do this the first thing tomorrow. When you do, we will present you with a Liberty Bell Savings Bank to assist in building up a Savings Account.

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Springfield, Oregon

## Friendship

is an important part of our life. The Greeting Card is the messenger of friendship and its mission is happiness, love and good will. It says what you want to say, and says it better.

THE GREETING CARD is the natural outcome of our busy modern life. It is the modern method of keeping in touch with friends and loved ones, and has replaced the friendly, leisurely letters of times gone by. Then, too, our friends are scattered more and our circle of friends is larger than was the case when folks traveled less.

THE GREETING CARD is a little, definite piece of sunshine offered by friend to friend. Life seems a little kinder, the day a little brighter and the heart a little lighter when it comes. It carries kindly greetings for all ages and both sexes, and for all the wholesome occasions of life.

Inspect the many beautiful lines of Greeting Cards at

The  
**Willamette Press**  
Opposite P. O.

which you thought had forever passed from the stage of childhood to give place to smarter and more ingenious toys to the liking of the modern youngster.

For they are back—almost all of them. Our old friends, the German dolls, with eyes that sleep and with long, flaxen curls, the old-fashioned kind with kid body, soft and yielding to the touch, with parted lips and arms outstretched in waiting. They are the kind of dolls that brother used to operate on when appendicitis first became fashionable, and a button, hidden in the sawdust stomach, was the elusive appendix.

All of the wicked vamp dolls seem to have been abolished, as if in keeping with the old-fashioned spirit of Santa Claus. Gone are the bathing suit beauties, the naughty flirtatious damsels of the goggle eyes—the irresponsible shimmy dancers. And the most popular thing in doll-dom is the baby doll, an exact copy of little brother a few days after the stork paid his call. These dolls come singly, in twins, even in triplets, with complete little layettes, cradles and all.

And you will find the same stuffed, woolly animals you knew when you were a child, although you may hardly recognize the teddy bear because they have all taken to wheels—just like their elders.

Judging from the toy display, the dark Darwinian scandal hasn't touched the North Pole, for Noah's Ark, with old Noah himself and all the wooden animals are back and going strong. The children know who he is, too. Yet with the wide tolerance of youth, the monkey enjoys equal popularity with the other animals.

Almost every line of industry is represented in Toyland this year. There are moving vans, milk wagons, and grocery trucks, even horses that can be hitched and unhitched, for childhood, in search of diversion, does not scorn ancient methods.

There are trucks and trams, and trolley cars and busses—every mode of transportation is represented. Real phonographs in miniature, taking the place of the old-fashioned harp that could play three pieces, and a few cash registers seem to be the only concessions Santa Claus has made to modernism.

No, it hasn't changed much these twenty and thirty and forty years—and there is a thrill in store for the grownups as well as for the children.

## Straight From the Shoulder --- Woman to Man

BY MARY ETHEL PAIGE

Mere man goes a Christmas Shopping.

And most always, late, because that is the way of man.

And he frets, and he stewes, and he is embarrassed—and usually, he ends up by purchasing gifts with which he is not at all satisfied—and that he feels for a certainty will not create any great thrill in receiving.

There is one law in Christmas shopping—when the gifts are for Her—be it mother, wife, sister or sweetheart, that man should remember. It is this:

"Woman does not want you to be practical."

By that is meant she wants you to forget your responsibilities, your resources, your obligations, the practicality of the gift in relation to her other possessions.

In other words she wants "something nice." Something personal because she is still a little girl at heart—just like a man is a little boy grown up. The feminine is much more artistic and her vision so much greater for ideals that it is a task for man-mind to comprehend how to really and truly please and thrill her in his gift selection.

There is always the exception to the rule even among men. And there are those who organize their Christmas shopping list and go out early to make their selections.

That of course—is the ONLY way.

Wife may tell you that she wants a new front door mat, as HER Christmas gift. She is honest—because she is trying to help you.

But that isn't what she wants at all.

What she really wants is a platinum wrist watch, a new fur coat, a diamond ring, a new sedan, a checking account of her VERY own, a lovely new hat, or, maybe a baby grand piano. For a certainty—it's a little bit more than anything you have thought you could afford.

You know your wife, don't you? You know of the unguarded wishes which are occasionally expressed—"wishes for the moon" you term them. But they are not. They are cravings of her very heart and if you would bring real joy and happiness to her on Christmas morning—you'll shut your eyes to "your common sense" and you will walk out and buy her just one article—that is beyond the wildest hope of her.

Therein also is the "key" to all your shopping. You give gifts to those you love. Love calls for sacrifice and he is happiest who knows that the gift which thrills is the gift that is just a little grander and a little more personal than was ever expected.

All things are relative. This man who goes a little beyond seemingly has plenty with which to afford such shopping. But when truth is known it is just as difficult for him as that

man who obviously has a more strict limitation.

The point is—no man will or can overstep his position in life. The joy it will bring to woman's heart will never be known when man does his Christmas shopping as suggested above.

American markets are without doubt the greatest in the world. Prices are not high. We find in our stores the best merchandise to be had in the world. What was a luxury a few years ago may now be almost a necessity, due to great production developments, advertising—and a higher—much higher standard of living.

Woman's mind has mostly brought this about. She it was who first learned of these new and better things—she it was who desired them

—and she it is who usually is first to have the vision and the courage to bring them into her home.

So Mister Man, loosen the strings on your purse just a wee—tiny bit. Cook the old fedora on your head and go out this week and select some real Christmas presents for the loved ones.

I hope—I hope that HE reads this article.

Won't I shout "Merry Christmas"—and mean it?

I will not be responsible for any bills contracted by any one other than myself.

FRANK GRIFFIN D-2

CALL AND SEE Dr. N. W. Emery on prices on plate and other work, if



# Merry Christmas

Realizing that many of our out-of-town customers will not be in the bank again before the holidays, so that we will not have the pleasure of personally extending our best wishes, we take this opportunity of wishing you a most joyous Christmas and a prosperous and happy New Year.

Your business has been, and is, sincerely appreciated. We trust that the careful attention which we have always attempted to give to your affairs will warrant a continuance of your patronage during the coming year.

**The First National**  
Eugene, Oregon

## Christmas Will Soon be Here YOU ONLY HAVE A SHORT TIME LEFT



**Women's Kerchiefs**  
Linen, lawn and batiste  
25c to 75c Each

These handkerchiefs will instantly win your approval because of their distinctive block and printed patterns. Many round and scalloped edges this assortment are designs that will please you.

**Linen Luncheon Cloths \$2.00 Each**

This assortment includes quality and designs in colors of blue, gold and yellow. You will appreciate the extra quality of these luncheon cloths.

**Woven Rag Bath Rugs 50c Each**

You will be sure to find the exact color and design you wish in the assortment. Make your selection early as the quantity of this lot is limited.

**Italian Vases 98c Each**

All hand painted and of distinctive individual designs. A gift of this kind is always appreciated.

## Grocery Bulletin

Do not forget Oregon prunes packed in 2 lb., 5 lb., and 8 lb. sizes, ready for shipment, always an ideal gift.

Christmas Nuts and Candy		Special Savings	
Oregon Walnuts	27c lb. 4 lb. 99c	Blue Rose rice	5 lbs. 25c
Mixed nuts	26c lb., 4 lb. 99c	10 lbs. potatoes	17c
Christmas Mixed sugar candy	2 lb. 25c	5 lbs. Sweet potatoes	19c
French Creams candy	2 lb. 47c	Squash	1c lb.
		Cabbage	1c lb.
		7 large rolls toilet paper	43c

# Matlock's

GROCERIES

Eugene, Oregon

DRY GOODS