

Toy Sales Will Reach Billion

By GERALD S. SNYDER
United Press International

Newark, N.J. — During the final weeks of the Christmas shopping spree, sales of toys alone should reach the staggering total of more than \$1 billion.

That's half of the year's total. Why should toys take such a large share of the consumer dollar?

What are the "best" toys to buy for your child?

Why don't space age youngsters go for "space toys"?

To get the answers to these questions, and take a pre-Christmas look into the nation's \$2 billion a year toy industry, this UPI reporter took two children for a chat with the industry's spokesman, Saul Robbins.

Dark-haired Gregory Baylock of (1265 Shetland Drive), Union, N.J., and blonde, green-eyed Joan Moser, of (260 Lincoln Ave.) Union, both eight years old and students at St. Michael's parochial school here, listened as the president of the Toy Manufacturers of the U.S.A. spoke about toys and the conceptions and misconceptions that accompany them.

Children Perceptive
"Children are so perceptive, so sophisticated today," Robbins said.

"They take music lessons. They study science at an earlier age and are being brought up amid a greater amount of tension."

"They haven't the substitutes they had in the old days. The places to play are gone. You can't find an open field any more."

"They are thirsty for escape."

Greg spoke up. He explained how his Cub Scout pack built a space age toy.

"It was a Sputnik," the boy said. "We used a balloon and some sticks and some glue to make it. It was a nice toy."

Robbins just smiled and shook his head. "Try selling that toy," he said to the reporter.

"Toy people have, and it turned out a dud. You can play Western, and soldiers and Indians. But you can't play space. Not yet."

"Kids can't conceive what it's like to be on the moon."

Want Familiar Things
So interplanetary, celestial exploring toys have no meaning, Robbins said. "A successful toy must spring from an experience that a child is already familiar with — and, most important, it must make him happy."

Free-form thinkers and their "educational" toys have not always been successful,

Robbins said, because they couldn't see this. "Many of those toys were not toys at all. They were teaching aids."

"You can't get away with anything less than down-to-earth realism today," said Robbins.

Thus, dolls no longer just blink and gurgle. Press the hands of one winsome little miss and she puckers up and kisses — with the appropriate sound effects.

"How about some haay?" says the talkin' horse. Sit on his back and he whinnies and neighs.

Pull the magic ring on the great sea serpent — and he fights back!

Like Racing Sets
"Up!" periscope and the giant atom submarine noses ahead. The warning chime rings and the polaris missiles fire.

Pull the trigger of the bazooka rocket and whammo! A full 30 feet away the enemy's pill box "explodes."

The most outstanding phenomenon in toys this year? Auto racing track sets. You're at the controls, spinning on the turns, climbing the grades. There is some speculation that auto racers may be crowding out electric trains in the list of all-time staples of the Christmas trade.

Central Point Bethel Elects New Officers

Central Point — Miss Cathleen Harsh, daughter of Mrs. Merrill W. Harsh and the late Mr. Harsh, 134 South Fourth street, Central Point, was elected honored queen of Bethel 38, International Order of Job's Daughters, during junior bethel night held Tuesday evening, December 4.

Elected to serve as line officers with Miss Harsh were the Misses Sue Kelley, senior princess; Kathleen Collinsworth, junior princess; Ann Morgan, guide and Jeri Gardner, marshal.

Installation of the new officers will be held at 7:30 p.m. December 29 in the Masonic hall, Central Point. The public is welcome to attend.

During the meeting, proficiency tests were passed by Miss Linda Mushaney and Miss Karen Edwards.

Reports were given on the progress made at the workshops where bethel members are making teal trees, dried arrangements, bird feeders, sprays, planters, aprons, sachets and other gifts for the Christmas bazaar to be held Saturday, December 15 next at the Central Point post office.

The Anhorn - Faber agency has donated their offices for the event. The last workshop was held at the Masonic hall December 9. Proceeds will be distributed among the philanthropic projects of the bethel.

Queen Sandra Beasley announced that the next meeting to be held December 18 would be a Christmas party and daughters are requested to bring canned foods or 30 cents for a needy family. She also announced that there would be a slumber party December 22, and practice for installation will be held at 7:30 p.m. December 27.

Miss Beasley's "go to church" Sunday was held December 9 at the Presbyterian church, Central Point.

Junior bethel officers participating during the evening's ceremonies were the Misses Karen Edwards, musician; Jo Anne Hamilton, chaplain; Mary Kurz, treasurer; Claressa Offutt, librarian; Linda Mushaney, first messenger; Anna Thompson, second messenger; Susan Muller, third messenger and Karen Jantzer, fourth messenger.

The Misses Cathleen Harsh and Susan Muller were responsible for the evening's decorations and Miss Elin Livingston and Linda Mushaney served refreshments with assistance from their mothers.

**Bridge Event
Reservations
Still Open**

Reservations for the Medford Duplicate Bridge club Christmas dinner and party should be made with Mrs. J. J. Finegan or Mrs. Frank Baker, club officers have announced. The event is planned for Tuesday, December 18, when dinner will be served at 6 p.m., followed by the distribution of gifts and a master point play.

At the December 10 session of the club Mrs. Louise Stewart and Mrs. R. G. Purcell, both of Salem, participated and were among the winners. They were enroute home from Phoenix, Ariz., where they played international bridge tournament.

Winning first in the north-south position at the recent play were Mrs. Leland Clark and Mrs. John Dougherty who scored 96½ points. Mrs. Paul A. Hutton and John Shortridge were second with 96 points, and third place went to Mrs. R. T. Jones and Mrs. Baker.

The east-west position winners were Mrs. Fred Rehling and Mrs. Jack Mitchell, 102; Mrs. Stewart and Mrs. Purcell, 94½, and W. A. Mansfield and Gary Peterson, 84½.

**Circulars Available
On Entertaining**

Helps for making holiday entertaining easy are contained in two new extension circulars from Oregon State University.

"Homemade Mixes for Convenience" contains recipes for making homemade ready-mixes that can be used for any number of baked goods with the addition of a few flavoring ingredients.

The other new circular, "Buffet Meals," suggests ways to handle crowds at mealtime in an easy informal manner.

OSU home economists say buffet service is easily adopted to feeding groups of six or larger. The circular suggests menus and quantity recipes plus guides for setting the buffet table.

Copies of the circulars are free on request at county extension offices or by writing the OSU Bulletin Clerk.

There now are approximately 32.8 million homeowning families in the U.S.

Yrekan Entertains Hornbrook Groups

Hornbrook — Mrs. Frank Ohlund entertained members of the Hornbrook bridge club Wednesday at her home on Butte street in Yreka. Cohostess at the annual Christmas party was Mrs. Bertha Bradley, Hornbrook. Traditional decorations were used.

Out-of-town guests included Mrs. John Griffin, Phoenix, Ore., and Mrs. Frank Graves, Hill. Mrs. Graves held high score and Mrs. Lester Nye, Hornbrook, won second place.

**Past Noble Grands
Make Party Plans**

Gold Hill — The annual Christmas party of Past Noble Grands club of Amethyst Rebekah lodge will be held at the home of Mrs. Earl Moore, Lampman road, Tuesday, December 18 at 8 p.m. There will be a gift exchange. Co-hostesses are Mrs. Lester Parker and Mrs. Paul Thompson.

Mrs. Joe Lewis, president, will conduct an end-of-the-year business session.

Camp Fire Girls

Pa Hi Da Ka Group

Pa Hi Da Ka, junior high school Camp Fire group, has two new members, Tina Boe and Elizabeth Henning.

The group recently joined with other junior high groups for a roller skating party. In November the girls attended a mother-daughter tea and conducted a progressive dinner. In October, they helped Medford Lions club serve a pancake supper.

**Baked Bananas Make
Luscious Dessert**

If you're not concerned about calories, baked bananas and cream makes a luscious dessert. Peel six firm ripe bananas and arrange, whole, in buttered baking dish. Sprinkle with one tablespoon of lemon juice and one-half cup of brown sugar. Dot with three tablespoons of butter or margarine.

Bake in preheated 350-degree oven 25 minutes or until bananas are hot and sugar, melted. Baste twice during baking. Serve hot, with heavy cream. Or serve on slices of pound cake or gingerbread and top with whipped cream. Serves six.

White Fruit Cake Is Holiday Treat

By BRENDA
WARNER ROTZOLL
United Press International

Baraboo, Wis. — One of the few things white as a white Christmas is the fruit cake you can make with this recipe carefully hoarded until now by my family.

It is one of the prettiest cakes you can make for the holiday. The rich white dough, shot through with coconut, makes a velvety backdrop for jewels of candied red and green fruit.

Serve with a clear, sparkling red cranberry punch or special holiday wine.

As fruitcakes go, this is the "last-minute" affair — it needs to age only one week.

While there are some recipes for "light" fruitcakes, an outright white cake is missing from most recipe collections. This one has never been out of my mother's family before.

Here is the recipe for Inez Rotzoll's white fruit cake: 1 cup butter; 2 cups sugar; 1 (scant) cup milk; 3½ cups flour; 3 tsp. baking powder; 5 egg whites; 1 cup coconut; ½ cup each of shaved citron candied red cherries, candied green pineapple, and blanched almonds.

Home From Trip Bradley and her brother-in-law, Will Rogers, Grenada, Calif., returned recently from a week's trip south. In Sacramento, they joined other members of the family at a dinner at the home of Mrs. J. W. Terrell, Mrs. Bradley's sister. Before returning home, Mrs. Bradley and Mr. Rogers drove to Lodi, Calif., where they visited his sister-in-law, Mrs. Chester Rogers, and his niece, Mrs. Lawton Smith, and in Anderson, Calif., they stopped for a visit with his brother and sister-in-law, Mr. and Mrs. Arthur Rogers.

Cream shortening, gradually working in sugar. Add 3 cups flour and baking powder sifted together, alternately with milk. Fold in stiffly beaten egg whites. Last, mix fruit and nuts with remaining half-cup flour (to keep from lumping together) and add to batter.

Bake in angel cake tube tin for 2 hours.

Cool slowly, wrap in foil or store in an airtight container for one week. Re-wrapped, this cake keeps well for a week or two after first cut.

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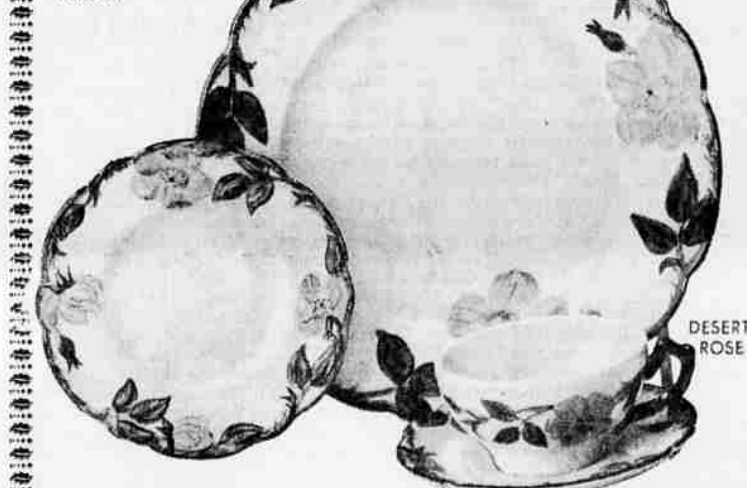
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