

# Toys That Teach Cram Old Santa's Pack This Season

NEW YORK—Child-wiser than ever before are the wonder-things in America's 1941 Christmas toy pack—the spread-eagle paper caps, sleds on wheels, kangaroo babies, parachute jumps, G-man paraphernalia, mother and daughter dolls, and a thousand and one more streamlined forms of old-favorite fun things.

The pack is worth more than \$240,000,000, altogether.

Last thing in it, a one-cent airplane, is an honest copy of one of Uncle Sam's new models. When eight-year-old Johnny zooms this all-American fighter through the air, he'll get the old-time thrill and he'll get the extra pleasure of feeling that he, too, has something to do with the big mysterious "defense" business that Dad's always talking about.

That typifies the outstanding trend of this year's collection. They're thrill-plus toys—even the cheapest. And these toys ARE the American scene, in fact that's the toymakers' official theme.

In order to choose wisely, the alert parent will stop and think before shopping... think "What is a toy?" "Which ones for my

John and Mary?" These 1941-ers are so rich in variety at every price that you can miss the most for your money unless you know what you're after.

Toys are not mere baubles or luxuries. They're essential to the happiness.

Modern knowledge of children is absolute at one point: children must have pleasure and plenty of it in order to develop normally, usefully, happily.

### A WHALE THAT SPOUTS

Easiest way to get at the toys that will do most for yours is to consider the age and what it needs—for how fast needs change! The market is full, right now, of things designed specifically for certain ages.

Here are some pointers: Pleasure—the deep, belly-gur-

gle response to seeing and touching good things like cuddly animals and bright balls—is what the infant wants up to his second birthday.

This year there's a whale that swims under water and spouts. A set of vivid spheres hang at different levels in the crib, helping the baby to learn to focus his eyes. There are inexpensive wood rattles with double rings—satin-finished ones such as used to come only as upper-bracket imports. And there are books: for instance, the Margaret Steichen photograph book composed entirely of objects the infant sees every day—pictures the child learns, surprisingly soon, to recognize gleefully.

### LOW-PRICED TOYS ARE SCIENTIFIC

Between two and four, the infant begins to use his hands, and thus, playing, he acquires skill and poise which have a lifelong efficiency quotient. Toddlers, the baby still needs big, simple, no-eye-strain, no-confusion playthings. Another striking example of low-priced toys, made on scientifically sound principles, is a group of smooth, beautiful hardwood toys. One three-in-one set has a construction feature: the child can make three different things—really work things—to push and pull. There are hot-dog wagons on wheels, which encourage crawling and trying to walk. A record number of musical toys is being shown. They're important for developing as well as delighting the youngsters.

Plastic A-B-C blocks this year are brilliant blue, easy to clean. They form non-tip towers.

### NOW THEY PLAY GROWN-UP

At this age the child is still in infancy, really. That is the age of anticipation of grown-up life and imitation of it. That's why the most typical of all "toys," as far backward and forward as history looks, is the doll. They're out in full force, in truer imitation of the living baby. For instance, one has a "skin" that gets flesh-warm when touched.

At kindergarten time, from four to six, imagination, action and drama come into play. Hence, wheeled toys—this year, all the ark animals on wheels. There's a sled on wheels for snowless back yards. Hence, too, very simple games in endless variety.

Boys and girls of six to eight



BOY, OH BOY, AM I TIRED!—What a day! Shopping for the house, for Mom, Dad, Pat and Mary, grandmother and auntie, and taking time out to look for a few things I'd sort of like to have for myself, just left me plumb tuckered out. I just slipped on these warm woollies to wear around the house. Gee, look, the clerk got me all mixed up. These are big enough for Daddy! Anyway—Merry Christmas and I hope you've had as much fun shopping with me as I've had showing you all these things in our very own stores.

begin to show strong differences, and strikingly different preferences in toys. No more playing house together!

Games are the thing now. More pleasantly than mama's words, and games teach children that it pays to be polite, or kind, or sporting. A fine toy for this purpose is a traffic game. Youngsters set up their own signals, make the lovely wood autos go, and go accord-

ing to regulations and rules of social behavior.

Girls like doing domestic things together now. They'll treasure this year's \$1 electric stove, which really cooks, and the new kitchen sink with a faucet that works. Girls and boys alike will go for a science set with which to clean spots in clothes, make substitutes for scarce foods, and do a thousand other safe, exciting, close-to-

home chemical and physical experiments.

At eight and beyond, hobbies begin in earnest, for now the child consciously connects play with achievement. From such play comes the grand experience of the fun in work that you like. For this, there are new sets with which a little girl makes her own jewelry, there are microscopes with real biological specimens to scrutinize inside and out. 5,000,000

### AIRPLANES

Of course, at times the child—like his parents—wants relaxation in sheer make-believe and brisk exercise. Hence, "dressing up" toys—cowboy and Indian suits which this year are spruce G-man badge affairs, real service uniforms. And hence big wheel toys.

Airplanes and airplane models alone number 5,000,000 and cost from 1 cent to \$30 this year.

Up-to-date stores hand customers a list of age-graded toys. So if you need to, ask for guidance. It's best, though, to do some figuring of your own, too, both before and while you shop.

## SALVATION ARMY WILL BE ON JOB

The Salvation Army will be on the job this Christmas with its traditional efforts in behalf of humanity in the season of Good Will.

Major Norman Bowyer will be in general charge of the Salvation Army program, which is expected to bring good cheer to many homes which would otherwise be pretty dismal in the holiday season.

### Breakfast Set Of Chrome Good

You can find few gifts more suitable than a dinette or breakfast set... for many homes. The most popular numbers are the chrome legged numbers with stainless steel table tops and leatherette or fabricated chair seats.

At the same time, there is a wide selection of period styles—Early American maple, 18th century English, Modern walnut, and oak—either in the traditional dark finish, or in the new limed oak.

Those who are interested in the metal breakfast sets would do well to speed their purchases, inasmuch as the supply may not last too long.

Most stores have an adequate stock to last through the Christ-

mas season, but are uncertain as to their ability to procure additional suites in 1942.



FIRST new development in shaving brushes in many a moon is this new one—made of real, soft, goose feathers. If used with the proper light touch, it will whip up an extra-foamy lather. The feathers are set in hard rubber; the handsome handles are of durable black or white plastic.

**Garcelon's**

**GIFT IDEAS**

**Franciscan WARE**

This popular American dinnerware is available at Garcelon's in 8 lovely patterns.

Illustrated Is The Starter Sets for 4... from **\$4.95**  
**RED APPLE PATTERN \$9.50**  
Starter Sets are .....

**Fostoria "AMERICAN"**

**BEST SELLING** of all glassware patterns, Fostoria's "American" is threatened with a sell-out before Christmas. Order yours now! Single pieces are priced from **50c to \$4.50**

**ALL FOSTORIA IS BEAUTIFUL**  
And Garcelon's is proud of its wide selection of patterns. Etched, blown or pressed—there is a design for every discriminating woman.

**Spode**

To choose England's leading dinnerware is to choose wisely—for even one exquisite piece from any of Garcelon's 15 distinctive patterns makes a cherished gift.

**FOR A DOUBLY THOUGHTFUL GIFT** Combine Spode's "Rosebud Chintz" (illustrated above) with Fostoria's "Chintz" etched crystal.

You may purchase any gift at Garcelon's on budget or lay-away plans

**GARCELON'S**  
407 Main St. Phone 4361



A view of the spacious interior of the new Klamath Furniture Store as seen from the front entrance.

## PARADES - CROWDS AND SHOPPING ARE LOADS OF FUN -

But after all what's nicer and more comfortable than relaxing in a comfortable easy chair in a pleasingly furnished home? The many departments of our new store make shopping for the practical gift—"Furniture"—enjoyable and a relaxation!

# Klamath Furniture Co.

"In the White Building"

221 Main St. "NEXT TO THE WILLARD HOTEL" Dial 5933

**ANYBODY WILL TREASURE A Gift from Everbody's**

**SUGGESTIONS FOR EARLY SHOPPERS**

<b>ALWAYS USEFUL . . .</b> Pen and Pencil Sets	<b>PLAY ROOM ENSEMBLES</b> 48 Napkins 24 Metallic Match Packs 15 Guest Towels . . . with name embossed on each <b>\$2.50</b>	It's a Pipe! Yello-Boles Frank Medicos Kaywoodies
<b>Leather Goods</b> Boy or man . . . give him a Bill Fold.	<b>RUMPUS ROOM ENSEMBLES</b> 48 Napkins 12 Metallic Match Packs . . . with name embossed on each <b>\$1.50</b>	<b>EARLY AMERICAN OLD SPICE</b> For Men and Women <b>YARDLEY'S PRODUCTS</b>
<b>CHEN YU NAIL LACQUER</b> (She loves it)	<b>REDWOOD BOX</b> of 40 Match Packs . . . with name on box and matches <b>\$2.00</b>	<b>RUST CRAFT</b> Individualized Christmas Cards
<b>OLD FASHIONED?</b> Pure Maple Candies from Maple Grove, Vermont. (Novelty boxes for parties)	<b>50 MATCH PACKS</b> . . . with name embossed on each <b>\$1.00</b>	Something Dainty? Novelty GIFT SOAPS and Perfume Sets
<b>Of course . . . Stationery</b> We have a varied selection.	<b>STRICTLY PERSONAL Match Books</b> . . . for parties . . . for placecards . . . announcing engagements . . . announcing babies	<b>SEAFORTH! FOR MEN</b> A breath of the Scotch Highlands sealed in little stone jugs. (The Seaforth name washes off and the mugs are ideal for Tom and Jerry's, etc.) Talc. . . Cologne . . . Shaving Lotion . . . Shaving Mugs <b>each \$1.00</b>

**DON'T FORGET BABY,** and don't forget our Baby Department!

**808 Main Everbody's Cut-Rate Drug Store Phone 3625**