November 27, 1941

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 packthe 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.

\$240,000,000, altegether. Last thing in it, a one-cent airplane, is an honest copy of one of Uncle Sam's new models. for your money unless you know When eight-year-old Johnny what you're after. zooms this all American fighter through the air, he'll get the old-luxuries. They're essential to zooms this all-American fighter 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 A WHALE trend of this year's collection. THAT SPOUTS They're thrill-plus toys - even Easiest way to the cheapest. And these toys ARE the American scene, in fact that's the toymakers' official Eastest way to get at the toys of the toys of the toys that will do most for yours is the consider the age and what it needs — for how fast needs are hot-dog wagons on wheels. theme

alert parent will stop and think cally for certain ages. before shopping ... think "What is a toy"" "Which ones for my

Garcelon's

the happiness. Modern knowledge of chil-

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

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

Franciscan

This popular Ameri-can dinnerware is

available at Garce-

lon's in 8 lovely patterns.

for 4 from \$495

\$9.50

WARE

gle response to seeing and touching good things like cuddly ani-mais 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 upperbracket imports. And there are books: for instance, the Margaret Steichen photograph book com-posed 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 in-

fant begins to use his hands, and thus, playing, he acquires skill and poise which have a lifelong efficiency quotient. Toddling, the baby still needs big, simple, no-eye-strain, no-confusion play-things. Another striking example of low-priced toys, made on scientifically sound principles, is a group of smooth, beautiful hardwood toys. One three-in-one

THAT SPOUTS Easiest way to get at the toys the child can make three dif-In order to choose wisely, the now, of things designed specifi-tert parent will stop and think cally for certain ages. shown. They're important for

developing as well as delighting e youngsters. Plastic A-B-C blocks this year

are brilliant blue, casy 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 backward and forward as history looks, is the doll. They're out in full force, in truer imita-tion of the living baby. For in-stance, one has a "skin" that gets flesh-warm when touched. begin to show strong differences, ing to regulations and rules of and strikingly different prefer-ences in toys. No more playing Girls like doing domestic begin in earnest, for now the out in full force, in truer imita-

At kindergarten time, from four to six, imagination, action house together! and drama come into play. Hence, wheeled toys-this year, Hence, wheeled toys—this year, all the ark animals on wheels There's a sled on wheels for to be polite, or kind, or sporting. boys alike will go for a science which a little girl makes her snowless back yards. Hence, too, A fine toy for this purpose is a set with which to clean spots in own jewelry, there are micro scopes with real biological speci ariety Boys and girls of six to eight ly wood autos go, and go accordor other safe, exciting, close-to-

showing you all these things in our very own stores.

things together now. They'll Games are the thing now. More treasure this year's \$1 electric with achievement. From such pleasantly than mama's words, the new kitchen sink with a play comes the grand experience of the fun in work that you like

> Of course, at times the childlike his parents—wants relax-ation 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 ser-tice uniforms. And hence him vice uniforms. And hence big wheel toys.

It's best, though, to do some fig-uring of your own, too, both be fore and while you shop.

mens to scrutinize inside and out 5,000,000 AIRPLANES

Airplanes and airplane models alone number 5,000,000 and cost from 1 cent to \$30 this year. Up-to-date stores hand custom-

ers a list of age-graded toys. So if you need to, ask for guidance.

ANYBODY

3 RICHARD HUDNUT

WILL TREASURE A

BOY. OH BOY. AM I TIREDI-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 woolies 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 in earnest, for now the child consciously connects play

stainless steel table tops and leatherette or fabricated chair seats. At the same time, there is a

tury English, Modern walnut, and oak —either in the tradition-al dark finish, or in the new FIRST new development in shaw limed oak.

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

FIRST new development in shav-fing 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 dur-able black or white plastic.

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



DuBarry TRAVEL BAG 18.50 Smart, cloth-covered bag with DuBarry Make-up and Preparations for skin care in a mirrored tray, leaving plenty of room for clothin

Gift from Everbody's SUGGESTIONS FOR EARLY SHOPPERS

ALWAYS USEFUL . . . Pen and Pencil

PLAY ROOM ENSEMBLES It's a Pipe!



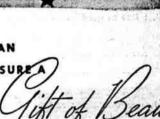
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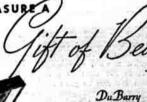
mas season, but are uncertain as to their ability to procure additional suites in 1942.



ANY WOMAN WILL TREASURE









SALVATION ARMY

WILL BE ON JOB

numanity in the season of Good

in general charge of the Salva-tion Army program, which is ex-

GIFT OPENING SUPPLEMENT

BEST SELLING of all glassware patterns, Fostoria's "American" is threatened with a sell-out Christmas. Order yours now! Single pieces are priced from

50c to \$4.50

Lostorias

ADIRICAN

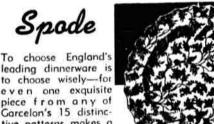
ALL FOSTORIA IS BEAUTIFUL And Garcelon's is proud of its wide selection of patterns. Etched, blown or pressed—there is a design for every discriminating woman.



Ilustrate Is The

Storter Sets ore

RED APPLE PATTERN



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" (illustra above) with Fostoria's "Chintz" etched crystal. (illustrated



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"

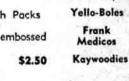
"NEXT TO THE WILLARD HOTEL"

221 Main St.

÷.

Leather Goods Boy or man . give him RUMPUS ROOM ENSEMBLES a Bill Fold. 48 Napkins CHEN YU NAIL LACQUER on each (She loves it) OLD FASHIONED? Pure Maple Candies from Maple Grove, Vermont. (Novelty boxes for parties) Of course ... Stationery

Napkins 24 Metallic Match Packs 15 Guest Towels . with name embossed on each



EARLY AMERICAN OLD SPICE For Men and Women 12 Metallic Match Packs YARDLEY'S PRODUCTS . with name embossed

\$1.50

RUST CRAFT Individualized Christmas

Cards

REDWOOD BOX of 40 Match Packs . . with name on box and matches \$2.00

Novelty GIFT SOAPS and

Something

Dainty?

50 MATCH PACKS . . . with name embossed on each

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