



I'LL EVEN comb my own hair, says Lyndis Wiley, 3, as she looks over a dresser set on display at Toyland, 1337 Oregon Avenue. Lyndis is the daughter of Mr. and Mrs. D. T. Wiley, 403 Nosler.

### High Point Reached in Toy Making

The younger generation is bound to find this Christmas more irrefragable than ever. Toys have reached an all-time high in originality and usefulness, and the variety is sure to leave a wide-eyed trail of juvenile hopefuls.

To delight the little girls on your list, you'll find new three-dimensional doll house kits which come ready to assemble, complete with furniture, wallpaper, dolls and household pets.

Dolls are better than ever, too. New thrills include walking dolls whose legs and arms actually move without the aid of a winding mechanism, who have growing hair and high-fashion miniature wardrobes.

Dolls still turn their heads and move their eyes, and as if that isn't enough, a number of the pretty babies boast heart beat mechanisms and the ability to talk in foreign languages, with the help of an electronic device.

There are combination carriages that double as doll beds and auto cribs, to say nothing of high chairs, formula and feeding sets and play pens.

Since young men have no interest in what they scornfully term "girl's toys," they much prefer toys that turn your attention to masculine trends.

When you do, you'll find new arrivals in career toys including a junior postman kit complete with mail box, mail pouch and mailman's cap. Young architects can try their talents with a new modernistic interlocking wooden block set.

Jet planes, atomic rockets and streamlined trains keep toys abreast of all the latest happenings in the world. Another marked trend in 1952 toys is the wide variety of authentic reproductions of early American transportation models.

One kit of authentic reproductions includes a frontier town street with general store, a prairie schooner and a frontier style coach.

All the masculine members of the family will be pleased with a new electric train accessory that is an operating suburban station with animated commuters who scurry across an overpass, a combination news-frankfurter stand and a diner and gum vending machine, among other things.

A four-wheel convertible bike for the three-to-six set is equipped with a fire engine bell and a platform on the back with high handles for the passenger. It's designed just like a real fire engine.

Small fry can play too keeper with a novel set of 200 blocks packed so that the animals peer through cages. These youngsters will also enjoy newly designed hand puppets and a locomotive that blows its own bubbles.

All these delightful toys are just a tasty sampling of what's in store for Christmas. As an assistant Santa in good standing, you'll be especially interested in the fact that the general price level of 1952 toys is a little below or the same as last year's, with emphasis on new design and construction that give extra play value and quality.

## Science, Hard Work Provide Toy Themes

Stand clear, men! The atom scientists and the heavy construction crews have taken over the United States toy industry.

True, the honey-haired dolls, the toy telephones, the tea sets and ironing boards are still much in evidence, but the space ships and disintegrator rays, the carry-alls and power graders dominate the shelves of most toy stores in Klamath Falls.

The inter-stellar space equipment ranges from the 19-cent plastic ray gun to the genuine spark-shooting, jet-propelled space ship which can cost as much as 20 bucks.

Also included in this year's array of equipment for the junior-grade space cadet is a highly realistic plastic bubble helmet complete with pneumatic collar, and inter-space phones, which sell for around \$7.

Although the space-boy stuff is getting a big play from the younger set, the man who really counts, that's dad, has his eye on the scale model construction machinery and, as usual, the electric trains.

The construction stuff, which only came into its own as a toy line about two years ago, is heavier, bigger and better this year than it was last.

Nearly all are made of heavy steel and, as near as price and practicality will permit, are near-duplicates of the original models manufactured by Le Tourneau, Caterpillar, Hyster, etc.

On the subject of price, most of the "machines" sell from about \$9 to upwards of \$30, with the most popular range somewhere between \$13 and \$25.

Included in the long list of "just like real" toys are carry-alls, cranes, lumber carriers, vans, dump trucks, logging trucks,

graders, earth movers, fire engines and hook and ladder trucks, and many, many more. One of the items getting the biggest play from the senior child in the family is a 17-buck fire rig with an extension ladder which stretches out to a full six feet.

Most retailers say the price on toys this year is almost the same as last year. There have been some decreases in the small toy line, and some small increases in the large toy line such as tricycles and wagons, but all in all the prices are fairly stable.

One thing which retailers are quick to point out is that the quality of the toys is considerably superior to anything that has been on the market since World War II.

Heavy steel plate is replacing plastic in the heavier toys and what plastics remain on the market are considerably more durable than the "wind it up and pray" variety which appeared in the immediate post-war era.

This year's collection of novelty toys is wide and virtually inexhaustible. For example there is the typewriter which really works, the telephone which rings, the "walkie-talkie" (modeled on the tin-can phone of the twenties) and the walking, crying and weeping dolls—with real hair, yet!

Two which appear to be immediate favorites for the young set are the remote controlled jeep which advances, reverses, stops and stops by means of a speedometer-type cable controlled from the hand. Although it takes some effort to learn to master it, it is a toy which will retain the interest of the child long after most have disappeared into the hall closet.

And another, which some drivers might well adapt for their own use, is the car-garage set with an automatically opening door. Just

aim the car at the door, turn it loose, and the door of the garage flies open and stays open upon contact with the moving vehicle. This little gem sells for under three dollars.

There are too, Dick Tracy cars complete with lights and sirens, dolls with spare dresses which the child can hand-paint to suit herself, a mobile artillery piece with a cannon which really shoots and the usual collection of games.

The military motif is perhaps the most overplayed item on the toy store shelves. Everything from the new Fairchild cargo carrying plane to the swift jet interceptor; from the howitzer carrying half-truck to the ancient and honorable foot soldier is available, and at prices ranging from 10 cents to 30 dollars.

The old standby for father's pride and joy, and for father too, is the electric train. Back this year with more and more attachments.

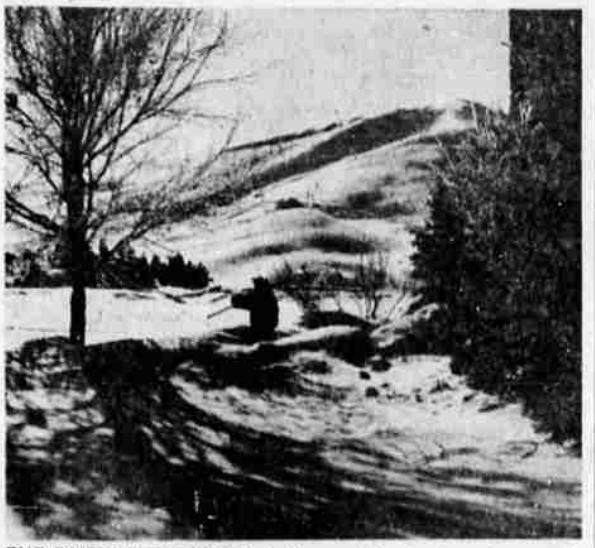
Most electric sets sell \$10 and up, some of the deluxe Lionel models complete with accessories can cost over 100 iron men. For the practical and poor father, Lionel has a complete small set which sells for just under \$13.

The new train accessories include log loaders, automatic couplers, barrel loaders, livestock loaders, coal cars which unload automatically, searchlights, crane cars and many minor items.

Considering the quality of the toys, and the really good variety which this year appears on the shelves of Basin toy stores, this should be a good Christmas for son and daughter and for Santa Claus, too!



FOR THE FUTURE HOUSEWIFE, this doll-house 'is just the ticket. It's available at Western Auto. Displaying it here is Western Auto salesgirl Letha Smith.



THE FAIRYLAND TOUCH of silvery white frost on trees and shrubs adds a magic touch to this Sun Valley scene as an early morning skier leaves the lodge. Seen in the distance is Dollar Mountain, an intermediate skiing slope.

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All Kiddies, all Moms and Pops, all Grandmas and Grandpas are cordially invited to the big Christmas Festival at Modoc Field, starting at 7:30 Friday night. There will be the gigantic pageant, "Christmas Is For Giving." There will be candy canes for the youngsters... and Santa himself will arrive by helicopter. See you there!