

Today's Toys Lead to Careers



DESIGNED TO DEVELOP APTITUDES, this year's Christmas toys strongly accent "career" angles, as shown by samples above. An ingenious playroom kit (upper left) has anaglyph shutter to simplify junior weaving attempts. Catering to juvenile grocers is a fiberboard supermarket (upper left center) complete with shopping cart and miniature "brand name" stock. Conductor set (upper right center) of hat, whistle, punch and tickets makes playing train authentic. New in highway engineer toys is scale model bucket loader (lower left) that operates just like a real one. Basic training in sewing for little girls is assured with a kit for making complete doll wardrobe (lower left center), and future nurses will adore Miss Curity (lower right center) who comes with a first-aid kit and instruction book. New thrill for future fire fighters is a scale model hook and ladder truck (right) with 4-foot cast aluminum ladder.

For 45 million Americans who refuse to go to work and insist on attending elementary school, Christmas toys this year accent the "growing-up" theme.

According to Robert B. M. Barton, president of the Toy Manufacturers of the U. S., star billing in the nation's toy departments goes to toys that have been designed to develop children's aptitudes and help them prepare for useful professions.

And hand in hand with "career" toys are child-size kits and tools that follow adult America's rush to "do it yourself." No longer will "Chicken Little" be able to tell mama that the sky is falling down.

For mama will have given her a "fix-the-sky-yourself" kit for Christmas.

"A" Is For Atomic Toys

In opening the door to careers and vocations, toyland is keeping pace with grown-up scientists. Miniature atomic defense devices have taken the place of guns, tanks and planes modeled after Korean War equipment.

Atomic defense trucks with a siren-friction motor, and a ray gun, a rocket tracker and a civil defense set with a sounding beam, are some of the new additions to toyland's defense equipment. Three-D scenery is featured for train sets. Motor cars with super streamlines, strato-planes, and new developments in space guns and space ports are ready for seven-year-olds.

Christmas, 1953 style.

However, the cowboy and his range-riding equipment still are far ahead on the best-seller list with girls' enthusiasm for horses and six-shooters boosting volume to record highs.

New thrills in the "toys that prepare for careers" category is a conductor kit complete with tickets, punch, whistle, play money, a train arrival schedule, and conductor's hat.

For Aspiring RN's

Catering to little girls is a new Junior Nurse convertible four-wheel bike that provides a shoulder-strap bag full of first-aid essentials, an apron and a nurse's hat. The bike frame expands so that it can be used for three- to seven-year-olds.

There's a complete miniature pet shop for the first time.

And a new thrill for youngsters with TV-producer ambitions is an authentic miniature of a night-club location TV truck complete with revolving spotlight.

Toy-Town Grocery

Practical props for the young grocer are provided by a fiberboard supermarket equipped with shelves, miniature packages, and authentic tomato soup special-display material. There is a wide variety of indoor gardening sets keyed to farm themes, and scale-model farm implements, too, are being featured, as well as several lines of large tractors for children to pedal.

There's a new cake-baking set, based on popular-brand mixes and

freezings, for nursery cooks. New idea in kits for the six-to-10-age group is a wonder-weaver with a "tidy yarn dispenser"

which partitions the generous allotment of 40 yards of wool into neat plastic compartments, according to colors. It's made of hard maple, guaranteed snag-proof and has no metal parts.

New in highway engineer toys is a bucket loader that operates exactly like the life-size construction job behemoth.

A deluxe kiddie shoe shine kit has a red enameled footrest and doubles as a bank.

Playroom architects will be able to produce "just like real" buildings in their model city with plastic and brick building kits which include many types of structural parts.

It's Magic

Simplified magic sets make the career of prestidigitator practical for the kindergarten set.

A refrigerator truck and a supermarket supply truck are added to the list of wheel toys that exactly reproduce specialized commercial vehicles. New fire-fighting equipment provides a scale-model hook and ladder with a cast aluminum ladder that extends upward four feet.

Real Repair (?) Kits

Basic training for junior decorators is provided with dollhouse kits which include wallpaper, rugs and furniture.

Tool kits for the small fry include everything needed for simple household repairs.

Junior will get training in changing tires, too, with one of the new take-apart miniature cars.

And, among the more practical training kits, is a complete plumber's outfit. It supplies a plumbing truck with a built-in tank, 35 tools that can easily be forgotten, and all the pipe needed to install a bathtub with running water.

There's even a jack, wrench, hacksaw and pipe with connecting elbows, T pipes and all the other accoutrements a master plumber needs.

The Holidays are not so far away!



A COMPANY CHRISTMAS PARTY AT THE WILLARD

WOULD SURELY BE A GRAND SUCCESS BUT BE SURE TO BOOK IT EARLY

We have extensive facilities for large as well as small parties and our high standards of food, beverages and service insure a successful gathering for everyone present. We urge you again, however, to make arrangements early as dates during the short holiday period are closed out quickly. Call Beth Chase today and reserve the date. Details can follow later.

PHONE 4161

WILLARD HOTEL

2ND AND MAIN
KLAMATH FALLS, OREGON

Giving Books? Pick With Care

This year, this dialogue will be repeated dozens of times before the Christmas list has been checked off:

QUESTION: Shall we get Cousin Fred a book?

ANSWER: No. He's got a book. But psychologists and educators declare that reading is the doorway to new worlds. And what better time than Christmas to give a gift of a new world?

Take your book-buying tip from book stores. They break their wares down into age groups, subject matter and technique. If you do the same for your gift list, you'll come up with a book that's a winner.

A book is a natural gift for a book collector. But sound advice from experts is: DON'T! Chances are the collector knows more about his library than you. And if his tastes run to first editions printed in the Belgian Congo, your gift is going to be expensive, if not impossible to find.

More than even is the bet that you'll wow the younger set with a gift for the library. And according to the Children's Book Council, there's a wide field to choose from.

The kid's taste these days, the Council says, runs to science, biology, chemistry, physics and electronics.

Both boys and girls, according to surveys, go for history and social studies. It's best, though, to give out-and-out biographies or recommended historical fiction rather than history texts that smack of the classroom.

Children who are growing into teens begin to show their own personalities more strongly. You can tell if Patricia Anne is ready for romance; or young Danny for poetry.

But for teen-agers, young adults or for the whole family, experts say, it's the reference work that is the most valuable standby. An atlas, a dictionary, a thesaurus, a book of familiar quotations should be a solid addition to any household library.

America's official Christmas tree is located in General Grant National Park, California. It is 287 feet high.



TOPPER to a Christmas morning can be that new hat he needs but won't buy. Pick it out with his style in mind.



Sunbeam COFFEEMASTER



Sunbeam MIXMASTER



Sunbeam RADIANT CONTROL TOASTER

FYOCK'S



Sunbeam COOKER & DEEP FRYER

new Bell & Howell
8mm HOME-MOVIE PROJECTOR

The new ultra-modern 221 projector features brighter movies, 16mm operation, 100 ft. 10-minute show, 16 attractive two-ounce carrying case.

Liberal trade-in allowance. Convenient payments.

only \$99.95

Bell & Howell
16mm 300 movie camera

For professional results with amateur ease. 3-second magazine loading, 8 speeds, 1/25 sec. \$189.95

argus 75
GIFT BOX

\$23.50

Here's the gift with everything it takes to make good pictures!

SEE YOUR PICTURE FULL SIZE

Before you take it \$98

GRAFLEX "22"

VIEW-MASTER
STEREOSCOPE \$2.00

An exciting gift for any boy or girl...

THE NEW **KODAK DUAFLUX** Flash Outfit

Packaged in an attractive gift box, this Outfit features the Kodak Duaflex II Camera, Kodak Lens. It also contains a Flashholder with Flashguard and batteries, 8 flash lamps, 2 rolls of Kodak Verichrome Film, and a picture-taking information booklet. Complete, \$21.95, including Federal Tax. See it here.

TRIPODS \$5.95 to \$47.00
GADGET BAGS \$3.95 to \$50.00
MOVIE EDITORS start at \$39.95
HOME DEVELOPING KITS \$4.95 to \$14.95
SLIDE PROJECTORS, from \$26.10
SLIDE VIEWERS (table model) \$6.50
MOVIE SCREENS \$4.50 to \$54.75
FAMILY TYPE CAMERAS start at \$4.75
SLIDE FILE CASES, start at \$1.57
STEREO (3D) CAMERAS, low as \$149.00
PHOTO ENLARGERS, from \$24.95
STUDENT MICROSCOPES, 300x \$14.95
PHOTO ALBUMS, from \$1.65

COMPLETE LINE OF PHOTO LIGHTING EQUIPMENT
REFLECTOR LIGHTS from 2.95

USE OUR LAY-AWAY PLAN

HOBBYIST GADGETS AND DARK ROOM ACCESSORIES

BUDGET TERMS AVAILABLE

TAPE RECORDERS
AMPRO - REVERE - EKOTAPE - \$129.75, up

It's easy to take good movies with the Bell & Howell 134-V camera

- Takes sharp black-and-white or color movies
- 4 speeds for filming any movie subject
- Big trade-in allowance, easy payments
- Guaranteed for life

Only \$89.95

BOX XMAS CARDS

59c TO \$2.50 BOX

argus c3

CAMERA PLUS CASE PLUS FLASH \$69.95

THERE IS NO SUBSTITUTE FOR Quality!

BUSHNELL Binoculars

\$9.95 to \$129.95

If there's a camera for on your list give him the BEST! MOST PHOTOGRAPHERS USE! a WESTON MASTER II EXPOSURE METER. PRICE: \$29.95

FOR THE SPORTSMAN WEATHER GUIDE

Underwood's CAMERA SHOP

706 Main St. Phone 7063

Erik Gene