



THIS TRIO OF SKATERS were taking time out at the city skating rink when this picture was taken. Left to right are Mary Drace and Roy and Alice Krings.

Frontier Is Big Leader This Year

Toys that develop creative skills and provide basic training for dozens of peacetime careers as well as all phases of home maintenance take the spotlight in Santa's record breaking billion dollar toy pack this year, according to Mel Freud, president of the Toy Guidance Council.

Frontier life takes the lead in imaginative play with both cow-boys and cowgirls' enthusiasm for Wild West regalia sparking more than \$60,000,000 in sales, Mr. Freud estimates.

High incidence of famous American brand names in kits featuring real food and household products and equipment is another major trend that argues well for free enterprise.

Toyland, 1955 style, provides record breaking play values, too, keyed to developing juvenile aptitudes and encouraging creative achievements, Mr. Freud said.

Prices are about the same as last year with many classic favorites redesigned to provide extra facets for creative purposeful play. New how-to-do projects featured among toys chosen as outstanding in their class by panels of educators, retailers, wholesalers and consumers are community planning construction kits geared to the ability of every age group from toddler up, Toy Guidance Council reports.

Girls Show Enthusiasm
Girls show as much enthusiasm as boys for assembling model civic centers, including schools, bus stations, police stations, post offices, etc. A plastic block building set with prefabricated windows and doors that open and shut, transparent jalousie blinds are typical of the authentic detail that's featured in 1955's playroom style housing developments.

New in the handicraft category that yields useful dividends in household gifts is a rhinestone setting kit with tools and instructions for decorating fabrics with jeweled effects inspired by the up to the minute fashions.

The latest in career training for junior entrepreneurs include supermarkets complete with checkout set ups, miniature motels equipped for business and a soda fountain in operation with real mixer and famous brand stock.

Junior grade garage mechanics can try their hand on changing a dented fender of a miniature car. Even the fire engine has joined the tire changing repair category arriving under the Christmas tree this year with a match jack. A moving truck has a dolly with retractable wheels.

Newest thrill for highway engineers is an aerial sand loader which scoops up sand, conveys it to a hopper from which it is loaded on a dump truck.

Insulated Stoves
For playroom chefs there are fiberglass insulated stoves, real barbecue equipment and a variety of kits stocked with famous brands of soup, pork and beans, spaghetti mixes, etc.

Electronics have made possible an intriguing new switchboard that gives the operator a chance to manipulate four trunk lines and an air raid siren, too. There's a loud speaker truck and an electronic Junior Pilot trainer with a radio beam that follows the basic training real pilots undergo.

The junior contingent will be able to play every instrument in the band. Miracles of modern plastics have made possible true tone replicas of everything from the big golden tuba to the guitar. New thrills is a deluxe piano accordion with 32 hand tuned brass reeds.

Two bulwarks of traditional play, the top and the Irish Mail, have yielded this year to the influence of jet propulsion. The Saturna Gyroscope Top, Toy Guidance Council reports, is made of super impact plastic; the 1955 model top is precision built with ball bearings and "fluid sand" weighted rotor.

This top of tomorrow will spin or bounce at any angle, even on the point of a pencil.

The new jet ride "Irish Mail" provides increased leverage for young riders. It's streamlined for speed and boasts an adjustable basket seat and heavy duty pneumatic tires.

Sportscars Popular

Sportscars are riding a wave of popularity in the nation's playrooms as well as on the highways. A favorite for how-to-do play in the educator approved toys for 1955 is a Jaguar sportscar kit with precision parts for building a true scale 17 1/2 inch model with steering, shock absorbers and pneumatic tires. Toy Guidance Council reports.



BRIGHTEN UP HIS DESK at office or home with these leather desk accessories for Christmas. Front, center: contemporary pen set; left to right, rear: ash tray and book ends, dictionary, and desk pad. Pen set is Paper Mate. Photo, Leather Industries of America.



LEATHER JACKETS are gifted answer to present problems. Shown, jacket of soft grain leather. Suggested by Leather Industries.



SANTA'S SMART! He knows she always likes "Christmas stockings" that she can fill herself. Shown here, seamless stockings by Hanes.

Girls and Boys Of All Ages Treasure Gifts Of Jewelry

Gifts from the jewelers for children range all the way from the traditional silver spoon or cup for baby's "first Christmas" to rings and watches for the teenage group.

Silver place settings for children are graduated from the tiniest sizes to almost adult-sized knives, forks and spoons.

Jewelry for children, too, starts at the smallest sizes. Girls of all ages cherish birthstone rings, lockets and charm bracelets. Teenagers, especially, like compacts, necklaces of imitation pearls and rhinestone jewelry for parties.

Boys appreciate junior counterparts of Dad's accessories, such as cuff links, tie clasps and initialed belt buckles.

A boy's or girl's "first watch" is always a memorable gift, and one especially appropriate for Christmas.

Watches are practically a "must" for children of school-going age, and there are many models available to meet the need for sturdy, dependable, modestly priced timepieces for the small fry.

HANDICRAFT KITS
Kits designed to help children develop skill in weaving, sewing, fashioning wire into artistic shapes, and other handicrafts, are plentiful in toyland this year.

FOR THE CHILDREN
Thanks to the smart Santa Claus who remembers the children with a merry chest in which to keep their toys. Here's a gift parents will appreciate, too.

Two of the Nicest Things that Can Happen at Christmas!

A 21 JEWEL

Lady Elgin FOR HER

LADY ELGIN CAROUSEL

Tiny, new fashioned, 14K gold-filled case. Supremely accurate 21 jewel movement. So elegant!

\$71.50

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Lord Elgin FOR HIM

LORD ELGIN TOWNSMAN 21 JEWELS

Black styled dial and jet suede strap. 14K natural gold-filled case. 21 jewels. Shock-resistant.

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THE PINNACLES, standing so stark and bare all summer, put on a cloak of snow for the photographer at Crater Lake National Park, making them look like hidden chimneys of some lost village.

Dick Reeder's STORE FOR MEN

CORNER 5th and MAIN

give your guy Pendletons for Christmas!

a word to the wise woman looking for the perfect Christmas presents for all the men on her gift list. Give Pendletons to all... for no gift pleases a man more. He'll like Pendleton's precision-tailoring for finest fit... and Pendleton-loomed fabrics of pure virgin wool have long been his favorite for their soft, luxurious feel. There isn't a Scotch tartan, an exclusive Pendleton plaid or solid shade that won't flatter his good taste. So scan this page for all the Pendletons you'll need... and for the men looking over your shoulder... Christmas needn't come but once a year for you. We've always a complete supply of these wonderful woolsens to choose from, the year 'round!

RIGHT: Pendleton lounge robe in Stewart of Bute tartan of virgin wool... S-M-L-XL, \$25.00



Top to Bottom
PENDLETON SPORT SHIRT in pure virgin wool Stewart of Bute tartan, S-M-L-XL, \$13.95
PENDLETON TOPSTER JACKET with leather buttons, three patch pockets, shirt-cuff sleeves. Stewart of Bute tartan of pure virgin wool, S-M-L-XL, \$17.50
CLANS ROBE-IN-A-BAG Pendleton virgin wool tartan stadium robe in inflatable-cushion plastic bag carrier, \$13.95

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