

# An Unstable Fable

## ...For the Really, True Believer...

By IRMA N. DAVIS  
Staff Writer

"By the way," said Santa to his wife, as they sat at the dinner table in their split-level ice palace, "did I tell you that I might let Fastus open up a branch factory at the South Pole?"

"Humph," said his wife, "I can guess whose idea that was. That elf and his notions."

"I like that," piped up a little voice from inside the sugar bowl. "Just because the boss got lost on the expressways last year, everybody blames me."

"Tush, tush," said Santa, "you won't have to navigate this year. I'm going to make you a vice president instead. In charge of the Antarctic office."

"OH, BOY," squealed Fastus, "When do I start? Got to get me a monogrammed briefcase and a sleigh with white-walled runners. Maybe I'd better run an ad for a secretary." "Ho, ho, ho—hah!" said Santa, "you forget all that stuff. First thing you have to do is get the factory set up. You can have a crew of elves and I'll see you in a few months."

And with that the jolly old gentleman turned back to the table and helped himself to some more Christmas pudding.

A few weeks later, in fact right after Santa finished taking inventory, he picked up his evening paper and turned to the television page.

"See Santa's Branch Factory on Tel-Star," said the headline—in red and green print yet.

SANTA'S FACE turned really purply-rose and he picked up the telephone and asked for long distance.

"Fastus," he roared, "I see your fine halid in this. What are you up to, anyway?"

"Oh, I'm just streamlining this end of the business, Boss. We got some prime time on TV—just before Easter. That'll show that bunny."

"Oh, dear," said Santa, "didn't you ever hear of tradition? Next thing you know, I'll get a bill from Madison Avenue."

"Oh, Oh," said Fastus, hanging up in a hurry.

ON THE NIGHT of the big program Santa was so nervous he couldn't even eat the sugar plums that his wife had just baked—and you know how the old gentleman loves to eat. First there was a commercial.

"Don't be three-quarters safe," the announcer said. "Try Santa and be sure. And now we take you to the new Toyland at the South Pole and a few words from Vice President Fastus."

"Good evening, friends," said a pompous little voice. "Good night," yelled Santa, "he's wearing a grey flannel suit."

"Our marketing research analyses," Fastus went on, "have shown us that kids want gift certificates, not dolls and foot-balls. This, of course, could lead to a gap in the stocking. We have taken care of that by printing a selection of box tops and we will also offer premiums through our new system of trading stamps."

"OH, NO," MOANED Santa, mercifully missing the next few sentences of Fastus's speech.

When he brought himself to look again, Fastus was standing in front of a production line.

"My men have all the fringe benefits," Fastus said, puffing away at a Havana cigar. "They get four-week paid vacations, social security, pension plans—the works."

Just then an elf in overalls ran up to Fastus.

"The elves have started a wildcat strike," he yelled and 17 of them marched in front of Fastus.

"We want Santa," they yelled, "Down with Fastus. Get us to the bargaining table."

"I'LL BARGAIN TABLE that Fastus," muttered Santa, putting on his galoshes and rushing out the door. "Where's Rudolph? I've got to get to the South Pole fast."

And it's a good thing he did. The elves were picketing the place and way over behind a big, white snowbank the Easter Bunny was laughing himself sick.

But you know Santa. In no time flat, he whisked out all the promoters, took down the billboards and cancelled all the commercials.

AND THE ELVES worked round the clock, just like they always had and giggled like crazy whenever anyone mentioned coffee breaks and group insurance.

And just to keep Fastus happy, Santa used one of the elf's ideas. On every toy, he stamped a "Satisfaction Guaranteed" sign.

Everyone knew that Santa had been guaranteeing that since time began but then, it did make Fastus feel good.

### Toys for Toddlers Should be Sturdy, Colorful, Safe

Toys for toddlers range from a color changing top to a talking rocking horse for the 1962 Christmas season.

Toys for the small child should be of the highest quality in terms of safety and construction. Tiny tots are also fascinated with things they can move and sounds they can create.

Since a child learns much through touch and feel, he subjects his playthings to all kinds of vigorous treatment. They often bang them, throw or pull them apart and amuse themselves in a way adults don't understand.

SOFT CUDDLY toys are best for the many small youngsters. Local stores offer such things as teddy bears, stuffed lions and tigers and many other animals both of cloth and plastic.

One of the most appealing toys for the current season is a small play-pup that looks like the real thing.

He has a comical gait as his legs and paws rotate and tail wags. He also makes a "bow-wow" sound as he is pulled.

Another eye-catcher in this year's crop of toys is a talking (See TOYS, Page 10)

### Manufacturers Reproduce Adult World in Pint Size

This Christmas season, "fathers in wonderland" will see many of the things of the grown-up world made into toys by nearly all of the manufacturers.

In the world of science, one of the company's chemistry sets features a new "dial system." With the dial, a youngster sets the pointer to the experiment he wants and then reads off the number and type of chemicals he needs and the instructions on how to mix them. As his interest in chemistry grows he can refer to the comprehensive instruction manual that also comes with the set.

For the future astronaut the same company offers a kit that will allow the space-minded boy to build astronaut trainers that revolve and pitch. If the youngster gets real ambitious a five-foot tall replica of the Seattle World's Fair Space Needle can be built complete with a revolving top.

SOMETHING NEW in the way of engine silencers have been added to the old stand-by model airplanes. Many of the new models are made of almost indestructible plastic and include a "flight compensator" that functions as an automatic co-pilot.

Even model trains, another perennial favorite, have added new

features. Flatcars now carry auto-mobiles that will run on automatic highways, to link both rail and highway travel.

For the budding big-league ball-player one company features a unique toy that helps train youngsters in improving and correcting their batting technique. The device is placed on the ground in front of the batter and by stepping on the bellows, the ball is automatically served up at the proper distance for a strike pitch.

RAIN? SNOW? Cloudy or bright? The perennial questions

#### Boys Like to Save

The hobby age is from eight to ten, say child development experts. They cite collecting — especially for boys — as a growing interest. Whatever the hobby, both boys and girls want equipment for carrying it out, and have absorbing interest while it lasts, they say.

#### 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.

about what the weather will be and the science of meteorology can come alive for the would-be weatherman.

The toy weather station comes equipped with an electric three-cup anemometer, barometer and other professional equipment. Youngsters can observe, analyze and forecast weather phenomena, identify cloud formation, measure precipitation and learn official weather symbols.

Available in three sizes, the new science plaything has been approved by the Toy Guidance Council.

NEIGHBORHOOD junior crime-busters will be able to identify themselves this year with the greatest sleuth of all Dick Tracy.

Official two-way wrist radios, transistor radios, target games, snub nose .38's and an automatic cap-firing sub-machine gun are available.

For the navy man one manufacturer is producing an atomic submarine complete in every detail. "Up" periscope and the sub noses ahead on concealed wheels. Warning chimes ring in the engine room as four missiles automatically fire over head. Also included are four officers, 16 enlisted man and one frogman's raft. The sub will operate on both land and in the water.

### Stuffed Toys Will Always Fill the Bill

Any parent knows, whether it be a member of the sandbox set or a teen-ager, that children find wonderful satisfaction in touching, holding, cuddling and playing with stuffed animals.

Some have a fluffiness which gives them a cozy feeling. Others are made of soft fabrics which seem to help them retain the warmth of the child's love. Stuffed animals can fill this need and, in doing so, give their owners a sense of security.

THE STUFFED TOY can also serve as an appropriate gift for older girls—remaining a part of their life for many years. Even among girls of college age, it is quite common for them to have their favorite stuffed animals from childhood decorating dormitory beds.

Bringing such favorite animals from the past to summer camp or college helps a girl feel at home in her new environment. It's also a fad among college girls to collect new stuffed toys of various types. Those which represent school or team mascots, like tigers, bears and lions, are particularly popular.