

Toy Manufacturers Look Toward Their First Billion Dollar Year

Editor's Note: As far as the toy industry is concerned, this is going to be the merriest Christmas on record. The bells are already ringing—cash register bells—and the toy manufacturers are looking forward to their first billion dollar year. This is the first in a series of three dispatches on the record toy sales, including a glimpse at some of the newest toys in Santa's jam-packed bag.

By DEAN C. MILLER
United Press Correspondent
New York — (U.P.)— Television and the move to the suburbs have combined to give toy manufacturers a whopping Christmas gift—their first billion dollar year.

Department store surveys just completed by the Toy Manufacturers of the U.S.A., Inc., indicate mom and dad are spending 10 per cent more on toys this year than last indicating a new record for the year.

Since 1950 when retail toy sales hit \$770,000,000 the figure has hedged up 10 per cent each year toward the billion mark, and market analysts say the upswing is due in part to the suburban building boom and the popularity of television.

More Room
In the suburbs children find themselves with more elbow room and ask Santa for bicycles, wagons, swings, wading pools, badminton sets and other items which they might happily have gone without in a city apartment.

Television, the market experts reported, has drawn families closer together and encouraged group games. Heavy sales of

such games as Monopoly and Scrabble are believed to be evidence of this.

But for a country so sensitive to fads and devoted to new gadgets, America has remained pretty faithful to tradition in its toy-buying habits. The big sellers this year are still dolls, toy trains and cars, and cowboy paraphernalia.

The latter is still enjoying a spurt credited to Western television programs. Toys with a war motif are expected to slacken due to the end of the Korean war, but realism is being emphasized more than ever in all types of toys.

Realism Emphasized
Dolls have washable hair. The best selling spurs are those that really jingle, jangle, jingle.

The American toy makers are reaping most of the billion dollar harvest because foreign manufacturers have never regained the prestige they held before World War II. German-made toys are back on the U.S. market but their sales are well below pre-war levels.

Recently, U.S. manufacturers, especially those in the wooden put-it-together field, have complained bitterly about "unfair, copy-cat" competition from Japan. There is a fierce behind-the-scenes effort to get for the

U. S. toy makers more tariff protection from cheaper Japanese goods.

American businessmen have charged that several Japanese firms are copying patented American toys, imitating them down to the last spelling mistake in the instruction sheets. The Japanese imitation sells on the U. S. market at half the price of the American product.

The U.S. manufacturers charge some Japanese manufacturers use substandard material and cheap labor.

Juvenile Grangers Invited to Central Pt

Central Point Juvenile Grange will be host to the Juvenile Granges of the county at Central Point hall Sunday at 3 p.m. when the home Grange will give the degree, assisted by the visitors, to a class of candidates.

Gold Hill Juveniles will put on the tableaux, directed by Matron Mrs. Grace Bruce, while Sams Valley, under direction of Matron Mrs. Madge Dolan, will entertain with Juvenile Band.

All candidates and juvenile Grangers are welcome.

Man Warns of Cops; Receives Summons

Buffalo, N. Y. — (U.P.)—A motorist recently was clocked by a radar-speed-control unit and was given a summons for speeding 40 miles an hour.

Carl H. Hohmann, 25, took the summons politely and drove off. A short time later police found him a few blocks up the street waving a large sign at approaching cars. On the sign was printed the warning: "Cops."

Police took a dim view of Hohmann's action and issued another summons, charging him with violating a rarely used law which prohibits displaying a sign without permission.

Production of mustard seed in the U.S. dropped to 11,000,000 pounds in 1949 after the all-time peak of about 73,000,000 pounds in 1941.

Oldsmobile's 1955 Models On Display Here Tomorrow

A restyled concept of two-tone body color, engineering improvements and a different body appearance feature the 1955 models of Oldsmobile, which will go on display in Medford tomorrow.

They can be seen at the Darrell Miller Co., 415 South Riverside ave.

Both the "98" and "88" series are powered by more efficient "Rocket" engines, in 185 and 202 horsepower models. The low silhouette and panoramic windshield this year are enhanced by the "flying color" styling.

10 Body Styles
There are three series of cars with a total of 10 body styles, including four-doors, coupes, convertibles, and two-door sedans.

Headlights have been recessed, and have chrome-lined caps extending two inches beyond the lens, and a more rugged bumper which curves into the fender contours.

Riding qualities of the cars have been improved by incorporating direct-acting shock absorbers mounted vertically within the springs, and attached directly to the frame. Tubeless tires are standard on all the new Oldsmobiles.

GOOD ADVICE

Naugatuck, Conn. — (U.P.)—

Town Warden Charles Clark failed to show up at a meeting with the board of welfare. After a half-hour wait, the members acted on this slogan on Clark's office desk: "Time waits for no man."



SLEEK NEW OLDSMOBILES—The 1955 Oldsmobiles will be on display tomorrow at the Darrell Miller Co., 415 South Riverside ave. Two of the new cars are shown above, the Super "88" holiday coupe (above) and the "98"

four-door sedan. Front-end design in all Oldsmobiles has been changed in the 1955 models, and other styling features have been modified from older models.



Electronic Brain Aids Houston Traffic

Houston, Tex. — (U.P.)—A \$250,000 "traffic cop" is making a smooth-flowing operation out of sprawling Houston's downtown traffic problem.

The new "cop," an electronic brain controlling signal lights at 289 street intersections, enables traffic in downtown and adjacent areas to move over the city's system of alternating one-way streets at maximum speed consistent with safety and traffic density.

The flow of traffic itself regulates the "stop-and-go."

City Traffic Director Eugene Maier said the system is based on density of traffic. It provides progressive traffic flow (where the lights keep turning green as you reach them) at speeds of 18-22 miles an hour in the central business district and 18-30 miles per hour on streets leading into the area.

When the peak periods of traffic density in the business district are reached, signals automatically change to simultaneous timing in which all cars move in one direction on a series of green lights for 70-90 seconds and then cross traffic moves in a similar manner.

The new electronic brain has detectors, or "feelers," located at strategic downtown intersections to determine the flow of traffic and relay the needs to the central "brain." The impulses automatically adjust the signal timing.

Out of every dollar spent at retail establishments in the United States in 1950, about 25 cents went for the operation and upkeep of the privately-owned automobile.

4-H Achievement Program Conducted

Ashland — An achievement program for Ashland area 4-H club members was held Tuesday afternoon at a Mother's tea at the Ashland Church of Christ, according to Miss Jean Brooks, 4-H extension agent.

Awards presented were, first year, Sandra Wilson and Carol King; second year, Nylia Cooper, Marie Schmelzer and Patricia McNabb; third year, Colleen Creel, and sixth year, Carol Johnston.

The tea was held at 4 p.m.

C. P. Firemen Plan Directory

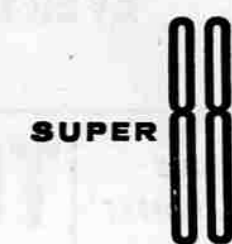
Central Point — The Central Point Volunteer Fire department has announced it will publish a city directory to obtain funds to buy needed equipment, according to department officials.

Members are now soliciting advertising for the new directory, which will provide an up to date record of city residents for the first time in recent history, firemen said.

The directory will be bound in paper and will include a picture of the old fire hall and a drawing of the new fire hall on the cover.

Volunteers hope to raise enough money to furnish the kitchen of the new fire hall.

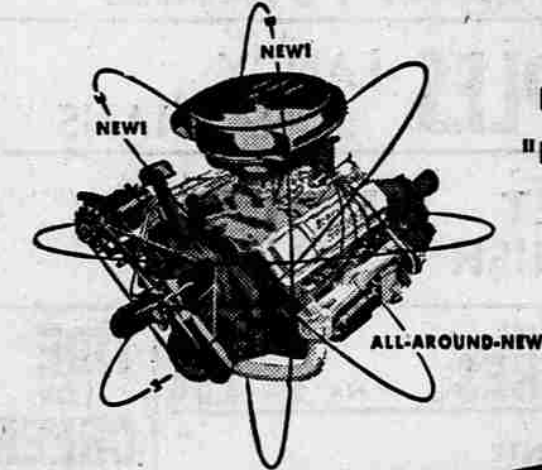
OLDSMOBILE ROCKETS INTO '55 with Flying Colors!



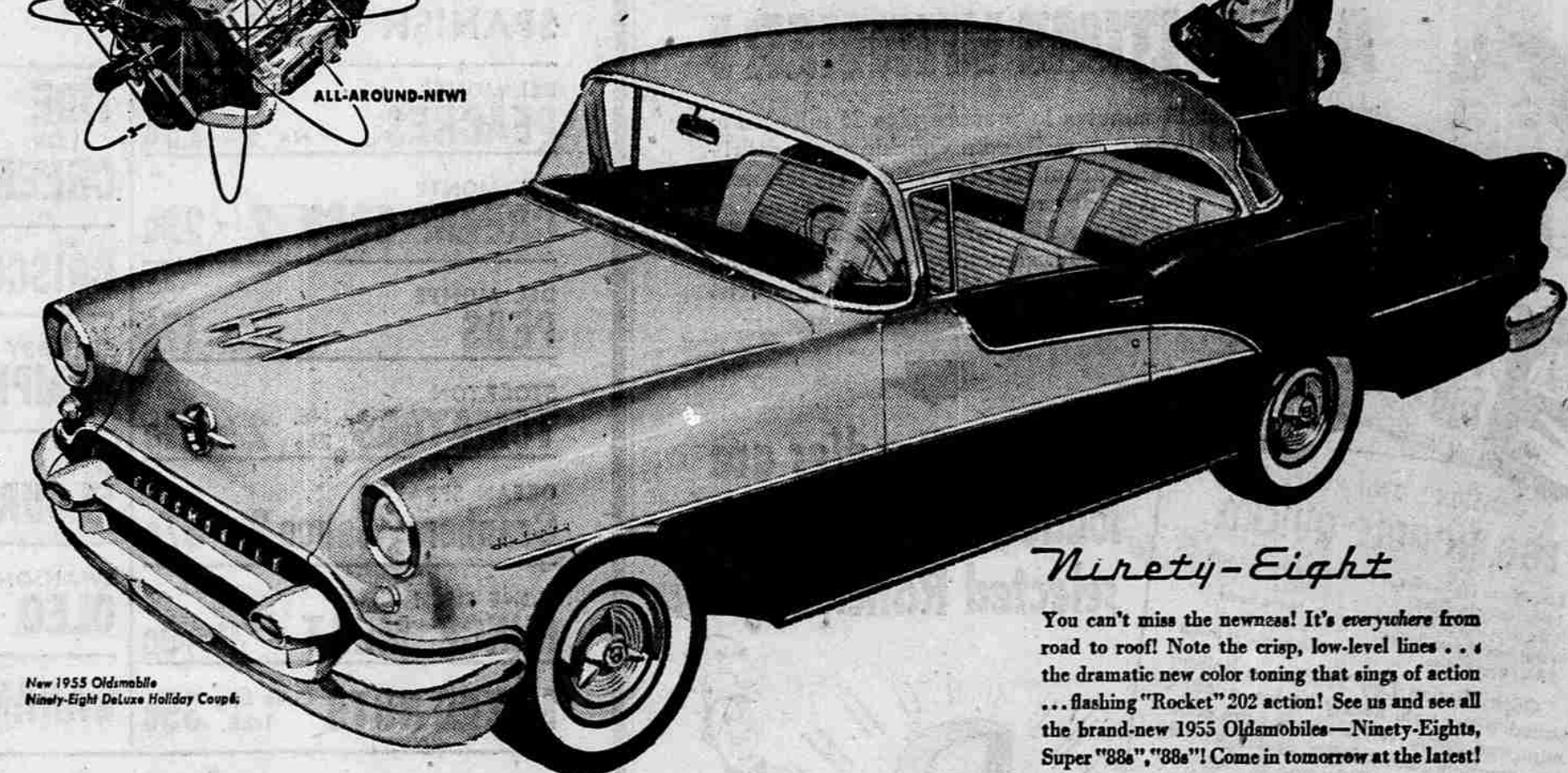
Never so new as now... never so far ahead!
It's the dazzling, all-around-new Super "88" Oldsmobile! Inspired new styling everywhere! New power with the mighty new "Rocket" 202! New color... dramatic "flying color" patterns! In fact, all the newest new ideas on wheels! See us and see Oldsmobile for '55!



New 1955 Oldsmobile Super "88" Holiday Coupe. A General Motors Value



POWERED BY THE NEW "ROCKET" 202 ENGINE!



Ninety-Eight

You can't miss the newness! It's everywhere from road to roof! Note the crisp, low-level lines... the dramatic new color toning that sings of action... flashing "Rocket" 202 action! See us and see all the brand-new 1955 Oldsmobiles—Ninety-Eights, Super "88s", "88s"! Come in tomorrow at the latest!

NOW ON DISPLAY WITH THAT "Go-Ahead" LOOK!

VISIT YOUR NEAREST OLDSMOBILE DEALER

DARRELL MILLER Company, 415 S. Riverside

PHONE 2-6209

— DON'T MISS OLDSMOBILE'S "NOVEMBER SPECTACULAR" IN COLOR AND BLACK AND WHITE • NBC-TV • SAT., NOV. 20 —

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NORTH PACIFIC HIWAY — ACROSS FROM ELK LUMBER CO.

Specials

ECONOMICAL CHOICE



JOHNNY THE BUTCHER IS HERE TO SERVE YOU!

Turkey Orders Taken Now!

ROUND STEAK

Young Commercial Beef Tenderized—No Charge lb. **59c**

GROUND BEEF

All Pure Beef no cereal, no filler 3 lbs. **95c**

CUSTOM CUTTING AND WRAPPING FOR YOUR LOCKER 4c Lb.

GOLD MEDAL FLOUR

10 lb. bag **85c**

YAMS & SWEETS

2 lbs. **27c**

MISSION-303 CAN PUMPKIN

3 for **25c**

CRANBERRIES

CAPE COD • lb. **23c**

DEL MONTE SLICED—2½ CAN PINEAPPLE

3 for **\$1.00**

TOMATOES

TUBE 2 boxes **29c**