

Toy Industry Working Like Dogs Since Russia Launched Muttnik

By FRED DANZIG
United Press Correspondent
New York — Ever since the Russians launched their Muttnik, America's toy industry has been working like a dog.

Our toy makers have responded to the newest challenge from space with the same display of alacrity and know-how as they did last month, when suddenly confronted with Sputnik I.

As a result, our own Muttnik already are orbiting around the toy counters.

One item is a balloon satellite with a picture of a dog on it. Another is a sad-faced toy beagle hound who is sporting a plastic bubble space helmet and a weighted tail. The sales pitch is what accounts for the pooch's pout: "The Muttnik that can't get his tail off the ground."

Work Overtime
According to 12 leading manufacturers with space toys on the market, everything is a sellout. Their factories are working overtime to meet the rocketing demand. Pre-Christmas toy buying patterns indicate space items already are doing business at a Davy Crockett-like pace.

Many industry officials did not think 1957 would top last year in terms of retail sales volume, but the spurt in space toys has given them new hope. Benjamin Michtom, chairman of the board of the Ideal Toy Corp., recently predicted a \$1,250,000,000 volume, or 6.5 per cent more than last year. The toy manufacturers of the U.S.A., Inc., are more optimistic with an estimate of \$1,500,000,000.

Good Timing
What makes the toy makers especially happy is the timing of the space satellite shot in the arm. It started when Sputnik I was launched Oct. 4, giving the industry more than enough time to work up "hot" items for the traditionally "hot" Christmas trade.

In contrast, the Davy Crockett craze came in early spring of 1954 and died in early September. It was long gone before Christmas rolled around.

Toy makers were quick on the pickup when Sputnik I began its travels.

It was only a matter of days before stores across the nation were receiving satellite launcher trucks, sky sweepers, rocket launchers, Sputnik battle stations, "spacnik" plastic helmets, Sputnik balloons, space guns, and last but not least, Sputnik bubble gum.

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Immediately after Sputnik I went up, the Ideal Toy company threw open its factory at Hollis, N.Y., and rushed a satellite launcher truck into production. They worked all night Saturday and Sunday to deliver the first shipment, by taxicab, to New York department stores Monday morning. Now the plant is trying to catch up with 200,000 orders for the item.

Counsellor Is Speaker For PTA

Parents and teachers, by doing their job well, release a marvelous power for good in the children they raise and train, according to Ben Schmidt, who was the speaker for the Lincoln Parent-Teacher association meeting held November 14. Children tend to follow the ideals and standards of the parents, but teachers supplement this and help these ideals to develop, he said.

Later Mr. Schmidt brought out that most people in setting up a home know less about the subject than those same people when they go to buy an automobile; they have studied the potentialities of the auto, but have put no study into what makes a good successful home. Mr. Schmidt has worked with children and youth for many years, being associated with the YMCA and other youth agencies. He also does family counselling.

Mrs. Glenn Stewart reported on the membership enrollment effort made during the month of October. The Lincoln PTA membership is now 212 members, last year the total was 196. Mrs. Marjorie Shelton's room won an award for the largest enrollment in the lower grades with over 54 per cent of the parents joining. Miss Anna Laura Honis' room won in the upper grades with over 49 per cent of the parents enrolled. Room count for the evening was won by Mrs. Shelton's room.

A letter from the County Juvenile Advisory council, inviting the PTA members to attend the open house to be held in December for the new county detention home, was read. Roy Gilbertson, school principal, announced that Lincoln had made second place in the city schools football championships.

The flag ceremony at the opening of the meeting was presented by members of Girl Scout Troop 77, led by Mrs. Eric de Place; the invocation was given by Mrs. Ted McLain, Troop 188, with supervision by Mrs. Ivar Hult, provided child care for the evening. Refreshments for the evening were provided by the fourth grade parents. Serving were Mrs. Ray Jack, Mrs. John Weber, Mrs. Robert Angell, Mrs. James Keller and Mrs. Ruth Hurt. Mrs. Robert Selby, room representative chairman was in charge.

Half-Size Style



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Park Plastics of Linden, N.J., transferred 75 workers from water pistols to satellites to handle the emergency.

Some toy companies merely had to add new labels to already existing space toys. But one firm is worried because it has encountered resistance to the word "Sputnik" on its toy. "Our best bet is to stick to the English language and call them earth satellites," said a field representative.

Like wild west items, the toy industry now expects the space influence to stay with us from here on.

Said one executive: "First Crockett. Now the rocket. Where would we be without 'em?"

Women's Association Of Phoenix Church To Meet on Thursday

Phoenix — Women's association of Phoenix Presbyterian church will meet Thursday, November 21, at the church at 10:30 a.m. Mrs. Rex Nicodemus, vice-president, will preside over a business session. A potluck luncheon will be served at noon, and a program will follow, with Mrs. C. A. Stothers in charge. Mrs. Merle Simmonds and Mrs. Joseph Beeson are luncheon chairmen.

During the afternoon women will work on articles for the bazaar to be held December 6 at the church.

Women's Auxiliary To Meet on Friday

Women's Auxiliary of St. Mark's Episcopal church will hold its monthly luncheon meetings Friday, November 27 at 12:30 p.m. in the Parish house. Mrs. Bayard M. Getchell, Mrs. C. Weldon Kline and Mrs. W. B. Clegg will speak on "The Values of Study Groups." A discussion by members of the various study groups will follow.

A nursery will be available in the Guild hall. All women of the parish are invited to attend.

McLEOD

HEC Elects New Officers

By CAROLINE L. HARDING
McLeod—Women of the Home Economics club met at the home

of Mrs. Oscar Hanson Hansen Thursday, Nov. 14, to elect officers for the coming year.

Those elected were chairman, Mrs. Ann Moorehead; vice-chairman, Mrs. Rudella Mykleby; secretary, Mrs. Dorothy Tackstein and treasurer, Mrs. Mabel Hausen. A luncheon was held with Mrs. Harold Barger Barber as co-hostess.

Mrs. Christine Dobbyn of Cottage Grove, Ore., is the house guest of Mr. and Mrs. Vic Chapman and family.

Mr. and Mrs. Herb Carlton have returned to their home after spending several weeks in San Jose, Calif.

Quite a few Gange members turned out to cut and saw up logs that Arnold Ragsdale left for the winter's wood supply at Upper Rogue Grange on Nov. 15.

Mr. and Mrs. John Axtell and daughter, of Medford, and Mr. and Mrs. Glenn Nelson and son, of Ashland, were dinner guests at "Folding Hills" ranch Sunday, Nov. 17.

Secretary of State Mark Hatfield said Wood's appointment was a step in modernizing his accounting division.

Government To Ask Death Penalty in Hospital Killings

Reno, Nev.—The government will ask the death penalty, as prosecutor said today, for a former chief guard who stomped into a Veterans Administration hospital Monday with two guns and killed two VA officers.

Another officer was critically wounded by Elza W. Eaton, 62, before he was disarmed by a fourth prospective victim.

Officers said Eaton had resigned his job as chief security officer of the hospital last March after making a series of complaints about its administration.

Assistant U.S. Attorney H. F. Ahlswede said the government will ask a first degree murder indictment which carries the penalty of death in Nevada's gas chamber on conviction unless a jury specifically states its verdict is "without capital punishment."

Engineering Office
The 6-foot, 3-inch Eaton first walked into the engineering office, and fired at Earl A. Lombardi, 39, the hospital's engineering officer. Lombardi fell to the floor, critically wounded. Eaton pushed past his unconscious form and shot dead the assistant engineering officer, Phillip I. Keables, 59.

Eaton then took a self-service elevator to the second floor, and entered the office of personnel officer Arthur R. Small, 48, and killed him.

He walked back into the corridor and shoved the shotgun into the mid-section of assistant VA manager James R. Harrison. Harrison grabbed the barrel and the blast went harmlessly into the wall.

Eaton pulled a .38 caliber pistol from his holster. Before he could fire it, Harrison and assistant VA attorney Newell Moresse subdued him.

Ahlswede said a new grand jury will be summoned to hear the case, probably on Nov. 27.

In the Day's News

By FRANK JENKINS

I suppose we'll have to go on talking about Sputniks today. The news more or less compels it.

For example:

ERIK Bergaust, editor of *Misfires and Rockets Magazine*, published in Washington, says he thinks Sputnik III, with a TV camera and possibly a monkey inside, may be fired within 10 days.

Soon after this, he predicts, a giant 18-ton Russian satellite will be orbited for experimental flight studies.

And, he concludes, a Soviet attempt to launch a rocket to the moon may come within a matter of weeks.

IS BERGAUST pipe-dreaming? It could be. But—

He forecast CORRECTLY the launchings of Sputnik I and Sputnik II.

WHAT of a TV-carrying satellite?

It could be of GREAT military value, because it would give the Russians a clear view of most of the free world—which they hope to conquer.

What of the monkey?

The purpose of the monkey would be to provide data enabling the Russians to put MEN eventually into their earth-circling Sputniks.

WHAT of the moon rocket? It's not so important. One of our top astrophysics experts (astrophysics is the science that deals principally with the constitution of the celestial bodies, stars, planets and such) says we could toss a rocket to the moon more or less any time if we chose. But, he says, it wouldn't be of much military value.

Its chief value, he thinks, would lie in using the moon as a testing ground for nuclear bombs. By using the moon (instead of the Nevada desert) we wouldn't be bothered by radioactive fallout.

BUT—

Enough of the Russians. Let's talk about US.

OUR AIR force scientists (a lot of whom are concentrated down in New Mexico) have just let go with a cautious statement to the effect that they believe they may have found a DEFENSE AGAINST THE INTERCONTINENTAL BALLISTIC MISSILE.

An air force spokesman says in Albuquerque the defense involves TOUCHING OFF A NUCLEAR EXPLOSION IN OUTER SPACE while the attacking enemy missiles are traveling above the earth's atmosphere.

THAT is to say:

It isn't enough just to send a missile against an enemy. If it is to do its dastardly job, it must be EXPLODED at just the right distance from its target to do the most damage.

If the Russians can find a way to explode their missiles at just the right time, why can't we find a way to explode the things BEFORE THEY GET HERE?

That's what the air force says it's working on.

KEEP this in mind: Ever since warfare began, new OFFENSIVE weapons have stimulated the invention and production of new DEFENSIVE weapons to counter them.

Almost half of the 2,700,000 tourists who traveled to Spain last year arrived by car.

New Drug Beneficial In Young TB Cases

Isoniazid, an antituberculosis drug, proved that it slowed or stopped complications arising from TB in children, it was revealed in a national survey recently conducted by the U.S. Public Health Service, according to Dr. Edwin L. Kendig Jr., of Richmond, Va.

Dr. Kendig addressed a group of physicians at the University of Oregon medical school during a meeting of the Pacific Northwest chapter of the American College of Chest Physicians and the Pacific Northwest Trudeau Society.

Research for drugs to control and finally eradicate TB is paid for by a small percentage of Christmas seal funds. This money is contributed by the community to guard itself against the debilitating financial and medical aspects of this major disease, it was explained.

Salem—Articles of incorporation were filed today for the Astoria Industrial Development corporation. They were signed by Russell Fluhrer, Eugene W. Lowe, A. S. Dempsey, D. S. Cable and Stan Daniels.

DEATH PENALTY INVOKED
Beirut, Lebanon — The Lebanese government announced today that the penalty for terrorist infringement of security regulations had been raised from a prison sentence to death. The Council of Ministers took the decision at a special meeting to discuss ways of stamping out terrorist activity, including the throwing of bombs, attributed here to foreign elements.

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