

**Toy Business Running Ahead Of 1959 Season**

By RALPH VILLERS  
United Press International  
New York - (UPI) - Play is big business - something like \$1.65 billion a year - and the Christmas season is when it rings the cash registers loudest.

The toy business is up this year. The 450 members of the Toy Manufacturers of the U.S.A., Inc., a trade organization, report shipments for the first nine months of 1960 were running 7.7 per cent ahead of the same period in 1959.

At the same time, imports of toys have been cutting into the domestic market. Imports rose by 85 per cent from 1955 to 1959.

But, the population increase has broadened the market, and there's no lack of customers.

Along with the population explosion goes the general rise in the standard of living - a very important factor which makes more costly toys more readily acceptable.

Not many years back practically the only costly items were in the realm of electric train sets, bicycles and the other locomotion toys.

Today, there are numerous toys in the \$20 to \$30 and higher categories - and they're selling.

Some of the larger dolls carry a \$25 or \$30 price tag. There's a Yukon Dog Sled this year big enough for a child to sit in, and equipped with a harness for dog locomotion. The price is \$29.95.

Emence is offering the first electric chord organ on the toy market at \$29.95. The American Flyer Stock Car Race, in which two tiny cars race around a metal track under electric power, sells for \$34.95. And the Automat, a series of kits with precision gears and other equipment for constructing automation models, retails anywhere from \$44.95 to \$200.

And, for the person who wants to spend a little more, Steiff, a German maker of stuffed toys, has a life-size moose at \$750. But, like the other producers of higher price toys, it also offers low-cost items, say a lady bird for 35 cents.

The Toy Manufacturers credit the rise in the standard of living for opening the market for higher priced items.

But, here is an interesting fact. Charles S. Raizen, president of the manufacturers' group, notes that with the rising tide of sales, profits of member firms averaged under 2 cents per dollar of sales in 1959. That compares with an average of 4.8 cents per dollar of sales earned by all U.S. manufacturing corporations in 1959.

Another thing toy manufacturers have to contend with is price cutting. They suggest retail prices, but stores out after the business trim the prices - sometimes to even less than the wholesale cost.

For example, one \$12 mechanical toy was going for \$5.55 in a New York store. A \$8 game was selling for under \$4 at another metropolitan department store.

Price shouldn't be the considered factor in buying toys, according to the Toy Guidance Council, an independent organization which has a group of educators pass on the toys and age-grade them for suitability.

"Poor quality toys can be wasteful from not only the money standpoint, but also can be dangerous and frustrating to a child," a spokesman pointed out.

"The key to toy buying," he said, "should be age suitability, along with a knowledge of the child. If it's too complicated, or too simple, it's no good. It has to stimulate the imagination and challenge the child."

An example of what he meant was the virtual failure of the Space Age toy trend some five or six years ago. The toys of that time were of the space fantasy or Buck Rogers type, the spokesman said, but since Sputnik and the satellites there's been a resurgence of toys in the space fact category, and the sales are growing.

A vice president of the council noted that he had never seen such a collection of professional-type toys.

Such is one of the reasons that U.S. toy manufacturers are claiming ability to get an increasing share of the consumer's dollar.

**STILL BEST FRIEND**

Menard, Ill. - (UPI) - Menard State Prison's top bloodhound, "Zip," trapped two escaped convicts in a woodpile Wednesday, then tried to prove to them he was still man's best friend. Soon as he had cornered them, Zip affectionately licked one of the fugitives on the face.

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SORAN'S GRADE "A" HENS  
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**Ground Beef 49<sup>c</sup> lb. 3<sup>F</sup> \$1<sup>R</sup> 39**

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USDA Good & Choice  
**LOCKER BEEF Eastern Oregon**  
HALF 47<sup>c</sup> lb. FRONT 1/4 43<sup>c</sup> lb. HIND 1/4 63<sup>c</sup> lb.  
CUT, WRAP AND QUICK FROZEN-FREE OF COURSE

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**SUGAR 79<sup>c</sup>**  
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"PET RITZ" FROZEN  
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Apple, Pumpkin, Mince, 8-INCH

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**BISKIT MIX 29<sup>c</sup>**  
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"WARRANTY" LIGHT MEAT  
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Solid Pack NO 1/2 TINS

MAPLE FLAVOR  
**Syrup 29<sup>c</sup>**  
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**Mix 'Em or Match 'Em:**

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Chili Beans Market 2 1/2	.27	4/1.00	.08
Fruit Cocktail Market No. 300	.23	5/1.00	.15
Grapefruit Cottage No. 303	.24	5/1.00	.20
Mandarin Oranges Del Monte 11 oz.	.29	4/1.00	.16
Peaches Fairplay Cling No. 303	.19	6/1.00	.14
Peaches Del Monte Cling No. 303	.25	5/1.00	.25
Peaches Del Monte Cling No. 2 1/2	.33	3/ .89	.10
Pears Del Monte No. 303	.27	4/ .89	.19
Fruit Cocktail Del Monte No. 303	.27	4/ .89	.19
Pineapple Summer Isles Sliced No. 1 1/2	.25	5/1.00	.25
Pineapple Typhoe Sliced No. 2	.29	4/1.00	.16
Pineapple G'Fri. Juice Drink Del M., 46-oz.	.34	4/1.00	.56
Pineapple Crushed Tidbits Del Monte No. 211	.23	4/ .89	.03
Grapefruit Juice Big One 46 oz.	.35	4/1.00	.40
Asparagus Dew Drop all green No. 300	.29	4/1.00	.16
Pork & Beans Draw No. 300	.13	9/1.00	.17
Pumpkin Sure Fine Fancy 2 1/2 size	.19	6/1.00	.12
Green Beans Cottage No. 303	.16	8/1.00	.28
Green Lima Beans Vernal No. 303	.19	6/1.00	.14
Glam Chowder Saltesa No. 1	.29	4/1.00	.16
Tuna Warranty Light Meat Solid Pack 1/2 1/2	.29	4/1.00	.16
Peas Cottage No. 303	.15	8/1.00	.20
Peas Hunts Tender Garden No. 300	.19	6/1.00	.14
Corn Beef Hash Regal Pak 15-oz.	.39	3/1.00	.17
Sauerkraut Del Monte No. 303	.19	6/1.00	.14
Spinach Del Monte No. 303	.16	7/1.00	.12
Spinach Heart 'O Quality No. 2 1/2	.23	5/1.00	.15
Tomatoes Blue Sky No. 2 1/2	.23	5/1.00	.15
Apricots Del Monte No. 303	.29	3/1.00	.02
Tomatoes Blue Sky No. 303	.17	7/1.00	.19
Tomatoes Del Monte solid pack No. 303	.25	4/ .89	.11
Tomatoes Del Monte Stewed No. 303	.25	4/ .89	.11
Tomatoes DeLuxe No. 303	.15	8/1.00	.20
Tomato Sauce Treasure 8 oz.	.09	13/1.00	.17
Tomato Sauce Del Monte No. 300	.17	7/1.00	.19
Tomato Sauce Del Monte 8 oz.	.10	12/1.00	.20
Catsup Del Monte 14 oz.	.23	5/1.00	.15
Catsup Del Monte 20 oz.	.33	3/ .89	.10
Dog Food Skippy No. 1	.10	11/1.00	.10
Dog Food Marco No. 1	.10	13/1.00	.30
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**Shortening "Cream Flake" 59<sup>c</sup>**  
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COTTAGE  
**Bleach 29<sup>c</sup>**  
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Double Bed Size 81 x 108

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