## APRIL 12, 1962

## **Toy Makers Predict Record Sales Year**

ers, armed with a host of exotic new wares and huge promotion budgets, are predicting a rec-

ord year for sales this year. New retail outlets and year round advertising are expected to boost sales well beyond last year's near-record \$885 mil-lion, industry spokesmen say. Toy advertising traditionally has been concentrated in the has been concentrated in the weeks just before Christmas, but there is an accelerating trend to keeping demand live-ly 12 months of the year. In addition, the expansion of out-lets from department stores and retail shows to drug stores. and retail shops to drug stores. discount houses, supermarkets and the like created an 18.5 discount houses, supermarkets and the like created an 18.5 per cent jump in toy ship-of increase time 1963. The new device can clean in five minof increase since 1953.

. . . DESPITE THE larger ad budgets and longer ad schedules this year, the toy makers s'ill face serious problems that could damage sales.

that could damage sales. Pressure from consumer groups has risen steadily in resistance to hard-sell TV pro-metions of high-priced toys on the sale of the cash register is a season gle with increased consumer sales. This year if the current the cash register is a season resistance to high-priced toys on sales. This year if the current children's shows; business groups have become irate over is any indication, retailers can some of the promotional tech-afford to be optimistic. This, n'ques employed by the man-there are a solutions of the conclusion of the promotional tech-afford to be optimistic. This, at least, is the conclusion of some of the promotional tech-niques employed by the man-at least, is the conclusion of ufacturers; and retailers, fac-ing stiff competition from a Cards, who noted that card vast number of new toy outlets.

By REYNOLDS KNIGHT The nation's toy manufactur-man. according to a division spokes that greeting card "outposts" the bulk of their sales — which in department stores adjacent total in the billions each year.

**INSTRUMENTS ARE** placed in a tray, which is then auto-matically run through a four-cycle cleaning operation that sulted in improved sales each of these departments. consists of pre-rinsing, sonic cleaning, post-rinsing and dry-ing. A special germicidal for-mula is introduced in to the process during the sonic clean-ing cycle to provide "a massive reduction of bacteria."

Sonic cleaning techniques were first used by aerospace companies in critical cleaning jobs that couldn't be handled efficiently by manual methods. The adaptation of the technecticut firm. utes a tray of instruments that would take 50 minutes to clean by hand.

MAIL ORDER STORES -

Mail order catalogs, which tra-ditionally are sent through the mails, have become entrenched SPRING HARBINGER -Easter is a time for spring finery and the wearing of the season's best for most of us: for retailers, it is a season indoors in recent months. Several large mail order houses h a v e constructed centers in local communities to spur sales and provide fast service for the consumer. Included in the centers are elaborate merchandising displays, free delivery service and credit plans to stimulate on-the-spot orders. Despite establishment of the

in department stores adjacent total in the billions each year.

SHOPPERS

wear departments have re-sulted in improved sales in partment store sales last week were at their highest point since mid-February, but still remained one per cent below THINGS TO COME-A drug company announced last week sales for the same period last it will market a convenient year. . . Several auto rental headache package that con-tains merely an aspirin and dis-daily rates and provide other tains merely an aspirin and dis-tilled w at er . . Miniature aquariums that contain a pack-age of tropical fish eggs have been introduced in the chil-farm implements — both new dren's market; the fish eggs hatch two hours after being dropped into water, the maker isays . . A tiny hearing aid that weighs one-quarter ounce, can be worn in the ear, and operates without cords or wires has been developed by a Con-similar period last year. has been developed by a Con- similar period last year.

## New Cashier Named for Guaranty Bank

Announcement was made yesterday, by D. P. Loomis, president of Guaranty Bank, of the election of Paul A.

anty Bank, Jones was associa ted with San Fernando Valley Bank, United California Bank, and Goodyear Tire and Rubber Co. A resident of California for more than 10 years, Jones, wife Cally and three children

The bank will formally open on April 12 in interim quar-ters at Hawthorne and Sepul-veda, just south of the Del Amo Shopping Center in the City of Torrance. Ground is expected to be broken soon



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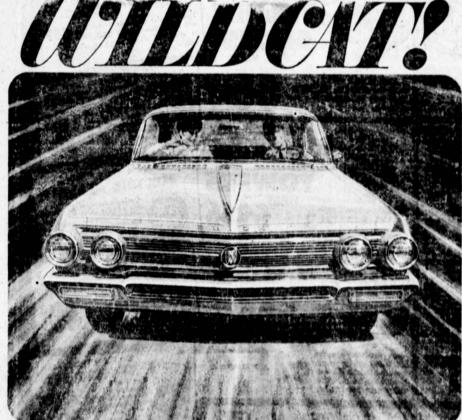
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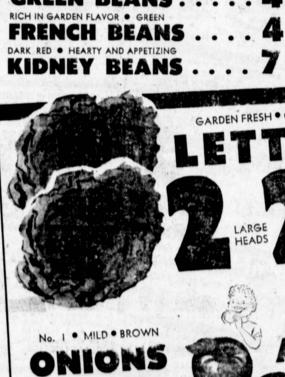
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## BUICK'S TORRID NEW LUXURY SPORTS CAR! FIRST WITH THE SURE-FOOTED SOCK OF ADVANCED THRUST!

Now-all the fun of red-hot, sports car action while you sit in the lap of luxury! The brand new, sports car action while you sit in the lap of luxury! The brand new, sports-bred Buick WILDCAT! shows you how, Secret? Advanced Thrust that places the rip-snorting Wildcat V-8 engine over the front wheels. Gives you arrow-straight tracking at your Buick dealer's-he's in a totally new kind of sure-footed, happy Spring trading mood!

Turbine Drive stick shift selector. Rakish Landau roof with the tux-edotouch of a smart fabric overlay, Drive this torrid new WILDCAT!



BUICK WILDCHT? Buicks Sales Up 103 Percent in Southern California

Only Buick Dealers have the news for Spring ... New Buick Wildcat! New Skylark Convertible! SEE YOUR LOCAL AUTHORIZED QUALITY BUICK DEALER NOW ...

. .

YOUR QUALITY BUICK DEALER IN THE SOUTH BAY IS BUTLER BUICK CO. 400 S. Sepulveda Blvd. Manhattan Beach



EXTRA FANCY WASHINGTON INESAP