

Toy Makers Predict Record Sales Year

By REYNOLDS KNIGHT
The nation's toy manufacturers, armed with a host of exotic new wares and huge promotion budgets, are predicting a record 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 million, industry spokesmen say. Toy advertising traditionally has been concentrated in the weeks just before Christmas, but there is an accelerating trend to keeping demand lively 12 months of the year. In addition, the expansion of outlets from department stores and retail shops to drug stores, discount houses, supermarkets and the like created an 18.5 per cent jump in toy shipments in 1961, the highest rate of increase since 1953.

DESPITE THE larger ad budgets and longer ad schedules this year, the toy makers still face serious problems that could damage sales. Pressure from consumer groups has risen steadily in resistance to hard-sell TV promotions of high-priced toys on children's shows; business groups have become irate over some of the promotional techniques employed by the manufacturers; and retailers, facing stiff competition from a vast number of new toy outlets, are embittered by the loss of sales and customers.

SOUND SCRUBBING—High-frequency sound waves have moved from aerospace industry laboratories into hospitals as a result of a new development—a conveyorized sonic energy system that automatically cleans surgical instruments and other hospital utensils. The new system, developed by the Pioneer-Central Division of the Bendix Corp., uses high frequency sound waves directed through a cleaning solution to remove soil and dirt particles from hospital hardware. It has a 99 per cent cleaning efficiency compared with 60 per cent efficiency for mechanical cleaning methods,

according to a division spokesman. **INSTRUMENTS ARE** placed in a tray, which is then automatically run through a four-cycle cleaning operation that consists of pre-rinsing, sonic cleaning, post-rinsing and drying. A special germicidal formula is introduced into the process during the sonic cleaning 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 technique to hospitals sharply reduces cleaning time and instrument impurities. The new device can clean in five minutes a tray of instruments that would take 50 minutes to clean by hand.

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 when the cash register is a jingle with increased consumer sales. This year if the current sale of Easter greeting cards is any indication, retailers can afford to be optimistic. This, at least, is the conclusion of one spokesman for Hallmark Cards, who noted that card sales are showing a healthy increase this year.

Easter card sales have more than doubled since 1950, the greeting card manufacturer pointed out. In addition, Easter has jumped into a position second only to Christmas as a gift-exchange holiday—a factor that has not only added volume to the sale of Hallmark's gift paper and ribbon but has spurred the sale of flowers, candy and a host of other traditional gift items also, the spokesman said. More intensive and imaginative retail merchandising practices are among the influences that have led to increased Easter card sales, and these in turn have helped to improve the sales of other products, the Hallmark spokesman added. For example, he pointed out

that greeting card "outposts" in department stores adjacent to gift, children's or women's wear departments have resulted in improved sales in each of these departments.

THINGS TO COME—A drug company announced last week it will market a convenient headache package that contains merely an aspirin and distilled water. . . . Miniature aquariums that contain a package of tropical fish eggs have been introduced in the children's market; the fish eggs hatch two hours after being dropped into water, the maker says. . . . 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 Connecticut firm.

MAIL ORDER STORES—Mail order catalogs, which traditionally are sent through the mails, have become entrenched indoors in recent months. Several large mail order houses have 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 catalog centers, most mail order houses still rely on advertising and direct mail for

Tax Refund Not Automatic Deal
Your refund check will not come to you automatically, Donald A. Thulin of the local Internal Revenue office said today. You have to file a proper Federal income tax return to receive any refund of payments of income taxes withheld from wages. For individual taxpayers, Thulin added, the filing deadline this year is Monday, April 16, because April 15 falls on a Sunday. Those taxpayers entitled to a refund would do well to file as soon as possible.

the bulk of their sales—which total in the billions each year. **BITS O' BUSINESS**—Department store sales last week were at their highest point since mid-February, but still remained one per cent below sales for the same period last year. . . . Several auto rental firms announced plans to cut daily rates and provide other services to consumers last week; increasing competition was given as the cause. . . . Farm implements—both new and old—are selling at a brisk pace, according to industry leaders. . . . Auto production was at its highest level in two months last week with 140,000 units produced; the rate was 60 per cent higher than at 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. Jones as cashier. Prior to his post with Guaranty Bank, Jones was associated 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 live in Long Beach. The bank will formally open on April 12 in interim quarters at Hawthorne and Sepulveda, just south of the Del Amo Shopping Center in the City of Torrance. Ground is expected to be broken soon for permanent quarters of 8,000 square feet. The permanent building will be located on the southerly section of the same property. Until the establishment of new Guaranty Bank, Torrance has for the last eight years been without the services of an independent bank. The bank will be locally managed to serve local interests throughout the South Bay area.

WILDCAT!



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-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 a totally new kind of sure-footed,

explosive go. And, to add to the excitement, front bucket seats. Center console with tachometer and Turbine Drive stick shift selector. Rakish Landau roof with the tuxedo touch of a smart fabric overlay. Drive this torrid new WILDCAT! at your Buick dealer's—he's in a happy Spring trading mood!



BUICK WILDCAT!

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

Naturally . . . WE GIVE **BLUE CHIP STAMPS**

S Shoppers MARKETS

7 FIRST IN AMERICA WITH SALE DAYS

THURSDAY Thru WEDNESDAY
APRIL 12 thru APRIL 18, 1962

• Tax Collected on Taxable Items

FROM THE DESK OF *Ann Sattler* HOME

SPANISH STEAK
1 Lbs. Round Steak 2 Tbs. Shoppers
3 Onions, sliced 1 Green Pepper,
1 Lemon, sliced thinly 1/2 Cup Sliced
1 Cup Catsup 1/2 Cup water
1/2 Tsp. Pepper 1 Tsp. Worcestershire

Brown steak on both sides in hot oil. Cover steak with pepper rings, lemon slices and olives. Combine catsup and Worcestershire and pour over steak. Cook 350 degrees oven. Uncover, bake 1 hour.

VALUABLE COUPON
With This Coupon Only

FREE ROYAL WOVE • PKG. OF 25 ENVELOPES

COUPON GOOD THURS. thru WED., APRIL 12 thru 18, 1962

S & F • ALL COFFEE

1-LB. CAN **49¢**

TREAT TIME **PEANUT BUTTER** 16-OZ. JAR **39¢**

CHIFFON • SOFT **FACIAL TISSUES** BOXES OF 400 **5 \$1**

IRIS DOLLAR SALE

GOLDEN • TENDER • SWEET CREAM STYLE or WHOLE KERNEL	5	NO. 303 CANS	\$1
FIRM • TENDER • SUCCULENT • CUT	4	NO. 303 CANS	\$1
RICH IN GARDEN FLAVOR • GREEN	4	NO. 303 CANS	\$1
DARK RED • HEARTY AND APPETIZING	7	NO. 303 CANS	\$1

PINEAPPLE & GRAPEFRUIT **FRUIT** ALL GREEN • CUTS & ASPARAGUS SLICED • ADDS ZEST PICKLED GREEN

GARDEN FRESH • CRISP • SOLID **LETTUCE** LARGE HEADS **2 29¢**

No. 1 • MILD • BROWN **ONIONS** **10¢**

EXTRA FANCY WASHINGTON WINESAP **APPLES** **2 25¢**

LOS ANGELES Pico at La Cienega	E. LOS ANGELES 1819 E. First Street at the Triangle	SANTA MONICA Wilshire Blvd. at Berkeley Lincoln Blvd. at Ocean Park	WESTCHESTER Lincoln Blvd. at Manchester
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LIPTON SOUP DELICIOUS Chicken Noodle, New 2-Pack 31c ONION, 2-Pack 37c

VEE-FORM Modess LAURA SCUDDER MAYONNAISE 1-LB. JAR 63¢

SUNSHINE KRISP CRACKERS 1-LB. BOX