

# 'Shoot-em-Up' Toys Trail Dolls in National Sale

By REYNOLDS KNIGHT

Those viewers-with-alarms who have been loudly decrying the excessive sale of toy guns and other so-called "war toys" have had their thunder stolen. Seems that dolls, transportation toys, and sports goods were in greater demand with the youngsters last year than guns or other "shoot-em-ups."

A survey of the Toy Manufacturers of the U.S.A. found that in 1965, at least, guns were eighth on the popularity list of toys.

From another part of the survey we suspect that Dad is the one who suggests the gun purchases that are made, because the study found Mom buys 62 per cent of the toys, and much of the complaining about guns has come from the mothers of America's youngsters. Obviously, the moms are not the buyers.

**CARS, CARS, CARS**—More automobiles will be sold this year than ever before, in the opinion of the people who should know—the dealers.

When polled by Universal C.I.T. Credit Corporation, the nation's leading independent auto financing firm, the dealers made estimates that averaged sales of 9,440,427 cars, which includes both domestic and foreign cars. In 1965, 9,300,000 cars were sold, an all-time high and the first time more than nine million cars have been sold in a single year.

An interesting disclosure in the survey was that only 3.4 per cent of the dealers expected sales of less than 8.5 million. Yet until last year the 8.5-million mark had never been reached!

The poll also revealed some dealer preferences. For example, of the 1,500 dealers

polled, slightly more than 75 per cent said they chose newspapers as their chief medium of advertising.

A substantial number of dealers — 43.7 per cent — said they planned to increase capital expenditures this year to improve their facilities.

**THINGS TO COME**—New sunglasses, called "the mask," with a one-piece frame and single lens that stretches unbroken across the nose to cover entire eye section of face. Line of vaporizers specially designed for children's sickrooms. "Steamy" as it is called, comes as Humpty Dumpty, a turtle or a locomotive. An "electric match" designed to eliminate dousing of gas pilot lights. Provides igniting spark for gas ranges and other gas appliances unaffected by water

or sudden gust of wind. Toothpaste specially for electric toothbrushes. Disposable dust cloth that picks up dust and polishes at same time.

**A QUICK CHANGE**—Welding operations can now be quickly switched to cutting with any one of four portable combination outfits put on the market by a leading manufacturer. All can be switched too, for use with either propane or natural gas as fuel gas for heating, brazing, and cutting operations.

National Cylinder Gas division of Chemtron Corp., Chicago, a leading supplier of welding and cutting equipment to the metalworking industries, says the combination kits are designed to be used by professionals and hobbyists, as well.

Tips provided can be used to weld steel up to 1/4-inch thick and cut steel up to 2 inches thick. Additional tips extend the welding and cutting ranges to more than 1 1/2 inches up to 6 inches, respectively.

**BITS O' BUSINESS**—New Yorkers, on short water rations for quite a while, may soon be drawing on the Hudson river for the first time. A pumping station 60 miles upriver from the City is about to go into operation. Installation credit in 1965 had a record rise of \$8 billion, to \$87,406 billion. The nation's airlines set new records in 1965 for carrying mail, freight and express, a total of 1.3 billion ton-miles of cargo. End-of-January coin stocks in the U.S. were 137 million quarters, 239 million

dimes, 824 million nickels and 389 million pennies. Congress has been urged to set up a farmer-financed research and promotion program for cotton. January production of slab zinc up to 95,933 tons from 85,243 in January, 1965.

**SCIENCE IN THE NEWS**—What gives a man strong drive and leadership qualities? Science has linked these qualities to a high uric acid content in the blood. In chemical structure it is something akin to the stimulant called caffeine. Too much uric acid, though, and you may have gout, and affliction it is pointed out, of many of the world's famous men of achievement. A new theory of cancer causes lists viruses, chemical poisons and atomic radiation, all of which may cause can-

cer by turning normal cells malignant by puncturing their so-called "suicide sacks" or lysosomes containing enzymes normally used for localized digestion of substances inside cells. However, under certain conditions these same enzymes can cause death or cancerous change. An attempt is being made to hold back salt water from coastal shores. It involves a

500-foot deep well through which fresh water is pumped at a rate of 400 gallons per minute into deep shore-side sands. Lost in New England. A lake, a delta, terraces and a major river system that existed some 13,000 to 35,000 years ago on the southern edge of the area and now are under at least 500 feet of seawater.

**Class of 1956 Plans Reunion**

Plans for a ten-year reunion of members of the Class of 1956 at Long Beach Polytechnic High School are now being made. The reunion will be held June 17. More than 350 of the 800 graduates have been located to date, according to Fred Terwel.

Area residents who are members of the class, or know the current address of members of the class, are asked to forward the information to Terwel at 12271 Casper St., Garden Grove, or telephone 897-7356 before March 29.

CLASSIFIED AD CALL DA 5-6060

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Big 10-oz. Bag

**39¢**

Req. 59¢

**PINEAPPLE JUICE**

F & P Fancy Pure Hawaiian Juice

Jumbo 46-oz. Can

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Save 10¢

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**YOUR CHOICE**

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New! Good Tasting Mouthwash

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**JOHNSTON'S ROSE ROYAL/Save 10¢ CHEESE CAKE** 11-oz. Frozen **49¢**

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**ORE-IDA FROZEN TATOR-TOTS** Full Pound **29¢**

**GARNATION INSTANT BREAKFAST** Pkg. of 8 Env. **79¢**

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Finest Quality

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