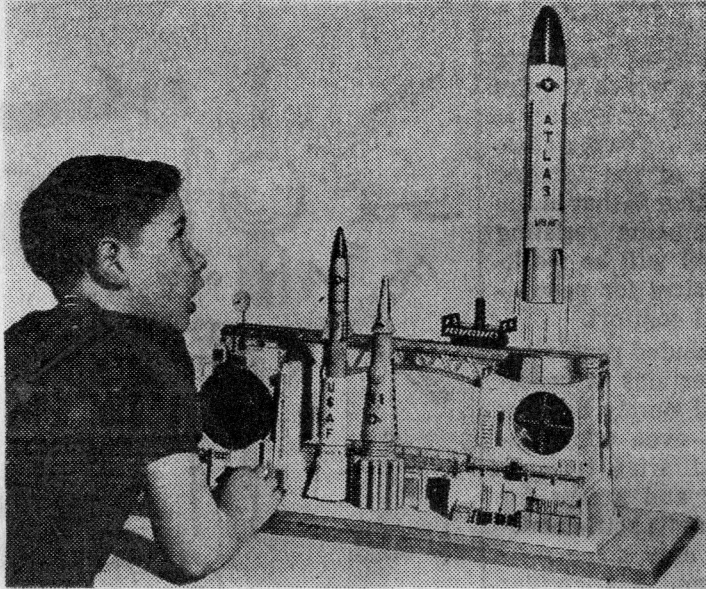
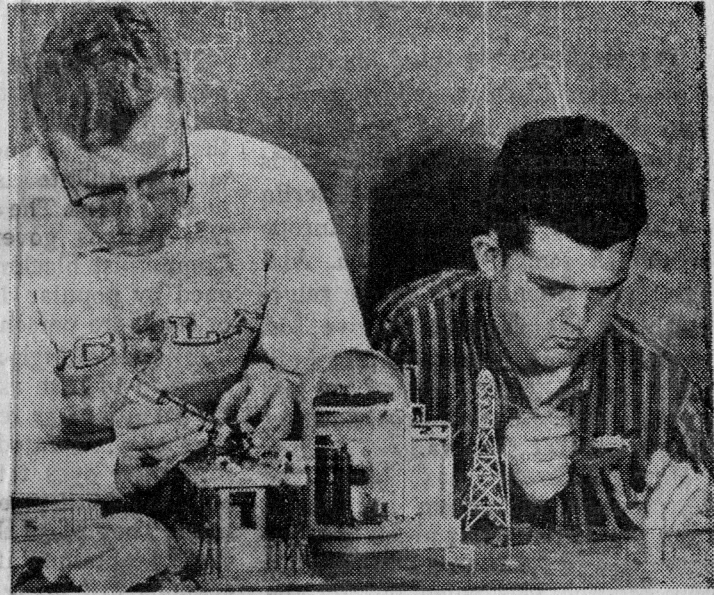


Toys Are Typical of the Times



TODAY'S TOP FAVORITES include the Count Down, an electronic missile control base patterned after the Army's missile launching centers. At the right the young engineers add the finishing touches to a scale plastic model of a typical Westinghouse atomic reactor plant.



Toy Industry Paces Progress

Down through the years of progress in inventions the toy industry has kept abreast of the times with its miniature replicas. Today's presentations of jets, atomic research plants and rocket launchers reflect the news on the front page of your daily newspaper.

Experts in the business tell us toys usually mirror everyday life as youngsters emulate their elders in all sorts of endeavors. J. nice and Candice usually like to play with domestic types of toys and fashion themselves as little mothers in the home. Jonathan and Geoffrey are apt to copy their heroes with the aid of planes, games or sporting equipment.

Most popular current types, however, are space and science toy—microscopes, telescopes, chemistry sets, planetariums, and rocket missiles. Keeping

pace with the above are the construction kits which make everything from jet planes to atomic submarines, and Neanderthal man to a miniature replica of an atomic reactor.

Television, of course, has spurred a boom for the equipment of the Western cowboy.

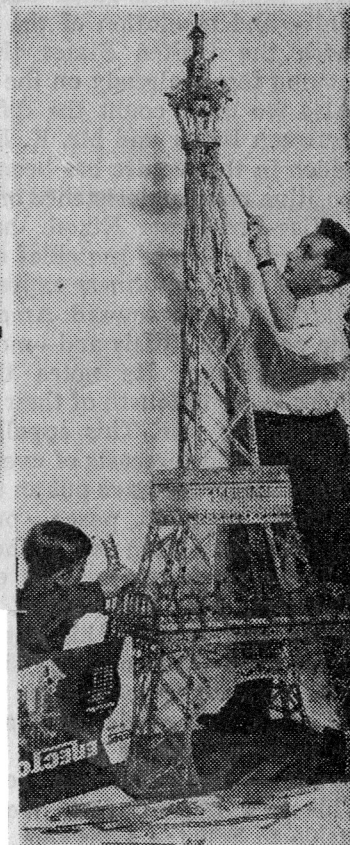
What are the perennial favorites? They continue to be such things as dolls, stuffed toys, trains, trucks, rocking horses, wheel-goods games, musical instruments, and nursery-school playthings.

Who are the users of the toy industry's products? Children up to 14 years of age—an age bracket that's been increasing by about a million a year.

And if this information hasn't been helpful to doting grandparents, parents, uncles, and aunts—what more can we tell you?



PERENNIAL IN POPULARITY are the wheeled toys such as this "Sit-N-Ride" vehicle in the shape of a garage's service car. . . .



. . . And, of course, the familiar Erector set, which can come in a complicated construction project such as this one requiring help from Dad.