

NOV 12 1961

Favorite Toys Are Old

Each year America's toy-makers create a multitude of exciting new toys.

But there are some old favorites that continue to find a place on crowded toy shelves.

And the old perennials are more than holding their own in the popularity parade. Here are some examples:

Monopoly, a game which has been on the market for decades, set a new sales high last year. Until then, more than 20 million sets had been sold.

Shirley Temple dolls, popular for more than 20 years, are enjoying continuing success.

Erector sets, played with by boys and their dads before World War I, have never lost their popularity.

The teddy bear has been a favorite since first introduced in 1907 as a tribute to Theodore Roosevelt.

Tinker Toys, those little wooden construction items for the pre-school and kindergarten set, have been providing fun and education since 1914.

Kewpie dolls have been cuddled by little girls since 1915.

Hobby horses and the Irish Mail have taken on new shapes, but they are still the same old toy.

Table Tennis sets, first placed on the market in 1902, are increasing in popularity, and the sport receives tremendous impetus from tournaments held throughout the world.