NEW YORK—If Little Miss Echo is a big hit this Christmas, it won’t necessarily be because of mother’s voice. It’s the voice that answers (in a rather slurred manner) the question "Who’s there?"--but, rather because of healthy advertising of television and Christmas spirit spreading abroad among the nation’s toy makers.

Retailers attending the 85th annual American Toy Trade Association’s wholesale convention earlier this week—bought in large sales to increase promotion where needed. It is estimated that in many of the 12,000 buyers attending the fair are more interested in the amount of television promotion which is budgeted for the toy than in the toy itself.

"This is a nice toy, but you will advertise it in my store," is a common complaint from the buyer points to a plaything among the automakers, and completes orders on display. If the answer is no, the buyer is more likely to move on empty-handed.

United States consumers last year spent $12 million on television promotions last year and planned to spend $18 million on the same for 1961. Robert Tolchin, who is also president of Renico Industries, Inc., says that 10-and-12-year-old boys and girls, according to Tolchin. He estimated that 60 of every 100 cars on today’s plays are now toy sales by car manufacturers, with sales total $75 million from 1959 to 1961. The 1961 figure was raised from 1978. For 1963 years ago, reason: Many discount stores feature toys all year.

With non-Christmas season sales, toy manufacturers’ television advertising is over the full year. Remco says it will sponsor network TV shows 52 weeks this year, vs. 48 last year. Hungarian Co., one of the nation’s largest game makers, has budgeted a TV campaign costing three times what it spent last year.

Kensetter Co., Cincinnati, plans to spend $5 million on network TV shows, which is three times what it spent last year. Like many manufacturers, Kenser sponsors late afternoon children’s shows on network TV, adding another notch in the marketing mix of selling toys.

One reason for the increased use of TV promotion is the rise of discounters, toy manufacturers, and the self-service basis, we need TV to do the demonstrating that has been done by salesmen in previous days and the increased national advertising budget. Remco estimates that 40 of every 100 boys and girls would like a toy that is not made for them. Yesterday, some toy manufacturers claim shows give them a pipeline to the children, who then put pressure on their parents to buy advertised items.

Children or Parents

But one company, Aurora Plastics Corp., might hold the key to reach parents. It prefers to reach parents. It prefers to this type of advertising in adult magazines.

Typical of the types of toys sold by makers is American Doll & Toy Corp., of New York. It spent about $700,000 last year advertising through three dolls. "This year we plan to spend around $1.3 million," Herbert Brock, executive vice president, says.

American Doll & Toy plans to spend at least as much promoting a new item, its "Little Miss Echo" doll, this year as it did for all its products last year. Little Miss Echo contains a tape recorder, so that a child may "teach" the doll to talk. "Teach" means to talk into a microphone at its neck and play back the recording message.

Toys next Christmas may have many new selling features, if the fair’s exhibits are an indication. One doll contains a mechanism that simulates a "heating heart," opening and closing with a stethoscope, for listening to the "heart."

Marking Russell

Ideal Toy Corp., offers a toy hat bound that opens, walls realistically and catches a bone in its mouth. Odd Cob is a combination dog figure and puppet that enables a user to do tricks. When the ball hits his right side but sticks out his tongue, he tumbles and raises himself by the ball hitting the left side. Ideal Toy says toy tops today that parents need help repainting them. Ideal plans to use "fixation" for its new "Little Miss doll’s" hair to give it realistic appeal. Another example of the fair’s toys intended for children, "who want to be part of the grown-up world, is a single-engine executive plane. For youth eager to drive the plane, the next best thing is a table-top track and miniature cars. A spoke for "Little Miss Plastic," which produces a Model Motoring Set says, "Our highest benchmark for the teenager is his own model car while he contemplates his future. He can drive his father’s."" "This is a nice toy, but you will advertise it in my store," is a common complaint from the buyer points to a plaything among the automakers, and completes orders on display. If the answer is no, the buyer is more likely to move on empty-handed.

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