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Tapping New Market:

New Toys Aim to Please Girls Past Doll Stage

By RICHARD H. HOENIG

NEW YORK (AP) — Shopping for the young ladies of the family this Christmas promises to be a lot more involved than just dolls, dolls and dolls.

A peek at the 1963 lines of many U.S. toymakers indicates that are concentrating more and more on what they consider a huge—untapped market; items made specifically for sister Sue.

"After all," one company ex-

ecutive asked, "What do you really have left with girl appeal once you get past the dolls?"

"The market is wide open and there is plenty of room to expand in this field," is the way Elliot Handler, president of Mattel, Inc. put it. Ironically, however, his company, probably the largest of all, is trying to beef-up its "boy" line this year. Mattel is traditionally strong in dolls and animal toys that appeal to both sexes.

Among the non-doll items for girls displayed at this week's 60th annual toy fair are battery powered appliances, including vacuum cleaner, hair dryer, and wash-dryer, a large vanity with separate storage bench, a food mixing machine, manual and electric sewing machines, a board game that revolves around a girl catching a boy and a hobby kit for girls to build a horse.

The diversification does not

mean that dolls will be forgotten this Yuletide. Year after year they account for a large percentage of all toys sold.

Ideal Toy Corp. is introducing a full line of accessories for its fashion model doll. Remco Industries, Inc., a specialist in battery operated toys appealing primarily to boys, is entering the fashion model doll field with a family of four.

Mattel's big new item is a two-foot, impish tot who wears glasses and can say hundreds of phrases when her record is changed.

The A. C. Gilbert Co., maker of the erector set, set out to woo the junior misses with "My Mixer" and a line of sewing machines. Girls can prepare a number of foods and desserts with the mixer and are given specific recipes.

For Junior Housewife

Bachmann Bros., basically a hobby kit producer, developed five "Kiddypliances" that run off a battery operated power pack. A vacuum cleaner, hair dryer, washer-dryer, rotisserie and dishwasher measure 2 to 5 inches and are designed for the junior housewife.

"Girl Meets Boy," the dating game, is Transogram's entry. The board game involves hearts and a ring. Girls are advised to "use your personal magnetism to click with the boy of your choice."

Louis Marx & Company's "Budding Beauty Vanity" is a two-foot high plastic piece that comes with a mirror and toy cosmetic including lipstick, bubble bath and nail polish.

Revell Inc., also a hobby kit maker, found a previous horse kit so successful with girls the company introduced palomino kit this year complete with simulated hair mane and tail and parade saddle.

The Lego System, a toy using plastic bricks to build, is offering a build-a-doll set which permits girls to construct 12 different dolls of various nations, one at a time.