

# Toymakers Recognize Past Error

Wall Street Perspective

By JESSE BOGUE

UPI Financial Editor

NEW YORK (UPI)—The sugar and spice set may not, in its childish innocence, realize what it is.

It is a marketing target, which toymakers don't believe has yet been tapped for its full potential.

The S&S, set is, as every reader of mother goose would know, made up exclusively of little girls; "Sugar and spice, and everything nice—that's what little girls are made of."

Little boys got a less flattering description in the same source material, but up to now they've had most of the luck as to choice in the toy field.

## Appeal To Boys

A study by the A.C. Gilbert Company, one of the nation's leading toymakers, found that about 45 per cent of all toys were made with their appeal to boys in mind. Another 35 per cent were made for both — those designed for the very young, musical toys, bathtub trinkets, preschool playthings, outdoor toys.

Only about 20 per cent were directed to an appeal to the wants of little girls.

As anyone who has a houseful of kids will realize, the toy business is no small one. Sales at the manufacturers' level were at an all time high of \$1.1 billion last year. Since 1950, industry growth has been estimated at 183 per cent.

The Gilbert organization's vice president for marketing and sales, Benjamin F. Moats Jr., believes large toymakers no longer can ignore the possibilities in producing toys for young ladies.

This does not mean that Gilbert and other toymakers will stop turning out the trains, simulated space vehicles, toy guns and science sets which are directed at the boys' market, but rather that they will try to bring along new lines in addition to the old.

## Estimates 1965 Figures

Moats has estimated that by 1965, there will be in this nation about 17 million girls between the ages of 5 and 14, and that by 1970 this portion of the population will number 21 million.

The general thinking of Moats is that young girls will be interested in toys that stimulate their natural interests. Little girls, he believes, are interested in themselves and in their mothers, and their world of play is built around these themes.

For 1963, Moats' company will market a child-size sewing machine, described as not a toy but a miniature that is reliable. It also is marketing a hand-powered food mixer with which a small girl can prepare foodstuffs.