

Products

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fire-power of two shots a second, were common in the neighborhoods up until nine or 10 years ago. Today's cowboy is considered ill-equipped unless he has an authentic Winchester carbine that loads and ejects eight shells just like his father's deer rifle.

TELEVISION'S influence on the world of toys also is seen in the local stores.

Vint Bonner's (John Payne in "The Restless Gun") .45 run-rifle is a hot-selling item on the toy counters along with a duplicate set of Maverik's (James Garner) .45's in leather holsters.

These are a far cry from the 39-cent cap pistols prevalent in the pre-TV era.

Toys also reflect the great advances made in science during the past three years, particularly in the field of rockets, satellites and predicted space travel.

Disintegrator guns, space helmets and miniature space rockets can hardly be kept on the counters.

THERE ARE several models of small rockets that use soda and water for fuel and can be fired up to 300 feet in the air. A more complicated model fired in two stages—one half going off after being carried up about 100 feet.

With all the hue and cry for more and more scientists, it probably would please the country's leaders to know that a junior-sized chemistry kite also is one of the biggest items on the market.

Those little dump trucks that were cranked up by hand to dump the load of sand are now extinct.

Everything mechanical in the line of trucks, tanks, fire trucks and steamshovels are hydraulic—just like the ones on the road.

There is a battery-operated, hydraulic tank on store counters today that would have been impossible to predict 10 years ago.

ONE BUTTON raises and lowers the gun, another makes it rotate on the stand in a complete circle, and still another will fire the toy shell after it's been loaded.

All these, however, are topped by the fire truck that has an automatic ladder with built-in extensions that make it go way up high. Toys also are becoming larger and more expensive than those in vogue years ago. Remember the push-pull toys that were towed with a string?

These have been replaced with battery-operated cars and trucks and some can be run with a wave-length device from two to four feet away.

If the parents can dig far enough back into their memories, perhaps they can recall the miniature piano that could be played.

THIS HAS given way to an electric organ that sounds like the real McCoy and retails in the \$20 class.

Also in the big toy class (and there was nothing like it before) is a hockey game complete with moving players.

Nearly four feet long, two feet wide and several inches deep, the game is played with the "skaters" revolving around a pole and a little round ball is the "puck." By twirling the players around, the ball is struck back and fourth until it gets by the goalie.

IN THOSE aforementioned "good ol' days," the kids didn't even bother with such things as a game. A tin can was the puck and sticks, brooms and feet were used to push the can along and the street was the hockey rink.

And last, but hardly least, is the half-sized pinball machine seen in one store. This had everything but the flashing lights and a "tilt" sign in the window.

A saleslady in one of the stores summed it up when she said: "They don't leave much to the imagination anymore."

Smooth Sledding

Sleek, trim and colorful describes the new look in sleds for Christmas, which means more fun for youngsters and less work for Dad.

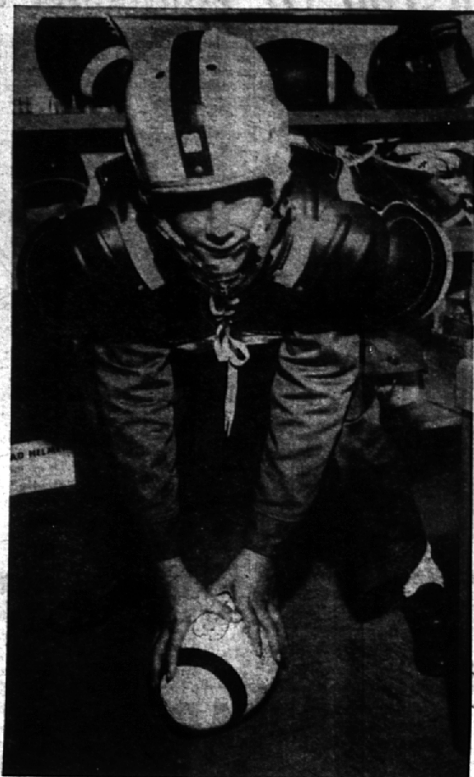
Shares Lunch Time

Small girls can now share lunch time with her doll with a fill-a-dump milk bottle and sandwich loaf and fillin'.

Temple Dolls Back

The Shicky Temple dolls with rooted hair and magic touch skin are back after a span of 20 years.

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ECCENTRIC PHOTO

Ready for Football Season

Next year's football season is a long way off, but that didn't matter to Robert Jocelyn, 10, of 1525 Lakewood, Bloomfield Hills. He stopped at McBride's Hardware Co., 154 S. Woodward, recently to try on the football equipment the store features along with other sporting goods and a complete line of hardware items. The helmet he is wearing sells for \$9.95, the shoulder pads, \$7.25 and the football, 5.95. All of the equipment is manufactured by the Wilson Sporting Goods Co.

Equipped Bicycle

A fully equipped bicycle is among the gifts preferred by boys and girls for Christmas. Recent introductions of the glistening American-made "middleweights" has further stimulated selection of bikes for Christmas giving.

Constructive Toys

Santa's pack this year contains constructive wheel toys and block type playthings, a plastic train and sponge rubber blocks.

Cotton culture is thought to have originated in India about 1500 B.C.

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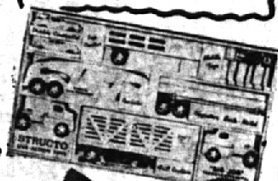
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