

# Urban Board Host to Industrial Conference

## County-Wide Attendance Round Table Discussions

A regional meeting of men and one woman, keenly concerned with industrial promotion programs was called by officials of the Trade and Industry Branch of the Ontario government for this area on Dec. 2nd, when about 40 gathered from Acton, Milton, Georgetown and Esquewaugh township. The Chamber of Commerce, builders, banks, gas company and the Canadian National Railway were also represented. Roast beef dinner at the Del rex restaurant preceded an informative evening.

commission problem.

Metropolitan Toronto industrial commissioner William Wilson outlined the city's policies and methods of operation.

A H. Lemassurier of the Dept. of Planning and Development outlined organization of an industrial commission.

Aspects of immigrants on Canadian business were dealt with by R. G. Hill of the Department of Immigration while Jack Delaney of the trade and industries branch of the Department of Planning and Development outlined his department's program and willingness to assist industrial commissions. Utilizing services of the industrial development bank was urged in a film shown by W. Stuart of that organization.

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steals demand tokens shaped like rockets and jet planes. No longer do they go around the board from "six" to "snake". Instead, players zip around maps of the world, or battle through obstacles, and flume-outs to reach a launching pad, from which to rocket off to the moon.

In plastic squeeze toys for tots, colors are lighter, materials softer, more durable, and squirrels just aren't "cute" any more. They have magnetic personalities too. Dolls clothing styles are smarter, and in line with latest fashion trends in real clothes. Many are sold with tiny plastic clothes hangers, ready to be hung in dolls' wardrobes.

Plush dolls and hand puppets reflect the impact of TV — Dennis the Menace has his entire family, and all his friends

in hand puppets. Quick draw McGraw, his sidekick Baba Looney and the Huckleberry Hound characters are all around in plush toys. Doll dishes and tea sets, fancier than the real dishes most people use, feature plated plastic "silverware." Some include modern design appliances complete to white foam plastic bread that actually fits in the toy toaster. For boys, there's a role of yourself dump truck, with a steering wheel. If Dad wants to try it, the plastic is tough enough to support fathers that don't weigh more than 200 pounds.

Beatnik Doll

The trend to "realism" swings to both extremes — a "beatnik" doll, with green jeans, spangled sun glasses, and long straight black hair, and an "athletic" girl skier, modelled on Canadian ski champ Anne Heggtveit, with white skin and fur parka.

The push for "realism" sometimes has marvellous overtones. There's a "get well" doll. A pretty little girl doll, it comes in a carton complete with pair of crutches, plaster casts for arms and legs, red spots to give her measles, yellow spots for chicken pox, and an assortment of bandages to treat the results of any sort of maxhem her little owner may dream up.

Among the bigger toys, toboggans and sleds and pedal cars have swung to aluminum construction, for more strength and ultra light weight. The pedal cars reflect both the "big car" and compact car trends out of Detroit — one model is a ranch wagon another is modelled on the current craze for go-kart racing.

Practically every TV program has its matching game. Manufacturers admit most of these sell well only in areas where the original program can be seen on TV. If a station changes programs, the toy store changes games.

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# Realism is Noted In This Year's Toys

Children may be growing more imaginative every year, but imaginative is growing rarer.

Toy shelves this Christmas will be stocked with the most realistic toys Canadian manufacturers have ever produced.

Dolls that really walk and talk.

Space ship games with launching pads, and ships that "blame out".

Doll houses designed on split level plans "for luxurious suburban living".

Mechanical hockey games that can actually be played by NHL rules.

This year, even the Christmas wrapping paper you buy comes wrapped up — in a clear plastic bubble package so you can see what's inside.

Canadian Playthings Manufacturers Inc., a 142 member association of toy makers right across Canada, unveiled this year's crop of toys at a special Toronto preview in mid-November. The 300 new toys the

members displayed were later displayed in Toronto's Hospital for Sick Children in bright Christmas lights for parents there.

Usually, although there were many "space" games, the exhibition included almost no space toys. Canadian youngsters aren't quite as enthusiastic about Mars and the moon and plastic space satellites as United States children, manufacturers said. Cowboy guns and holsters still sell better in Canada than toy ray guns.

Bigger Range

This Christmas, toy shelves will hold a bigger range of items. They'll be of higher quality, and there will be practicality in the price increase in toys, manufacturers say. Many toy prices will actually be lower than last year. Dolls generally cost 40% less this year than equivalent dolls did two years ago, according to Emmanuel Grossman, a director of the Association, one variety of plastic truck, that sold two years ago for \$6 now costs less than \$3.

New materials and better production methods are the key, Grossman explains.

Youngsters who visited the Toronto display romped through samples depicting the whole range of Canadian-made Christmas toys: wheelchairs, Christmas decorations, plush toys, dolls and games.

One new doll this year has a built-in phonograph operated by a pull string. A tug on the

string spins a plastic record that contains 11 different things for her to say. A random selector makes her respond in a different sequence all the time. On machine tests, the dolls have lasted through 100,000 conversations.

New this year, too, is a 10 inch high "life size" doll bigger than many of the youngsters who will "sit" her for Christmas. She can wear the same clothes a youngster does. Another new doll item is a series of dolls made of durable cardboard, some as tall as 22 inches, with real hair.

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All persons having claims against the Estate of George Albert Denham, late of the Town of Georgetown, Gentleman, who died on or about the 16th day of October, 1960, are hereby notified to send particulars of same to the undersigned on or before the 14th day of January, 1961, after which date the Estate will be distributed with regard only to the claims of which the undersigned shall then have notice, and the undersigned will not be liable to any person of whose claim she shall not then have notice.

Dated at Georgetown, this 12th day of December, A.D. 1960.

MARY MAY DENHAM, Admistratrix of the Estate of George Albert Denham, by her Solicitors, Dale, Bennett, Lattimer & Barnes, 23 Mill Street, Georgetown, Ontario.

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