staff," which consisted of four part-timers. Allen now enjoys a 6% profit on sales.

Toy Time. Things can also go wrong, of course. Brunswick and AMF, for example, profited from the bowling boom in the '50s only to suffer later from competition from other pastimes. Still, dividends from the fun-and-games business do not always come in cash. "This is toy time," says Herbert J. Siegel, president of Chris-Craft. "If a guy can justify an acquisition by getting into the 'leisure time' market, he can have a good time." As Siegel himself undoubtedly does. He was chairman of Baldwin-Montrose Chemical Co. until last January, when, in a prelude to a merger with the big boatbuilding firm, he also took over Chris-Craft's

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