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### The Oscar

Tomorrow night, the Academy of Motion Picture Arts and Sciences will hand out 40 little gold men to those of its members it credits with exceptional performances last year. The Oscar, 13 1/2 inches high and weighing 8 1/2 pounds, is the best-known product of the Dodge Trophy and Award Company, which is near Los Angeles.

Although this may only be a one-night affair for Hollywood, Dodge makes trophies all year round, three million to be exact, and it is part of an industry that thrives in good times and bad. "Probably one is given out every couple of hours," said Stephen Hinchliffe, co-chief executive of Leisure Group Inc. of Los Angeles, which bought the Dodge company in 1970.

In 1980, the trophy industry posted sales of more than \$250 million, up 20 percent from the previous year, according to the National Awards and Trophy Manufacturers Association.

Dodge's many special-order clients include such institutions as the Rose Bowl, the Fiesta Bowl, and the Miss America pageant. It also keeps a stock of mass-produced awards - 50 bowls and 750 figurines, ranging from an Adonis to a fireman with a hose, bucket or lantern. A figure of a small baseball player sells for 60 cents, while a 25-inch-high sterling silver cup is \$400.

Dodge won't divulge its earnings or sales, but management says the company supplies 3,000 to 4,000 stores across the country. Of all its products,

Dodge says the Oscar is the best. It is hand-poured from a nickel alloy called Britannia. It has a hollow spun metal base with a weighted insert and goes through a number of plating processes. It is hand-buffed, coated in 10-karat gold, then in 24-karat, and lacquered.

An award winner who loses the Oscar can buy a replacement for \$235. He can sell it, but only back to the academy - for \$10.