

# SECURITIES AND EXCHANGE COMMISSION

## FORM SC 13G/A

Schedule filed to report acquisition of beneficial ownership of 5% or more of a class of equity securities by passive investors and certain institutions [amend]

Filing Date: **1999-09-10**  
SEC Accession No. **0000950131-99-005273**

([HTML Version](#) on [secdatabase.com](http://secdatabase.com))

### SUBJECT COMPANY

#### **PLAY BY PLAY TOYS & NOVELTIES INC**

CIK: **945276** | IRS No.: **742623760** | State of Incorporation: **TX** | Fiscal Year End: **0731**  
Type: **SC 13G/A** | Act: **34** | File No.: **005-45021** | Film No.: **99709062**  
SIC: **3942** Dolls & stuffed toys

Mailing Address  
4400 TEJASCO  
SAN ANTONIO TX 78218

Business Address  
4400 TEJASCO  
SAN ANTONIO TX 78218  
2108294466

### FILED BY

#### **HEARTLAND ADVISORS INC**

CIK: **937394** | IRS No.: **391078128** | State of Incorporation: **WI** | Fiscal Year End: **0930**  
Type: **SC 13G/A**

Mailing Address  
790 NORTH MILWAUKEE  
STREET  
MILWAUKEE WI 53202

Business Address  
790 NORTH MILWAUKEE  
STREET  
MILWAUKEE WI 53202  
4142897840

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934

(Amendment No. 2) \*

PLAY BY PLAY TOYS & NOVELTIES, INC.  
(Name of Issuer)

COMMON STOCK  
(Title of Class of Securities)

72811K103  
(CUSIP Number)

August 31, 1999  
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-(c)
- Rule 13d-1(d)

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

CUSIP No. 72811K103

13G

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1 NAME OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS

HEARTLAND ADVISORS, INC.

#39-1078128

-----

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

(a)

(b)

-----

3 SEC USE ONLY

-----

4 CITIZENSHIP OR PLACE OF ORGANIZATION

WISCONSIN, U.S.A.

-----

5 SOLE VOTING POWER

NUMBER OF 0

SHARES

-----

6 SHARED VOTING POWER

BENEFICIALLY 0

OWNED BY None

-----

7 SOLE DISPOSITIVE POWER

EACH 0

REPORTING

PERSON

-----

8 SHARED DISPOSITIVE POWER

WITH 0

None

-----

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

0

-----

10

-----  
PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

11

0.0%

-----  
TYPE OF REPORTING PERSON

12

IA  
-----

CUSIP NUMBER 72811K103

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Item 1.

(a) Name of Issuer: Play by Play Toys & Novelties, Inc.  
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(b) Address of Issuer's Principal Executive Offices:  
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4400 Tejasco  
San Antonio, TX 78218-0267

Item 2.

(a) Name of Person Filing: Heartland Advisors, Inc.  
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(b) Address of Principal Business Office:  
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Heartland Advisors, Inc.  
790 North Milwaukee Street  
Milwaukee, WI 53202

(c) Citizenship: Heartland Advisors is a Wisconsin corporation.  
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(d) Title of Class of Securities: Common Stock  
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(e) CUSIP Number: 72811K103  
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Item 3. If this statement is filed pursuant to (S) (S) 240.13d-1(b) or

-----  
240.13d-2(b) or (c), check whether the person filing is a:  
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- (a) Broker or Dealer registered under Section 15 of the Act  
----- (15 U.S.C. 78o).
- (b) Bank as defined in Section 3(a)(6) of the Act  
----- (15 U.S.C. 78c).
- (c) Insurance company as defined in Section 3(a)(19) of the Act  
----- (15 U.S.C.78c).
- (d) Investment company registered under section 8 of the Investment  
----- Company Act of 1940 (15 U.S.C. 80a-8).
- (e) X An investment adviser in accordance with (S) 240.13d-1(b)  
----- (1)(ii)(E);
- (f) An employee benefit plan or endowment fund in accordance with  
----- (S)240.13d-1(b)(1)(ii)(F).
- (g) A parent holding company or control person in accordance with  
----- (S)240.13d-1(b)(ii)(G);
- (h) A savings association as defined in Section 3(b) of the  
----- Federal Deposit Insurance Act (12 U.S.C. 1813);
- (i) A church plan that is excluded from the definition of an  
----- investment company under section 3(c)(14) of the Investment  
Company Act of 1940 (15 U.S.C. 80a-3);
- (j) Group, in accordance with (S)240.13d-1(b)(1)(ii)(J).  
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If this statement is filed pursuant to (S)240.13d-1(c), check this box [].

Item 4. Ownership.  
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For information on ownership, voting and dispositive power with respect to the above listed shares, see Items 5-9 of the Cover Page.

Item 5. Ownership of Five Percent or Less of a Class.  
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If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following: [X]

Item 6. Ownership of more than Five Percent on Behalf of Another Person.  
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Not Applicable.

Item 7. Identification and Classification of the Subsidiary Which Acquired the  
-----  
Security Being Reported on By the Parent Holding Company.  
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Not Applicable.

Item 8. Identification and Classification of Members of the Group.  
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Not Applicable.

Item 9. Notice of Dissolution of Group.  
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Not Applicable.

Item 10. Certification.  
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By signing below, I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

DATE: September 7, 1999

HEARTLAND ADVISORS, INC.

By: PATRICK J. RETZER  
Patrick J. Retzer  
Senior Vice President