

CROWN COLORFUL BANKS

Stimulate Summer

Sales With
THIS NEW WALT DISNEY
DOPEY BANK
50¢ RETAIL

Here's the latest addition to our famous line of novelty banks that are best sellers everywhere. The cutest, most colorful reproduction of DOPEY you ever saw, and a real practical bank as well.



Immediate Delivery
Order Now and Display
For Immediate Sales!
WRITE or WIRE

Made of Wood Composition,
7½" high, sturdy construction. Metal lock and key. Packed in individual boxes, 3 dozen to carton.

CROWN TOY MFG. CO.

494 DUMONT AVENUE, BROOKLYN, N. Y.

ARRANBEE DOLLS

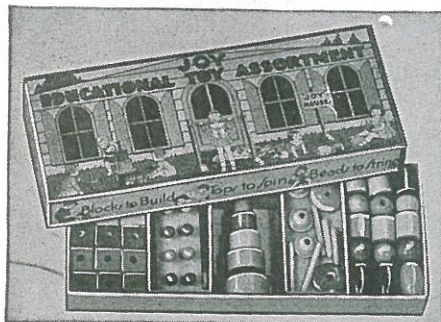
"CRY BABY"
NANETTE MAMA DOLLS
NANCY DOLLS DRINK'N BABE
DREAM BABIES
DOLL NOVELTIES

Showrooms:
ROOM 538
200 FIFTH AVE.
New York City

The Quality Line At Popular Prices

ARRANBEE DOLL CO. **Factory and Office:** 894 BROADWAY, N. Y.

ARTWOOD'S "JOY" LINE



AT
Popular Prices
BABY TOYS
BOAT SET
BUBBLE SETS
PULL TOYS
WALKING
SOLDIER SETS
EVERYTHING
IN BEADS
TEN PIN SETS
Etc. etc.

*all our items are
beautifully finished
in Pearl and Colored
Enamel.*

ARTWOOD TOY MFG. CO., Inc.

601 West 50th Street
New York City

TOYS IMPROVED BY DESIGN

(Continued from page 28)

ment of a circle to a free hand curve there . . . taper a bit more at the rear . . . ease a line off at the sides. . .

When the full-size clay model is approved, it is turned over to the pattern maker and a full-size replica is made in wood, exactly like the clay design, mechanical drawings are also made, and die details prepared. Then the job goes to the tool maker. If there are irregular curves, it is put in a Keller machine, and the steel dies roughed out. Press equipment must be taken into account—the number of die operations figured, the blank size determined and cost estimates made before "full steam ahead" signals can be given.

Then comes color. When the first samples come from the dies they are turned over to the paint shop and dozens of them are painted, using every color of the rainbow, each one different. The designer in his original scheme must take into account just the way the color separation is to be made, for much hand painting or striping would run up the labor cost.

The expert advice and experience of the designer saves the manufacturer from many errors in procedure. By the time the toy is ready for market production the designer has spent many hundred hours counselling the manufacturer, making suggestions, planning changes, all designed to produce a better toy cheaper. It is little wonder that the field of design is no place for an amateur. It is for that reason more and more manufacturers are using the services of industrial designers in formulating their products.

Feature Baseball Games

NEWSPAPERS are filled with accounts from the baseball diamonds at the present time, and the major league baseball season is well under way. Dealers should take advantage of all the newspaper publicity accorded to baseball, and should promote the sale of baseball games by featuring them prominently in window displays and on the selling floor. Baseballs, bats, gloves and uniforms should also come in for their share of promotion during the remainder of this month and throughout July.

Advertise Games in June

TOY DEALERS should consider the advisability of advertising adult games during June, as a means for attracting grown-ups to the store at a time when it is also possible to interest them in outdoor playthings for their children.

Feature Garden Toys

CHILDREN ARE born imitators and, with the season of the year for working in the garden upon us, dealers should give prominence in their displays to wheelbarrows, hot houses, pails, shovels, lawn mowers and hoe, rake and shovel sets, in toy size. Children will want to "help" their parents in working around the garden, and garden toys are just the thing for young horticulturists.