



The ONLY One-Floor YEAR-ROUND TOY CENTER in America!

● The vast five-acre Fourteenth Floor of The Merchandise Mart is not only the acknowledged toy center of the Middle West, but it is the *only* convenient single-floor market operating for toy buyers' benefit every single business day in the year.

Toys, like other lines, have not only their seasons, but their style changes and new trends *between seasons*. The alert toy buyer who shops the year-round Mart Market every chance he gets is sure to see the latest ideas, fresh from the factories of more than a hun-

dred creative leaders in the industry. Sweetening his stock with these new items, he creates, in his locality, a reputation among parents and children of always being "first with the latest." Such a reputation builds a business.

Buyers who realize the insufficiency of semi-annual market trips, and buyers who appreciate the money and time-saving location of this Mid-West Market, are thronging our Fourteenth Floor every weekday in the year. No wonder the list of permanent exhibitors is also growing steadily.

THE MERCHANDISE MART
The World's Biggest Buying Center • Wells Street at the River
CHICAGO

It's Always "New" *when designed or re-styled* **WITH BAKELITE MOLDED**

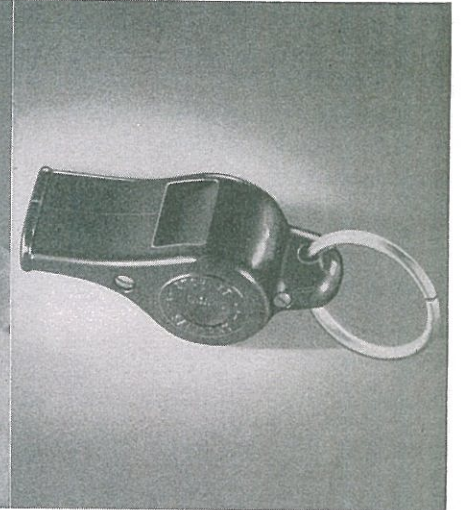
WHETHER a plaything is the first of its kind on the market, or a re-design of an old-time best-seller ...it gains up-to-the-minute smartness of appearance and new sales appeal when made with Bakelite Molded.

Permanently lustrous, colorful, and smooth and warm to the touch, this attractive material supplies the unmistakable "look" and "feel" of quality. With it, intricate shapes may be formed in a single piece, with a single molding operation. Unsightly joints, and the number of component parts are reduced to a minimum.

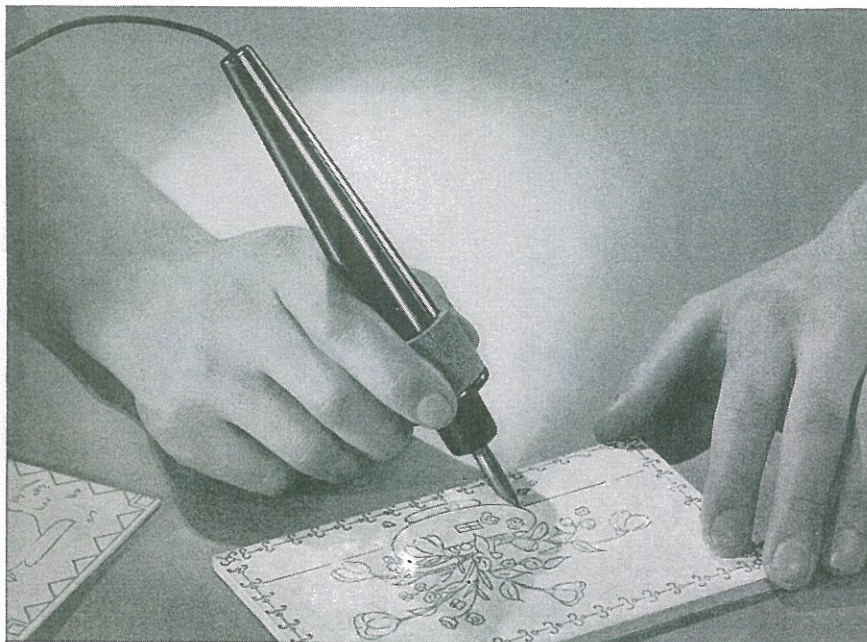
Thus, Bakelite Molded simplifies both the design and manufacture



Roll-M game with stream-lined housing of mottled brown Bakelite Molded. American Molded Products Co., producer.



Durable, light-weight police or referee's whistle of black Bakelite Molded. National Whistle Co., molder.



of toys. It provides merchandise of exceptional quality at popular mass-production prices. Bakelite molding materials may be obtained in any color or shade, including black, white and attractive mottles; and in opaque, translucent or transparent effects.

In purchasing or designing plaything items, be sure to get the added salability and other advantages that these materials contribute to any product.

Write for Portfolio 48 of useful booklets describing the various types of Bakelite Molded.

(Left) Attractive Piro electric wood-burning pen of lustrous heat-resistant Bakelite Molded. Product of Home Foundry Mfg. Co.

BAKELITE CORPORATION, 247 PARK AVENUE, NEW YORK, N.Y.
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West Coast: Electrical Specialty Co., Inc., Los Angeles and San Francisco, Cal.

BAKELITE

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PLASTICS HEADQUARTERS

JUNE, 1938—PLAYTHINGS

When writing to Bakelite Corporation, will you please mention PLAYTHINGS?