

Wolverine's Kitchen Cabinet

ADDS PLAY-VALUE TO KITCHEN CABINET

The Wolverine Kitchen Cabinet and Combination Kitchen Table makes its appearance in sparkling new colors this Fall. This new color combination is in accord with style trends in modern kitchens. Besides this, the play-value of this popular number is increased with the addition of kitchen utensils which are beautiful reproductions of actual household accessories in miniature form. There is a perfectly formed glass mixing bowl; a complete-in-every-detail egg beater; a wood rolling pin and rolling board; a chopping bowl and a masher. The entire outfit makes a mighty attractive showing for the customer who wants something unusually impressive at a moderate price. Retail for \$1.25.

MAK-A-KIT PROJECTS BY THE A. I. ROOT CO.

Two of the most popular numbers in the fast selling line made by the A. I. Root Co are the "Mak-A-Kit" Streamline Wagon Project and the "Mak-A-Kit" Steam Shovel Project. Each is a \$1.00 retailer. All the parts, nuts, bolts, wrench, etc., for making either a wagon or steam shovel are furnished and they are all wooden. This follows out the idea of the highly successful Toyland Mechanic, a Root toy made in three sizes, retailing at \$1.00, \$1.50 and \$2.00. All of these toys encourage creative ability and teach the principles of construction to children by the use of large, easily handled and colorful wooden nuts and bolts. They are worthy companion numbers to the famous Root Educational Letters, heavy sellers in the toy trade for many years. A popular number of the latter is N-34, a 50 cents retailer containing 34 letters with standards for attractive showcase and counter display.

ZEPHYR PRODUCTS CO.

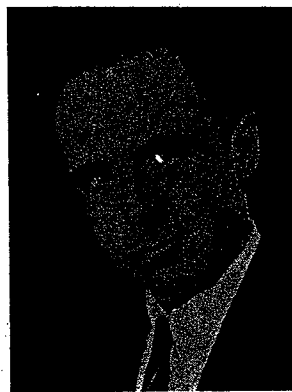
The "Zephyr" noiseless skates, formerly made by the W. J. Baker Co., Newport, Ky., are now manufactured by the Zephyr Products Co., 2530 Spring Grove Ave., Cincinnati, Ohio, in a new plant especially equipped for roller skate production. A new, high-speed ball-bearing "Zephyr" noiseless skate has been added to the line and is now ready for delivery. The entire line is shown by Robert MacLaren in his salesroom at 221 Fourth Ave., New York.

NEW M. & W ENAMEL FINISH FOR DIE CASTINGS

The difficult problem of developing an enamel finish that will adhere tenaciously and continuously to zinc has been successfully solved by Maas & Waldstein Co., makers of lacquers and lacquer enamels, Newark, New Jersey, according to an announcement by that company.

As a result of their research work, M. & W are now placing on the market a new line of air-drying lacquer enamels which are especially designed for finishing zinc and aluminum die castings.

These new die-casting lacquer enamels are said to produce an excellent, durable, elastic finish in one coat. They are supplied in gloss and egg-shell sheens and in white, black, and 32 standard shades. Special colors can be supplied when desired.



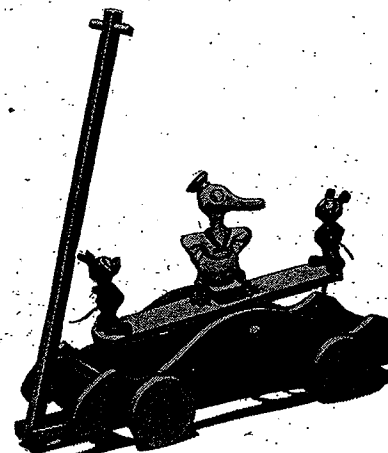
August P. Doering

DOERING REPORTS

August P. Doering, 1107 Broadway, New York, states that the Delphos Bending Co., Delphos, Ohio, has brought out a number of moderate priced shooflies and rocking horses this year. These goods are up to the fine Delphos standard of finish and quality and have created quite a sensation in the market.

U. S. ELECTRIC INTRODUCES "SILLY SYMPHONY" FLASHLIGHTS

U. S. Electric Mfg. Corp., makers of the popular Mickey Mouse Focusing Flashlight, have added to their line this year with three brand new "Silly Symphony" broad beam flashlights—"Donald Duck Serenade," "Three Little Wolves," "Silly Symphony Joy-A-Teers." Each flashlight has changeable three in one colored lights, red, green and white, which gives it a real novelty feature for the child, plus genuine adult value for grown-ups. Inimitable Walt Disney illustrations decorate the flashlights, which are of high quality construction throughout. The retail price for the "Silly Symphony" flashlights is 49 cents, while that for the "Mickey Mouse" long range focusing flashlight is 59 cents, complete with two Usalite heavy duty batteries and colored discs. The manufacturers are prepared to furnish striking colorful window and counter merchandising displays free of charge to their dealers.



Seiberling, "Teeter Totter"

NEW TOY ANNOUNCED FOR HOLIDAY TRADE

New impetus to holiday sales of Seiberling line of "Walt Disney" toys expected with the announcement of a new pull-toy, christened the "Teeter ter" by its maker, the Seiberling L. Products Company, Akron, Ohio.

Action of the toy, as its name implies, is a teeter totter, with a decorated rubber Donald Duck astride the middle of the teeter board and a decorated rubber Mickey Mouse, also molded, on each end. The three characters are removable for further play purposes.

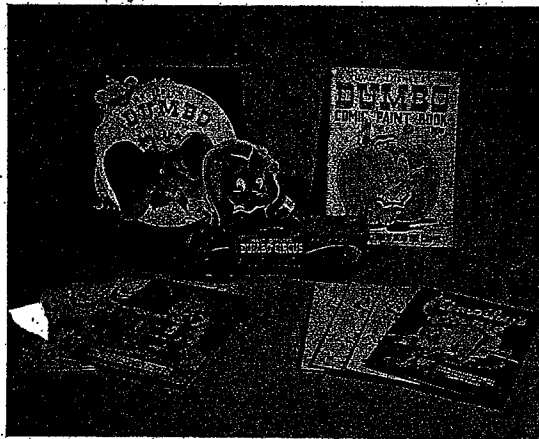
The new toy joins Seiberling's perennial favorites, its family of molded rubber "Disney" characters. Backed by effective continual world-wide publicity through movies, comic strips, bill boards and theatricals, Seiberling's "Walt Disney" has enjoyed tremendous success, and now going stronger than ever. Seiberling made Three Little Pigs, Big Bad Wolf, Mickey Mouse, Donald Duck and the Pup are in households the world over, yet no indication of a saturated market is apparent now and sales, nationally and in foreign countries, continue to show a steady gain.

In addition to molded toys, "Disney" characters are also used on other Seiberling items. Four have been made into inflatable toys for the 10 cents trade. Many more of their sponge rubber and inflated play display amusing illustrations of Minnie Mouse and Donald Duck, with child's bathing cap pictures Mickey Mouse in a rowboat scene.

An unusually good holiday season is predicted by the company. Improved business conditions, according to T. W. Casey, President of Seiberling Latex Products Company, are already reflected by a marked increase in store buying. Orders for selected items from the Seiberling line for Profit-Maker Toy and Sponge Deals are considerably ahead of any previous figure.

POPEYE ON THE AIR

Chester Weil of King Features Syndicate calls attention to the fact that Popeye Radio Program which proved popular last season has returned to the air and is now being broadcast three times a week over stations of the Columbia Broadcasting System.



A Pull Toy by Fisher-Price, Inc., Shown with a Group of Dumbo Books

Toss-Up Balloons Featuring Dumbo Are Offered by Oak Rubber Co.

WALT DISNEY'S DUMBO TO BE FEATURED DURING THE HOLIDAY SEASON

Summer is past, children have returned to school and Christmas, the big event of the year, is just ahead.

The first sign of Christmas will come from the retail stores sometime in November—early in the month—earlier than usual this year, buyers tell us. So now is a good time for toy departments to check final preparations.

Big toy news of the new season is Walt Disney's "Dumbo." A feature length motion picture production based upon life in the Circus—A Walt Disney circus, starring elephants, tigers, bears, seals and every kind of wild and trained animal, as well as clowns, ringmasters, animal trainers and all sorts of circus performers.

An ideal medium for Walt Disney—and an inspiration for the toy world.

The motion picture is scheduled for release in early Fall. So, long before Christmas, men, women, and children will know and love Dumbo, the clown elephant, and all of his companions.

Toy manufacturers have been working for months making Dumbo playthings and many new items are ready. Following is a list of some of these:

Dumbo the clown elephant in a soft stuffed toy is offered in various sizes by Character Novelty Co.

Molded masks and costumes are a feature of the A. S. Fishbach, Inc., line.

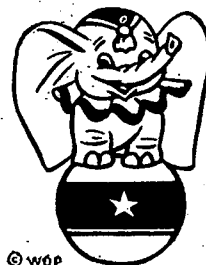
Dumbo pull toys will be made by Fisher Price Toys, Inc.

A mechanical Dumbo by Louis Marx & Co. does a real flip-over.

Dumbo balloons and inflatable rubber toys are prominent in the Oak Rubber Co., line.

Buyers who have placed orders for the Walt Disney Dumbo playthings, and those who are ready to do so, can capitalize the items by display and advertising. Skillfully handled, this merchandise should give fresh and interesting new appeal to entire toy departments.

An unusually attractive display promotion, based on the picture, is offered by the W. L. Stensgaard & Associates, Inc.,



Dumbo



Timothy Mouse

of Chicago, Illinois. Everything a store needs, or could wish seems to have been anticipated.

A give-away book, to round out the promotion, has been developed and is available from K. K. Publications, 200 Fifth Avenue, New York City.

Yes, a good toy season is ahead—one in which Dumbo and other beloved Walt Disney personalities will be Christmas star performers.

Toys Are Essential, for the Nation's Morale.
Toys Help in the Development of Mentally Alert, Physically Fit, Happy Children

VOGUE PUBLICIZES MADAME ALEXANDER'S "JEANNIE WALKER"

As evidence of the publicity attracting qualities of her new "Jeannie Walker" doll, Madame Alexander calls attention to the August issue of Vogue. This popular publication, catering to hundreds of thousands of style conscious women throughout the country, illustrated and described "Jeannie" in typical Vogue fashion. Here is what their editor wrote about "Jeannie": "No Whimsy-Boo" about this doll. She's the realistic sort, little girls love best—because she looks like a little girl, and not like something someone made up out of his own head. She's rather an accomplished doll; she walks if you lead her gently. And she sits down like a lady (knees together, very hard for most dolls). And she bats her big brown eyes at you so appealingly, that you pay \$4.50 for her before—you can say "F.A.O. Schwarz, 745 Fifth Avenue." "Jeannie Walker" was designed by Madame Alexander. She is of composition, full jointed construction and has moving eyes and lashes and, of course, a beautiful wig. She can be retailed in a variety of sizes and modish costumes from \$3.50 to \$9.95.

DUOTONE'S NEW SAPPHIRE NEEDLE

Duotone Co., Inc., 799 Broadway, New York City, manufacturers of a complete line of cutting and playback needles, have just brought out a new duraluminum shaft sapphire playback needle, curved to meet the record straight on, without drag. The sapphire used is small, perfect, not easily broken. The effect of this carefully engineered product is to reduce surface noise to the vanishing point. This needle retails at \$5.00, is attractively packed, and is designed for the most critical professional use, as well as for homes. Details can be secured from the Duotone office which reports a cordial reception of its latest product.

STOCK IMMEDIA

Chemistry Sets,
Sets, Paint Sets,
Sets, Quoit Set
Tapestry Sets at

25c, 50c a

The same value
early in the year
With

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Permanent Display: 895 I

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COPYRIGHT WALT DISNEY PRODUCTIONS

WALT DISNEY Characters AS YOU LIKE 'EM

"Disney characters are primarily great motion picture personalities. They can and do assume many roles—roles attuned to the trend of the times," says Chester Feitel, head of Character Merchandising Division for Walt Disney Productions. In times of war Mickey Mouse, Donald Duck, Pluto and their pals are soldiers and sailors and in peacetime they have become cowboys, baseball stars, gridiron heroes or even Santa Claus himself.

This provides up-to-the minute appeal that is reflected in the ever-fresh styling of Walt Disney character toys and playthings. Such versatility is one of the reasons for the enduring merchandising effectiveness of the all-time favorites who are featured again and again in Disney short-subject motion pictures and comic strips.

Disney personalities who appear in feature-length motion picture productions have equal merchandising significance. They offer consistent, new top-flight inspirations for licensed manufacturers and buyers, and provide a thoroughly rounded-out merchandising program.

Old-timers will recall Disney's famous "Three Little Pigs" with its "Whose Afraid of the Big Bad Wolf" theme song that swept the nation like wildfire. They will remember "Snow White and the Seven Dwarfs," "Pinocchio," "Dumbo,"

"Bambi," "Cinderella" and other Disney classics that were responsible for introducing merchandising eras—each in its own time.

Coming up for 1951 is Disney's long-awaited "Alice In Wonderland." This is another full-length all cartoon production in Technicolor and those who have seen it in production predict that it will surpass even Disney's own successes of the past. And this success can be measured in terms of the motion picture's influence on merchandise of all types.

Disney's licensees, who include leaders in the toy industry, are already working on "Alice In Wonderland" toys which will have their first showing at the 1951 Toy Fair in New York. As such great pictures always do, "Alice In Wonderland" is attracting many new licensees who are inspired by the unique personalities of the Disney characters who appear in it. All licensing arrangements are made through the Character Merchandising Division of Walt Disney Productions (1270 6th Ave.) in New York.

All in all, Mickey Mouse, Donald Duck and Pluto, stars of Disney short subjects, coupled with the great personalities in feature-length pictures, provide a never failing source of inspiration that is geared to the public's needs and tastes of the times.



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Clifford Gottlieb,

Harmor & Compan
J. W. Fuller, 112

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ON DISPLAY
200 5th Ave., N. Y.
Weinberg-Weil
Mer. Mart, Chicago
J.H. Eyerly & Asso.

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OCTOBER, 1950—PL

1948

TOY INDUSTRY LEADERS

Praise WALT DISNEY CHARACTERS



BRIGHTEST stars to shine at the 1948 Toy Fair are the Walt Disney toys produce by Disney Character licensees. These outstanding leader of the toy industry all speak enthusiastically of their sales success with their Disney lines, which have directly resulted in a happy combination of added prestige, profits and sales.

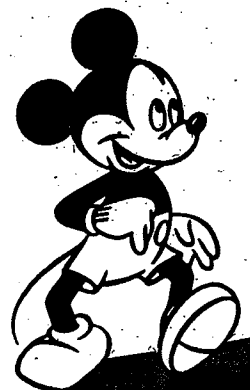
The majority of Walt Disney-toy manufacturer affiliations have existed for years, and these old-time Disney licensees are exhibiting many appealing Disney toys at the Fair. Among these items are new designs in addition to the all-time favorites, of which some are appearing in new, improved versions.

Of equal interest to the assortments being offered by old-time Disney licenses, are the completely new collections by new Disney licensees. These collections are staging their world premiere, and merit very special attention.

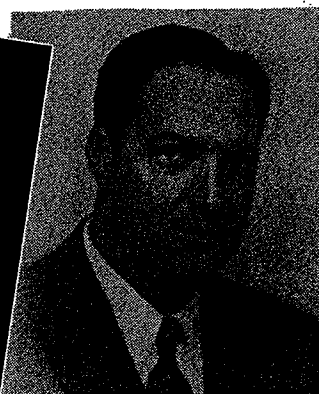
Tom Smith, President of Sun Rubber Company, Barberton, Ohio, and an old-time Disney licensee, reports enormous current popularity for Sun's Disney line, and predicts an excellent sale future for those items. Sun has already an entire production line to Disney autos, tractors and aeroplanes, with plans afoot for amplified facilities to produce more Disney rubber toys for 1948.

A long-time leader in the development of lithographed wood pull toys, Fisher-Price Inc. has made Disney pull toys for a number of years. Fisher-Price's President, Herman Fisher, says that each year his firm has found it necessary to produce more Disney toys to meet steadily increasing demands. New designs specially utilizing a modern treatment of perspective, are high-lighted in Fisher-Price's exhibit.

One of the newer Disney licensees, A. Swedlin of Gund Manufacturing Company, has been carefully guarding his new line, holding it for a dramatic



1. Tom Smith
Sun Rubber



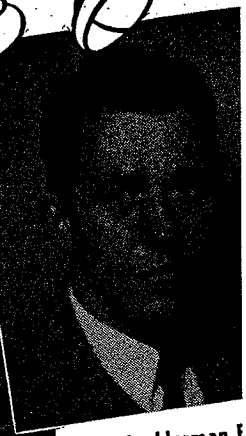
2. W. S. Rainford
W.S. Rainford Products, Inc.



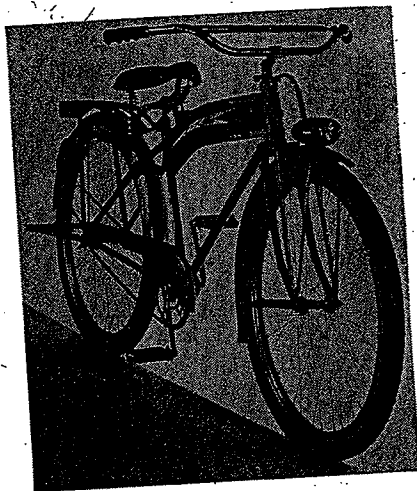
3. George Dessler
Louis Marx & Company



4. A. Swedlin
Gund Mfg. Co.



5. Herman Fisher
Fisher-Price Toys



ROLLFAST STARTS NATIONAL RADIO CONTEST

The D. P. Harris Hdwe. & Mfg. Co., makers of Rollfast bicycles, velocipedes and roller skates, have started what promises to be one of the most interesting radio campaigns ever sponsored by an individual manufacturer in the bicycle and roller skate field. Over 2,000 prizes, including fifty deluxe streamlined Rollfast bicycles and 2,000 pairs of Rollfast roller skates, will be distributed to boys and girls during the contest. Three times each week details of the contest will be broadcast to audiences in major cities of the United States. WMCA in New York, WLS in Chicago, and KHJ in Los Angeles are representative of the stations carrying the National Rollfast Radio Contest program. The contest is open to all children and is planned so that the local dealer will get the greatest possible benefit possible from the potential purchases in his market. The contest is easy to enter—no entry blanks are necessary, but the listeners will be urged to go to their local bicycle store for a catalog. A combination of announcements has been worked out so as to insure a great flexibility in handling the Rollfast radio plan. The selection of prizes and the manner of picking winners has been perfected down to the last detail. Charles C. Hoins, manager of the D. P. Harris Hdwe. & Mfg. Co., Inc., says: "So far as we know, this is the first time a bicycle manufacturer has sponsored a radio program of its own. We are confident that Rollfast dealers and distributors will receive added business from our increased advertising expenditure in this new field."

NEW HOGE COUNTER DISPLAY

The Hoge Manufacturing Company, 200 Fifth Avenue, New York City, are furnishing free with their "Educational Play Pictures" an exceedingly attractive counter display card depicting a beautiful, smiling child operating this clever toy. "Educational Play Pictures" combines play with instruction, the child merely pressing a key and a word and picture appear. This concern states that they are in a position to make prompt deliveries of this item in ample time for resale during the holiday period. It is suggested that dealers write now for the free display card.



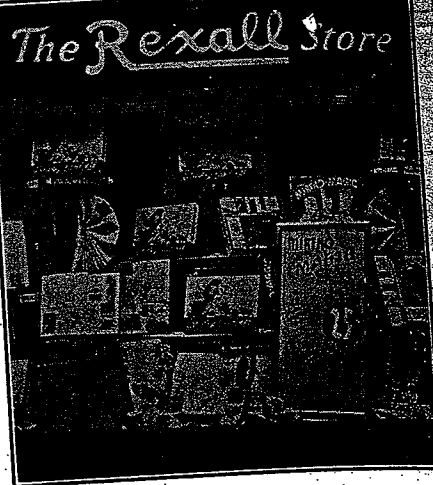
Snow White

SNOW WHITE AND SEVEN DWARFS SOFT DOLL BY IDEAL

The Ideal Novelty & Toy Company announces a Snow White soft doll which has been designed under the supervision of Walt Disney. This doll, which retails for \$2.00, is fully clothed, with soft body and head. The body is made of washable material. Snow White's head turns and is crowned with locks of worsted hair. The seven dwarfs are reproduced on her costume. Walt Disney's full-length picture "Snow White and the Seven Dwarfs," soon to be released, promises to be one of the sensational successes of the new season. Good Housekeeping is running the Walt Disney version of this famous fairy tale in two instalments, with beautiful full color illustrations taken from the movie. The public is eagerly awaiting this first full-length Disney picture, and the world of merchandising is tying up with this widespread interest. Elaborate Snow White promotions are being arranged for the holiday season by stores all over the country, and the new Ideal Snow White soft doll will be ready to do its share toward making a "Snow White Christmas."

FOR THE YOUNG CARPENTER

Hillman-Curl, Inc., 66 Fifth Avenue, New York City, have just published a most interesting book by W. T. R. Price, under the title of "It's Fun to Build Things." Mr. Price is an instructor in manual training at Scarborough School. The book is copiously illustrated with diagrams and contains many practical hints for the amateur carpenter. There are directions as to the proper tools needed, how to start out right, and then how to build shelves and cupboards, boxes and chests, window seats, benches, and many other things. It would be a good book to show to customers whenever they buy tool chests or work benches. The retail price is \$1.50.



ROEBUCK-PUBLISHERS SETS ON DISPLAY

Liggett's new store in Philadelphia at Pennsylvania station, 30th and Market Streets did a splendid job in arranging a window of two of Roebuck-Publishers latest sets. Their new Mirtho-Magic is a number that is well suited for display purposes. The box is sturdy and flashy while the inside platform contains a magic wand, patriotic cards, jacks of mystery, instruction book, coins, beans, magician's wax and a handkerchief of mastery magic. The tricks are easily performed and all the necessary equipment for putting over the tricks is right there in the box. For the modern young miss there is a complete sewing set of six cards, shetland floss, needles, thimbles, scissors, crayons and picture hangers. When the little girl completes the picture she can use the colored hangers to place the pictures around her room. Both of these sets are smartly and modernly displayed with flashy sales appeal and top notch values.

MCGINTY GETS BAD BREAK

Tom McGinty, manufacturers' representative, 200 Fifth Ave., N. Y. C., suffered a bad break to his left wrist when he slipped on the floor of his club house last month.

WALCO BEAD PRODUCTS IN CHRISTMAS BOXES

The Walco Bead Company reports that Indian Beadcraft, Porcelain Tile-Craft and Cube Beadcraft outfits have had phenomenal success in department stores and toy shops throughout the entire nation. The sets are available in attractive Christmas boxes and a tremendous Christmas sale is anticipated for each item. "Beadcraft outfits make just the sort of gift which parents choose—a gift that lasts," says Mr. Weinrab of the Walco Bead Company. "Beadcrafting is a fascinating, useful and educational diversion that invariably develops into a worthwhile hobby. Dealers are assured of a steady year-round repeat business on beads and supplies. Walco Beadcraft outfits are used by Boy Scouts, Girl Scouts and Camp-Fire Girls as standard equipment. Project workers everywhere endorse them. These are the items which every knowing dealer features at all times."

CONSUMER INTEREST IN MERCHANDISE MOUNTS WITH THE SHOWING OF Walt Disney's **Pinocchio**



Walt Disney



Kay Kamen

Progress of Walt Disney's second feature production Pinocchio has caused of intense public interest in two and one-half years. Snow White and the Seven Dwarfs, Mr. Disney's first full-length picture, gave the world a new type of entertainment, and the scope of its appeal that it made new records for the motion picture industry. The toys and other merchandise associated with the Snow White characters enjoyed unprecedented

under that news of production of his second full-length motion picture Pinocchio has been arousing the public's interest and is stirring manufacturers to action. Over one hundred manufacturers are producing over one thousand articles of Walt Disney Pinocchio merchandise already offered in retail stores. The demand has been so rapidly that it is predicted that the public will accord



PINOCCHIO

Merchants who stock Walt Disney character merchandise in all departments of their stores will be prepared for active selling for a long period which only begins with the showing of the motion picture.

Kay Kamen, Ltd., 1270 Sixth Avenue, New York City, representing Walt Disney Productions, has just completed the 1940-41 Walt Disney Character Merchandise Catalogue which indicates limitless opportunities for retail stores. These catalogues are available without charge to merchants and may be secured by writing to Kay Kamen, Ltd. Each issue of these catalogues is regarded by many buyers as a permanent reference book and is retained until a new edition appears. Stores who receive the catalogue are kept up-to-date on merchandising activities as the Kay Kamen, Ltd., offices supply lists of newly appointed licensees, thus keeping the records of Walt Disney character merchandise complete and up-to-date at all times.

a warm welcome to new items making their appearance daily. The success of these early merchandising activities is a sure and encouraging indication of mounting enthusiasm as the motion picture is shown and the consuming public has opportunity to see and love the characters.

The world premiere of the motion picture took place on February 7, 1940, at the Center Theatre, 49th Street and Sixth Avenue (Radio City), New York City. After that date, showings will be made in thousands of theatres for months and seasons ahead, and merchants will find themselves in a Pinocchio era. The motion picture, viewed by millions of men, women and children, assures appreciation of the irresistible charm of the characters and stimulation of the desire for toys and other merchandise with which they are associated. Accordingly, strong consumer demand is expected for Walt Disney Pinocchio merchandise for Spring, Fall and Christmas seasons of this year and for many seasons beyond.

The popularity of Walt Disney Pinocchio merchandise will beneficially influence the sale of merchandise based on all of the other Disney characters, such as Mickey Mouse, Donald Duck, Snow White, Pluto and the other famous Disney fun-makers.



GEPPETTO



JIMINY CRICKET



"CASH-IN ON OUR POPULARITY"

MICKEY MOUSE — THREE LITTLE PIGS AND THE BIG BAD WOLF

Clever Reproductions in Rubber of the Famous Walt Disney Motion Picture Characters

A Favorite with Everybody Young and Old

There has never been anything like it before. In the movies, in the funny papers, in books and magazines—year after year—Mickey Mouse, the Three Little Pigs and the Big Bad Wolf are a constant attraction. Everybody knows and loves these world famous Walt Disney characters. They live, on and on, bringing laughs and happy moments to young and old alike with ever increasing popularity.

A New Sales and Profit Opportunity

Now, Seiberling, by special permission and exclusive license of the Walt Disney Enterprises, brings this clever cartoon family into life-like reality in the form of all-rubber dolls, beautifully designed by a famous sculptor. Their features are artistically decorated in "china glaze" finish colors that are fast and non-poisonous, clean easily, and will not crack or peel off—they stand up alone—they have movable heads—they are core-molded and quality made throughout. Packaged individually and in gift sets, there is a choice of price for every class of trade.

An All-Year Feature

Here is something different—not a flash, but a constant seller backed continuously by national advertising and an ever-flowing stream of publicity that reaches into every



home, everywhere. Here is a volume selling profit line that never goes slow or becomes stock. One sale leads to another and another. The popularity of these unique characters is uncomparably lasting.



Now on Sale by Leading Toy Jobbers, Everywhere

Store after store reports, the Seiberling Walt Disney line, a great selling success. Repeat orders follow repeat orders—sales on sales with ever growing profits. Do not delay. Order your initial stock, now, from any leading toy jobber. Cash-in on the great popularity of Mickey Mouse, the Three Little Pigs and the Big Bad Wolf. You will fully appreciate this all-time merchandising value the minute you see, feel and play with these winsome Seiberling Walt Disney characters.

ON DISPLAY IN STORE AND WINDOW

The fastest selling toy at all times. Your Seiberling Walt Disney Doll display will be the center of attraction in your store.



FREE DISPLAY MATERIAL

No window display will attract more attention than the Seiberling Walt Disney line. Bring people in to see and buy. Ring your cash register with extra profits.

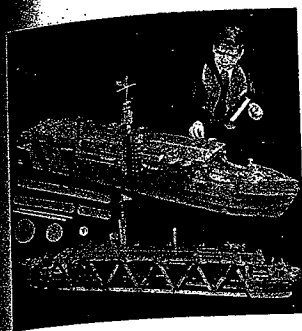
Rubber Play Balls, too
Sponge rubber and inflated rubber play balls with Mickey Mouse designs are also included in the Seiberling Line—the fastest selling play balls you can feature. Ask your Jobber salesman, or better still, phone or write your Jobber, today. Stocks are dwindling fast. Get yours, now, and avoid delay.

SEIBERLING LATEX PRODUCTS CO.
AKRON, OHIO

A Complete Line of Rubber Drug Sundries and Other Rubber Products

When writing to Seiberling Latex Products Co., will you please mention PLAYTHINGS?

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THE JIG-BUILDER MODEL CONSTRUCTION SET

Recently introduced by W. N. deSherbini of Mt. Kisco, N. Y., and offered to the trade by the Riemann, Seabrey Co., Inc., 1107 Broadway, New York City, is a new and novel construction set known as Jig-Builder. This set makes it possible for youngsters to construct replicas of many structures, models and items in everyday use. Inexpensively made of cardboard, the popular price of \$1.00 makes Jig-Builder, a realistic construction set, available to any who heretofore could not afford to purchase the more expensive outfits.

The basic units of Jig-Builder are based on similar type elements used in engineering and construction work. There is a girder strip—a piece of cardboard which when folded lengthwise more than doubles its usual structural strength, and a single thickness flat strip; both being punched at regular intervals to accommodate various lengths of $\frac{1}{8}$ " wooden dowels used for joining purposes. The dowels also act as axles. Washers, provided for locking purposes, and wheels are also furnished. The natural flexibility and spring of the cardboard enables the material to be curved easily. A generous number of the various construction units are included in the standard dollar set. Jig-Builder sets come all ready for young builders to go to work. For unusual models, building aids required are paper, glue, scissors and a penknife, all of which are usually found in the household. The large multiple model shown in the illustration requires parts of two \$1.00 sets to construct. Complete Jig-Builder Sets and set-up models can be seen on display in the Riemann, Seabrey showrooms.

WOOD TURNERS ELECT OFFICERS

The following officers were elected at the 15th Annual Meeting of Wood Turners Service Bureau, which is the national association of the wood turners industry: Roy F. Cooke was re-elected President for the fifth year; D. H. Morrison, Vice-President, and S. E. Swanson, Executive Secretary. The executive committee consists of: H. Abrahamson, Robinson Wood Turning Co.; R. E. Collett, Brewer Mfg. Co.; C. F. Cummings, C. B. Cummings & Sons Co.; W. H. Durant, J. H. Wilson Mfg. Co.; W. T. Henretta, Jr., Holgate Bros.; R. W. Pratt, Atwood-Crawford Co.; A. N. Stowell, Stowell-MacGregor Corp.; D. H. Tebbets, E. L. Tebbets Spool Co.



NEW DISNEY TOYS

Three new Walt Disney items have just been placed on the market by the Tennessee Valley Associates, Nashville, Tennessee. These are the Mickey Mouse Rider, Donald Duck Rider, and Bambi Rider—Top Line "Action" Toys to supplement Tennessee Valley Associates' extensive line of scientifically built toys for boys and girls.

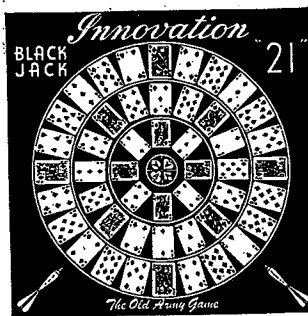
These Top Line riders feature authentic likenesses of the heads of three Walt Disney characters mounted on a shaft about 36 inches long at the base of which is a free action wheel. A wooden saddle is mounted on the shaft, and a soft easy gripping rope through the mouth of the character completes this well built and colorful riding toy. These Top Line riders are produced with authority from the Walt Disney enterprises. They are packed one design to the package, each package contains twelve riders with a shipping weight of approximately 17 pounds.

LEO UNGER AT THE TOY FAIR

Leo Ungar, Vice-President in charge of Sales for the Northwestern Products, will be in attendance at the Northwestern's exhibit in Room 463 of the Hotel McAlpin during the Toy Fair.

AUTOBRIDGE IS SOLITAIRE BRIDGE GAME

A solitaire bridge game that, without a great deal of fanfare, has been doing a solid volume business in leading stores throughout the country for some time is Autobridge. This self-teaching, self-playing game is made by Autobridge Sales Co., 924 Broadway, at 21st St., New York 10, N. Y. Immediate delivery is available on this game, which retails at \$4.00. It is made in one model only, but packed with either of two sets of deals—for experienced players or for players who are not experts. The latter includes six lesson books. The pre-wood playing board is made of cork-colored Masonite, with brown leather-grain fibre top, gilt imprint, and unplated brass slides. A steady repeat business is provided by new sets of deals which are issued throughout the year. These deal groups retail at 50c each, or six for \$2.00. Informative, sales stimulating literature is available.



INNOVATION DARTS AND DART GAMES

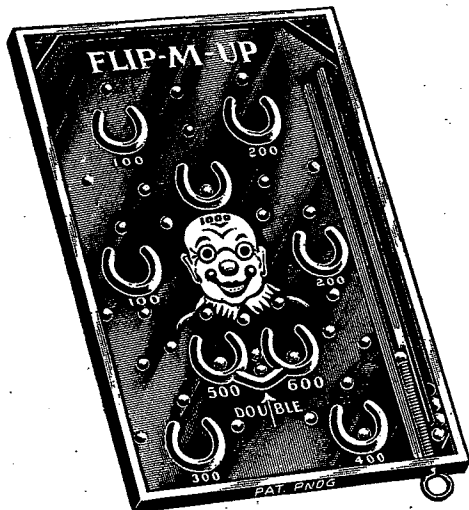
Pictured herewith is Blackjack, one of the six popular Dart Games currently being featured by Innovation Products Co., Chicago, Ill. It is the old army game of Blackjack and is particularly appealing to people who enjoy a real card game. Games fans who like a game requiring skill and practice find it unusually interesting. The cards are lithographed in their natural colors. Other featured sellers in the Innovation Dart Game line are Deuces Wild, Togo, Baseball, Target and Twenty Point.

VOGT WITH VITAPLAY

J. Edward Vogg is now associated with Vitaplay Toy Company of New York City, who are located at 200 Fifth Avenue in Room 332. "Eddie" was for many years with the American Flyer and he is looking forward to greeting many of his old friends during the forthcoming New York Toy Fair. The Vitaplay line consists of toys and games, the different type.

JUDY TOY EXPANDS

From a basement workshop where toys were made as a hobby for their children to a large modern factory employing scores of workers, Mr. and Mrs. H. D. Berman of the Judy Company, Minneapolis, Minn. feel justified in looking back with satisfaction on the rapid growth of their firm. Among the first items this progressive organization developed were the Judy Puzzle Inlays. Right from the start they enjoyed a steady year round sale. Following the Judy Inlays, Judy's Farm #100 and Judy's DeLuxe Farm #200 were introduced and quickly became staple items on dealers' shelves from coast to coast. These Judy toys have all the features of a real farm and make farm play interesting and realistic. In keeping with their policy of producing worthwhile toys for small tots, particularly those from pre-school thru primary grade age, Judy is introducing two new items for the current season. One is a special set of alphabets and numerals. The other is a set of small automotive units consisting of a sedan, coupe, van, open truck, station wagon, and milk truck. These new Judy toys are made entirely of wood and painted in attractive colors. They will be shown together with the complete Judy line during the Toy Fair in Room 340, Hotel McAlpin, with Mr. and Mrs. Berman in attendance.



Two New Members of the Poosh-M-Up Family

In Flip-M-Up, the Northwestern Mail Box Company, of St. Louis, Missouri, presents the juvenile edition of their popular line of Poosh-M-Up Bagatelle Games. Flip-M-Up is 5" by 7" in size, made entirely of metal, and covered with glass. As in all the rest of their games, one ball at a time feeds automatically when the plunger is pulled back, and after the game is finished the balls are returned to their starting point simply by tilting the Board. The balls are visible at all times and there is a gauge provided so that the player can judge his shots. A wire stand will be furnished with each game to hold it in the proper playing position. The features of this game are that all the parts work smoothly and that the playing field is practically the same dimensions as the over-all size. There is no lost space. Flip-M-Up fits easily into the coat pocket and looks like a volume seller at its announced retail price of 25 cents. Another new member of the family is Poosh-M-Up Senior, which is a larger, finer game. It has new playing features not to be found in any other game. Poosh-M-Up Senior is provided with folding legs and is just as handy to play as is Poosh-M-Up. It is, of course, glass covered and the return and feed of balls is automatic. With the addition of the above two numbers, the Northwestern Mail Box Company appears to have a very complete range of Bagatelle Games, with prices from 25c to \$2.95 retail. Both Poosh-M-Up and Clown-N-Up have been improved for the coming season and the prices have been revised. They show even greater sales possibilities than they have in the past. The Northwestern Mail Box Company has reserved Room 659 at the Stevens Hotel in Chicago for the American Toy Fair, May 1 to 13. Both Sidney Weiss, the President, and Leo Ungar, the Vice President in Charge of Sales, will be present at the exhibit, where their entire line will be shown, including their two new numbers. They will have

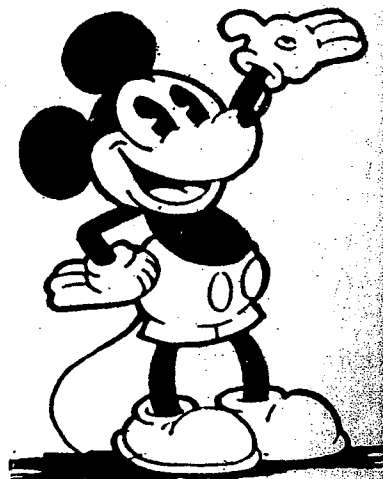
an interesting souvenir for each visiting buyer. If you do not attend the Fair, it is suggested that you write to them for complete information on their attractive line.



Lehman "Babyguard" Sets New Record

An important, totally new design in high chairs, featuring an adjustable tray and guaranteeing the baby against tip overs, bumps, pinches and bruises, has just been brought out by The Lehman Company of America under the trade name of Lehman "Babyguard" Chair. This revolutionary change in high chair construction was developed and tested for ten years to eliminate all the hazards of the old-fashioned high chair. All features of the invention are fully protected by patents. With one hand any mother can easily slip the Lehman "Babyguard" safety SaniTray firmly against the child's body. The child cannot wriggle out. He is spared the binding pressure of a safety strap. His head and fingers are safe from bumps and bruises. The springs on the new SaniTray move only inward, so that no child, no matter how athletic, can budge them. A safety-spread base, 21 inches wide, makes tipping the chair over almost impossible. An important aid to sanitation is the SaniTray of processed maple, hard and closed grained, with rounded corners and a permanent satin-smooth surface. Finished by a special Lehman process which goes through the fibres of the wood so the tray can be scrubbed with a strong cleaner or boiling water. Won't splinter or split. Beautiful natural color and high sheen. "Babyguard" Chairs are available in several models, to retail at popular prices. To help the retail stores to capitalize this revolutionary improvement in baby high chair design, the Lehman "Babyguard" Chairs will be backed by a dramatic promotion plan. Jaros-Robb, an organization of store-trained ex-

cutive, are preparing a complete schedule of promotions with dynamic displays, practical selling suggestions and complete material for newspaper and direct mail promotion. An intensive consumer publicity campaign will capitalize this revolutionary aid to baby safety, supplemented by endorsements from health authorities. Rand-McNally has just completed rigorous tests of the Lehman "Babyguard" Chair and awarded it the Child Life Seal of Approval.



MICKEY MOUSE

Marks "Mickey Mouse" Merchandise

And now comes "Mickey Mouse" games and puzzles by Marks Bros. and they come in great variety, too. When interviewed by a reporter from PLAYTHINGS, Ben Marks said, "Up to the present time we have about fifty articles that are being manufactured under the 'Mickey Mouse' trade mark. We have already booked a big business on them. The popularity of 'Mickey Mouse' is enormous and we look forward to one of our busiest years. Among the first numbers to be brought out were paint and crayon sets, and puzzle sets. Other numbers follow in quick succession."

Saalfeld Features Tarzan

The Saalfeld Publishing Company, Akron, Ohio, is establishing a reputation in value on its ten-cent line of Tarzan puzzles, which were arranged for through Stephen Slesinger, Inc., N. Y. The ten-cent Tarzan paint book will also be a remarkable value, as well as the five-cent one. Saalfeld, through the operation of Stephen Slesinger, is working out a plan of distribution for various Tarzan items with M. J. Wyn-Mayer, who are releasing a Tarzan picture featuring Johnnie Williams next September.

It is suggested that toy dealers take their promotions with the Tarzan picture.



Boy Engineers On Enchanted Island

Boys, and their dads too, will find the complete American Flyer model railroad one of the big thrills of a Century of Progress. The system, requiring ten months' work by a small army of engineers, model makers, draftsmen and artists, will be ready June 1st. It not only presents a spectacular display, but serves a practical purpose as well. Through its 45 sets of special switch controls and levers, boys can actually operate the trains and learn first hand about control of real trains. Each unit of equipment including automatic track switches, and block control semaphores perform and operate the same as their counterparts on actual railroads. Its 70 feet of 2 1/4-in. gauge track, which is a scale of one-half inch to the foot, is the equivalent of three miles distance. A total of 8,925 miniature wooden ties were used. Every detail of the track bed has been carefully planned and constructed in accordance with actual railroad practice. It has a four-track main line, two tracks carry express passenger traffic while the other two are devoted to freight transportation. Its automatic block control system permits two or more trains to operate over each track. Because of the perfectly banked curves the rate of travel is astonishing. The speed compares with 50 to 129 miles per hour on the railroads of real life. Tunnels, bridges, signals, and stations combine to add to its realism. Even the colorful scenic backgrounds are realistic. The Hudson River and Gallitzin tunnels are represented as well as the famous Horseshoe Curve of the Pennsylvania Railroad. Other scenes include the new Chicago Post Office Building, steel mills of Gary, Indiana, Hell Gate Bridge, Atlantic City and the Pennsylvania's long stone arch bridge over the Susquehanna River, near Harrisburg, Pa. There's terrific interest on the part of fathers in electric trains, and it is

strongly suspected that many of those formerly sold were only "allegedly" for little "Sonny." Provisions are being made to hold dads in check if they get too unruly so that their sons will have at least an equal "break."

King's Characters

The many new character reproductions which have been recently added to the well known line of King Innovations are being displayed in Room 656A at the Stevens Hotel in Chicago. The new specialties include realistic reproductions in soft doll form of Gene Byrnes' famous comic strip characters, "Reg'lar Fellers." Also shown are R. M. Brinkerhoff's comic character, "Little Mary Mixup." These latest King character reproductions are made in true King style and are outstanding for their realism and quality in manufacture. The soft Kewpie line for the coming year has been greatly augmented with new ideas and creations, outstanding among which is a complete new selection of Kewpies in dresses to retail at popular prices. Jack Cohen reports that stores that feature King line prominently are rewarded with day in and day out business which is most gratifying.

Gay in New Location

The Gay Stuffed Toy & Novelty Co. are now located most conveniently for their customers at 43-47 West 24th Street, New York City, just around the corner from the Fifth Avenue Building. Phil Butta and Eddie Barish are enthusiastic about this move to larger and more modern quarters, and feel that this step is in keeping with the advances they have made in the Gay line of animals. The showroom has been most attractively decorated, and provides a fit setting for the new Gay teddy bears, dogs, and other animals.



© Walt Disney

Mickey Mouse Silverware

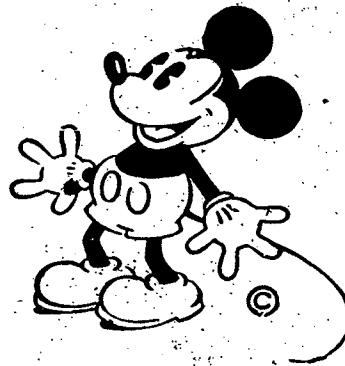
With the possible exception of Santa Claus, probably no creature is more widely known or better beloved than Mickey Mouse, Walt Disney's hero of the screen. Now Mickey Mouse will appear in a variety line of silverware produced by the International Silver Co., of Meriden, Conn. The flatware is Wm. Rogers & Son Silver plate and the hollowware is stamped with the Forbes Silver Plate Co. Trademark. The line consists of baby spoons and forks, child's spoons, forks and knives, as well as plates and bowls, cups, porringers and napkin rings. Some of the silverware pieces are accompanied by Mickey Mouse toys and all are in colorful Mickey Mouse boxes. Mickey Mouse fans are numbered by the millions and probably include every normal child in the land, together with a host of grown-ups. These fans have responded loyally to the offerings of handkerchiefs, shirts and neckties with the Mickey Mouse figure on them and there is not the slightest doubt that they will welcome Mickey Mouse in silverplate. The dealer also has a wonderful opportunity to merchandise the line at little or no expense. Cooperation with the local theater when Mickey Mouse appears on the screen is one easy way. Other Wm. Rogers & Son juvenile items have proved very popular but Mickey Mouse promises to show them all what popularity really means. The prices are moderate. There are millions of children who follow Mickey Mouse's career with interest and enthusiasm. With the fathers and mothers, aunts and uncles and all the other relatives the Mickey Mouse clientele is almost without limit. It is to this vast array of potential purchasers that dealers handling the Mickey Mouse line of Wm. Rogers & Son silverplate will cater.

American Mfg. Concerns New Quarters

The American Mfg. Concern has moved to Room 417 in the Fifth Avenue Building where they will have their new line on display.

Toy Merchandising Plans for Mickey Mouse

Department store executives throughout the United States have been impressed by the excellent promotional and merchandising aids which have been given to them by the various manufacturers of toys and games, using the characters from the "Mickey Mouse" and "Silly Symphony" pictures. An illustration of good aggressive selling is exemplified by the Seiberling Latex Co. The entire field of rubber moulded figures has been stimulated by this company's exploitation of the "Mickey Mouse" "Three Little Pigs" and "Big Bad Wolf" characters. Consistent advertising, the preparation and distribution of dealer helps, and particularly the attractive boxing and packaging, have made these items very popular with buyers who like to feature colorful merchandise in their departments. For those who are interested in the sale of toys through the chain outlets, the recent promotion engineered by the N. N. Hill Brass Co. with Liggett's on their new "Mickey Mouse" Bell telephone should be interesting. Attractive window displays devoted exclusively to this merchandise were featured in the campaign. In the quality field, the new



Mickey Mouse

Knickerbocker Toy "Mickey Mouse" and "Silly Symphony" character dolls have rapidly risen to leadership. For years Knickerbocker has been recognized as being preeminent in the clever designing of dolls. Their skill in workmanship, their ability to blend attractive materials with the maximum effect, their renowned standards of value, are well reflected in their new "Disney" creations.

Buyers who for many years have been looking for toy houses which would have stability in structure and which would be flexible and easy for children to

handle, will now find them splendidly fulfilled in "Mouse" toy houses offered by the O. B. Andrews Co. size "Mickey Mouse" has displayed on the toy floor vantage. O. B. Andrews complete equipment for finish item in their own shop. in Chattanooga, Tennessee by business men in that town a model production plant.

The office of Kay Kame sending Walt Disney Ennounces that for the character art and advertising closely with licensees to new ideas which should be records for the retailer. feels that 1934-35 is des "Disney" year in merchandise United Artists Corporation of the "Disney" picture never in their history bookings been so heavy as "Mouse" and "Silly Symphony" Motion picture activity summer demand and innumerable market awaiting department stores which products characterized by the Disney personalities.

New Ideal Doll Catalog

The Ideal Novelty & Toy Co. have recently issued a beautiful new catalog showing the various members of the Ideal line of dolls. The Catalog is well planned and handsomely produced. It shows various styles of Ginger, the new doll with jointed arms and legs and the Ideal innovation of double-action glaze eyes; Ducky with rubber body and composition head; Ducky De Luxe with "Tru-Life" rubber body, legs, arms and head and sleeping eyes; and all the other Ideal favorites including Honey-suckle, Dusky, Tickletoes, Snoozie, Saucy Sue, Cuddles, and the famous Flossie Flirt. The catalog, in addition to showing many illustrations and full descriptions of these popular dolls, paints a picture of enviable progress when it states, "1907, Ideal introduces the first unbreakable doll; 1914, Ideal introduces the first American moving-eye doll; 1921, Ideal introduces flirting-sleeping eyes; 1929, Ideal introduces 'Tru-Life' rubber composition; 1934, Ideal introduces 'Ideal-Eyes,' the new double movement glaze eyes and lashes."

New Factory Completed

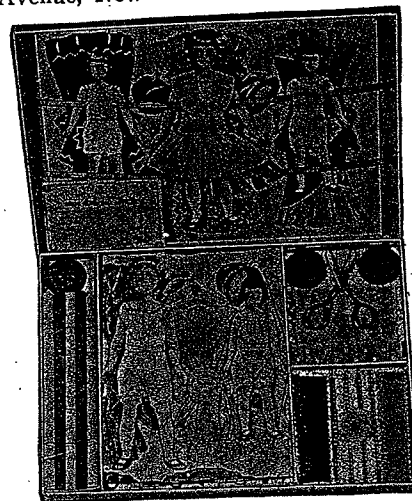
The new factory of Whitney Bros. Co. at Marlboro, N. H., has been completed and they are now working at full capacity. They report a phenomenal sale of their new dollar bassinet with casters and rollers. Several other new items have been added for 1934. Samuel Abrahams, formerly with the Durrell Company, is representing them and makes his headquarters in their salesroom, Room 521, in the Fifth Avenue Building.

McGinty Makes a Trip

Tom McGinty, who does stunts with roller skates, made a trip through New York State and Pennsylvania for ten days beginning June 18th.

Little Folks Crepe Paper Doll Outfits

For many years the American Toy Works has made a specialty of crepe paper doll outfits. The accompanying illustration shows their set No. 903 which is packed in a strong, colorful box, to retail for \$1.00. Each set contains a full range of materials that will keep little girls busy for hours on end making new dresses for their dolls. The complete line of the American Toy Works is on display throughout the entire year at their showroom, 200 Fifth Avenue, New York.



No. 903 Crepe Paper Doll Outfit

A New Buddy I

By special permission Express Agency, Inc., an Jr. Co., the Buddy "L" brought out the well known Express Agency truck and Wrigley Spearmint chewing gum advertisement on the side. six-wheeler, being of trailer type. It is correct following the colors of known trucks and Wrigley. These trucks are every city in the United States every child who sees truck will know exactly company is making a list of these trucks and will be deliveries on August 1st that as soon as the order is exhausted no more truckable. The entire outfit retail at \$2.00 with a gift.

Levi & Parsons, F

The factory agency Chicago of Dan Levi Leonard has been succeeded by Levi and John W. Parsons as manufacturers' representatives the name of Levi & Parsons June took up office at 100 South Dearborn Street (born 1878). Mr. Parsons, known in toy circles, who will act as producer brings to his new business a long identification with the company for fourteen years. Montgomery Ward & Parsons will serve Chicago and Milwaukee.

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Merchandise, Markets and Men . . .



Herman J. Siegel

Siegel Joins Miller Staff

Herman J. Siegel, well known in merchandising circles, has been named eastern representative of the doll sales division of the Miller Rubber Products Company, Inc., it is announced by L. L. Cocke, Manager of the doll sales division. Mr. Siegel will cover the eastern and southeastern states. He will make his headquarters both in Philadelphia and in the Miller Company's permanent office and displays, Room 403, Fifth Avenue Building, in New York City. He will handle sales of the "Baby Glee," "My Dolly" and all other dolls in the Miller line. Coming to the Miller Company following long experience with merchandising problems of department stores and other fields, his addition to the Miller Doll Sales Staff should prove highly helpful to department stores and jobbers throughout his territory. Mr. Siegel entered the financial and merchandising fields with the S. W. Strauss Company of Chicago and later became secretary of the Guaranteed Securities Corporation. It was while in this post that he was engaged in straightening out plants and businesses, putting them in efficient operating condition, both as to manufacturing and merchandising. Previously he had been a technician in the physiological chemistry department of the University of Illinois, which he had attended as a student.

"I have become connected with the Miller Company in its rubber doll department following a comprehensive study and survey of the field," Mr. Siegel declares. During this study I visited many of the largest jobbers and department stores and found universal opinion that the rubber doll had definitely become one of the big factors of the doll business. When I visited the factory and watched the care with which every doll manufacturing operation was conducted, and how thoroughly each product was tested for quality, I was

convinced of Miller's preeminent position in rubber dolls."

In announcing Siegel's appointment, Manager Cocke of the Miller doll sales division said: "I believe the addition of Mr. Siegel to the staff of our doll sales division will prove very beneficial to department stores handling Miller Doll lines in the eastern and southeastern states. His long experience in handling merchandising and other problems in the department store and other fields should aid in merchandising the Miller rubber dolls."

McGinty Represents Ace

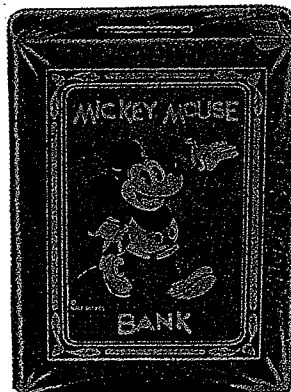
Tom McGinty in the Fifth Avenue Building is now Eastern representative for the Ace Mfg. Co., of Milwaukee, manufacturers of the Ace motion picture projectors. Mr. McGinty is arranging an attractive display of this merchandise, and is enthusiastic over the prospects for good Fall business.



Maxine Averill

Maxine Averill Joins Knickerbocker Staff

The Knickerbocker Toy Co. announces that Maxine Averill has joined their staff permanently as designer. This talented young lady has had a wide experience in the toy and allied fields and has been the creator in the past of many toy hits. Surely she does not come by her creative ability strangely—her mother being the originator of countless popular toys and dolls. Despite the fact that Miss Averill has been with the Knickerbocker organization but a very short time she has already created a wide variety of original numbers that will shortly be announced by this enterprising concern. In view of the fact that the Knickerbocker company are continually bringing out something new, the services of an expert designer were regarded as essential to the organization. In addition to creating entirely new numbers, Miss Averill also occupies a position on the advisory board of the Knickerbocker Toy Co.



Mickey Mouse Has a Bank

Zell Products Corp., who have been awarded exclusive right to manufacture Mickey Mouse banks by Walt Disney, report that this popular item continues to grow in popularity. Mickey Mouse banks are outstanding for their appeal, unique design and popular price. Colorful counter display cartons and counter display cards are included free with each order of one dozen banks. Each bank is individually wrapped in cellophane and some numbers also come packed in individual gift boxes, pink for girls, and blue for boys. The Mickey and Minnie treasure chest is another Zell product which makes an excellent companion number. Mickey and Minnie are realistically represented as advocates of juvenile thrift. These chests are finished in assorted colors, and infant combinations of pink and blue.

New "Nic Projector" Talkies

The Nic Projector Corp., 200 Fifth Ave., New York, are introducing synchronized speech with their projector. The records are unbreakable and a picture on the face of the record enables a child too young to read to select the one covering the subject of the film. Hansel & Gretel, Tales of Arabian Nights, Cinderella and a wide variety of popular children's subjects in colors are being turned out by this company. The entire projection and sound apparatus is foolproof and easy to operate. The projector will retail at a popular price. Films will be sold as follows. Two rolls of film and one double faced record form the sales unit. The projector is attractively finished and is packed in eye-catching display boxes.