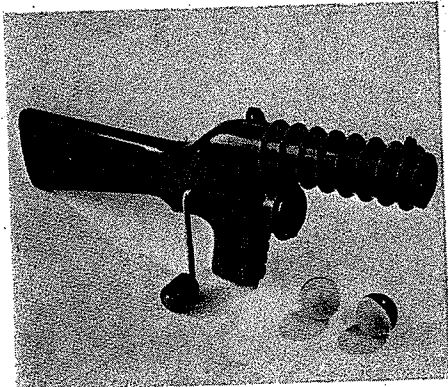


March 1954

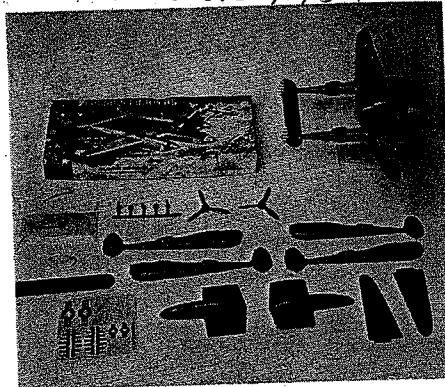


#### KAZOOKA FUN-GUN

An 18 in. "he"-boy sensation! Durably molded of strong, fun-giving CATALIN STYRENE. Color: Red. Cranking of handle "shoots" ping-pong-ball bullets. "Ammunition" provided. Range of action, 25 ft. Furnishes harmless excitement. Highly popular.

Retail Price . . . about \$2.00

KUSAN, INC.  
2716 Franklin Rd., Nashville, Tenn.



#### FAMOUS FIGHTERS ASSEMBLY KIT

A P-38 production line! All component parts and mounting pedestal scale-molded of CATALIN STYRENE. Projected as a toy, this item is also educational. It encourages careful planning, develops hobby interests—and a bit of future "dreaming"!

Retail Price . . . about 98¢

AURORA PLASTICS CORP.  
1615-62nd St., Brooklyn, N. Y.



#### HAPPY HARRY

A pull toy that actually comes from our here—with CATALIN STYRENE in its construction. Assembled into an "action" figure with legs and head.

# Catalin STYRENE

lengthens the life-span of playthings!

An infinite variety of new toy creations and sales-proven leaders, like those reviewed herein, will be on display at the Hotels New Yorker and McAlpin during New York's Toy Show, March 8th to 17th.

So when you hear an exhibiting manufacturer say "This toy's molded of High Impact CATALIN STYRENE"—and there'll be many who'll state it—we would like you to know that this material, while new to toys, was originally developed for heavy-duty industrial applications. It is 5-times tougher than standard styrene—it sustains shock—absorbs hard knocks—resists "falls".

Unquestionably the Show's collection of playthings molded of the gem of plastics, will rate high on your selection list—and, in bringing more quality into your buying, these outstanding numbers will also bring more profits into your selling!

CATALIN CORPORATION OF AMERICA  
ONE PARK AVENUE • NEW YORK 16, N. Y.

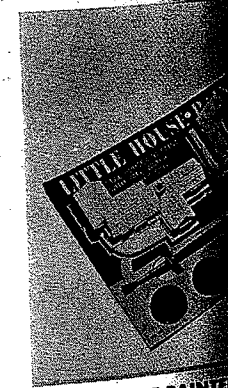


In addition to Styrene Molding Compounds, Catalin chemical products include a wide range of Urea, Phenolic, Cresylic, Resorcinol, Melamine and Styrene Resin formulations.

#### PEE WEE CIRCUS

A "thriller for tots" . . . "Act" upright. Plaything CATALIN STYRENE. Carries elephant. Bells jingle and—accelerates the action.

Retail Price . . . about \$1.00



#### LITTLE HOUSE PAINTER

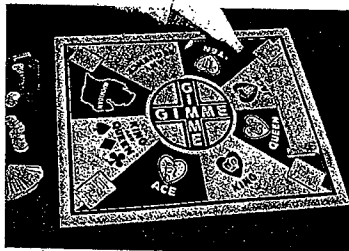
Within "7" inches of size, church and cottage model CATALIN STYRENE! All you need is brush and color palette—display card. Brush ready to go to work.

Retail Price . . . about \$1.00

14 Pelham

# GIMME--

An exciting combination of the Nation's most popular card games—Poker and Michigan, with new and interesting variations added. May be played by 3 to 9 persons. Makes an ideal gift for men in the service. Any person who plays cards will like GIMME. Appropriate for young and old. Printed in patriotic and attention-compelling colors—red and blue on white, with a varnish finish to give it lustre and long life. Cleverly illustrated. Made of heavy cardboard with waterproof backing and playing surface. Board size is 22" x 28" with center fold. Retail \$1.00. Priced at \$7.20 per doz., f.o.b. Toledo.



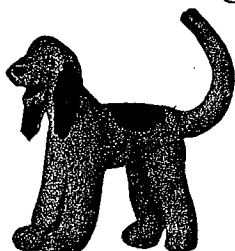
**NATIONAL ASSOCIATION SERVICE—Toledo, Ohio**  
Distributors of FUN—TO THE AID OF YOUR PARTY and NEVER A DULL MOMENT

THE GAME SENSATION OF 1942  
Write for Sample Today

## America's Famous Dog

### "NAPOLEON"

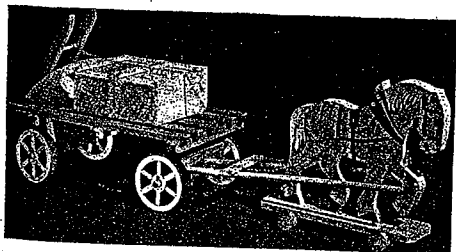
A feature in our new line of soft stuffed Dolls, Bears and Animals. Write today for samples.



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578 BANKHEAD AVENUE N.W. • ATLANTA, GEORGIA

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The Coast Rep., The Standard Toy Agencies, 718 Mission St., San Francisco, Cal.

SEPTEMBER, 1942—PLAYTHINGS

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25¢



LOOPS—GLIDES  
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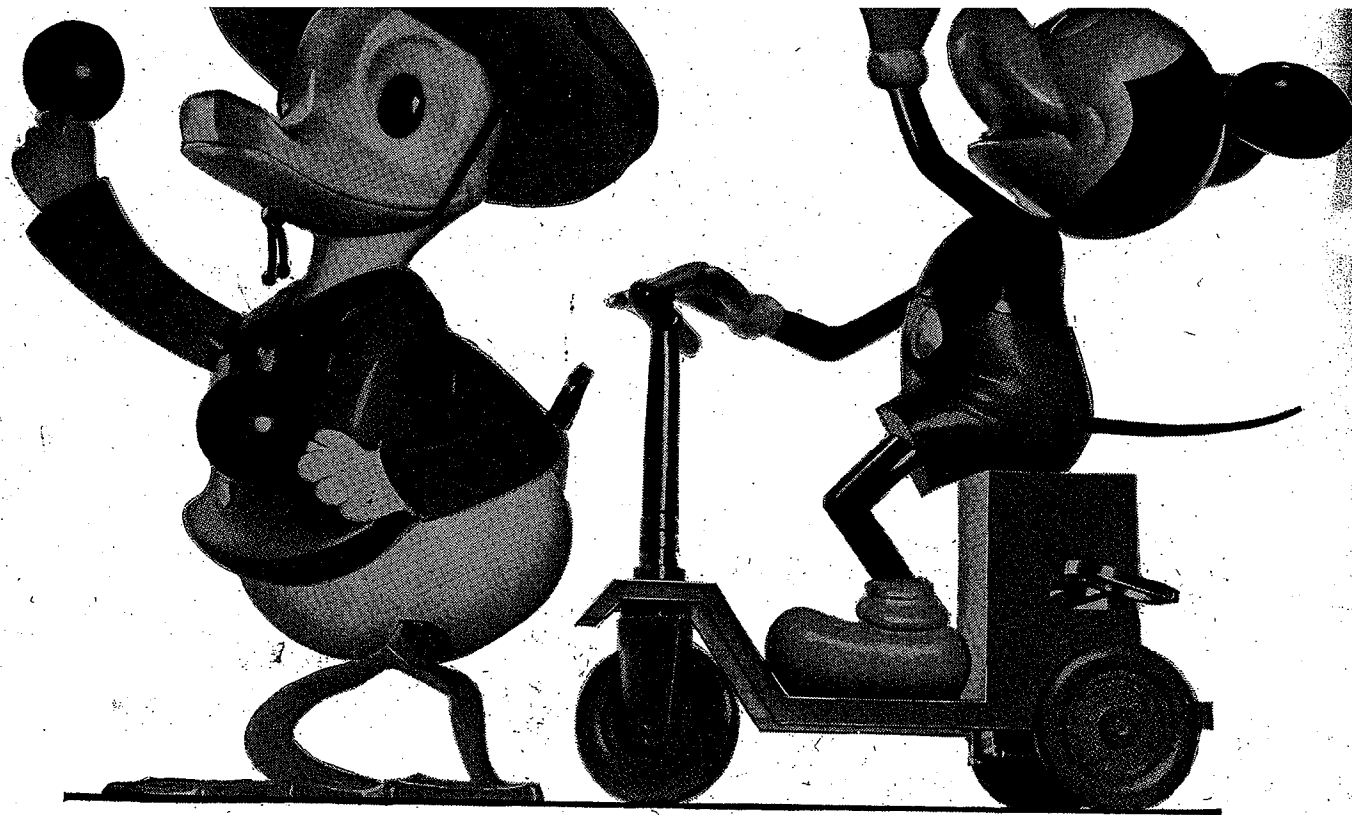
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CLINTON, IOWA

New York Salesroom: Room 452, Fifth Avenue Building



WITH THE **MAVCO** LINE

## It's Lumarith\*<sub>ACETATE</sub> for Safety and Durability

Bright colors alone aren't enough for toys in today's competitive market. Plastic toys need toughness—the shatterproof durability and safety of Lumarith acetate.

Lumarith acetate will not break with sharp, jagged edges . . . does not attract dust readily . . . keeps its permanent, chip-proof surface.

Celanese research and production economies have brought this quality plastic within the reach of every toy manufacturer. Today, Lumarith is priced the lowest in its history—priced right even for toys in the 5¢ and 10¢ bracket.

When you buy . . . when you manufacture toys, insist on Lumarith acetate and eliminate the headaches of breakage in shipment, counter damage and customer dissatisfaction.

Celanese Corporation of America, Plastics Division, Dept. 31-A, 180 Madison Ave., N. Y. 16.  
In Canada, Canadian Cellulose Products, Ltd., Montreal.

**Celanese\*** **PLASTICS**

\*Reg. U. S. Pat. Off.

1957



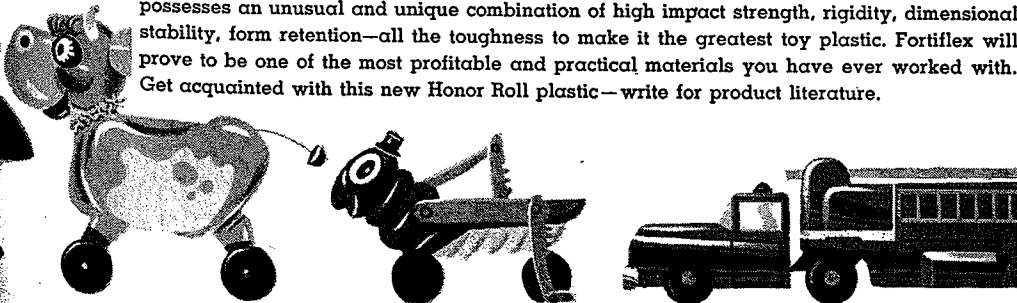
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NOW...

A GREAT NEW  
HONOR ROLL PLASTIC

# FORTIFLEX

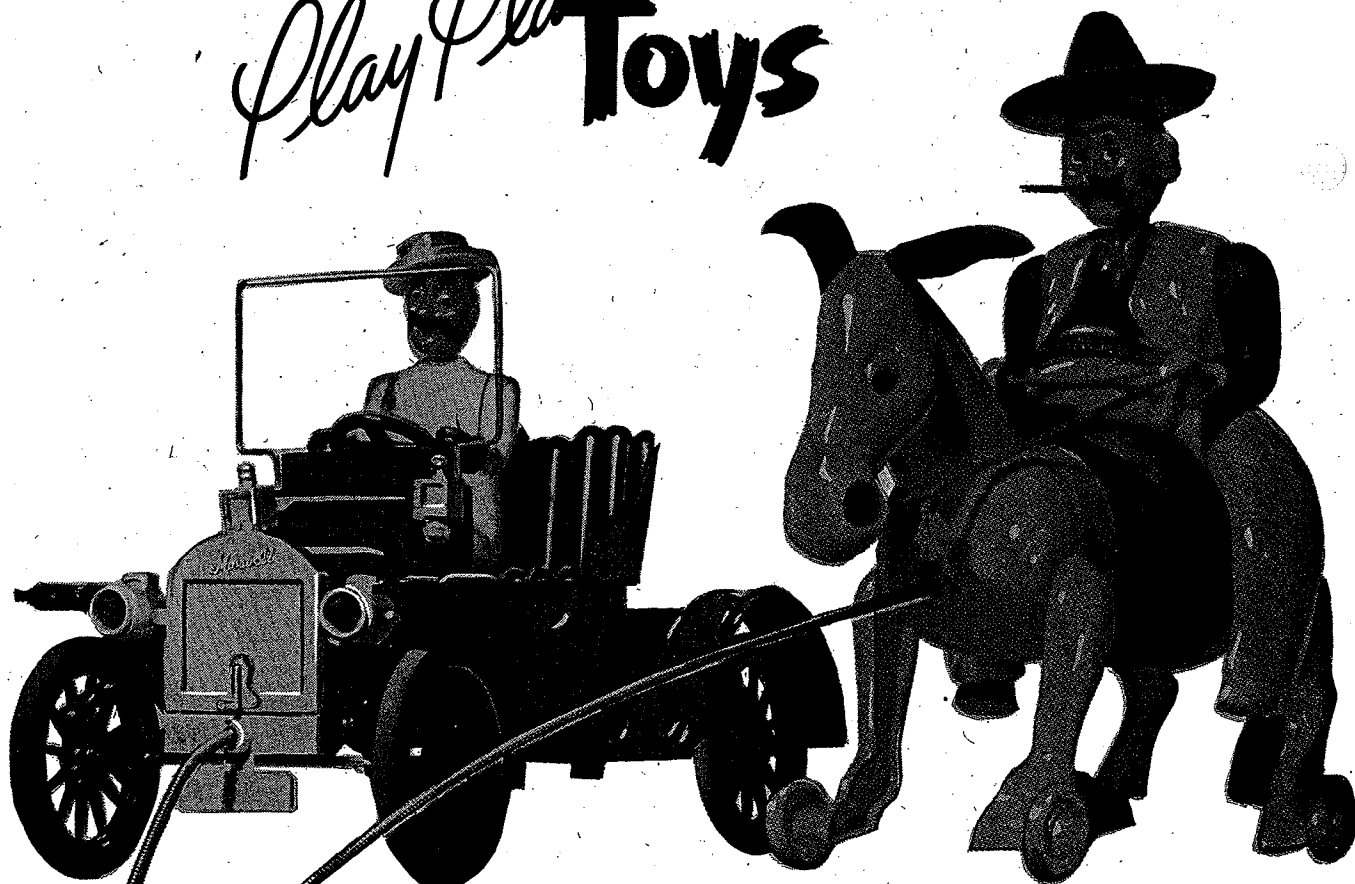
Fortiflex, a new type of molding material, makes its debut in 1957! This new thermoplastic possesses an unusual and unique combination of high impact strength, rigidity, dimensional stability, form retention—all the toughness to make it the greatest toy plastic. Fortiflex will prove to be one of the most profitable and practical materials you have ever worked with. Get acquainted with this new Honor Roll plastic—write for product literature.



**Celanese** PLASTICS

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# Revell Toys



Revell Toys made by Precision Specialties Inc., Los Angeles. The vigorous animated action of "Buckaroo Bill" and "Maxwell" demands a plastic that is tough and shatterproof.

## ARE LUMARITH\* ACETATE PLASTIC FOR EXTRA PLAY *LIFE* . . . EXTRA PLAY *SAFETY*

Lumarith *acetate* is the plastic that more and more manufacturers are turning to when they want toys that won't break in play . . . won't break in shipment . . . won't develop sharp, jagged, dangerous edges.

And more and more manufacturers are discovering that this better plastic for toys costs no more than plastics without the durability and toughness of Lumarith.

Actually, Lumarith acetate is the economy plastic today—lower than ever in price and higher than ever in quality. Specify it for the toys you make. Ask for it in the toys you buy.

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PLASTICS

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January, 1916

PLAYTHINGS

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**IMPORTED DOLLS, TOYS AND FANCY GOOL  
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Sole agents for Christensen's Onyx Marbles.

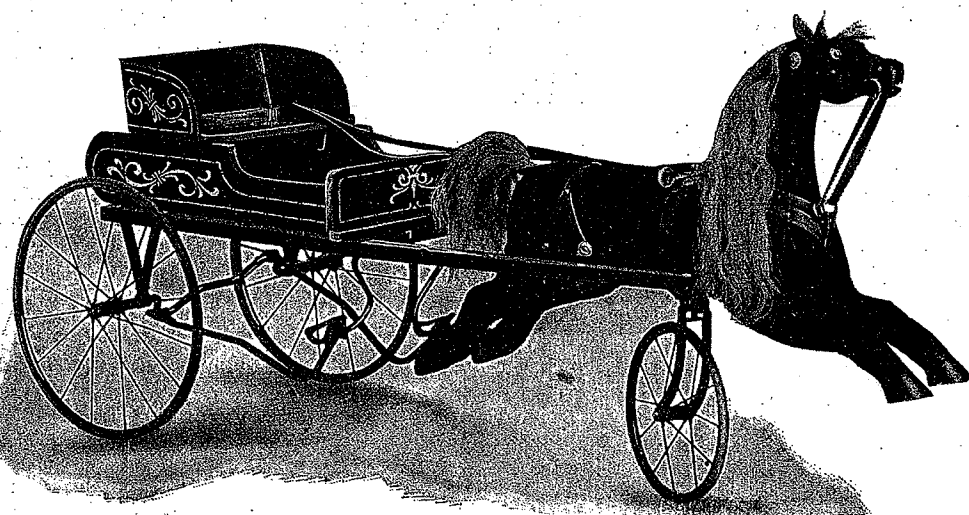
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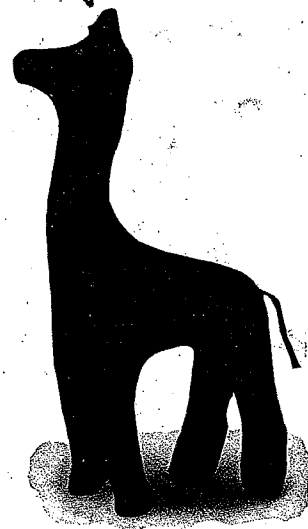
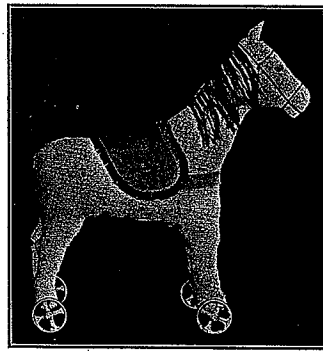
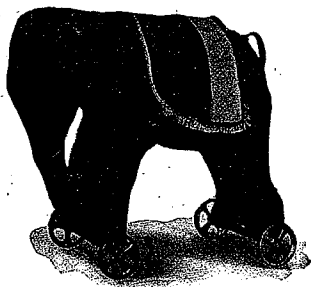
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We cordially invite the trade to call and see our new lines, which  
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**FRANK & CO., 114-116 EAST 16TH STREET, NEW YORK  
THE CENTRAL WHEEL & MFG. CO., STURGEON**

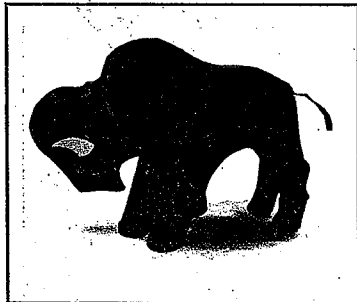


# Chessler Company's Circus

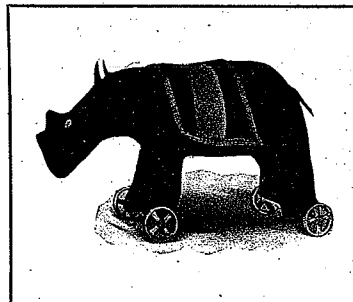


## STUFFED ANIMALS

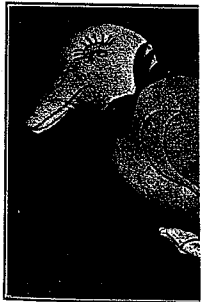
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These Reproductions  
Are Worthy of Your  
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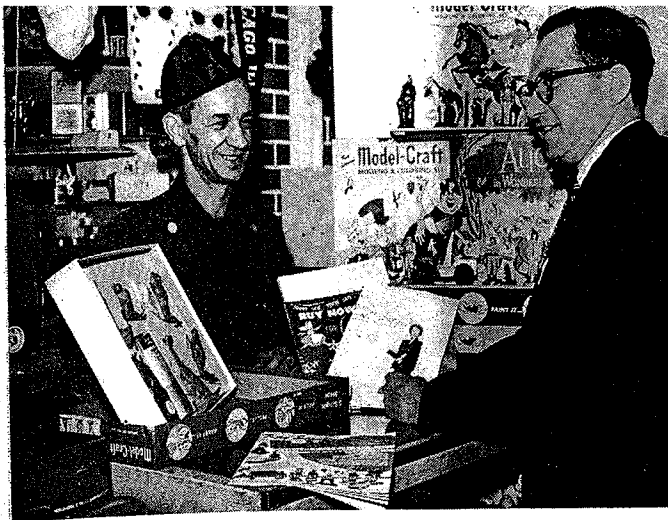
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"Fabulous" is the way Leonard White, of White's Toy Shop in Hinsdale, Illinois, described Model-Craft's dealer contest. "For the past few years, I've day dreamed about the Toy Fair, but the difficulties of planning and arranging the trip have discouraged me. The Kay Stanley Model-Craft contest is . . . well, it's . . . fabulous." Mrs. White was as enthusiastic. She said, "Kay Stanley has arranged everything. It sounds like a dream trip."

The winner of the Model-Craft contest will receive a six-day all-expense trip to New York. This will include plane or train transportation, hotel accommodations at the famous Waldorf-Astoria, luncheons, dinners, nite clubs, theatres, tours of the Fair and the city and will be crowned by a reserved seat at the highlight of the Fair, the Toy Knights Dinner Dance at the Waldorf.

Carl Schramm of Schramm's Toy Shop, 5219 N. Lincoln Avenue, Chicago, stopped serving a customer just long enough to tell us that he has never been to New York and the "contest is sure worth trying for." He was quite surprised that Kay Stanley

Above: Carl Schramm (left), of Schramm's Toy Shop, discusses the contest with salesman Paul Burg. Right: Leonard White, of White's Toy Shop, enters the contest while his wife and daughter look on.



did not limit the subjects in the contest to sentences about Model-Craft alone, but gave the dealers a chance to voice a few 'beefs' or pass out bouquets to the manufacturers."

It seems to be a well known fact that the most successful people in any line of business are the ones that like what they do. That follows with Carl Schramm, one of the most colorful Chicago toy dealers. Every salesman that covers the Chicago area knows the toy retailer with the little red fireman's helmet. Everyone, including Carl himself, has forgotten when he started wearing his toy helmet, but he is identified with it by salesman and cus-

tomers alike. Carl started in business eight years ago selling candy and toys and although the candy is almost forgotten, he still carries a showcase full to bring the children into the store. Carl never forgets that the children bring in the parents.

Both Carl Schramm and Leonard White, in discussing the growth of the toy industry from a retailer's point of view, place a great deal of emphasis on the educational and creative toys. They also believe that the constant search for new ideas, plus such interest by the manufacturer, as example, Kay Stanley's Model-Craft contest, keep the retailer alerted to the value of ideas and promotion.

## TRICKY THE CLOWN

The Childlore Company of Kansas City, Mo., is presenting Tricky the Clown



whose picture appears with this news item). Tricky the balancing clown rolls on his cuffs, rocking and teetering while

the large jingle bell rings. He measures 9 inches wide by 6½ inches high. The item (stock number 51-3) is individually packaged and is packed twelve to a shipping carton weighing approximately 11½ pounds. Tricky is designed to retail for \$1. He is on display in the showroom of the Sam Weisman Sales Organization, 200 Fifth Ave., New York 10.

## JEWISH FEDERATION DINNER HELD

Responding generously to the appeal of the Federation of Jewish Philanthropies of New York, leaders and key workers of the toy industry attended their annual Federation dinner, held at the Vanderbilt Hotel, Wednesday, December 5.

Presiding at the affair was Hyman E. Chiet, of Allied Grand Doll Manufacturing Co., Inc., chairman of the industry's drive for Federation.

Featured as guest speaker at the dinner was Alfred L. Rose, president of Mt. Sinai

Hospital, who told the assembled guests that "Federation faces its worse crisis." According to Mr. Rose, rapidly spiraling costs are jeopardizing aid in Federation's 116 hospitals and social service agencies. In order to overcome the inflationary squeeze and prevent curtailment of vital services, Federation will have to raise \$5,500,000 more this year than in 1950, he revealed. Current campaign goal of Federation is \$20,000,000.

Co-chairman of the industry Federation drive is Louis Rubin, of Artistic Doll Corp.

Members of the campaign cabinet are Bernard H. Baum, Effenbee Doll Co.; Jacob Brock, American Character Doll; Charles S. Raizen, Transogram Co.; David Rosenstein, Ideal Toy Corp.; William Rothstein, Arranbee Doll Co.; Rollin Shulberg, Schranz & Bieber Co.; and Abraham Swedlin, Gund Manufacturing Co.





# LITTLE HELPER LAUNDRY SET

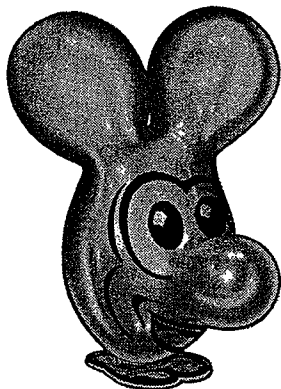
CONTAINS  
IRONING BOARD — SAD IRON  
CLOTHES BASKET  
CLOTHES RACK — CLOTHES PINS

Write for catalog and prices

**NEWTON & THOMPSON MFG. CO., Brahdon, Vt.**

New York Office: Room 520—200 Fifth Ave.

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## BARR SCORES AGAIN!

Ever on the alert for new ideas which will mean more profits for you, the Barr Customer, BARR "comes through" again with another "knockout," the new Nosey Mouse, a genuine Bartex novelty balloon with both ears and nose, all inflatable, the first of its kind to reach the market.

Get your share of the profits which this and other equally clever Barr items are bound to pull.

Do not delay—write us at once.

**The BARR RUBBER PRODUCTS CO.**  
SANDUSKY, OHIO, U. S. A.  
WORLD'S LARGEST MANUFACTURER OF RUBBER TOYS

Branch Offices: Fifth Ave. Bldg., New York—Merchandise Mart, Chicago—Mfgs. Bldg., St. Louis

## Real Musical Instruments at Toy Prices

ESTEY "Miniatures"  
**REED  
ORGANS**

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OCTAVE  
MODELS

FOR CHILDREN AND PARTY-MINDED ADULTS

Write for Details to the World Famous

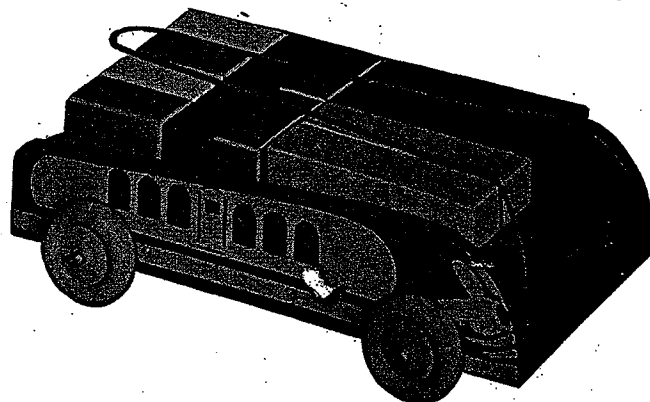
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BRATTLEBORO VERMONT

SELL THE FINEST LINE OF

# BLOCKS

IN MODERN STREAMLINE WAGONS

Blocks are made of maple and finished in non-injurious lacquers by the Menasha Woodenware Corp.

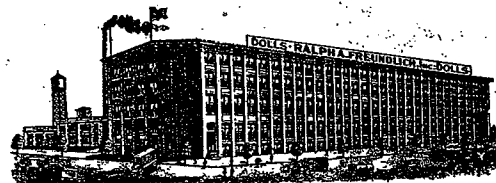


It will pay you to inspect this season's outstanding line of Wagon Blocks. Priced right—to sell at popular prices. Catalogues and prices on request.

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## THE WORLD'S LARGEST DOLL PLANT

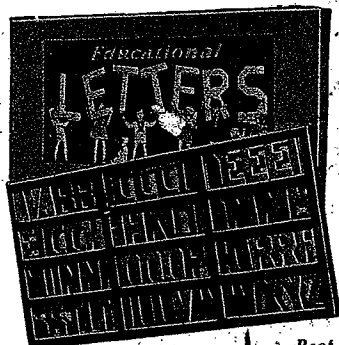
CREATORS OF POPULAR PRICED DOLLS AND STUFFED ANIMALS WITH UNSURPASSED SELLING APPEAL  
BABY AND MAMA DOLLS, DOLL SETS,  
ANIMAL NOVELTIES, STUFFED ANIMALS, ETC.

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200 FIFTH AVENUE

NEW YORK CITY

Factory: Clinton, Mass.



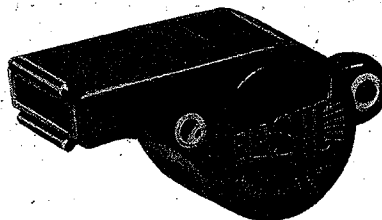
Root  
Educational Letters

## 1945 will be the Year

when, we hope, you'll again be adding Root Educational Toys to your orders, and piling high your counters with these "every day in the year sellers." Meantime, we're still bending hard to our war business, but as quickly as Peace comes you will hear from us.

**THE A. I. Root COMPANY**  
QUALITY TOYS  
MEDINA OHIO ★ ★ ★ 12 W. 21st ST. NEW YORK

Now Available for Civilians!



Retail Price 25c

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## "BLASTO"

Professional

## DRUM MAJOR WHISTLE

A full size, professional whistle made of superior grade plastic, highly suitable for tonal qualities. Designed to rigid standard specifications. Tongue and groove construction, reinforced brass rivet and brass eyelet. Highest quality, genuine cork ball.

COLORS

Dealer's Price

Black, Red, White, Blue, Amber  
No. 25 — Packed 12 to a box.

**\$1.80**

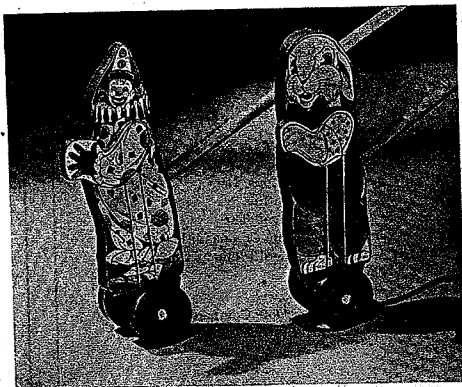
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ORDER FROM YOUR FAVORITE JOBBER

**GROSSMAN MUSIC CO.**  
210 Prospect Ave. Cleveland 15, Ohio

*Kids Will Have a Circus with  
Clever Clown & Bunny Rabbit*



## A DEFINITELY NEW TOY

Animated Push Toys with bodies that wobble and arms that revolve. Big 12" bodies are lithographed in bright appealing colors in beautiful gloss finish. 22" handle with knob.

**CLEVER PRODUCTS**

"IT'S A CLEVER PRODUCT"

668-670 Milwaukee Ave.

Chicago 22, Ill.

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MODERATE FEES  
PRACTICING 44 YEARS

**MAURICE BLOCK**

— REGISTERED ATTORNEY

521 FIFTH AVENUE  
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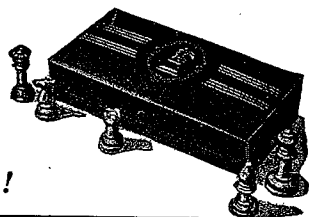
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JANUARY, 1945—PLAYTHINGS

## Gits PLASTIC CHESSMEN

*The Game  
of the Ages!*



Gits Plastic Chessmen (Authentic Staunton Pattern endorsed by the United States Chess Federation) are works of art, adding new appeal to this age old and internationally favorite game. They are molded of lustrous colored, unbreakable plastic and represent a quality that promptly sells itself.

Attractively packaged with official booklet on "How to Play Chess." Order thru your jobber.

No. 500—2 1/2" King—Mottled Ivory and Mottled Black, not weighted or felted—retails \$1.00.  
No. 510—2 1/2" King—Mottled Ivory and Mottled Black, weighted and felted—retails \$2.50.  
No. 511—2 1/2" King—Red and Ivory, weighted and felted—retails \$3.50.  
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No. 612—3" King—Ebony Black and Ivory, weighted and felted—retails \$7.50.

**GITS**  
*Molding Corporation*

4606 West Huron Street, Chicago 44, Illinois

Manufacturers of the famous Gits Flashlights, Knives, Savings Banks, Games, Protect-o-shields, etc.

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## FOLLOW THE PARADE WITH OUR "CLEVER"

*Drum Major & Majorette*



### NEW ADDITION TO OUR FAMILY OF ANIMATED TOYS

Revolving arms with baton. Big 12" bodies lithographed in bright appealing colors in beautiful gloss finish. 22" handle with knob.

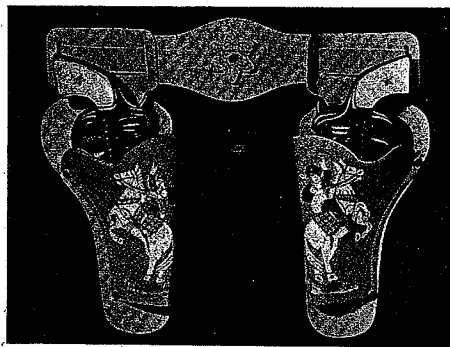
**CLEVER PRODUCTS**

"IT'S A CLEVER PRODUCT"

668-670 MILWAUKEE AVE., CHICAGO 22, ILL.

Eastern Rep. Sam Weisman, 200 Fifth Ave., New York City

## REAL FUR PISTOL and HOLSTER SETS



### 22L—DOUBLE COMBINATION COLOR

Double Holster Set of realistic imitation leather, beautifully decorated in eye-catching colors.



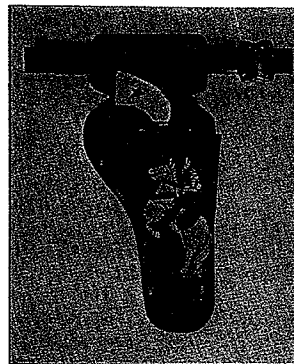
22 S-LF

The above set of Genuine Fur is making the fur fly on toy counters everywhere.

We are giving prompt service to more and more leading buyers who seek utmost values in popular priced pistol and holster sets. Let us work with you now on your 1945 commitments.

Each set is attractively and individually boxed.

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22 L-PS

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Click Real Fur Sets are just like the real thing. Flashy designs, sturdy construction, colorful decorations, appealing, man-size "quick on the draw" pistol grips—the line that packs a sales punch with juvenile cowpunchers everywhere.

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