



Charlie McCarthy  
and Edgar Bergen  
as They Appear  
on Their Popular  
Radio Broadcast

### CHARLIE MCCARTHY LOOKS INTO THE TOY TRADE

Licensing arrangements for Edgar Bergen and Charlie McCarthy, Inc., are now being handled by the M. J. Hamilburg Company of Hollywood, Calif. A New York office, in charge of Robert Levenson, has recently been opened. Messrs. Hamilburg and Levenson have many interesting plans in preparation, centering around the promotion of Charlie McCarthy. In a recent interview, Mr. Hamilburg said, "Any toy man knows that unique characters constitute one of the greatest stimulating forces in this field. All of us have heard of instances where an item based on a widely known character has been a life-saver for a business. I recall a case where the receivers for a large firm reported that an item using the name of a well-known character brought the business out of the red. We feel that in Charlie McCarthy we are offering the toy trade a character whose rapidly growing popularity may well turn out to be a tremendous help to alert manufacturers. Seventeen years ago, Charlie was just a thought in the mind of Edgar Bergen, a Chicago youngster who discovered he had a gift for ventriloquism. For a few dollars he purchased a dummy modeled after the face of an Irish newsboy of his acquaintance. He named it Charlie McCarthy and earned enough money with his dummy and his ventriloquial talents to pay his way through Northwestern University. Vaudeville, which was flourishing at the time, died after a few years, and Bergen took Charlie into nightclubs. It was not until he was seen by Noel Coward at a society gathering in New York that he became famous. At Mr. Coward's suggestion, Rudy Vallee engaged Bergen for two radio appearances. Almost overnight Bergen and McCarthy became the rage of the nation. The pair (no one ever speaks of McCarthy as anything less than a person) were almost immediately signed by Hollywood producers at a salary reported to be in the neighborhood of \$12,000 weekly. Radio contracts, the sale of Charlie McCarthy dolls and accessories, as well as his nightclub work, boost the Bergen and McCarthy income into stratospheric figures. The dummy is currently working in Universal's "Letter of Introduction,"

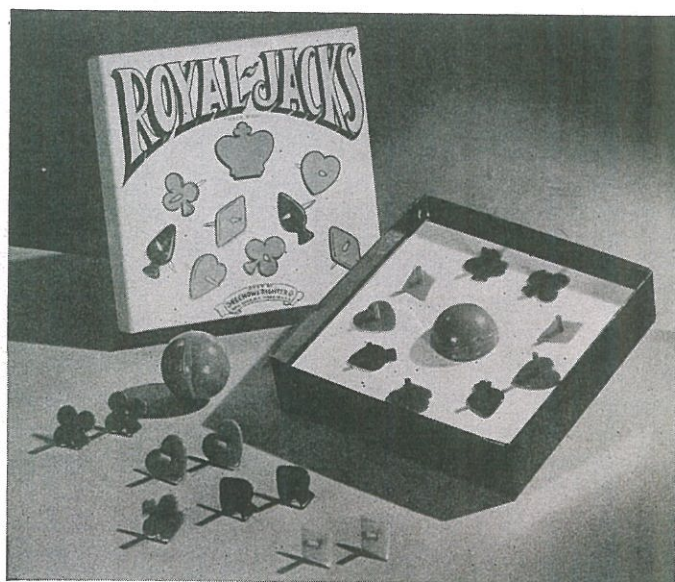
wherein Bergen and his \$35.00 dummy receive stellar billing along with Adolphe Menjou and Andrea Leeds. Today, Bergen is the head of the Charlie McCarthy Corp., which is a business office to take care of Charlie's affairs, and is a millionaire in the making, as well as being radio's most popular figure. People often ask what makes Charlie so popular. As usual, the answer is a combination of factors, but I think one of the most important is his wit, his impudence, and the way he says out loud what the average man only dares to think. The New York Times Magazine, in a recent article, mentioned this quality of Charlie's, and the writer said he fervently hoped that Charlie would be here for many years to make those wisecracks that bring good cheer and chuckles to millions of folks every week. The Readers' Digest also had a similar article. Surveys made by a large research organization show Charlie to be tops on the air. The results of these surveys were recently published in the New York "Times," the "World-Telegram" and many other newspapers throughout the country. Charlie is unique in his versatility. He bids fair to become as popular on the screen as he now is on the air. Universal Pictures has just

completed a million dollar picture, "Letter of Introduction," in which Edgar Bergen and Charlie McCarthy take the leading roles. The story is based on the life of Edgar Bergen, and the preview looked so good to the company executives that the pair were immediately signed up for several more pictures. In the next one it is planned to use Charlie's name right in the title, which is expected to be "Charlie McCarthy, Detective." A short time ago Charlie was unknown, while today he is rising rapidly in public interest. Because there is still a chance to get in on the ground floor, we feel that promotion-minded manufacturers are presented with a wonderful opportunity to cash in on this popularity. Charlie McCarthy has hardly been commercialized at all, but we have many plans for interesting merchandise tieups in the toy trade and other fields with manufacturers who feel with us that this unique character is a double-barrelled opportunity to stimulate business during the coming season. I wish to emphasize that Mr. Bergen is taking steps in every possible legal manner to protect his rights in the famous Charlie McCarthy." In addition to representing Edgar Bergen, the Hamilburg organization also represents Deanna Durbin, Gene Autry and other screen and radio stars.

### ROYAL-JACKS POPULAR WITH ADULTS

The game of Royal-Jacks, recently introduced by the Selchow & Righter Co., has won instant popularity with the adult game enthusiasts. Stores handling this game report good sales; and one large toy department sold out its original order in one afternoon. Royal-Jacks, a popular seller at 25c, is the adult version of the old game of jackstones. The game has jackstones in the form of hearts, spades, clubs, diamonds, and the crown; and there are new rules for playing which keep the players interested in the game right up until the finish. Further detailed information about the game may be had by writing the Selchow & Righter Co., Dept. C, 200 Fifth Avenue, New York City, and procuring the new 1938 catalog that is just off the press.

Royal-Jacks, an Old  
Game with a New  
Twist, as Different  
from Jackstones as  
Bridge is From  
Whist





## LI'L ABNER SELLS TOYS AND GAMES

Li'l Abner and his family, from the log cabin village of Dogpatch, have become beloved characters all over the country. They appear in 300 newspapers and two national magazines, and it is said that these publications have over 30 million readers. This feature has risen rapidly in popular acclaim through its homespun humor and its elements of adventure, romance, excitement and novelty. Now Li'l Abner has gone to work in the toy trade to lend the magic of his name to increase the sales of toys and games.

The first smash hit scored by Li'l Abner has been for the Daisy Mfg. Co. Their Li'l Abner Shooting Gallery has registered a distinct triumph, all the more noteworthy because its impressive sales totals have been piled up in a recession year. Of course the game itself was built to give big value as a dollar retailer. The cork ball gun, large action shooting gallery and attractive packaging would undoubtedly have made this new game a big seller under any name, but Cass S. Hough of the Daisy Mfg. Co. gives full credit to Li'l Abner for adding the punch and tremendous sales appeal that it has shown. Mr. Hough says that Abner did about 95% of the selling job on the Shooting Game, since buyers who visited the Daisy display realized immediately what a tremendous pull this feature has in their territories, and how it would enhance the sale of an already good game. Mr. Hough goes so far as to predict that when the final figures for 1938 are totalled, the Li'l Abner Shooting Gallery will be the biggest item that Daisy has ever had in its line, which has enjoyed 52 years of popularity.

Li'l Abner is available to toy manufacturers through the United Feature Syndicate, 220 East 42nd St., New York, as are also a number of other popular cartoon characters. L. S. Gleason of the United Feature Syndicate tells an interesting story of the rapid rise of Li'l Abner to the heights of stardom in the short space of three years. The comic strip about the Yokum family and their Dogpatch neighbors made its bow in August, 1934. In six months it was appearing in 21 papers with a total circulation of 1,747,447. On the first anniversary of the strip it was in 85 papers with a circulation of 7,866,859. By this time Li'l Abner was attracting nationwide attention, and readers in cities where he did not appear were deluging their favorite papers with requests to secure the Dogpatch hillbilly. At the end of 18 months 125 papers were running Li'l Abner; the second anniversary of the comic feature found it in 154 papers with a combined circulation of 12,251,265. When Abner was 30 months old he appeared in 213 papers; at the three year mark of August, 1937, he was a feature of 253 papers. The figure is now over 400, with more constantly being added. Max V. Bosler, feature editor of the Peoria Journal-Transcript, calls Li'l Abner the biggest hit in years. "Our best comic," Ludwell Denney, editor of the Indianapolis Times, has said, while Frank Roberts, managing editor of the Fort Wayne Journal-Gazette, chimes in with: "Trace circu-

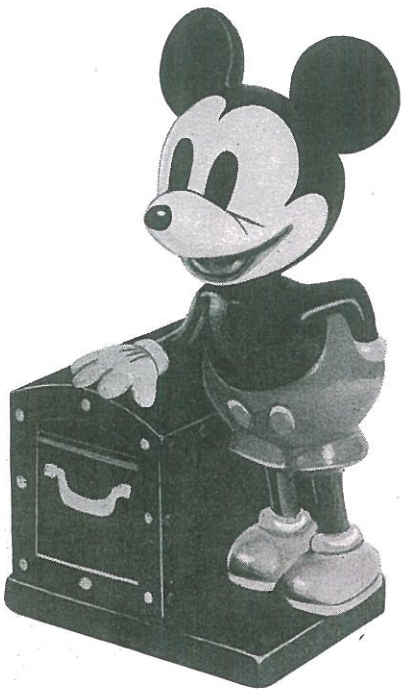


Li'l Abner

lation gains directly to it. Best comic running." Hal O'Flaherty, managing editor of the Chicago Daily News, says: "No need to promote Li'l Abner. He does that job himself." Editors and circulation managers of scores of other papers have made similar comment. Mr. Gleason feels that a character with such strong appeal can do a powerful selling job in the toy field, and the sales figures of the Daisy shooting game bear out this idea.

## CROWN TOY COMPANY'S MICKEY MOUSE BANK

The ever-popular Mickey Mouse bank, made of wood composition and brightly colored to represent in most realistic form Walt Disney's famous character, continues to be a leading seller in the growing line of novelty banks manufactured by the Crown Toy Mfg. Company. This con-



The Crown Toy Co. Mickey Mouse Bank

cern specializes in novelty numbers made of wood composition, depicting famous characters in a unique and practical way. Retailing at popular prices they are proving strong all year business getters. The Crown firm was recently obliged to greatly enlarge their plant, their present factory being 4 times the size of their old one. Irving and Dave Bieler have in preparation many unique promotion plans for the Fall and Holiday season.

## EXTRA SCORE SHEETS FOR "GOLFETTE" GAME

As accessory material for the game of "Golfette" its manufacturers are now prepared to supply extra score card pads for players' use, such additional tally pads being available at 15c each, or two for 25c, retail. Requisitions by the trade for same will be promptly filled by Golfette, 205 West Wacker Drive, Chicago.

## SNOW WHITE COSTUMES BY FISHBACH

A. S. Fishbach, Inc., 18 W. 20th St., New York, whose Spotlite Costumes are well known throughout the country, are making the authentic, authorized Walt Disney's Snow White and the Seven Dwarfs costumes, complete with masks. Ben Cooper of this firm has achieved a group of costumes of great beauty and completeness of detail. They retail from \$1.00 up. Another important recent addition to the line is a hilarious Lew Lehr costume. This great character comedian has achieved widespread popularity through the Fox Movietone News, and now that he is also appearing on the radio his famous "Monkeys is the Cwaziest People" is fast becoming a national catch-phrase. The full Fishbach line of costumes, retailing from 50c to \$25.00, is displayed in the permanent showrooms of Sam Drelich in the Fifth Avenue Building.

## FOLEY AND HAHN EXTEND A CORDIAL INVITATION

Jack Foley and Al Hahn of The Empire Sales Co., 200 Fifth Avenue, New York City, extend a cordial invitation to all buyers who plan to attend the Housefurnishing Show, or who will be in the toy market next month, to visit them at their showroom. These two genial toy men have procured an interesting assortment of playthings that will appeal to toy buyers who are planning immediate sales promotions, or are doing their holiday buying. The manufacturers represented by The Empire Sales Co. include Northwestern Products, Parfait Products, Stewell, Inc., Quam-Nichols Co., Trojan, Inc., and the Click Novelty Mfg. Co.

## CANADIAN BUYER WANTS CATALOGS

J. R. Godfrey has just taken over the duties of manager of the toy department at Bryson-Graham Co., Ltd., department store in Ottawa, Ontario, Canada. Mr. Godfrey will be glad to receive catalogs and other literature from American manufacturers of toys, dolls and games.





Members of the Alexander Doll Co. and a Few of the Visitors Who Attended the Housewarming on the Occasion of the Opening of the New Showroom

### FORMAL OPENING OF NEW ALEXANDER SHOWROOM

The beautifully appointed and colorfully decorated new showroom of the Alexander Doll Co., in Room 334, Fifth Avenue Building, was formally opened to the trade with appropriate ceremonies on the afternoon of June 3rd. Madame Alexander, Phil Behrman and the popular Alexander sales staff, including Adam George, Jimmy Reavis and Leo Schloss were all on hand welcoming friends and visitors. Working

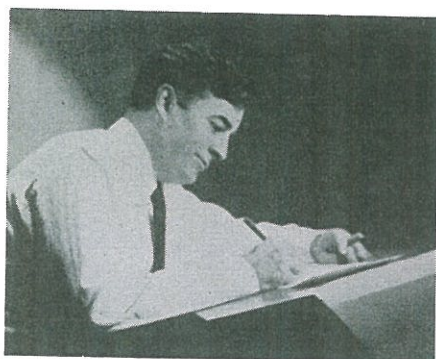
in collaboration with a prominent interior decorator, Madame Alexander has seen to it that this new showroom is a worthy home for Alexander Dolls. In every detail, nothing has been overlooked that would make for a degree of artistry rarely found in a salesroom of this nature. It is emphasized that the complete new Madame Alexander Line is ready for inspection in this accessible location and visiting buyers will always find the welcome sign hanging out.

### "KUTMASTER"

The Utica Cutlery Co., of Utica, N. Y., have registered the name "Kutmaster" in the U. S. Patent Office as a trade mark for pocket knives, household knives, and other types of cutlery. Although this name has been used by the manufacturer for some time, it was not until recently that plans for expanding the use of it as a trade mark were formulated.

### KLAUBER NOVELTY CO. COMBINES WITH ARRCO PLAYING CARD CO.

The Arrco Playing Card Co., 310 S. Racine Avenue, Chicago, a subsidiary of the Regensteiner Corporation, have taken over for manufacture and sale the line of games heretofore owned, made and marketed by the Klauber Novelty Co., also of Chicago. The Klauber products include "Bridge Keno," "Shufflette," "Banko," and the new "Bridge Bingo." The Arrco concern has for a number of years been manufacturers of standard playing cards, to which line lately was added a Five Suit Bridge game, and also published a manual on the latter subject. Mrs. E. F. Klauber will continue to be identified with the business under this new arrangement, and the Arrco P. C. Co. invite a continuance by the trade of the same interest as shown before in the Klauber games, which patronage it shall be Arrco's constant aim to promote.



Gene Byrnes

### INTERESTING PROMOTIONS PLANNED FOR "REG'LAR FELLERS"

Jimmy Dugan, Puddinhead, Pinhead, Aggie Riley, Daisybelle, Bump, Duffy the Cop and Mrs. Dugan, created twenty-two years ago by Gene Byrnes, well-known cartoon artist, are the basis for many interesting and progressive merchandise promotion plans now in preparation. Benjamin Lindner, a commercial banker and life-long friend of Mr. Byrnes, is devoting a large part of his time to the development of various avenues through which manufacturers and industry may cooperate in tying up profitably with the large public following of the "Reg'lar Fellers" characters. Associated with Mr. Lindner is the former Director of Promotion of the New York World's Fair of 1939, who brings to his new connection a long and successful career in the promotion and advertising world. Also assisting Mr. Lindner is a manufacturer and sales manager in-

timately acquainted with retail problems. Among the recent licensees of "Reg'lar Fellers" are the Bristol-Myers Co., who have used "Reg'lar Fellers" in the promotion of Ipana toothpaste, and the Kellogg Co., who have used "Reg'lar Fellers" in the promotion of Bran Foods. A department store promotional plan, embracing a "Reg'lar Fellers" Clubhouse, has been prepared and will function as an inspirational program, with contest awards to create established, permanent, regular Saturday morning traffic. In this department store clubhouse it is contemplated to hold spelling bees and various other forms of contests, as well as moving pictures and puppet shows. Mr. Byrnes has long felt that it should be possible for youngsters all over the country to organize themselves into clubs. The type of club he had in mind would help boys and young men to help themselves. He talked it over with a number of nationally known "Reg'lar Fellers" like himself—topnotchers in the world of sports and chosen professions. Then followed his endowment of the Gene Byrnes Foundation, the trustees of which embrace many prominent men of sports and various fields of activity. The purpose of this Foundation is primarily to provide some means of enjoyment for the underprivileged child and to cooperate in checking juvenile delinquency and crime. The Foundation has sponsored the organization of clubs, beginning with the various newspapers carrying the comic strip, and at the present time the organization of "Reg'lar Fellers of America" is well on its way toward the objective. Mr. Byrnes pledged himself to accomplish. Within a short time, it is hoped that the "Reg'lar Fellers" Magazine will reach the homes of readers of this well-known cartoon appearing in the daily and Sunday papers, which now number 240 in the United States and several foreign countries, with an estimated audience of over thirty-five million. Many interesting tie-ups in the toy field are now in preparation and, according to Mr. Lindner, will be shortly announced.

### INDUSTRIAL DESIGNERS

Sydney Cassyd, formerly with R. H. Macy and Co. as assistant buyer in the Adult Game Department and who was one of the organizers of the Confection Display Co., Ltd., and also the sales manager, is now a member of the firm of Industrial Design Associates, 48 West 48th St., New York. Mr. Cassyd will handle the market research and customer contacts for this firm, which develops new items for the premium, five and ten, and novelty fields. The firm is called in by manufacturers who wish to have new products or their former lines redesigned, with eye appeal and color playing an important part. At present they are working on a series of articles to be manufactured for the World's Fair including inkwells, ash trays, lamps, booklets and several new departures in toys. Several of these items have already had the design approval of the World's Fair.

### AID EMPLOYMENT

### BUY AMERICAN

JUNE, 1938—PLAYTHINGS



## NEW ENGLAND TOY MEN'S WEEK

New England Toy Men's Week, under the auspices of the New England Toy Salesman's Association, will be held in the Parker House, Boston, Mass., from July 25th to 29th, inclusive. Sample rooms have been reserved on three floors. Last year salesmen for thirty-six firms took part in this cooperative exhibit. Reservations already made indicate that the number will be much larger this year. Herman Robben, 200 Fifth Avenue, New York, is chairman of the organization. Among the lines which will be displayed are:

Alexander Doll Co.  
American Character Doll Co.  
Arranbee Doll Co.  
Arrow Novelty Co.  
Artwood Toy Mfg. Co.  
Atlanta Playthings Co.  
Bouton-Woolf Co.  
Cameo Doll Co.  
A. H. Delfausse:—representing: Akro Agate Co., Monoco Co., Rolling Wilson Co., Valley Novelty Works.  
Sam Drelich:—representing: Dartboard Equipment Co., A. S. Fishbach, Inc., Grand Wig & Novelty Co., Johnson Store Equipment Co., Natural Doll Co., New York Stuffed Toy Co., Park Avenue Dolls & Novelties, Screeno-Scope Co.  
Fellows & Co.:—representing: Buddy 'L' Co., Louis Marx & Co., Murray-Ohio Mfg. Co.  
Fleischaker & Baum  
Georgene Novelties, Inc.  
E. Goldberger  
Gong Bell Mfg. Co.  
Holgate Brothers Co.  
Knickerbocker Toy Co.  
Lionel Corp.  
Tom McGinty:—representing: Poster Products Co., Whitney Bros. Co.  
Porter Chemical Co.  
Rapaport Bros.  
Regal Doll Co.  
Riemann, Seabrey Co.:—representing: Brodhaven Mfg. Co., T. Cohn, Inc., Dur-A-Bilt Co., Grey Iron Casting Co., Herbert Specialty Co., Light Buoy Industries, Mason & Parker Mfg. Co., The Mengel Co., Noble & Cooley Co., Pontiac Spring & Bumper Co., Roebuck-Publishers, Roy Brothers, Star Novelty Co., Straits Mfg. Co., Whitney Reed Co.  
Rich Mfg. Co.,  
Rushton Co.  
Sackman Bros. Co.,  
E. Simon's Sons  
Stanley Works  
Toy Creations, Inc.  
Transogram Co.  
H. C. Whitney:—representing: Molly-'Es Dolls, Winchester Toy Co.

## TEN CENT MAKE-UP KITS

Miner's, Inc. of New York are featuring a new individual character make-up kit for youngsters, to retail at 10c. They're the individual characters of their original Juvenile Make-Up Kit and come in six colorfully packaged units, not only adaptable for Hallowe'en, Thanksgiving and other holidays, but for all year sales for parties, masquerades, playlets and playrooms. With a name like Miner's, Masters of Make-up since 1864, to back it, this unique item should prove an eye-catcher on any counter—and many smart merchandise men are showing that they realize this.

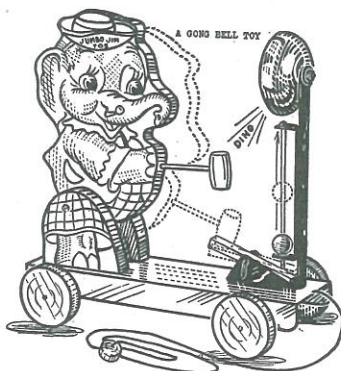
JUNE, 1938—PLAYTHINGS



Playbird Badminton Featured in a Window Display at Schranz & Bieber's

## HUGH HILL RUNS FOR COUNTY TREASURER

Hugh Hill, who will be remembered by the older toy men as the founder of the Hill Standard Company of Anderson, Ind., has been nominated in the primaries of Madison County, in that state, for County Treasurer. He is running on the Republican ticket, and has the best wishes of his multitude of friends. Mr. Hill, who is eighty years old, is going to make a lively race.



## "JUMBO JIM" NEW GONG BELL TOY

"Jumbo Jim" is one of the attractive action bell toys made by the Gong Bell Mfg. Company for 1938. This is a big toy with extra play value. There is a cleverly designed little elephant, all dressed up in brightly colored clothes. Mounted on a four-wheel platform, the elephant hits one of those Coney Island bell-ringing, strength-testing machines, with the resultant clang that gives delight to the child. This toy is nine inches high, packed one in a box, and retails at fifty cents.

## DOLL QUILT SETS

The Newark Comfort Co., 130 W. Market St., Newark, N. J., have added several new numbers to their line of doll quilt and pillow sets. They retail up to a dollar. This concern also makes a wide range of mattresses, carriage covers and kindred items.

## BERSIN PLAYBIRD BADMINTON

The accompanying photograph shows the attractive window display, in the Fifth Avenue showroom of the Schranz & Bieber Company, of the 1938 line of "Playbird" Badminton manufactured by Bersin Playthings, Inc. Harold Bersin says that their plant is busy filling spring and summer orders for the "Playbird" line, proving the wide acceptance by the public of badminton as an outdoor sport. The complete "Playbird" line can be seen at the permanent showroom of Bersin Playthings, Inc., in the Fifth Avenue Building, New York City.

## A NEW POTENTIAL TOY BUYER

The ranks of possible toy buyers of the future were increased on May 7th when a son was born to Mrs. Jack J. Lesser at the Concourse Hospital. Young Martin David Lesser is quite a husky boy, weighing 8 pounds and 13 ounces at birth. The proud father is the popular toy buyer for the City Stores Co. Mr. and Mrs. Lesser have another child, Audrey, who is very much excited over the advent of a little brother, and impatient for him to grow up to the stage where they can play with their toys together.

## COMBINATION SLED AND COASTER WAGON

The Kelly-Skipper is a combination buckboard and sled, being convertible from one to the other in a few seconds by simply pulling a lever. It has rubber tired, roller bearing wheels for use in dry weather. For snowy days the youngster can convert the Kelly-Skipper into a fast flying sled without getting off. It is made by the Kelly-Skipper Co., 4300 Nicholas Ave., Baltimore, who point out that this new toy is made of durable, long-wearing material, and will not get out of order. Mr. Kelly is very much pleased with the way his new invention has been selling in the short space of time that it has been on the market. He feels that with the uncertain, changeable weather that prevails nowadays, the Kelly-Skipper will meet with a steadily growing sale.





The New Rushton Co. and Atlanta Playthings Co. Showroom  
Recently Opened in the Chicago Merchandise Mart.

#### CHICAGO SALESROOM FOR RUSHTON AND ATLANTA PLAYTHINGS

The Rushton Company and Atlanta Playthings Company have opened a new salesroom in Room 14123 of the Merchandise Mart, Chicago, Ill., under the management of their Chicago representative, Jack Berg. Complete lines are now on display including many new items for the coming year.

#### LEO SCHLOSS WITH ALEXANDER DOLL COMPANY

Madame Alexander of the Alexander Doll Co., announces that Leo E. Schloss has become associated with the selling staff of the Alexander firm. Mr. Schloss was formerly with the American Flyer Mfg. Co., and brings to his new connection a wide and valuable knowledge of toy merchandising methods. He was also formerly associated with Ferd. Strauss Company and the Geo. Borgfeldt Corp. He is planning to cover his accustomed territory, consisting of the New England states and a part of the middle-Atlantic states. Mr. Schloss says that he is highly enthusiastic over the sales possibilities for the 1938 Alexander line and is looking forward to a busy and successful selling trip.

#### M. HARDY MOVES

M. Hardy, manufacturer of soft toys, announces the removal of their factory and showroom to larger quarters at 35 West 35th Street, New York City. This extensive line includes every imaginable type of soft cloth toys for toy and infants' departments. M. Hardy is represented in the Middle West by Bessie Warnes at the Merchandise Mart, Chicago, Ill.

#### WORLD WIDE SALES CO. OFFERS NEW LINE OF DECALS

The World Wide Sales Company, 305 Broadway, New York City, has secured the agency for a new line of decalmanias which are made with an oil base producing the effect of hand-painted pictures. These decalmanias are especially adapted for leather and textile merchandise.

#### RIVENBURGH RECOVERING

C. L. Rivenburgh has been through a siege of illness which, at one time, seemed most serious. He underwent treatment at the Fitkin Memorial Hospital in Asbury Park, N. J., but is now reported to be on the road to recovery.

#### AID EMPLOYMENT



Presenting a Few of the Numbers in the Joy Doll Line

#### JOY DOLL CO.'S NEW OFFERINGS

The accompanying photo shows a few of the interesting numbers that comprise the large assortment of International Dolls now being featured by the Joy Doll Corp. Messrs. Emil and Leon Forster of this enterprising concern have been busy for the past several months preparing several outstanding new promotion items which will be announced shortly.

#### WARREN PAPER PRODUCTS IN FIFTH AVE. BUILDING

The Warren Paper Products Co., of Lafayette, Ind., have opened a New York salesroom in Room 332 of the Fifth Avenue Building, 200 Fifth Avenue. Their complete line of fibreboard toys, including doll houses and furniture, garages, service stations, forts, soldier sets, airports, etc., is on display.

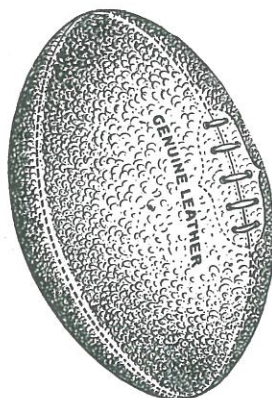
#### GOTHAM TOYS

The Gotham Pressed Steel Corp. report that their new series of "Snow White and the Seven Dwarfs" cleaning sets, as well as their complete line of action games and musical toys is meeting with the approval of the trade. A. E. Kegelmann, who is sales representative for this well-known firm and is now covering the Pacific Coast territory, advises that the metal horn and trumpet lines of his company are all meeting with a very satisfactory reception, together with "Two-Gun Roto Shot," "Luckie Birdie" and "Ice Hockey."

#### EASTMAN EXHIBIT FOR JULY MARKET WEEK

The complete line of Eastman desk and chair sets will be shown during the July Market Week in Chicago, in Space 528 of the American Furniture Mart. Several new patterns of desks which received enthusiastic approval at the Toy Fair are included, as well as a number of new table and chair sets. Harry Ashmead will be in charge and will welcome his many friends and customers. The complete line of the Eastman Mfg. Company, Inc., is always on display in the Fifth Avenue Building, New York City, in charge of DeWitt C. Baker.

#### BUY AMERICAN



An Excel Football

#### RAVICH AND HERMAN JOIN EXCEL LEATHER MFG. CO.

Sam Ravich and Moe Herman are now associated with the Excel Leather Mfg. Co., makers of an extensive line of footballs and juvenile sporting goods. Messrs. Ravich and Herman both have a background of many years experience in the popular priced sporting goods field, and it will be their aim to offer their many friends an up-to-date line with all modern features in design and materials at prices making for volume sales. In addition to the sporting goods items, the Excel firm is also producing an interesting line of popular priced luggage. Their factory showroom is located at 8-10 West 19th Street, New York City.

#### GEORGENE SALESMEN ARE ACTIVE

Vern O. Hopf of Georgene Novelties, Inc., is having a busy time traveling through the Middle West with their beautiful new Fall line. Among the features he is showing are Baby Georgene, their new creation which was introduced at the Toy Fair; their new group of "dolls of all nations"; and a number of new novelties. Mr. Hopf will also attend the New England Toy Men's Week in Boston from July 25th to 29th. Carl E. Hopf is now traveling in the Pacific territory as well as the Southwest, showing the Georgene line. David Carton, sales manager, is busy welcoming visitors to the Georgene showroom in the Fifth Avenue Building.



## PROFIT MAKERS—PLUS VOLUME PRODUCERS...

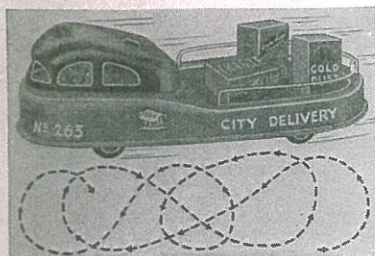


### CITY EXPRESS

No. 262

Spring powered motor with action illustrated. Trailer detachable. 18" overall length. Big value. Orange-blue colors.

Retail - - - 75¢

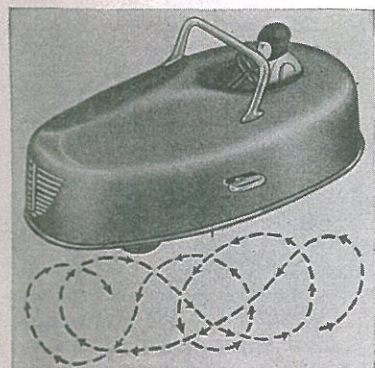


### CITY DELIVERY

No. 263

Spring powered motor. 10 1/4" x 5 1/4" x 3". Rubber bumper, railing, etc. Fascinating action. Orange-blue colors.

Retail - - - 50¢

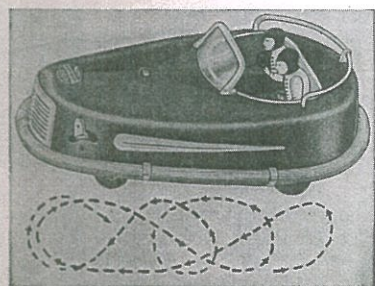


### FLIVVER BUG

No. 261

The baby of them all. Tips on each turn. Thrills all the time. 6 5/8" x 3 5/8" x 3". In assorted colors—red, ivory, blue.

Retail - - - 25¢



### DODGEM CAR

No. 260

Now a 50¢ item with powerful silent spring motor. Rubber bumper, transparent windshield, radiator, etc. 10 5/8" x 6" x 3 1/2". Assorted colors.

Retail - - - 50¢

## BUFFALO TOY AND TOOL WORKS

BUFFALO NEW YORK

New York Office: 200 FIFTH AVENUE BUILDING—Room 419

Look **FIRST** in **PLAYTHINGS** when you are in the market for toys, games, dolls or novelties—**PLAYTHINGS** is always **FIRST** with announcements of new toys.



# Toodles

**NO other  
doll like it!**

Introduced late last season, it was the outstanding hit of the year . . . proving its sales possibilities for 1938.

Paratex hard rubber head, arms and legs. Waterproofed, stuffed body in a range of sizes to retail from \$3 up. A doll you can COUNT ON FOR SALES.

### DE LUXE "BOTTLETOTS"

are another "best selling" item in the Petite doll line. In a wide variety of eye-catching packages that sell on sight. See them on the road . . . and in our showrooms.

AMERICAN CHARACTER DOLL CO., Inc.  
200 FIFTH AVENUE, NEW YORK



WALKS



DRINKS



WETS



WASHES

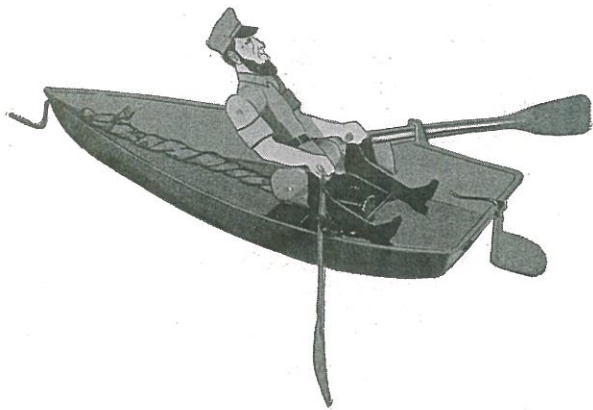


CRIES



SLEEPS





#### "BARNACLE BILL" ROWBOAT BY EMMERT-HAMMES

The new "Barnacle Bill" Rowboat made by Emmert-Hammes & Co., which was shown for the first time at the Toy Fair in New York, has proven to be an emphatic success. This is a colorful, lithographed steel toy, with a cleverly designed mechanism, and comical in operation. "Barnacle Bill" actually rows the boat, which may be operated in wading pools, ponds, lagoons, or even in bathtubs. It is powered with a renewable, springless rubber motor, easily and quickly replaced. The overall length is 11 inches, and the boat retails at 50c.

#### "CRYBABY" DOLL

Arranbee Doll Company, of New York City, well-known manufacturers of "Cry Baby," the doll that actually cries in addition to embodying a drinking and wetting feature, are gratified with the reception which the trade has accorded to this item. This firm manufactures a wide range of 'Teen, Nanette and Mama dolls, and many other unusual dolls and doll novelties in the popular price field.

#### CATALOG OF "RAINBOW" LINE

Sollmann & Whitcomb, 200 Fifth Avenue, New York City, are sending out a well illustrated catalog of the "Rainbow" line of toys made by the Newton & Thompson Mfg. Company. The illustrations are all good sized, with a short description of each toy.

#### "LUCK-A-CHUCK" NEW "S & R" GAME

One of the new games on the market, which is proving to be very popular, is "Luck-A-Chuck," manufactured by the Selchow & Righter Company. Its popularity is undoubtedly due to the fact that the players need not learn any detailed rules in order to enjoy it and also that any number of people can participate. The players place their bets on an attractive betting board, then hold their breath while the banker spins the arrows. The banker pays 2 to 1 for singles, 5 to 1 for doubles, and 10 to one for triples. No skill is involved—chance being the big factor. This game is exceedingly generous in size, striking in appearance and attractively packed to retail at \$1.00. Other new games by Selchow & Righter are "Dale Carnegie," "Royal Jacks" and "Cabby," all of which are enjoying most satisfactory sales.



Presenting One of  
the Newest Games  
to be Offered on  
the Market

#### "RHYME-A-LINGS" RHYMING GAME MAKES ITS DEBUT

The Rhyme-A-Lings Company of America, Inc., is introducing a new game that is losing no time in giving evidence of real sales possibilities. Known as "Rhyme-A-Lings," it is based on Leonard J. Freeman's new song novelty entitled "Rhyme a Rhyme-A-Ling," which is featured by Hal Kemp and his orchestra over the Columbia Broadcasting System and just released on Victor Phonograph Records with a most unusual song game demonstration by Hal Kemp and his band. Mr. Freeman says that Horace Heidt, Freddie Martin and other leading radio orchestras will soon be heard regularly in their own particular rendition of this intriguing rhyme-the-last-word song game. The "Rhyme-A-Lings" Rhyming game consists of 144 "scrambled rhymes" and 24 basic "situations" for each particular game

and makes possible the original creation of hundreds and hundreds of unusual "Rhyme-A-Lings" which may be recited or sung to the tuneful melody that will soon be broadcast over the air everywhere. Patented Rhyming Charts are used by the players, who arrange and re-arrange the notes until the desired choruses are created. The first to complete one becomes the winner, but not until he sings it for the amusement and edification of the rest of the players. Each game is packed in a colorful box with an eye-catching illustration showing a party of people enjoying "Rhyme-A-Lings." Visiting buyers will find "Rhyme-A-Lings" on display at the showrooms of the A. A. Burnstine Sales Organization, 200 Fifth Avenue, New York. Many interesting promotional plans to help dealers cash in on the growing "Rhyme-A-Lings" craze are in preparation and will be announced shortly.



Frank J. Hannon

#### WEDDING BELLS FOR FRANK J. HANNON

Frank J. Hannon, Vice-President of the Murray-Ohio Mfg. Company of Cleveland, Ohio, was married on May 14th. The bride is the former Dorothy I. Dempsey of Newark, N. J., daughter of Mrs. John F. Dempsey. The ceremony was private, taking place in the chapel of St. Patrick's Cathedral, New York, the officiating priest being the Rev. Father Sloane. Miss Adelaide Dempsey, a sister of the bride, was the maid of honor, and Lloyd W. Reynolds

was the best man. Calla lilies and large peonies adorned the altar, and the bridal corsage was white orchids. Those present remarked on the charming appearance of the bride, who wore a white picture hat and blue gown, set off by a pair of silver foxes which were the gift of the groom. The ceremony was followed by a wedding breakfast at the Essex House, after which the bride and groom left for a wedding trip to Bermuda on the S. S. Monarch of Bermuda. A reception was held on the steamship, prior to sailing time. The couple will make their home in Cleveland upon their return.

#### STORKLINE FURNITURE CORP'S NEW JUVENILE CATALOG READY

An informing 12-page catalog of their "Playtime" furniture and infants' and doll furniture specialties, with illustrations of all the numbers described, has just been issued by the Storkline Furniture Corporation, Chicago. The booklet lists the sundry items now made by Storkline, and are those that were shown at the recent Toy Fair in New York, including the new and currently popular "Snow White & Seven Dwarfs" decorated pieces. The trade may obtain copies of the catalog with separate price list, from the Storkline Furniture Corp., 4400 West 26th St., Chicago.



# STANDARD TOYKRAFT

MERGED WITH ULLMAN MFG. CO. ESTABLISHED 1887



## NEW JEAN DARLING SEWING OUTFITS

This popular line is now better than ever. In keeping with the charm fad, each set contains an assortment of popular charms to adorn the doll. Many exclusive ideas in packaging make them outstanding sellers.

Our enlarged new line, offering the best in materials, craftsmanship, modern packaging and exclusive ideas, has again proven to be one of the high spots of the Toy Fair. See the line that sets the pace with original creations.

Tom Sawyer Paint- ing Sets	Charm Jewelry Sets
March of Progress Painting Sets	Marble Mosaic Sets
New York Fair Modeling Sets	New York Fair Build Your Own
Tom Sawyer Crayons	'Round the World Animals to Color
Jumbo Crayons	Weave and Tapestry Sets
Priscilla Crayons and Stencils	Knitting Spool Sets
Geographic Painting Sets	Miss America Weav- ing Sets
Flower Making Sets	Princess Elizabeth Thread 'Em Sets
Basket Weaving Sets	Full Line of Kinder- garten Items
Princess Embroidery Outfits	An Extensive Line— Great Values

### Surprise Package Goods

NEW! A STARTLING INNOVATION  
IN PAINT SETS

## STANDARD TOYKRAFT PRODUCTS, INC.

### PERMANENT SHOWROOMS

200 Fifth Avenue, New York, N. Y.  
(Room 557)

GENERAL OFFICE AND FACTORY  
319 McKibbin Street, Brooklyn, N. Y.

### Pacific Coast

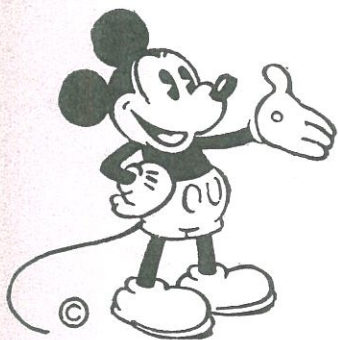
718 Mission Street, San Francisco, Cal.



## NEW YORK FAIR

### Little Sculptor Modeling Clay Sets

The most up-to-date Clay Modeling line on the market. New plastic moulds insure perfect results. Box labels are brilliantly lithographed, depicting a Fair scene.



## MICKY MOUSE, DONALD DUCK and SNOW WHITE SAND TOYS

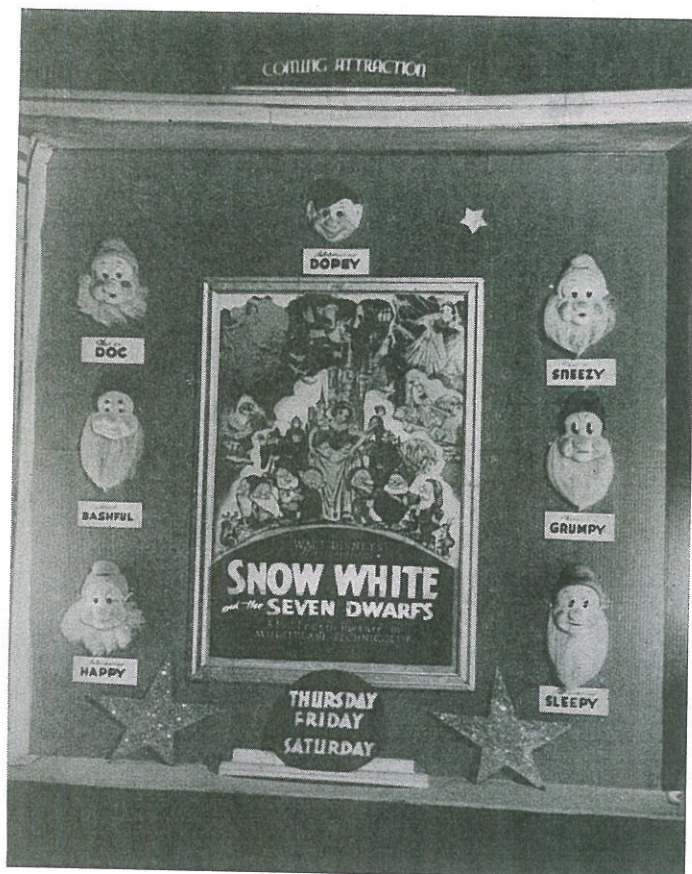
PAILS AND SHOVELS, SAND SETS, SPRINKLERS, MUSICAL TOPS  
TEA SETS, DRUMS, LAUNDRY SETS, CARPET SWEEPERS

Also our Regular Well Known Line of SILVER RIBBON ICICLES and ARTIFICIAL SNOW

## THE OHIO ART CO.

BRYAN, OHIO





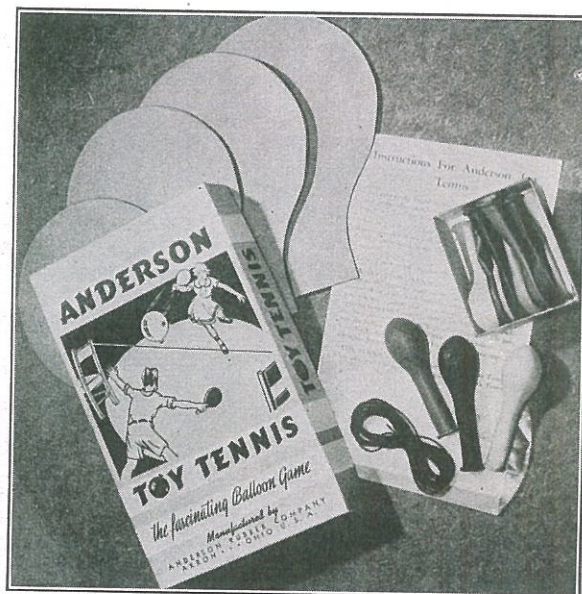
Apon Novelty Co. Presents a Popular Feature

#### "SNOW WHITE & THE 7 DWARFS" FALSE FACES

The Apon Novelty Company have been busy filling a growing volume of orders for their Walt Disney "Snow White and the Seven Dwarfs" false faces, ever since their introduction at the Toy Fair. The Apon firm naturally expected this line to be a star seller for Hallowe'en, but they report that progressive jobbers are finding a substantial amount of immediate business, due to the popularity of these characters and their realistic reproduction as masks. The accompanying photograph shows how the masks were used by an enterprising theatre manager to advertise the showing of the "Snow White" picture at his theatre. It is said that stores, as well as moving picture theatres, are buying sets of the masks and using them for window displays. The Apon Novelty Company have found that many children at first buy a mask of their favorite character and then continue buying all the masks so as to form a complete collection. This naturally makes for profitable repeat business for dealers who stock the entire line of characters.

#### "AIR BABIES" BOOK BY SAALFIELD

The Saalfeld Publishing Company is constantly adding new numbers to their extensive line. They are now bringing out the "Air Babies" book by Miss Elvy Kalep, which is expected to be ready early in July. They announce that they have secured the right to publish a line of Sonja Henie books.



#### NEW "TOY TENNIS SET" PROVES POPULAR

Anderson Rubber Co. Offers a Toy Tennis Set as a Novel Summer Diversion for Both the Young and Old

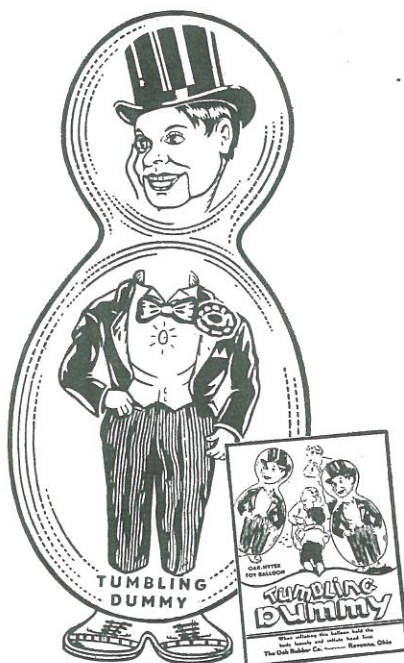
The Anderson Rubber Company of Akron, Ohio, is offering a new Toy Tennis Set, packed in an attractive two-color, paper covered cardboard box. This set contains 12 No. 6 round, assorted colored balloons, inflating to 6 inches in diameter, four heavy cardboard paddles, an 8 foot string and an instruction sheet. On the reverse side of the instruction sheet five other balloon games are described that can be played with the contents of the Toy Tennis Set. The design on the cover shows two children playing the Toy Tennis Game, which is very simple and easy to play. The game has been tested out among children and has proven to be exceedingly popular. It sells to the trade at \$21.00 per gross.

#### GIERINGER MINIATURES EXHIBIT

J. Douglas Kaufman, 632 Washington Street, Reading, Pa., is installing the famous Gieringer Miniatures at Carsonia Park, Reading, Pa. He invites correspondence from manufacturers who make articles which might be suitable for this exhibit, such as trains, airplanes, windmills, etc. The display will be in operation for about four months. It is announced that it will be exhibited at the New York World's Fair in 1939.

#### THERE IS A SANTA CLAUS

Robert Ripley once said, "Believe it or not, there is a Santa Claus." Of course Mr. Ripley is always prepared to prove his statements if anyone does not believe him, and in this case the proof can be found on a map of the U.S.A. In Indiana there is a town called Santa Claus, which has received a tremendous amount of publicity in the last few years. A plan is now being offered by a group of leading citizens whereby dealers can cash in on this publicity and the magic in the name of Santa Claus. Only one store in each city will be granted the use of this plan, which comprises many interesting and crowd-attracting details. The business address of Santa Claus Town is 839 General Motors Building, New York City.



#### NEW OAK BALLOON

Tumbling Dummy is a popular new balloon offered by The Oak Rubber Company, Ravenna, Ohio. It is a two-part balloon, body and head, inflating 20 inches high overall. Both head and body are printed in two colors. Furnished with cardboard feet, and packed individually in a colorful glassine envelope.

#### ASK PLAYTHINGS!

If We Don't Know We Know Someone WHO DOES