

CROWN COLORFUL BANKS

Stimulate Summer

Sales With
THIS NEW WALT DISNEY
DOPEY BANK
50¢ RETAIL

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



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

Made of Wood Composition,
7 1/2" high, sturdy construction.
Metal lock and key.
Packed in individual boxes,
3 dozen to carton.

CROWN TOY MFG. CO.

494 DUMONT AVENUE, BROOKLYN, N. Y.

ARRANBEE DOLLS

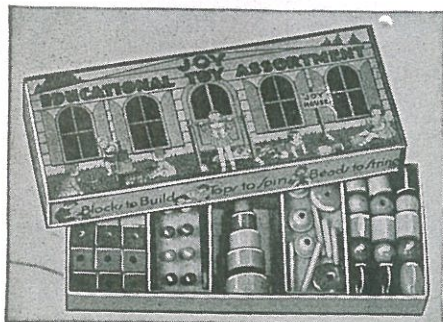
"CRY BABY"
NANETTE MAMA DOLLS
NANCY DOLLS DRINK'N BABE
DREAM BABIES
DOLL NOVELTIES

Showrooms:
ROOM 538
200 FIFTH AVE.
New York City

The Quality Line At Popular Prices

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

ARTWOOD'S "JOY" LINE



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

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

ARTWOOD TOY MFG. CO., Inc.

601 West 50th Street
New York City

TOYS IMPROVED BY DESIGN

(Continued from page 28)

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

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

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

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

Feature Baseball Games

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

Advertise Games in June

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

Feature Garden Toys

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



**SETTEE
TO
MATCH**

Beautiful Streamline Juvenile Chairs

Every child will be delighted with one of these comfortable, attractive chairs. They are just like grownups. Show them in your toy department and you will be surprised how easy they SELL. Each chair is a quality product, able to withstand rough usage. Jobbers, and Chain Stores: Get our proposition NOW.

Seat, 14½" x 14½"
Back, same dimensions
Seat is 12½" high
Height overall, 23"
Width overall, 16"
Packed 2 in a carton;
weight 11 lbs.

¾" steel tubing finished in French Blue, White, Ivory, Peach, Green, Red (or Chrome, if desired)

Soft, fluffy pads on seat and back, made of leatherette in various colors, piped with same material in contrasting shade

METAL FURNITURE CO.
10 WEST HUBBARD ST. CHICAGO, ILL.

TEDDY BEARS

The Fastest Selling
Line on the Market!

Write for details on this
new and different line of
soft stuffed novelty toys.

SALES OFFICES

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200 Fifth Ave. 14123 Mdse Mart
Harry M. Edleman Jack Berg
Manager Manager

ATLANTA PLAYTHINGS COMPANY
278 Bankhead Ave., N.W. Atlanta, Ga.



Colson

COMMANDER BICYCLES ★ COLSON SAFETY BIKES
COLSON VELOCIPEDES ★ SCOOTERS & SIDEWALK BIKES
THE COLSON CORPORATION, ELYRIA, OHIO



CASH IN ON CRAFTS

(Continued from page 35)

from their toy dealers. Consequently, stores lose sales and the children are forced to relinquish their hobbies. Parents, through articles in newspapers and consumer magazines, have taken dealers to task for this shortcoming; and it does seem strange that dealers will deliberately turn away business, and business that is good all the year 'round and knows no seasons. Not only have parents implored dealers to stock craft materials, but even certain manufacturers have actually invited dealers to take over the large consumer sales that have been pouring into their factories. Surely, the large market for craft materials represented by youthful campers should keep dealers alert to the importance of being in a position to fill their needs both before and after going to camp.

AN INTERESTING DEVELOPMENT

Along with the interest being shown in craft materials, there has developed a keen interest in scale model train and railroad building. This pastime, which up to the present time has been confined largely to hobbyists, is now becoming increasingly popular. With prices of scale model train sets reduced considerably, the general public can now enjoy building and operating miniature railroads. The large numbers of buyers who crowded into the rooms of those manufacturers who showed scale model trains for the first time at the Toy Fair give vent to the opinion that big things are in store. In line with an endeavor to keep our readers posted on the trends in merchandising, an article by Richard S. Robbins, eminent authority on the subject of scale model train building, is published elsewhere in these pages.

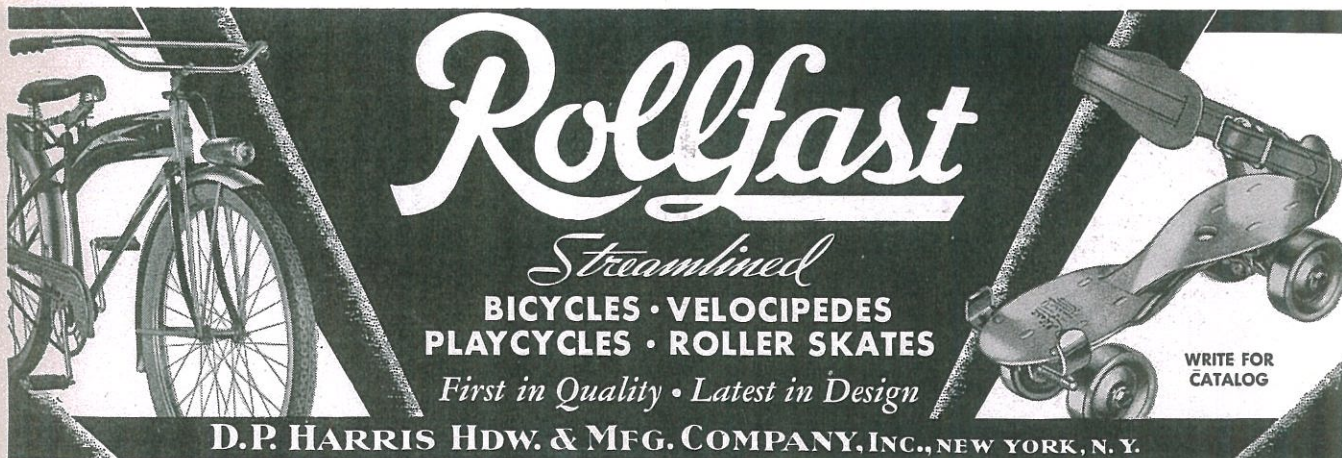
That craft sets and model building present at least a partial solution to the problem of establishing a greater year 'round business is our firm opinion, based upon the fact that craft sets have no season, appeal to young and old alike, and produce a steady repeat business which, in turn, increases traffic in the store. It would seem, therefore, that each and every dealer should at least give a craft section a try, backed up with intelligent advertising, dramatic displays and good salesmanship.

A Hint for Drug Stores

NOW THAT the bathing season is here, drug stores will be making elaborate displays of such necessities as bathing caps, sun glasses and sunburn lotions. A display of beach toys, necessities for children, next to the bathing accessories should produce some worthwhile sales.

E. A. Mayer Buys for Emporium

ACCORDING to D. K. Oshrin, of the Associated Merchandising Corp., New York City, R. A. Wurzburg has been replaced by E. A. Mayer as toy buyer for The Emporium, in San Francisco. Mr. Mayer will also continue as toy buyer for the H. C. Capwell Company, in Oakland, Calif.



Rollfast

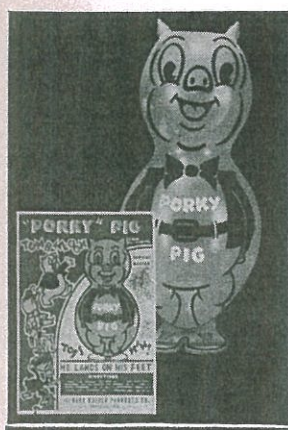
Streamlined

**BICYCLES • VELOCIPEDES
PLAYCYCLES • ROLLER SKATES**

First in Quality • Latest in Design

D.P. HARRIS HDW. & MFG. COMPANY, INC., NEW YORK, N. Y.

WRITE FOR CATALOG



"PORKY" PIG!

Leon Schlesinger's popular talk-cartoon creation now in novelty balloon and playball interpretations.

Write for details of "PORKY" and many other BARR rubber toys.

THE BARR RUBBER PRODUCTS CO.
SANDUSKY, OHIO

all steel PLAYTHINGS

- ★ Buddy "L" Printing Press, construction toys and trucks, all with welded steel construction, modern designs and painted in flashy duo-tone baked enamels.



COMPANY
EAST MOLINE, ILLINOIS
SALES OFFICE 200-5th AVE., NEW YORK

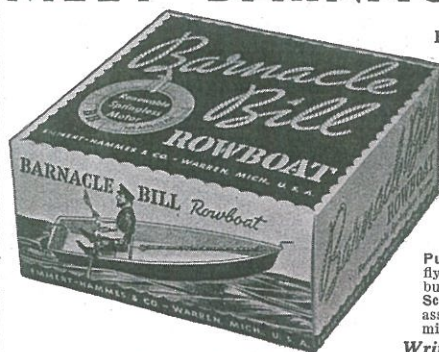


CAMEO DOLLS

Scouties, 6 sizes, 75¢ to \$12.00 retail
Popeye, 2 sizes, 79¢ to \$1.00 retail
Jeep, 4 sizes, 39¢ to 98¢ retail. Little Annie Rooney, \$1.00 and \$2.00 retail. Pete, 79¢ retail. Order now!

CAMEO DOLL CO.
Port Allegany, Pa.

MEET BARNACLE BILL



at Chicago, July 6-16
Room 628, Morrison Hotel
Actually rows his boat, which moves a foot at each stroke of the oars in lake, pond or bath tub. Renewable, springless rubber motor. A 50c volume seller.

See the Flyin' Fool
Airmail, the all-metal, flying airplane for indoor and outdoor play that is revolutionizing toy history. \$1.50.
Pursuit Group, two assembled flying planes with carton that builds a hangar. \$1.00.
Scout, the crashproof airplane assembly kit, ready to fly in 10 minutes. 25¢.

Write for Illustrated Catalog

EMMERT-HAMMES & CO.
WARREN, MICHIGAN

YOUR DEPENDABLE SOURCE OF SUPPLY FOR TOYS

RIEMANN, SEABREY CO., Inc.

1107 BROADWAY (at 24th St.), NEW YORK CITY

Direct Factory Salesmen

YOU SHOULD BUY NOW TO INSURE PROMPT AND COMPLETE DELIVERIES
Our American Toy Lines Always Contain the Season's Newest and Best Volume Items

We will appreciate your courtesy in mentioning PLAYTHINGS.

ALWAYS SOMETHING NEW!!!



BABY and MAMA DOLLS

Samples On Request

MASK-FACED DOLLS

Specialties for the INFANT WEAR Dept.

E. GOLDBERGER

200 Fifth Avenue

Room 412

New York City

GOLF ETTE

A 9-HOLE COURSE
Home Card Table
BOARD GAME

The Newest, Most Thrilling and Best of sport type Home Games.
Invented by a Golfer—Intended for Every Kind of Game Fan.
● GOLFette brings indoors to you the Game of Golf, with all its friendly rivalry, its language and enjoyment. It teaches the novice and youngsters (the future generation of golfers) the essential points of the game. The game-board, printed in 4 colors, when open presents a complete 9-hole course, of 3,445 yds., par 36, plotted in ten yard squares, and every shot marked as played, using a specially designed deck of cards as your bag of clubs; together with players' markers and instructions.

COMPLETE GAME: \$2.00 AND \$2.50 LIST
Get Full Particulars from Us at Once

GOLFette

205 WEST WACKER DRIVE

CHICAGO, ILLINOIS

(Some good selling territories still available for active factory representatives)

SNOW WHITE and the SEVEN DWARFS

Also Donald Duck, Mickey Mouse
and other Walt Disney Characters

PULL TOYS, TELEPHONES
CHIMES, REINS, RATTLES

THE N. N. HILL BRASS CO.

EAST HAMPTON

CONNECTICUT

Permanent New York Showroom:
200 FIFTH AVENUE — ROOM 463

Pacific Coast Representatives:
THE STANDARD TOY AGENCIES, SAN FRANCISCO

HUBLEY MFG. CO.

Cast Iron
Die-Cast

TOYS

LANCASTER - PA.

N. Y. Showroom: 200 5th Ave.

CHICAGO SUMMER MARKETS

(Continued from page 36)

Ashmead, Harry H.	528
Eastman Mfg. Co.	
Les Brown Co.	
Richmond School Furniture Co.	
Connor Lumber & Land Co.	325
Gendron Wheel Co.	931
Hedstrom-Union Co.	1410
Heywood-Wakefield Co.	337
Krebs, Stengel & Co.	1240
Lehman Co. of America.	1110
Lloyd Mfg. Co.	1201
Lullabye Furniture Corp.	1426
Shelby Cycle Co.	1230
Siebert, O. W., Co.	1138
Storkline Furniture Corp.	1226
Tenn. Red Cedar & Novelty Co.	814
Toledo Metal Wheel Co.	931
Whitney, F. A., Carriage Co.	1639

CHICAGO MERCHANDISE FAIR

AUGUST 1ST TO 10TH

MERCHANTS AND BUYERS who are interested in the popular price lines of merchandise that retail within the price range of 5c to \$5.00, will soon be making plans to attend the 21st Chicago Merchandise Fair, which will be held from August 1st to 10th, inclusive. This well-known Trade Event, which is held semi-annually at the Palmer House, Chicago, in the Exhibition Hall, is always an important event, and it is expected that between 2,000 and 2,500 Buyers will have registered as attendants at the Exhibition, during the period that the Fair will be held.

At this year's Exhibit, there is a greater amount of toy and novelty displays than ever before—some of the most prominent toy manufacturers in the country having engaged space and will have their complete sample lines on display. The Chicago Merchandise Fair is the open type of Exhibition where all of the merchandise is displayed on one large floor in open exhibition or display booths. With this type of display, visiting Buyers can quickly see those lines that are of special interest to them, and on this account can complete their marketing in the shortest possible time.

Although the exhibition is not scheduled to open until August 1st, all of the available display space had been disposed of prior to June 1st, which would indicate that this Trade Exhibition is in popular favor with the manufacturers of the popular lines of merchandise. Merchants or buyers who desire any special information concerning the Exhibition can obtain same by writing to the Secretary of the Exhibition, W. J. Kenney, at 890 Broadway, New York City.

Walter Endel Wed

CONGRATULATIONS are in order for Walter Endel, toy buyer for Michaels Brothers, Brooklyn, whose marriage to Miss Lee Pretto took place on Thursday, June 9th, at the Hotel Alcott, in New York City. The newlyweds are spending their honeymoon at Virginia Beach.



KNICKERBOCKER TOY CO., Inc.

LEO L. WEISS, President

200 FIFTH AVENUE (ROOM 518) NEW YORK CITY

Manufacturers of

America's Premier Line of Stuffed Animals



KAHN'S Quality Costumes

Tastefully designed to meet
your customer's demands
for quality merchandise.

Manufactured by

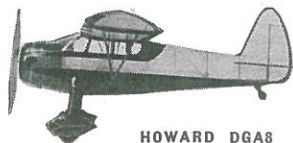
M. L. KAHN

43-45 EAST 19th ST., NEW YORK CITY

Makers of all sorts of novelties for the "Patsy
Family" and other makes of Dolls.

MEGOW'S

Airplanes, Ship Models
Railroads and Cars



HOWARD DGAS

Megow models provide the dealer with a strong, permanent foundation
for the building of a highly profitable business. Megow's is the
largest and strongest manufacturer of airplane and ship model kits in
the world, highly regarded by model builders everywhere.

Megow Models are always up-to-the-minute, appeal-
ing, nationally advertised. Display materials, sales
cabinets and sales helps are liberally furnished.

Write for full details.



HISPANIOLA

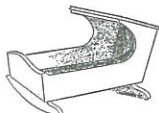
MEGOW'S

Howard & Oxford Sts.
Philadelphia, Pa.

217 No. Desplaines St., Chicago

Great West. Merc. Co., 718 Mission St.,
San Francisco

Leaders in Each Field



BOATS
DESKS
CRADLES
FORTS
DOLL
HOUSES
STEEL TOYS

KEYSTONE MFG. COMPANY

288 A STREET

BOSTON, MASS.

New York Salesroom: 200 Fifth Avenue

SATISFACTION

The wholehearted and lasting acceptance of the complete
Mengel line is a definite indication of satisfaction. Write for
catalog showing our line of Rocking Horses, Shooflies, Bas-
sinettes, Children's Furniture, Table Sets, Ironing Boards, etc.

ON PERMANENT DISPLAY

Riemann-Seabrey Co., Inc.—1107 Broadway, Corner 24th Street,
New York, N. Y.

T. Stewart & Co.—31 Bedford Street, Boston, Mass.

J. F. Bridges & Co., Inc.—224 S. Michigan Boulevard, Chicago, Ill.
The Standard Toy Agencies—718 Mission Street, San Francisco,
Calif.

MENGEL *Playthings*

JUST FOR FUN

THE MENGEL CO., 1900 N. Market ST. LOUIS, MISSOURI

MARGON EYES

Increase Doll Sales

To get the quality and precision to which
you are entitled make sure these items are
made by MARGON.

GLACE EYES METAL EYES
TEETH AND TONGUES
MAMA VOICES
CRIERS

MARGON CORPORATION

717-719 Avenue A Bayonne, N. J.

Direct Telephone from N. Y.
Walker 5-0718-0719

STEELCRAFT

ALL-STEEL

TUBULAR VELOCIPEDES

SIDEWALK CYCLES

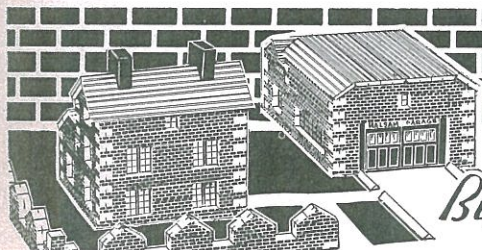
JUVENILE AUTOMOBILES

AIRPLANES - SCOOTERS

COASTER WAGONS - PULL TOYS

also Mercury Bicycles

THE MURRAY - OHIO MFG. CO.
CLEVELAND, OHIO



AMERICAN BRICK BLOCKS

THE MODERN BUILDING TOY

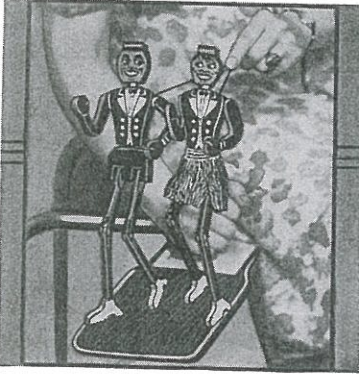
By *Halsam*

HALSAM PRODUCTS CO., INC.

New York Sales Office and Display—Fifth Avenue Building,

4114-4124 RAVENSWOOD AVENUE
CHICAGO, ILLINOIS, U. S. A.
200 Fifth Avenue, New York City, N. Y.

PATENTS PENDING



**DANCIN-DAN
AND DINA**
THE TAP DANCE
TEAM SUPREME
(SOLD AS TWINS
OR SEPARATELY)

GO-STIK
THE STATIC TRICK

CHECKEROLA
THE GAME THAT
KEEPS YOU JUMPING

Write for Prices
**ASSOCIATED
SYNDICATE**
422-P CAP. CITY BANK
DES MOINES, IOWA

INDIVIDUAL CHARACTER MAKE-UP KITS
at 10c and 25c

Will Step Up Jaded Toy Dept. Sales



Miner's Make-up Kits are sales leaders on toy counters everywhere, not only for Hallowe'en and Thanksgiving but for parties, Summer camps, playlets and every day play, because youngsters like to make-up and play "make believe"—every day,—Summer and Winter—and they go for these unique toys in a big way!


The 25c Kit has eight units: Hobo, Clown, Cowboy, Chinese, Apeman, Pirate, Indian and Blackface. The new 10c Kits have six attractive and colorful make-ups. All make-up material is guaranteed harmless and washes off with soap and water.

Place them next to playsuits as well as on the toy counter, and make two sales instead of one. Prices and samples from your jobber or direct from



MINER'S MASTERS OF MAKE-UP SINCE 1864
40 East 20th St. New York City

Another New
GONG BELL TOY



Send for
1938
Catalog
**THE GONG BELL
MFG. CO.**
Room 324
200 Fifth Avenue
New York

Mailing Lists for Toy Manufacturers

We can supply you with a first class, revised-to-the-minute mailing list to suit your own particular needs. Whether you want a list of furniture retailers in Illinois handling toys, or 6,000 retailers and jobbers throughout the country, you can get it from PLAYTHINGS in a hurry at a moderate charge. We also address your mailing pieces from our lists. Write for complete information and prices.

PLAYTHINGS—381 Fourth Avenue, New York

A TOY DIET FOR CHILDREN

(Continued from page 70)

vided with boats and water toys to use around the water's edge. No one should remain in the water for too long a time, and games of an active type should be made available to the children whose bodies have grown cold in the water.

For mid-afternoon until supper time: Sand boxes, sand toys, gliders, wading pools and water toys.

Children who do not go to the beach can indulge in cool, quiet play if provided with a canopied sand box and sand toys, a covered glider, or a wading pool and water toys. It is most important that dealers, in promoting the sale of toys, should impress parents with the necessity of providing the children with playthings that will safeguard them from the intense heat of the sun and at the same time keep them amused.

Playthings for the evening should include: Croquet, quoits, shuffleboard and board games.

For the one time of the day, after the evening meal, when the entire family is together, there should be playthings to hold the interest of mother, father and children alike. Games which do not call for too much physical exertion are just the thing for the cool of the evening, and serve to cement a closer bond between children and parents. Play with a board game for half an hour or so before the children retire will bring to a successful conclusion a perfect day.

Parents who plan a well regulated toy diet for their children this Summer will find that when school vacation is over the children will have developed mentally and physically and will display more initiative. In addition, a closer feeling of companionship will exist among all members of the family. In an endeavor to increase sales, toy dealers should see to it that their customers are made aware of the many benefits provided by a well regulated toy diet.

Buyers Visit New York

PLAYTHINGS has been advised by Abe Safanowitz, of Arkwright, Inc., resident buying office in New York City, that many of the toy buyers represented in their group would be in New York next month to attend the House-furnishings Show, which opens on July 10th. While no official meeting of the toy buyers is scheduled, they will get together and talk over plans and problems.

Main Floor Tables Move Toys

WITH ADVERTISING allotments and window display space greatly curtailed during the Summer season, toy buyers should endeavor to promote sales by arranging to have toys displayed and sold on the main floor of the store. Toys on a main floor table should be seasonal, low-priced, and not too bulky to be carried home by customers. The main floor table should also be used to feature weekend specials consisting of group toy combinations.

We will appreciate your courtesy in mentioning PLAYTHINGS.



LINCOLN LOGS *and Allied Toys*

NATIONALLY ADVERTISED

LOGS, BRICKS, TIMBERS, LUMBER, UNBREAKABLE METAL FIGURES, FULL FORM LEAD AND PLASTER KASTER SETS, AIRPLANE CONSTRUCTION KITS.

West Coast Distributor
A. H. HOLTERMANN, 905 Mission St., San Francisco, Cal.

For catalog and discounts address
J. L. WRIGHT, INC.
1443 Merchandise Mart, Chicago, Ill.

East Coast Distributor
J. WARREN WILEY, 200 Fifth Avenue, New York City

Be sure to get the **GENUINE LINCOLN LOG PRODUCTS**

KEEP YOUR EYES ON

IDEAL

NOVELTY & TOY CO.

The world's biggest manufacturer of BIG NAME DOLL PROMOTIONS, including • SHIRLEY TEMPLE • BETSY WETSY • SNOW WHITE AND THE SEVEN WHISTLING DWARFS • AND MANY OTHERS

SHOWROOMS
200 Fifth Ave., New York

FACTORY
Long Island City, N. Y.

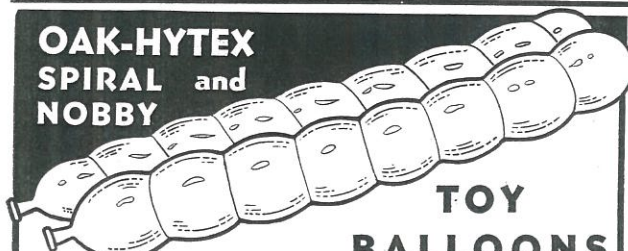
RICH TOYS

DOLL HOUSES -- HIGH CHAIRS
SHOOFLIES -- TABLE and CHAIR SETS
RAILROAD STATIONS -- GARAGES
GAS STATIONS -- MUSICAL CRADLES
PULL TOYS -- GAMES
BORDEN'S MILK WAGONS

RICH MFG. COMPANY
Clinton, Iowa

New York Salesroom: Room 409, Fifth Avenue Building

OAK-HYTEX SPIRAL and NOBBY



**TOY
BALLOONS**

NOVEL balloons that inflate in segments. They attract attention and are fast sellers. They're fun to blow up and to play with. These and many others make OAK-HYTEX balloons highly profitable. Write for details.

The **OAK RUBBER CO. RAVENNA, OHIO.**

1938 CATALOG Now READY

8 PAGES - 68 ITEMS
SENT ON REQUEST

NEWTON & THOMPSON MFG. CO.
Factory: BRANDON, VT. New York Showroom: 200 FIFTH AVENUE



PAINT without Paints

A plain brush dipped into clear water and rubbed over black and white pictures magically transforms them into gay colors. Clean, sanitary, instructive, fun. 9 1/2 x 6 1/4, price 60c.

4 books, 8 pictures each, boxed with brush

OBJECTS to paint • ANIMALS to paint
CHILDREN OF FOREIGN LANDS to paint
MOTHER GOOSE PICTURES to paint

THE PLATT & MUNK CO., Inc.
200 Fifth Avenue, New York

EASCO *Leathercraft* **NEWS**



**A
LEADER IN
CAMP AND
CRAFT
DEPARTMENTS**

E. A. SWEET CO.
BINGHAMTON, N. Y.

PLAYTHINGS SERVICE

We maintain accurate, up-to-date records of new toys. Next time you are looking for a particular toy or game write PLAYTHINGS, 381 Fourth Avenue, New York.

SAALFIELD BOOKS

Including
SHIRLEY TEMPLE BOOKS

Porky Pig Coloring Book

THE SAALFIELD PUBLISHING COMPANY
Akron, Ohio 200 Fifth Ave., New York

"TOYCO" Scores Again With the New NOVELTY SQUAWKER



Retails for 1c

Packed 50 gross to the case.

Write for particulars.

THE TOYCRAFT RUBBER COMPANY, Dept. P, Ashland, O.
NEW YORK REPRESENTATIVE
C. S. JACOBSEN, 200 Fifth Avenue—3rd Floor

TOY KRAFT

for

Hand Painted Wooden Playthings

Pull Toys—Action Toys—Wagons—Carts

Sand Toys—Wheelbarrows

THE TOY KRAFT CO.

WOOSTER, OHIO

NEW YORK SHOWROOM:

200 FIFTH AVENUE

TinkerToys



Send for catalog
THE TOY TINKERS, INC.
EVANSTON, ILLINOIS
200 FIFTH AVE. N.Y.

THE JULY WINDOW

(Continued from page 19)

shuffleboard and croquet. The third week of the month might prove propitious for featuring adult games and quiet games for children, to be played during the very hot spells. Window displays during the closing week of the month should make a bid for the business of young campers who are planning to go away for the month of August. Such a display should feature, in addition to sand toys, craft materials, flashlights, scout knives, whistles and the many items to be found on the must-take-to-camp list of every young camper.

Buyers in department stores should arrange whenever possible to have their toy windows located alongside of installations featuring women's Summer clothing, men's slacks and sporting goods. Inasmuch as the demand for these items will be large next month, the need for toys for the children will become readily apparent if playthings are displayed in a window adjoining that catering to the needs of the fathers and mothers.

Of especial importance next month is the promotion of sand boxes and wading pools. Prominence can be given these items by using them in windows devoted to bathing suits and accessories.

In the event that toy buyers are unable to procure exclusive toy windows for July, a determined effort should be made to arrange for the display of timely playthings along with other seasonal merchandise at all times. For example, games could be shown with children's clothing; beach toys will aid in dramatizing a display featuring reclining chairs; adult games will make an excellent attribute in a display featuring cocktail sets. In fact, there are any number of displays in July where playthings can be shown to good advantage. Whenever toys are used in a display with other merchandise, however, signs informing passersby that the items may be procured in the toy department should always be included.

C.T.A. to Hold Meeting

THE EDGEWATER Beach Hotel, in Chicago, will be the scene of the Mid-Summer Meeting of the Cycle Trades of America from June 27th to the 29th. Fall plans will be worked out and many important discussions will be held. There will also be special entertainment features for the occasion. Indications point to a good attendance, and reservations may be made by writing the hotel.

Housefurnishings Show Opens July 10th

THE ANNUAL Housefurnishings Show will be held at the Hotel Pennsylvania, New York City, from Sunday, July 10th, to Saturday, July 17th, 1938. A number of buyers who buy toys in addition to housefurnishings are expected to attend the show and will work with toy manufacturers on their holiday requirements while in the city.

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