

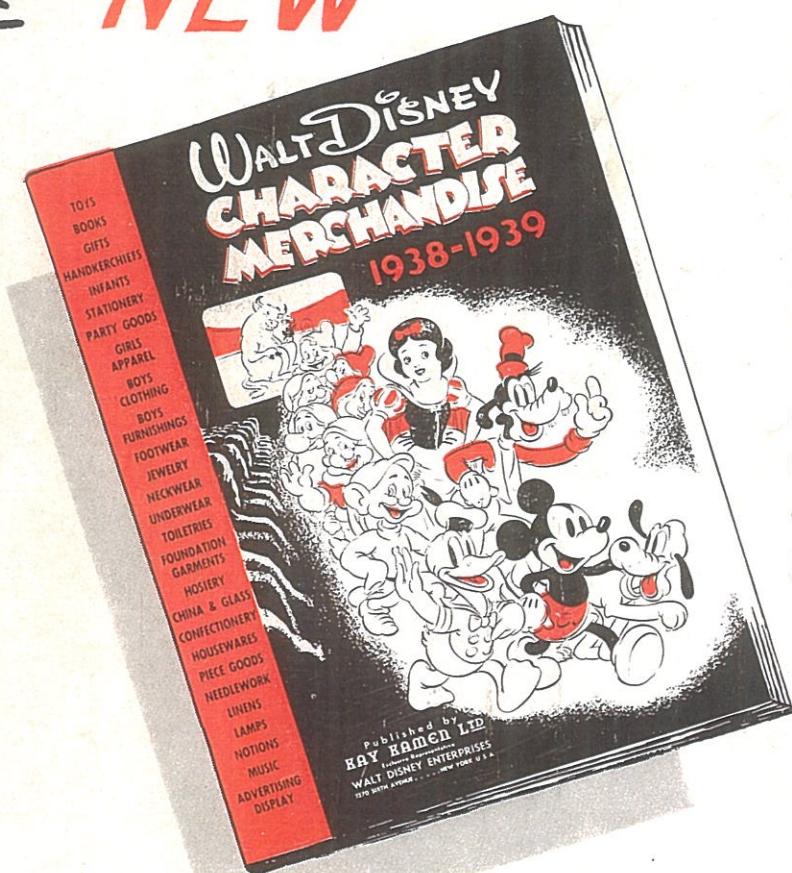
PLAYTHINGS

the national magazine of the toy trade

June • 1938



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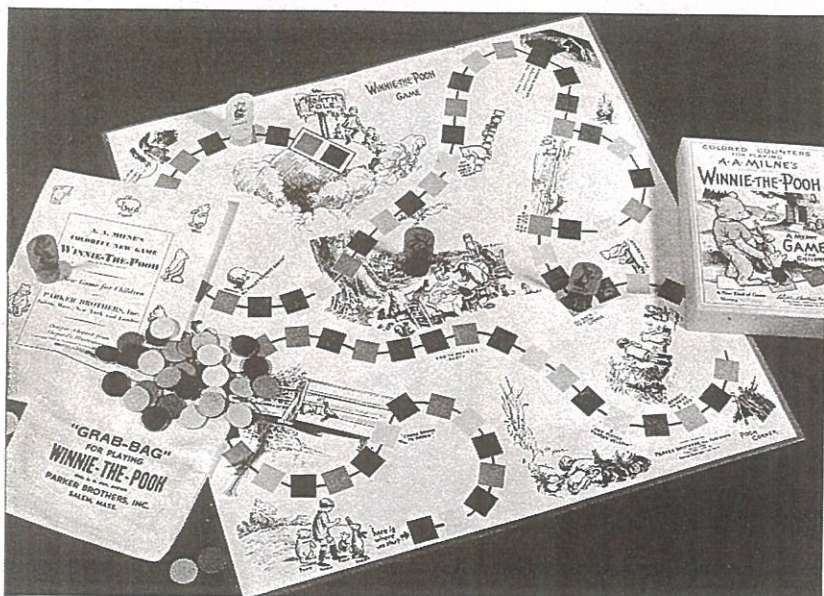
CHICAGO—4537 Fulton Street
NEW YORK—200 Fifth Avenue
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DALLAS—Thomas Building

TOOTSIE TOYS

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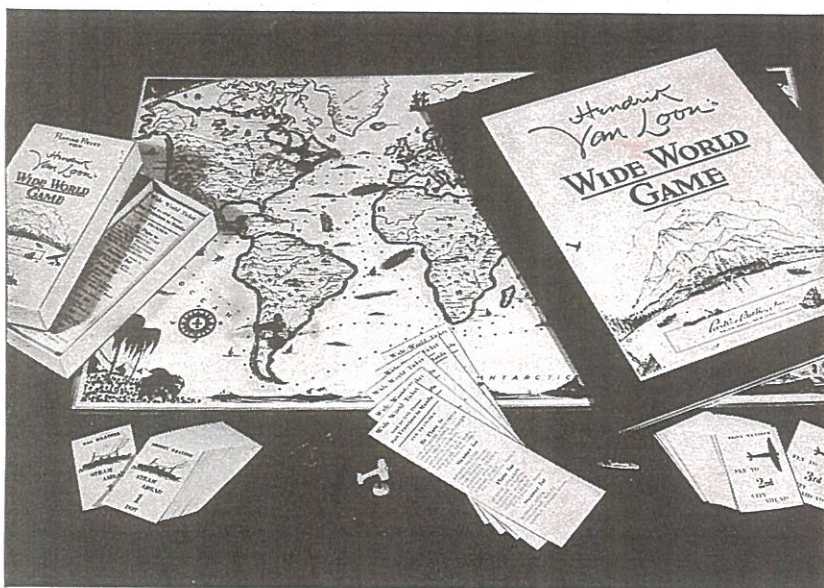


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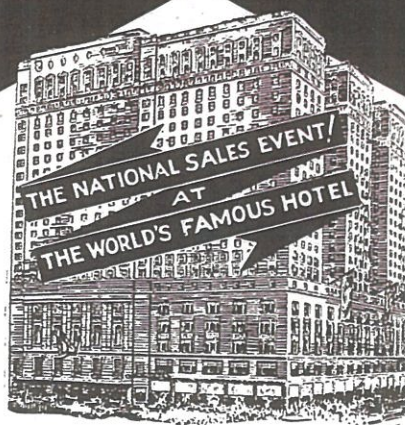
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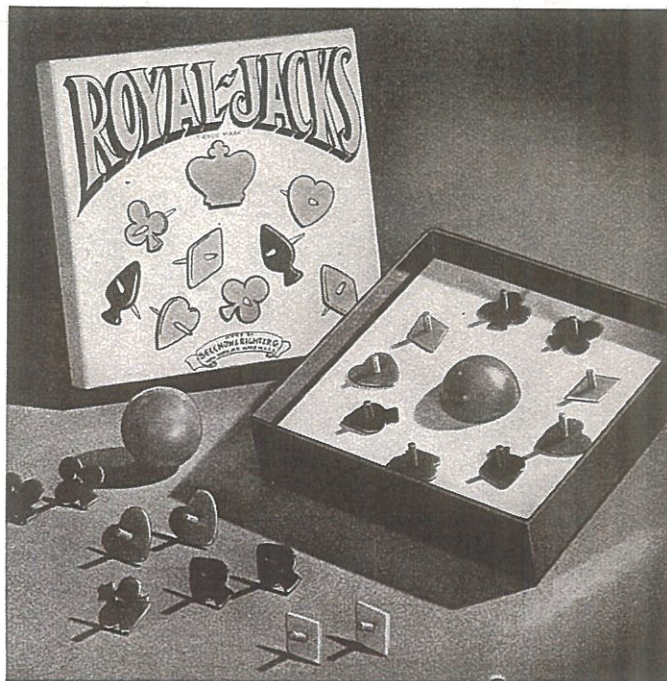
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JUNE, 1938—PLAYTHINGS

When writing to Selchow & Righter Co., will you please mention PLAYTHINGS?

Daisy's Biggest

DAISY MANUFACTURING COMPANY



PLYMOUTH - MICHIGAN U. S. A.

May 24, 1938

Mr. L. S. Gleason
Tip Top Comics
220 E. 42nd. St.
New York City, New York

Dear Mr. Gleason

This is the first opportunity I have had since returning to the office from the Toy Fair to tell you the outstanding success we met with in the presentation of the Li'l Abner Shooting Game.

While, of course, the value that we have built into the cork ball gun itself plus the large action shooting gallery, is tremendous, particularly when you consider the retail price at \$1.00, it would not have had the punch or the tremendous sales appeal that it had had it not been based on Li'l Abner.

Ordinarilly merchandise based on comic strips is just "another item" to buyers already used to promotions of this type. However, thanks to the wide distribution of the Li'l Abner feature, in every city and hamlet in the country, every buyer who came into our display immediately recognized Li'l Abner, which fact gave us an entering wedge and did about 95% of the sales job for us. They, of course, being smart buyers sensed immediately what a tremendous pull this feature has in their territory and how it would enhance the sale of an already good game.

All this boils down to the fact that we are more than pleased, in fact, decidedly happy about our tie-up with Li'l Abner. All of us around here believe that when the final figures are totalled up for 1938 this Li'l Abner Shooting Gallery will be the biggest item that we have ever had in our line, which experience goes back over 52 years, as you know. This is all based on the large quantity of orders that we took at the Fair, and the distribution that we have achieved since, a large part of which has been due to the excellent distribution you have on this feature comic throughout the country. You hit the nail on the head when you told me several months ago that Li'l Abner would really sell the goods. He has, and more.

Cordially yours,
DAISY MANUFACTURING COMPANY

Cass S. Hough
Vice President & Secretary

Cass S. Hough
lm

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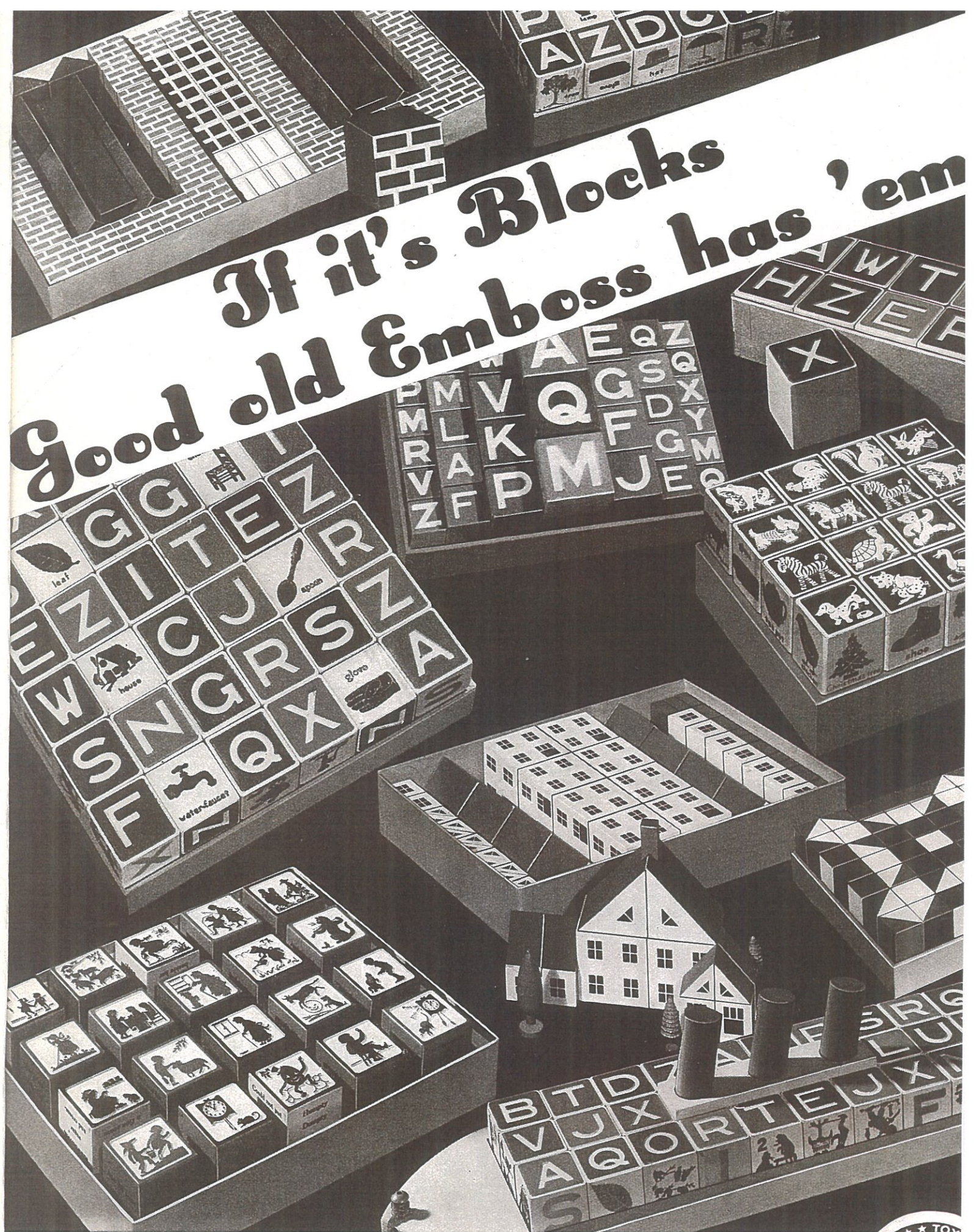
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