



**PATIENCE
PUZZLE
GAMES**



Actual Size

PACKED ASSORTED FACES TO BOX: Heavy Pliofilm Transparent Cover. Packed 3 dozen assorted to box, 3 gross per shipping container, weight 21 lbs. (7 lbs. per gross). SHIPMENT: SAME DAY ORDER RECEIVED.

SENSATIONAL

**5¢
SELLER**

Habob

COMPANY SPECIALISTS IN 5¢ - \$1.00 TOYS AND GAMES.

39 WEST 19th STREET • NEW YORK 11, N. Y. • WATKINS 9-0565

ARTOYS



• a brilliant new line of the most beautifully made de luxe toys on the market.

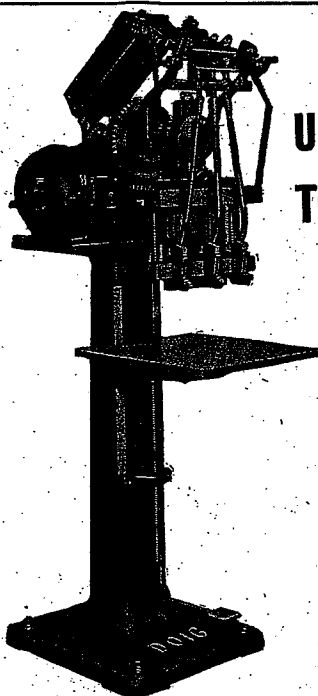
Craftsman-made, very fine smooth finish, made by exclusive process. Gorgeous colors—washable.

SEE OUR COMPLETE LINE AT THE TOY FAIR HOTEL McALPIN

**BLOCKS
PULL-TOYS
PRE-SCHOOL TOYS
EDUCATIONAL TOYS**

ARTOYS-INC.

208 GREENE ST.
NEW YORK
ALG. 4-8260



**DOIG
UNIVERSAL
TOY NAILER**

Here is a fast, durable nailing machine which drives 3 nails at once and is flexible enough to handle nails from $\frac{3}{8}$ " to $1\frac{1}{4}$ " in length.

Write for complete details today.

W. S. DOIG, Inc. 54 FRANKLIN ST., BROOKLYN 5, N. Y.

Look w



OU

Count them! Eight p bined into one rugged one on each end for d sleeves for gripping. galore on the two co isn't enough, there is

Take note of the ladd legs which are adjustal support to the whole g 2"x1½" hardwood sto 2"x1". The see-saw is link chains.

The Eight in One Outr mantled—easily assem carriage bolts. Shippe ing 85 pounds f.o.b. f

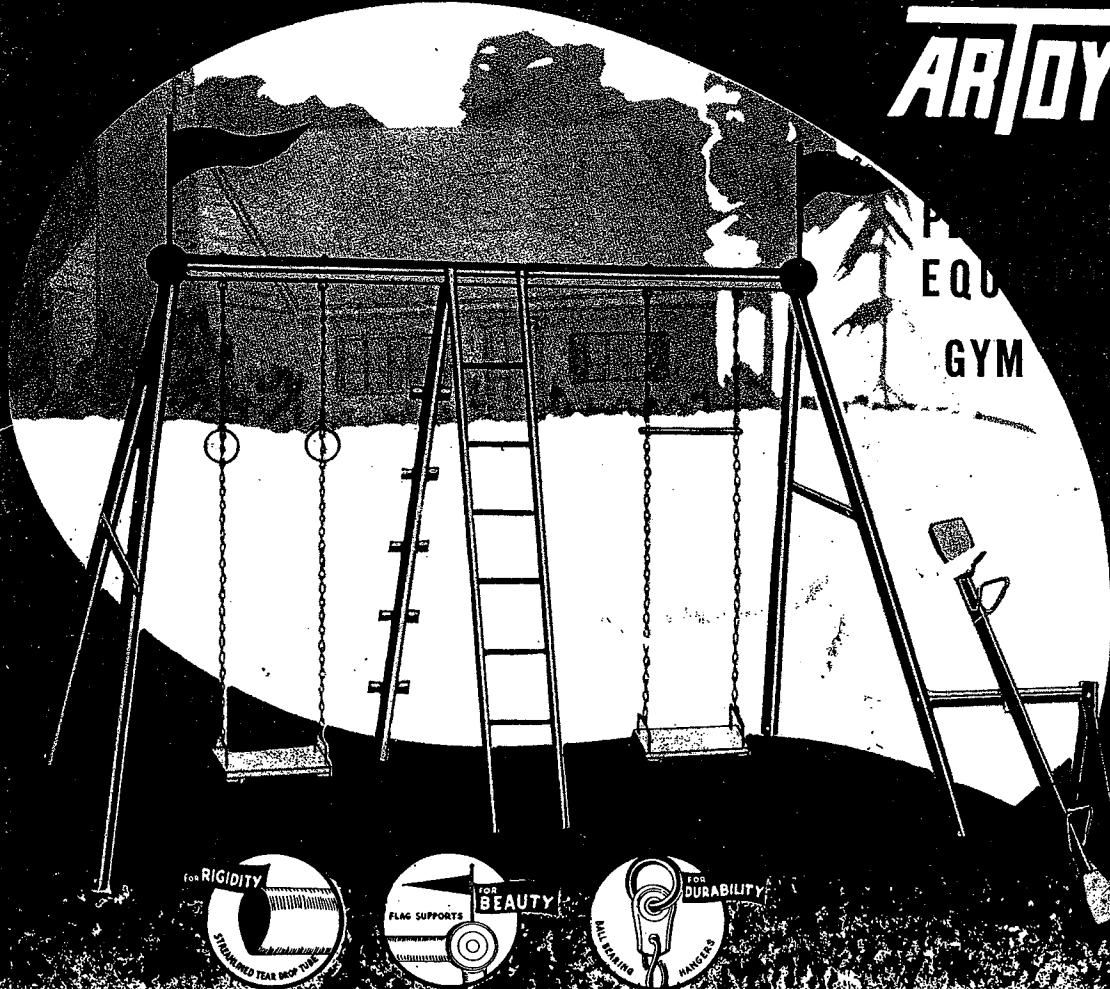
**Pic
Dist**

JANUARY, 1945—PLAYT

*Jan - March
1950*

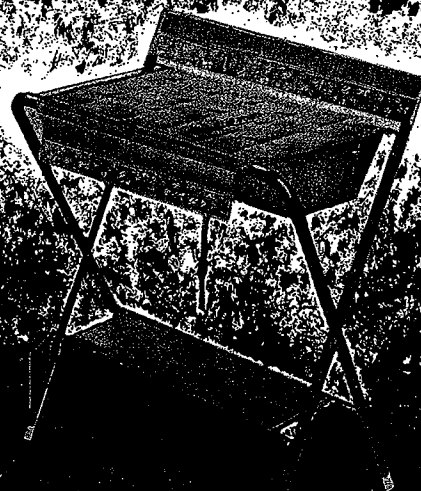
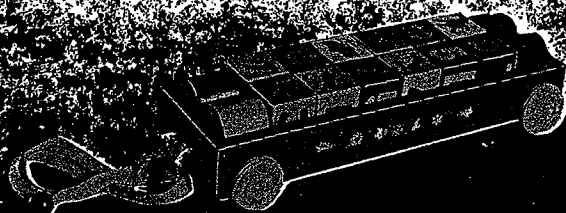
ARTOYS

**PE
EQU
GYM**



At The Toy Fair

HOTEL NEW YORKER 200 Fifth AVENUE
Room 535 Room 813



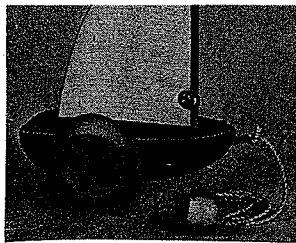
Miba
s and
ature;
tures;
e Syn-
d Fea-
distrib-
Mark
ored by
dy over

Bronco
colorful
ge selec-
ains, Ve-

y writing
132 West

ARTOYS

A DIVISION
OF
IDEAL NOVELTY & TOY CO.
INC. 443-451 Greenwich Street - New York 13, N. Y.



No. 4010 — PULL BOATS — Colored sail boat on wheels, with colored sail and pirate picture on sail. Retails 10c.

ARTWOOD'S



No. 350 — JUMP ROPE — Seven-foot white sash rope with enameled wood soldier-doll handles in bright colors. Packed individually in box. Retails 50c.

JOY LINE

Featuring

CLICK-RATTLE BELL DOLL

It's Clicking — and How!

Without exaggeration one of the most successful sellers in the past 25 years. And there's no time like the present to start getting your share of profits. Feature this item right now.



50¢ Retail

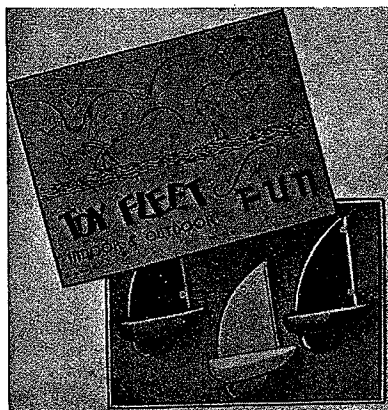
Our extensive line of Click-Rattle Bell Dolls consists of boy and girl, necklace and chain dolls retailing from 10c up. All bright colors, pearl heads, acetate disks and nickel-plated bells. Individually boxed—Immediate Shipment.

No. 1249—RED-WHITE-AND-BLUE DOLL—Enameled wood doll with pearl head, acetate disks, nickel-plated bells on arms, legs and head and elastic loop. Individually boxed.

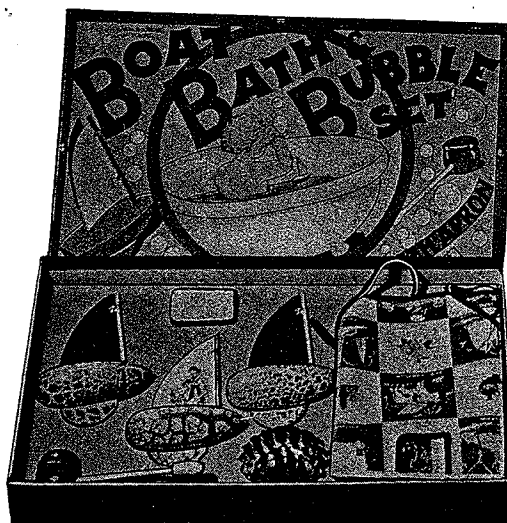
Attention: Winter Resorts

SPRING and SUMMER SPECIALTIES NOW READY!

- Summer Pull Toys
- Penny Pipes
- Bubble Sets—10c to 50c

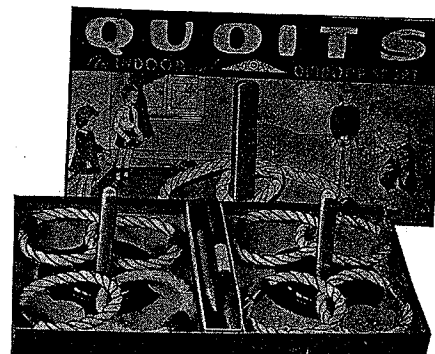


No. 4025—TOY FLEET—Consists of three boats, painted in red, white, and blue; with red, white, and blue sails and pictures of pirates on sails. Packed in attractive display box. Retails 25c.



BOAT & BUBBLE SET—No. 5650—This set consists of three boats, painted with two-tone paints and with pirate pictures on the colored sails; bubble pipe, soap dish, spoon and cake of soap. With bright-colored printed water-proof apron. In attractive lithographed box. Retails 50c.

- Complete line of educational toys—50c to \$1.00
- Jumping Ropes—10c to 50c
- Quoits—25c to \$1.00
- Boat Sets—25c to 50c



No. 7100—This set consists of eight colored rings, two colored bases, and two indoor and two large outdoor pegs. Retails \$1.00.

Immediate Delivery—Write for Illustrated Catalog

ARTWOOD TOY MFG. CO., Inc.

601 WEST 50th STREET

(Largest Manufacturers of Beaded Dolls and Sets)

NEW YORK CITY

When writing to Artwood Toy Mfg. Co., Inc., will you please mention **PLAYTHINGS?**

DECEMBER, 1940—PLAYTHINGS

1927

THE MARKET PLACE

NEW ACTION TOYS

Don't miss A. A. Allinger's latest and best creations, the AQUAPLANE and The ACE-HY HOME GOLF GAME and PUTTING GREEN.

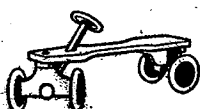
Ace-Hy Toy, Game & Nov. Co.
8784 117th Street Richmond Hill, N. Y.

SURPRISE PACKAGES

WE SPECIALIZE IN THEM
Big Values to Retail at 25c and 50c
Wrapped Individually in Fancy Papers.
Send for Sample Assortment.

AMERICAN TOY WORKS
7 and 8 Chatham Square, New York

J. E. ALBRIGHT CO.
RAVENNA, OHIO
DOMESTIC
TOY MARBLES



The Baby Auto
Patented
Made Entirely
of Wood

Manufactured by
THE ALLEN & GRIFFING CO., Inc.
BETHEL CONN.

MAMA DOLLS

JOBBER!

GET SAMPLES and PRICES.

ARCY TOY MFG. CO.
167 Wooster Street New York

MAMA DOLLS & BABY DOLLS

Walking — Talking — Sleeping
Samples and prices promptly sent upon request

ATLANTIC TOY MFG. CO.
141 WOOSTER ST. NEW YORK

**BASSINETS
WARDROBES
NURSERY CHAIRS
DOLL BASSINETS**
Write for Particulars
AMERICAN BASSINET MFG. CO.
GARDNER MASS.
New York Showroom: 206 Lexington Avenue

Velvet and Plush Animals



New York
Showroom
35 East
19th St.
Factory:
61 Penn-
sylvania Ave.
Brooklyn,
N. Y.

Falcon
toys that last

Blocks, Blackboards, Tool Chests
Pianos, Snow Skates, Work Benches
AMERICAN MFG. CONCERN
FALCONER, N. Y.

ART & FLAPPER DOLLS

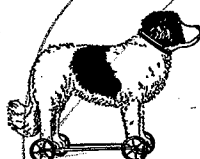
Dressed in original costumes of the finest materials. Silk and mohair wigs.
Write for Catalogue and Prices

AMERICAN STUFFED NOV. CO.
36 West 28th Street New York City

**INFANT CHARACTER
COMPOSITION DOLLS**

Send for Samples and Prices
AMERICAN TOY & NOV. CO.
315 Fourth Ave. New York City

ATLAS
NIMALS
ATLAS Toy Mfg. Corp.
207 Greene St.
New York City



THE
Automatic Cradle Mfg. Co.
STEVENS POINT, WIS.

Manufacturers of
Doll Bassinets, Scooters, Wagons,
Velocipedes and Flivver Family
"OUR 30th YEAR"

Auto-Wheel

Coasters — Speeders — Carts — Scooters —
Pedal Cars — Baby Walkers
Send for Catalog and Price List
Auto-Wheel Coaster Co., Inc.
North Tonawanda, N. Y.

Call and See Our New Display of
TOYS & GAMES
AY-WON TOY & NOV. CORP.
890-892 Broadway New York
(near 19th St.)
Phones: Stuyvesant 1470, 1471, 1472

DOLL SHOES

For Infant and Mama Dolls
High Heeled Shoes in All
Colors for Flapper Dolls

B. & S. NOVELTY CO.
187 Mercer St., N. Y. City
Phone: Spring 6207



"LITTLE GIANT" POOL TABLE

AND "LUCKY SHOT GAME"

BAER & STRASBURGER, Inc.
Importers and Manufacturers
896 BROADWAY NEW YORK CITY

PLAY MUSIC INSTANTLY!

The "Warbler" and the "Mona-Harp" are the self-teaching instruments music-mad America has been waiting for. Write today.

Manufactured by
Bar Musical Nov. Co., Inc.
Wm. Bartholomae, Pres.
30 Great Jones Street
New York



Holiday Boxed Assortments of
**CHRISTMAS
TAGS AND SEALS**

Children's Books
BARSE & HOPKINS
200 Fifth Ave. New York

BAR-ZIM TOY MFG. CO., Inc.

PLAY-A-TONE CO.
Manufacturers of
Chime-A-Phones, Flex-A-Tones
Pull Toys
Ukeleles, Banjos, Calliope Slide Whistles, Bug-
house Games, Noisemakers, Tubephones, etc.
"ZIMMY PRODUCTS"
113-119 Fourth Ave. New York, N. Y.

STAMP & STENCIL SETS

TOYS THAT PRINT & PAINT

BAUMGARTEN & CO., INC.
BALTIMORE, MD.

Benner Manufacturing Co.
LANCASTER, PA.

Manufacturers of
"Benner Hy-Grade Toys"

Wood Bead Novelty Dolls

7 in. High. Enamelled
in Bright, Waterproof
Colors. Big Volume
Sellers for Jobbers and
Quantity Buyers. Sam-
ples and Prices Sent.

25c RETAIL
BIMBLICK & CO.
105 W. 25th ST. NEW YORK

BLOCK HOUSE, Inc.

242 Fourth Ave. New York, N. Y.
Sole Agents for
RICHTER STONE BLOCKS
Hauser Elastolin Soldier
and Animal Sets
Eastern Distributors for "Battle Ball"

FRENCH DOLLS
in the
FLAPPER MODE

Blum-Lustig Toy Co., Inc.
11 East 17th St., New York

January, 1928

"Atlas Line of Stuffed Animals"

A
T
L
A
S

CHARACTER
DISTINCTION
QUALITY



TOY FAIR
HOTEL IMPERIAL
ROOM 340



DISPLAY
IN CHARGE
of
MR. G. A. KEENETH



Just a Few of Our 250 Styles
THE MOST COMPLETE LINE
IN
STUFFED ANIMALS

ATLAS TOY MANUFACTURING CORP.

14 and 16 West 17th Street
New York City, N. Y.

You can help make it a better magazine by mentioning PLAYTHINGS.

Auto-Blox

will tickle the youngsters
and tinkle your cash
register

Auto-Blox are the newest and most novel block set you can buy. And HOW they SELL! They are handsomely colored — profusely covered with words, letters and pictures of educational value. But better yet, they are packed on a sturdy auto truck that tiny tots will love to push and pull around. Actually two toys in one. Naturally Auto-Blox sets are fast sellers — surprisingly profitable. See them and you'll see why! Furnished in sizes to fit every pocketbook. A tip-top number that will play a merry tune on your cash register.

132✓

TOYS THAT TEACH



Truck 91	A-327 Overall length of truck carrying 32	A-128 Overall length of truck carrying 12	A-187 Overall length of truck carrying 18	A-840 Overall length of truck carrying 8 blocks	A-77 Overall length of truck carrying 7 blocks
----------	--	--	--	--	---

The Market Place

HIGH GRADE DOLL WIGS and SUPPLIES

Specialists in
HUMAN HAIR WIGS
A & B WIG COMPANY
18-20 W. 21st St., New York 10, N. Y.
Watkins. 4-6720

Makers of Fine Quality CHARACTER DOLLS

Since 1919 — Don't Fail to See Them
AMERICAN CHARACTER DOLL
CORPORATION
200 Fifth Avenue • New York 10, N. Y.

PLASTIC TOYS

from 25¢ to 98¢
Toy Television—Plastic Racquets
Toy Violin—Plastic Bat & Ball, etc., etc.
Write for particulars.
AMERPRO MACHINE PRODUCTS, Inc.
253 Bush St. Brooklyn 31, N. Y.

HUMAN HAIR and MOHAIR DOLL and PERIOD

WIGS
Curly Doll Hair, Costume
and Novelty Wigs, Display
MEYER JACOBY
34 W. 20th St., New York 11, N. Y.

**Famous A-J
Model Aircraft**

- Ready to Fly Models
- A-J Fireball
- U-REELY Control

SEND FOR CATALOG

Jim Walker A-J AIRCRAFT CO.
1186 N.E. 31st Ave. Portland 12, Ore.

OLD FAITHFUL Leads!

Crayon, Paint, Modeling Sets for pre-school and school ages Also children's books

Complete OLD FAITHFUL line on display 200 Fifth Ave., New York City

AMERICAN CRAYON COMPANY
SANDUSKY, OHIO NEW YORK

ANDERSON SALES CO.

"LEE KLINGERMAN" Manager
Representing
JUNIOR TOY CORP. - VELOCIPEDS
11 Western States and Texas
Los Angeles 15, California
730 West Tenth Place (Richmond 2171)
Dallas 2, Texas
2nd Unit, Santa Fe Bldg. (Central 6556)
Seattle 7, Washington
6019 14th Ave., N.W. (Hemlock 6922)

ARRO

STUFFED TOYS
including ANIMALS OF ALL
All Popularly
ARROW FUR CO.
142-6 West 24th St.
Watkins 4-801

**AKRO AGATE
GLASS
MARBLES**

The Akro Agate Co.

AKRO AGATE
TOY GLASS
DISC SETS

Factory & Office: CLARKSBURG, W. VA.
N.Y. Showroom: Rm. 555, 209 8th Ave., N.Y. 10

Amesco MAKERS OF SENSATIONAL STEEL

DOLL-E-TOYS

AMERICAN METAL SPECIALTIES CORPORATION

Office & Plant: HATBORO, PA.
200 FIFTH AVENUE, N. Y. — OR 5-6389

ARCADIA DOLL CO.

manufacturers of
**DISTINCTIVE
DOLLS**
605 E. 132nd ST.
BRONX 54, N. Y.

ARTCRAFT

The Big Value Line
• SOAP BOX DERBY AUTO
• TOWN & COUNTRY COLLAP
• PEDAL BIKE
• TINYOT WALKER
• FOLDING DOLL STROLLER
• JR MISS DOLL SULKY
• JR MISS SEWING MACHINE
• LITTLE MOTHER SEWING M
• PRINTING PRESS
ARTCRAFT METAL PRO
J. J. GLANZ, PR
30 ELM STREET WEST

POPULAR-PRICED
PLASTIC and COMPOSITION
DOLLS
The Big Value Line for More Than
31 Years!

New York Showroom:
Strauss & Richstone, 200 5th Avenue
ALLIED-GRAND
DOLL MANUFACTURING CO., Inc.
72 Nstrand Avenue, Brooklyn 5, N. Y.

falcon
toys that last

Blackboards, Slate and Composition
Blocks • Rocking Horses • Shooftys
Toy Chests • Table & Chair Sets
Desks • Poppers • Wood Toys

AMERICAN MFG. CONCERN, Inc.
FALCONER, N. Y.
N. Y. Office — 200 Fifth Avenue

ARCY DOLLS

THE UTMOST IN STYLE
AND QUALITY FOR
SUCCESSFUL PROMOTIONS
SHOWROOM
Room 554 — 5th Ave. Bldg., N. Y. C.
SILAS BERLIN, Rep.
ARCY DOLL & TOY CO., Inc.
564 Broadway New York 12, N. Y.

COTTON FILL
Midget-Pan
SANITARY •
• WASHABLE
ATLANTA NOV. MFG.
443 Broadway, New York 1

WA-IT

A large size toy
Scale. Molded of bright,
clean Luston. This won-
derful toy scale weighs
up to five pounds. Amounts
are registered on "store-
keeper" side and "cus-
tomer" side of scale.
Priced to sell.

THE
AL-VERN CORP.
Jerome, Michigan
Sales Repr.: Henry Katz, 200 Fifth Avenue, N. Y.

All American
"HOT-ROD!"

**AMERICAN
PRODUCTS CO.**
3757 Wilshire Boulevard,
Los Angeles 5, California

PLASTIC TOYS

AN
Ardee
PRODUCT

ARDEE PLASTICS CO., Inc.
200 FIFTH AVE. NEW YORK 10, N. Y.

ATLANTA TOY M

W. A. Yarbrough — Sta
MANUFACTURERS. A
FOR SOUTHEASTERN
TOYS
At. 0028 and He.
84 TENTH STREET,
ATLANTA, GEOR

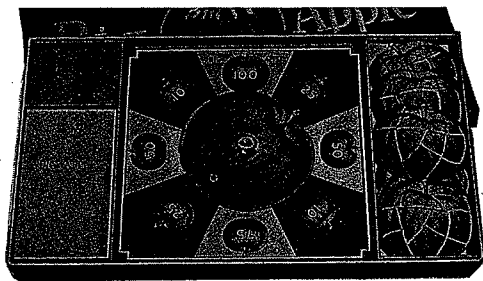
CRIB CIRCUS - PEE-WEE CIRCUS
**ALAN-JAY
PLASTICS INC.**
Manufacturers of PERMANENTLY
SCENTED INFANTS' TOYS
4502 PARK AVE., BX., 57, N. Y.

American Toy & Novelty Mfg. Co., Inc.
2415 N. Howard St. Phila. 33, Pa.
Stuffed Dolls and Animals
"FLOAT ME" WASHABLE TOYS
ALL MATERIALS
Sales Office: Al Smidih, 200 Fifth Ave.
New York 10 OR 8-2342

TRICKS-JOKES

MAGIC SETS
DISGUISE KITS
PREMIUM NOVELTIES
SMOKERS' JOKERS
TRICK MATCHES
RUBBER MASKS
CATALOG—BUY DIRECT
ARLANE MFG. CO.
4482 N. Germantown Ave.
Phila. 44, Pa. MI. 48851

...TOP C
Stuffed
• Music
• Moh
• No
Home of "Bertie" The Famous Post Cover Dog
Showroom: 1107 Broadway
New York 10, N. Y.



STRONG CONSUMER INTEREST IN BIG APPLE

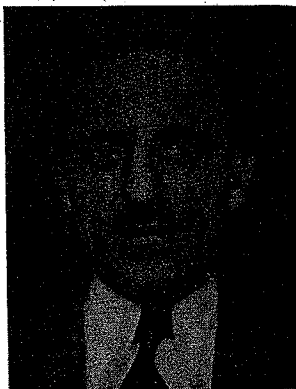
Rosebud Art Co., makers of the timely game Big Apple say that they are in receipt of hundreds of letters from game fans in all parts of the country who have played this lively pastime and who are inquiring for the name of a dealer in their town who has it in stock. As many as 8 players can enjoy playing the Big Apple, making it an ideal game for parties, where its originality and interest holding qualities add a touch of zest to the occasion. Rosebud reports that dealers who are featuring the Big Apple are being rewarded with steady sales of pleasing volume.

ARTWOOD AT "NEW YORKER"

Artwood Toy Mfg. Co. Inc., of New York City will display their new line of Novelty Play Sets, Click Rattles, Boats, Bead toys, etc., in Room 630, Hotel New Yorker, during the Wholesalers Preview. The entire line is attractively finished in pearl and colored enamel and is suitable for all classes of trade.

GERLING RETURNS FROM RIO

Arthur Gerling of Knickerbocker Toy Co. Inc., recently returned from an extended cruise to Rio De Janeiro. Although far removed from the scene of the earthquake disaster Arthur had a harrowing experience in the mountains of Rio due to a landslide which blocked the tourists car for four hours on the edge of a deep ravine. However, he returned thoroughly rested and is now busily engaged in producing the extensive Knickerbocker Easter line.



Arthur Gerling



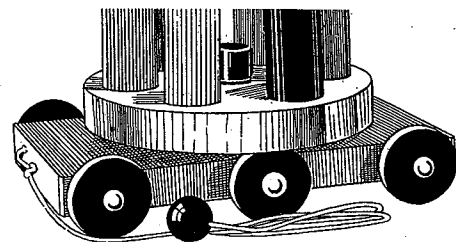
Dave Rapaport

RAPAPORT BROTHERS END 1938 WITH GREAT SALES SPURT

An outstanding example of a "Garrison finish" was the 1938 sales curve of Rapaport Brothers. Entering into October with their sales 33% behind the figures at the same date the year previous, they put on a drive which gradually overtook the '37 figures and then wound up the year 15% ahead! Most of the credit for this enviable record is due to Rose and Nate Redlich, that well known family team, which represents Rapaport Brothers throughout the big Eastern markets. Mr. and Mrs. Redlich went to Texas for a well earned holiday and planned to stop in Chicago for a visit with Mr. and Mrs. Rapaport. "This year's business on Rap-A-Tap, Hot Spot, Junior Caster and Sand Pen merchandise proves once again that good merchandise will sell even in the leaner years," says Dave Rapaport with that pardonable enthusiasm which toy impresarios are so wont to feel, and which is certainly justified on the basis of this year's record. Rose and Nate Redlich, as well as Dave Rapaport, will be at the Fifth Avenue Building, Room 428, to greet the wholesale buyers during February. Another banner year is predicted with the standard line as well as some brand new items as yet unannounced. Rapaport Brothers will, of course, take part in the New York Wholesalers preview showing in late February.

DaCOSTA REPRESENTS IDEAL ON COAST

The Ideal Novelty & Toy Co. have appointed Don DaCosta, 222 North Western Ave., Los Angeles, Calif., their West Coast Representative. Mr. DaCosta has been in the doll field a great many years, and is an expert on doll construction. Recently he spent several weeks at the Ideal plant making himself familiar with the various operations in the manufacture of Ideal dolls. Ideal is offering a new feature for their West Coast customers, having opened a service department for dolls. Mr. DaCosta will be in charge of this department in addition to calling on customers. With this service being offered by Ideal, stores on the West Coast will save time, transportation costs and the annoyance of having to send their dolls back East for repairs. Mr. DaCosta will cover the territory from Salt Lake City to the West Coast.



SIMPLEX PRESCHOOL TOYS

J. Warren Wiley has been appointed exclusive sales representative for the new line of preschool wood toys recently developed by the Simplex Mfg. Company of Philadelphia, Penna. This new line reflects in many details of design, perfection of manufacture and finish the long woodworking experience of the Simplex firm. Founded almost fifty years ago by Chester McGear, the Simplex Mfg. Company has specialized in a variety of other high grade merchandise. Mr. McGear says that their advent into the toy industry is based on a background of long and careful study into the preschool toy field and that every effort is being made to produce a line that will be truly original and educational. The line is popularly priced throughout and many numbers will be on display at the Wiley showroom during the coming Preview.

"MAKIT" CONSTRUCTION TOY

W. R. Benjamin Company of Granite City, Illinois is featuring their new "Makit" Construction Toy. Here is a wooden construction toy retailing at 50c, 75c and \$1.50. There are two diameters of rods, red and white. Each wheel has nine holes capable of a tight or loose working fit for the rods, making possible all types of mechanical motion. Metal bushings and collars hold the revolving wheels in place. An endless number of toys can be built including a whole carnival which can be put in motion with a small electric fan. This item is attractively packed and makes a colorful display. The line is represented by C. S. Jacobsen, Room 313, 200 Fifth Avenue, New York City.



C. S. Jacobsen