

The ONLY One-Floor YEAR-ROUND TOY CENTER in America!

● The vast five-acre Fourteenth Floor of The Merchandise Mart is not only the acknowledged toy center of the Middle West, but it is the *only* convenient single-floor market operating for toy buyers' benefit every single business day in the year.

Toys, like other lines, have not only their seasons, but their style changes and new trends *between seasons*. The alert toy buyer who shops the year-round Mart Market every chance he gets is sure to see the latest ideas, fresh from the factories of more than a hun-

dred creative leaders in the industry. Sweetening his stock with these new items, he creates, in his locality, a reputation among parents and children of always being "first with the latest." Such a reputation builds a business.

Buyers who realize the insufficiency of semi-annual market trips, and buyers who appreciate the money and time-saving location of this Mid-West Market, are thronging our Fourteenth Floor every weekday in the year. No wonder the list of permanent exhibitors is also growing steadily.

THE MERCHANDISE MART
The World's Biggest Buying Center • Wells Street at the River
CHICAGO

It's Always "New" *when designed or re-styled* **WITH BAKELITE MOLDED**

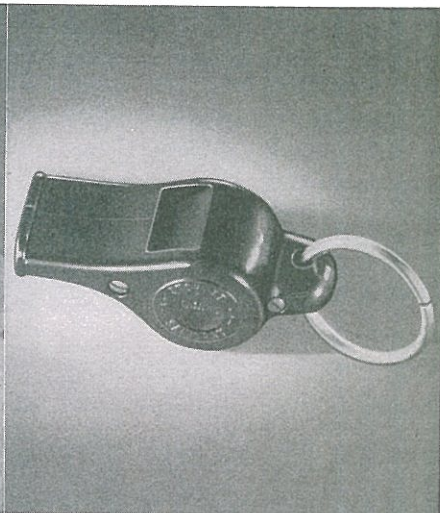
WHETHER a plaything is the first of its kind on the market, or a re-design of an old-time best-seller ...it gains up-to-the-minute smartness of appearance and new sales appeal when made with Bakelite Molded.

Permanently lustrous, colorful, and smooth and warm to the touch, this attractive material supplies the unmistakable "look" and "feel" of quality. With it, intricate shapes may be formed in a single piece, with a single molding operation. Unsightly joints, and the number of component parts are reduced to a minimum.

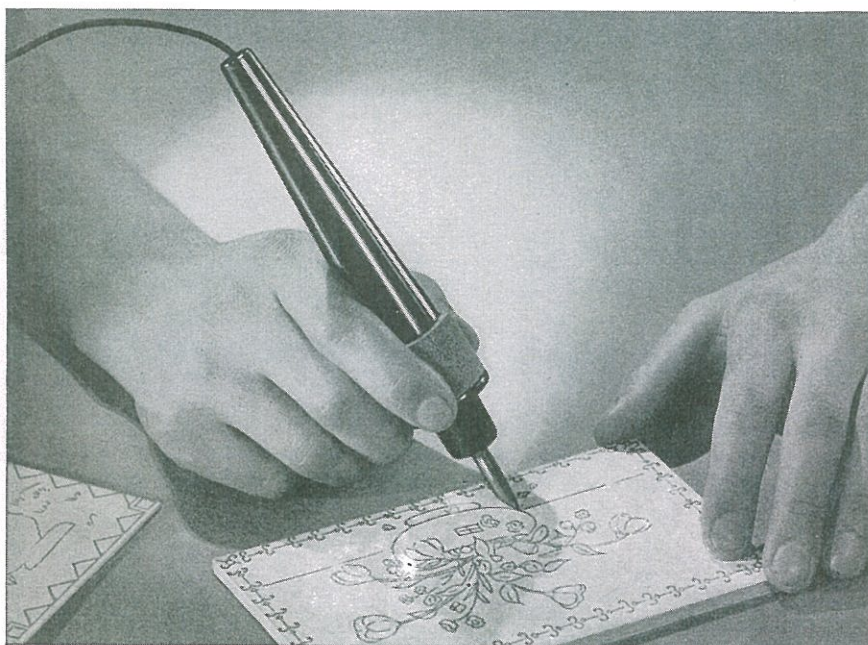
Thus, Bakelite Molded simplifies both the design and manufacture



Roll-M game with stream-lined housing of mottled brown Bakelite Molded. American Molded Products Co., producer.



Durable, light-weight police or referee's whistle of black Bakelite Molded. National Whistle Co., molder.



of toys. It provides merchandise of exceptional quality at popular mass-production prices. Bakelite molding materials may be obtained in any color or shade, including black, white and attractive mottles; and in opaque, translucent or transparent effects.

In purchasing or designing plaything items, be sure to get the added salability and other advantages that these materials contribute to any product.

Write for Portfolio 48 of useful booklets describing the various types of Bakelite Molded.

(Left) Attractive Piro electric wood-burning pen of lustrous heat-resistant Bakelite Molded. Product of Home Foundry Mfg. Co.

BAKELITE CORPORATION, 247 PARK AVENUE, NEW YORK, N.Y.
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Canada
West Coast: Electrical Specialty Co., Inc., Los Angeles and San Francisco, Cal.

BAKELITE

The registered trade marks shown above distinguish materials manufactured by Bakelite Corporation. Under the capital "B" is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products.

PLASTICS HEADQUARTERS

JUNE, 1938—PLAYTHINGS

When writing to Bakelite Corporation, will you please mention PLAYTHINGS?

How Much *Is Your Salesmen's* Time Worth ?

Plenty!—every call your salesmen make costs you a tidy sum. Figure it out—just divide the approximate number of interviews your men make each day into what you pay them and you'll quickly see how much each call is costing you.

Surely, it would seem good business sense to do everything possible to save your salesmen's time and thus help make them more productive and efficient.

How can you save your salesmen's time? Well, for one thing, you can tell the facts about your line in advance of your representative's visit. Important, obvious facts, such as the story of new numbers—features of construction, finish, etc. Facts which the buyer *must* know if you are to get his business—but facts which will

take up a lot of your men's expensive time if you make it necessary for them to tell the *whole* story in every selling interview.

The more the buyer already knows about your goods—the easier and quicker it is for your salesmen to get the order. Every hour saved to a man on the road means more calls, and—more calls mean more business.

The modern manufacturer knows it pays to prepare the way for his salesmen with intelligent *informative* trade paper advertising. Who ever heard of an army starting a campaign without an advance guard? Why conduct your sales campaign without the advance guard of trade advertising—an advance guard with proven ability to “open things up” and start the ball rolling?

PLAYTHINGS

381 Fourth Avenue, New York



A MESSAGE
to the many friends of
CHARLIE McCARTHY
from
EDGAR BERGEN

Charlie McCarthy is so perturbed over the injustice that has been done to his profile and sartorial perfection by cheap unauthorized imitations of him that he has taken the matter up with his attorneys. Charlie's legal advisors feel that the wholesale and retail dealers who handle these unauthorized articles are as guilty in the eyes of the law as the maker, and have taken action against them.

In order that you may know the manufacturers of the genuine Charlie McCarthy articles, they are listed below:

COHN & ROSENBERGER.....	Miscellaneous Jewelry items
EBERHARD FABER PENCIL CO.....	Pencils, Pencil-Boxes, Penholders and Erasers
FLEISCHAKER & BAUM.....	Dolls
KERK GUILD, INC.....	Soap Statuettes
LIBBEY GLASS CO.....	Glassware
MCLAUGHLIN MFG. CO.....	Polo Shirts and Sweat Shirts
MAJESTIC RADIO & TELEVISION CORP.....	Radio Sets
LOUIS MARX & CO., INC.....	Mechanical Automobile Toy
JOHN C. WELWOOD CORP.....	Handkerchiefs and Scarfs
WESTERN TABLET & STATIONERY CORP.....	Writing Tablets, Composition Books, etc.
WHITE & WYCKOFF MFG. CO.....	Greeting Cards and Boxed Stationery
WHITMAN PUBLISHING CO.....	Miscellaneous Books and Games (retailing up to 50¢)
COLLEGEVILLE FLAG & MFG. CO.....	Masquerade Costumes
COLUMBIA PROTEKTOSITE CO.....	Monocles

Additional licenses are now in process of negotiation and will be announced shortly.

Exclusive Commercial Representative
MITCHELL J. HAMILBURG COMPANY
HOLLYWOOD, CALIF.
NEW YORK OFFICE: 347 Fifth Avenue
Tel. LE. 2-6445

EDGAR BERGEN
speaking for
CHARLIE McCARTHY

DRAINING THE RESERVOIR

ONE OF THE interesting things at the present time is the fact that consumption of usable good exceeds production. In other words, inventories of all kinds are being steadily reduced. This applies not only to merchandise in the hands of dealers but also to manufacturers' inventories of whatever they may consist, including raw materials as well as finished or partly finished goods.

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"Business Week," in commenting on this situation, says, "This may be illustrated by the comparative rates of decline of national income paid out (including wages and salaries, dividends and interest, farm income, etc.) and industrial production. In March of this year, the former series was off 8%, the latter off 33%, from March, 1937. These figures are merely indicative: they take no account of such factors as changes in the percentage of income paid out which is actually spent by the recipient on goods or services. But of the gradual depletion of consumers' inventories there can be little or no doubt. The timing is another matter. Here the position has been taken that restocking movement is likely in the fall, and this guess still seems as good as another."

In other words, when we look at the figures indicating what is actually bought, as compared with those indicating what is actually produced, we find that consumption exceeds production by a very considerable amount.

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Even under the worst possible conditions a situation of this kind inevitably results in eventual scarcity of goods. Assuming that figures of consumption should not show any increase, the fact that production lags behind must sooner or later result in a demand which can not be met from stocks on hand and must result in increased production, not only to fill the existing demand but to replace inventories on a normal basis. If water is drawn from a reservoir faster than the intake, the pumps must start working.

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Inflationary policies are nearly always at work for a considerable period of time before their actual effect is realized. Everybody recognizes the inflationary effect of the de-

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By

ROBERT H. MCCREADY

Managing Editor

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sterilization of gold, the reduction of reserve requirements and vastly increased spending on the part of the federal government. These are facts. It may be some time, however, before the actual effect of these changes is felt appreciably throughout the country. It is stated that the new spending program may easily add one hundred million to two hundred million dollars monthly to government expenditures between now and the first week in November. This increased spending must inevitably be reflected in general business channels.

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Roger W. Babson, a famous economist, is reported as recently advising the National Association of Purchasing Agents that, "I am still optimistic for the future, and forecast better business and higher commodity prices, on the average, surely for the balance of this year. There are signs that business is 'bottoming' out. It will move upward and things should be looking a whole lot better by the November elections. Necessary adjustments, with few notable exceptions, have now been pretty well accomplished. In looking at business recovery, I have fully considered the numerous unsettling and unfavorable factors in the picture. These have been thoroughly discounted. I expect no general European war in 1938. And do not forget inflation. There is coming a time when, all of a sudden, the nation will realize that inflation is here. The change in feeling is coming almost overnight."

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Frederick Messner, Editor of Brookmire Bulletins, Inc., at the same meeting, said, "Forces making for an upturn in business are making their appearance slowly but persistently. The outlook for a general rise in industrial materials means that, as the months roll by,



Gimbel's, New York, Employ a Unique Treatment in Shelf Display to Call Attention to Stuffed Animals

the purchasing agent should think increasingly in terms of resuming a policy of forward coverage. And, strange as it may seem in a period when recent declines are so prominent in one's mind, in the longer run the purchasing executive must be alert to the inflationary implications inherent in present government policies. At such future time as demand again begins to tax capacity, inflation will probably rear its head once more and at that times the government may not be as ready to apply curbs as it was the last time. The velocity of the recent decline has helped to prepare the way for recovery. Production has been running below ultimate consumption for months. Inventories have been worked down, raw materials are reaching more normal price ranges, labor troubles have decreased compared with a year ago, and costs have been reduced."

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Herbert N. McGill, President of the McGill Commodity Service, Inc., advised that "Commodity markets must be watched with greater care from now on," and backed the belief with three reasons which he listed as follows: "(1) the bulk of the decline is over; (2) the next important major movement is destined to be upward; (3) as commodity prices were extremely sensitive to economic adversity, likewise prices will be quick to discount signs of economic betterment as well as the prospective renewal of inflationary measures. The next major movement in commodity prices and business activity is bound to be upward."

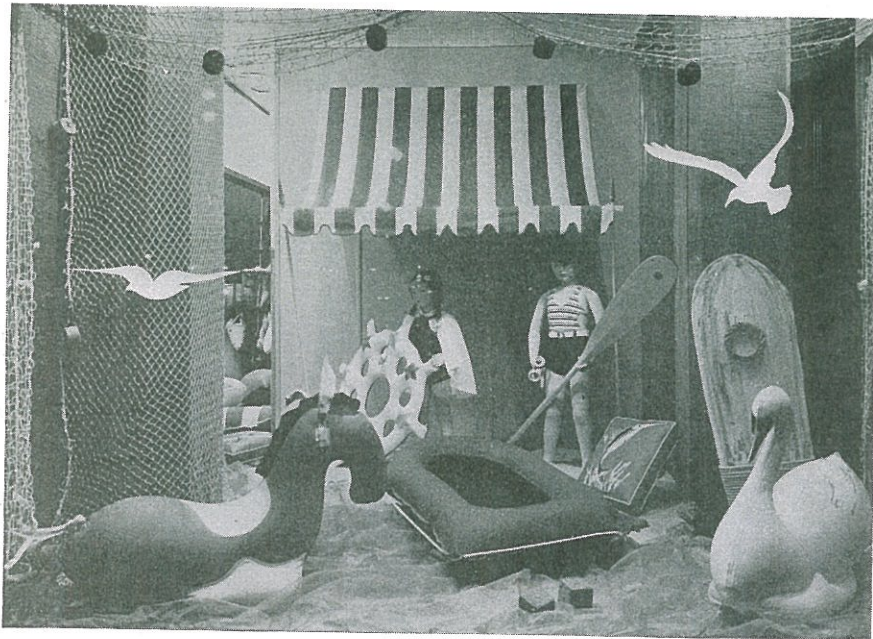
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In a recent bulletin by the Toy Manufac-

turers Association, it was said, "Price is not a factor in order placing at this time. Buyers are not placing orders in volume because things have not sufficiently crystallized for them to get the go-ahead signal from their management. When this time does arrive, order placing will proceed at a rapid pace. Price cutting will not only fail to improve order placing at this time but, in all probability, would materially delay it. Buyers in general are well acquainted with cost factors; they realize that because of the seasonal production problems of toy manufacturers there is little likelihood that there will be any considerable saving in wage costs. Their main concern is assured delivery, and when volume orders are placed this will be one of the major factors that will be checked upon. With the changes which are taking place in business sentiment, the time is rapidly approaching when more active order placing must and will be gotten under way in order to insure the production and delivery of the goods which both buyers and sellers expect to be sold this year."

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Conditions in the toy industry are no different from those which exist in many other industries. In some cases, manufacturers have already taken orders in excess of those which were received during the same period last year. In practically every case this is the result of superior merchandise or better merchandising methods, rather than of price reductions. As a matter of fact, price reductions are almost entirely absent from the toy industry at this time, and there is little, if any, outmoded or distress merchandise in the hands of manufacturers, wholesalers or retailers.



Windows Such as This, Currently Installed at F.A.O. Schwarz, New York City, Will Direct Attention to Water Toys Next Month

special sales, attention should be focussed upon beach toys at the outset of the month. The Fourth of July, coming on a Monday and thereby providing a three-day weekend, offers the first big opportunity to promote beach toy sales. Many parents will take advantage of the holiday to take the children to some seaside or lake resort for the weekend, while countless others will plan to spend at least one of the days at the beach. Consequently, a large demand for toys with which to keep the children amused will be created.

A generous amount of advertising, to promote the sale of beach toys throughout the month and particularly for the July Fourth weekend, should be used. The initial newspaper advertisement, for the purpose of im-

JULY—A MONTH OF OPPORTUNITIES

THE TIME is past when July was looked upon by dealers as a month when sales were at their ebb and nothing much could be done to remedy the situation. People now are aware of the ever-present need for playthings; and toys and games to meet the demands of all types of play have been developed. Existing conditions in July today are such as to make the month one of opportunities. Just as dealers have discarded old-fashioned ways of doing business in favor of modern merchandising methods, so also should they banish the belief that toys cannot be sold in July and make a determined effort, instead, to promote sales.

The coming month will find children enjoying a vacation from school, when they will be free to indulge in many types of recreational activities. This, together with the intense heat and the fact that many children will depart for Summer camps, should create a demand for a wide variety of playthings and produce many opportunities for making sales.

PROMOTE BEACH TOYS

Unquestionably one of the most popular pastimes of the month is swimming. Whether it be in the

ocean, river, lake, brook or pool, there will be a need for both water and sand toys. Children whose favorite Summer pastime is swimming cannot possibly spend all of their time in the water and must, for obvious reasons, spend a part of their time playing on the beach. And play on the beach calls for widely diversified types of playthings. There will be a need for quoits, balls, badminton and shuffleboard, with which to engage in active games that will stimulate warmth in the bodies of youngsters grown chilled from swimming in cool water. Sand play of a less active type will hold the children's interest for a long time and create a demand for such toys as pails and shovels, hoe, rake and shovel sets, sieves, moulds, dump trucks, trains, autos and airplanes, as well as soldiers to use with sand forts, and pinwheels. Other items children will need include boats, rubber water toys, life belts and surfboards, to be used while playing or swimming in the water. The vast numbers of children who will frequent the beaches next month, and the variety of playthings which it will be necessary for them to have, should certainly not find dealers lacking for items to promote.

Through advertising, display and

pressing upon the millions of weekenders the importance of beach toys for the children, should make its appearance on either Thursday, June 30th, or Friday, July 1st. By featuring, in addition to a wide variety of sand and water toys, the many Fourth-of-July items on sale in the store, such an advertisement will serve a double purpose. Thus, people who had originally intended purchasing Fourth-of-July toys only, will be reminded of the necessity of beach toys as well, and vice versa. Other means for drawing attention to sand and water toys include the distribution of handbills to customers as they enter the store, and enclosing announcements featuring beach toys with June statements mailed to charge account customers. As an additional means for stressing the importance of this merchandise, posters calling attention to playthings for the beach may be displayed throughout the store. All advertising should emphasize the fact that beach toys will keep the children amused, for there is nothing more disconcerting or certain to ruin a day at the beach than a child who constantly plagues his parents with the question, "What shall I do now?" In promoting the

sale of beach toys throughout the month, dealers should endeavor to feature the merchandise in ads that will appeal to the weekend trade. A good-sized advertisement at the end of the month, stressing the importance of beach toys for children who will go away to camp in August, will be propitious.

DISPLAY IS IMPORTANT

The first day of July should find a distinct Summer atmosphere prevailing in the toy department. The most prominent counters should be given over to beach toys. Sailboats, large rubber water toys, surfboards and life belts should be displayed on show-cases and affixed to pillars and walls. Realism in display will attract the maximum amount of attention to merchandise, and should be employed whenever possible. As a suggestion, dealers might arrange a display wherein dolls attired in bathing suits would be shown playing with beach toys in the sand. Water toys may be dramatically displayed by placing the items upon a make-believe sea, made of crepe paper, with a concealed electric fan blowing the sail boats about. Sand boxes and wading pools should be shown in the section adjoining the beach toys, and a further attempt to direct attention to sand and water toys may be made by toy buyers in de-

partment sores by arranging to have toys displayed along with children's bathing suits.

A window display featuring beach toys and Fourth-of-July items should be installed in time to stimulate trade among the July Fourth weekenders. Such a window should contain a large assortment of sand and water toys, as well as cannon, noisemakers, cap pistols, soldiers, flags and other items suitable for celebrating the "Glorious Fourth."

Toy dealers who are in the enviable position of being able to show toys in their windows at all times should, by all means, feature beach toys and other timely items in their window during all of next month. Toy buyers in department stores, whose exclusive toy windows are few and far between, might remedy this situation by arranging to have sand and water toys displayed in windows containing bathing suits, beach chairs and picnic accessories. The more often toys are shown in windows, the greater are the chances for making sales.

SPECIAL SALES PROMOTIONS

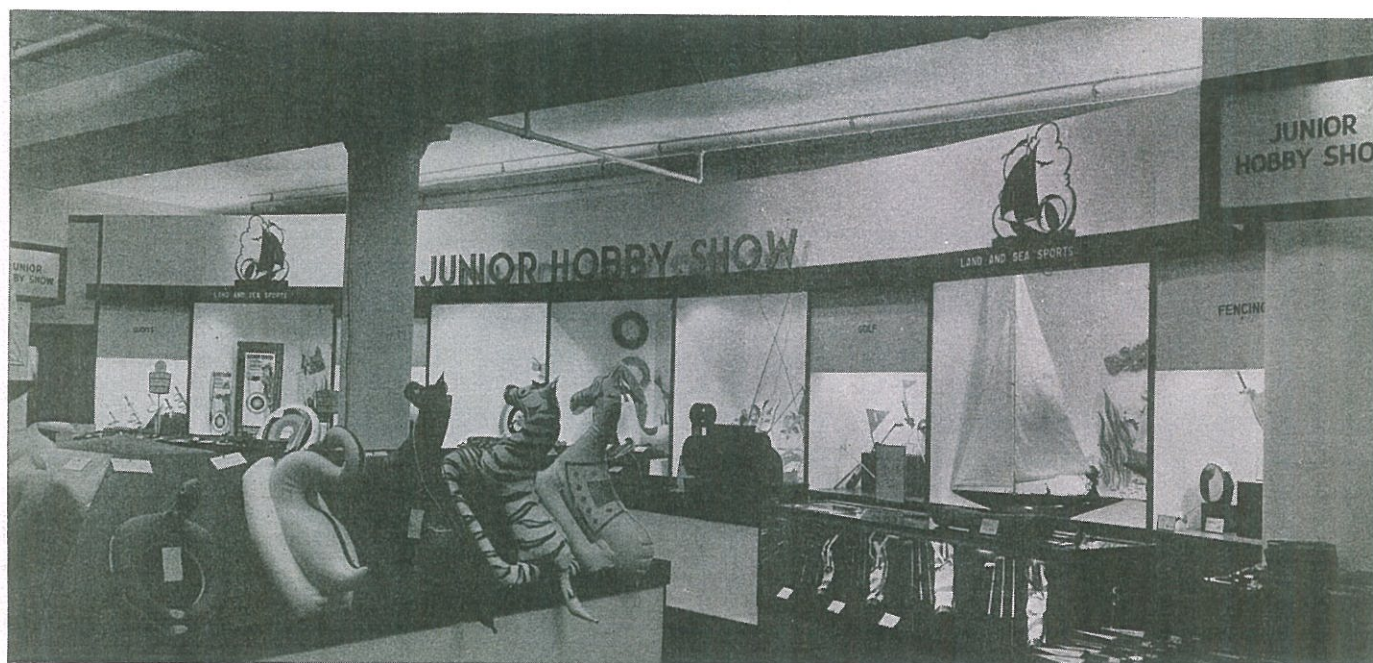
One way to stimulate business and at the same time increase the unit sale is to offer beach toys in group combinations at attractive prices. Some of the items which will make suitable group combinations are as follows: A

sand pail and shovel, with sieve and moulds; a child's beach chair with an assortment of beach toys; a wheelbarrow with sand toys, water toys and a boat. There are any number of interesting and attractive combinations which can be made up and placed on sale on Thursday and Friday of each week. A good way of calling attention to these group toys is to advertise them as "Spotlight Specials" and display them in the toy department and on the main floor with a spotlight thrown upon them.

While beach toys in all probability will be the most sought after merchandise next month and accordingly deserve the most attention, there are many more items which will be in demand and deserve consideration in the merchandising plans.

FOURTH-OF-JULY TOYS

In order to draw attention to toys suitable for celebrating the Fourth of July, it is necessary that early promotion plans be made. Advertising and display should impress upon parents the importance of giving their children playthings which will assure a safe and sane Fourth. Patriotic displays should be installed in the windows and on the selling floor. These displays, with American flags of various sizes in the background, should include such safe playthings as Big



Summer Playthings Are Highlighted in This Attractive Display Installed at R. H. Macy & Co., New York City

GIMBELS

OPEN EVERY THURSDAY 9:30 A.M. UNTIL 9 P.M.
33rd & Broadway Pennsylvania 6-5100



WHAT is a COMPLETE Toy Department?

A department that has what you want, when you want it! See Gimbel's Complete Assortment of beach and playground equipment which includes:

- A SILLY RUBBER DONKEY which, when blown up, holds an 80-pound child. Only \$1.49. It's one of 15 different rubber toys in GIMBELS COMPLETE ASSORTMENTS.
- A SAND MOLD SET consisting of 3 funny faces and a sand shovel, at 9c. One of 9 different sand mold sets in GIMBELS COMPLETE ASSORTMENTS.
- A BRITISH STAR SAILBOAT which measures 24 inches from stem to stern, at \$11.95. One of 12 different sailboats in GIMBELS COMPLETE ASSORTMENTS.
- A REPLAY GYM which includes 2 climbing bars, climbing rope and rescue, at \$9.95. One of 18 play-gyms in GIMBELS COMPLETE ASSORTMENTS.
- Snow White and the 7 Dwarfs on a SAND PALE, at 25c. One of 4 different sand piles in GIMBELS COMPLETE ASSORTMENTS.
- A Rubberized Dupont-fabric WADING POOL WITH A SHOWER, measuring 32x50 inches, at \$5.95. One of 4 sizes of wading pools in GIMBELS COMPLETE ASSORTMENTS.

...and these are just a fraction of the hundreds and hundreds of playthings in GIMBELS COMPLETE TOY ASSORTMENTS.

GIMBELS—Complete Toy Dept.—Fifth Floor



Lone Ranger Complete 4-Pc. OUTFIT

The outfit of your Young 'Un's favorite movie and radio hero—FIRST AT GIMBELS. Tonto, the Indian pal of the Lone Ranger, is on one leg of the play suit, Silver on the other. Gimbel's low price even includes mask, bandanna and lariat. Grand as a sun suit for girls as well as boys. Blue with red. Small, medium, and large, for 3 to 12-year olds.

\$1

GIMBELS—Complete Toy Dept.—Fifth Floor

MAIL AND PHONE ORDERS FILLED

Please send me _____ Lone Ranger Outfits at \$1.00
 Quantity _____ Size _____
 Name _____
 Address _____
 Charge ☐ Check ☐ C. O. D. ☐ M. O. ☐
 For N. Y. C. deliveries please add 2% sales tax when enrolling.

One of the recent toy promotions sponsored by Gimbel's, New York, featured play suits for children. Above is the advertisement used for the sale; while below is reproduced the display stand that was installed on the main floor. Offering customers merchandise at the time when it is most wanted is one way of assuring good sales for the summer season.



Bang cannon, cap pistols, paper busters, noisemakers, soldiers, forts, battleships and tanks. A display of sand and water toys on a counter adjoining the items for the Fourth will aid materially in stimulating sales.

Wheel toys, wading pools and sand boxes are other items which the children will need in July. Dealers will find that offering sand boxes and wading pools as special sale items will increase the unit sale, as well as sales on sand and water toys.

Games for the entire family should also come in for their share of attention next month. Active games that the family can enjoy in the cool of the evening, as well as simple games to play when it becomes unbearably hot, should be prominently displayed. A well rounded out game presentation might include such active games as croquet, ten pins, quoits, badminton and shuffleboard; and such interesting pastimes as Pick-Up-Sticks, Alley-Oop, Royal Jacks and word games for quiet play.

With the children home from school next month, and nothing much to do but play, dealers are presented with an excellent opportunity to take advantage of the market which exists for playsuits. It is only necessary to convince mothers, through advertising and display, that playsuits will save the wear and tear on children's clothing—and sales will pour in.

Dealers will also find that the coming month offers opportunities for promoting sales by offering hobby and craft materials for campers, by featuring toys for little travelers, and by suggesting games and playthings as suitable hospitality gifts.

The time is past when July was looked upon by dealers as a month when sales were at their ebb and nothing much could be done to remedy the situation. Times have changed, and it is possible now to make the coming month one of constant activity, if dealers will only make the most of their opportunities by advertising, displaying and promoting toys. It rests with the dealers alone whether the month of July will be a "red letter" one or a "red figure" one.