



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.

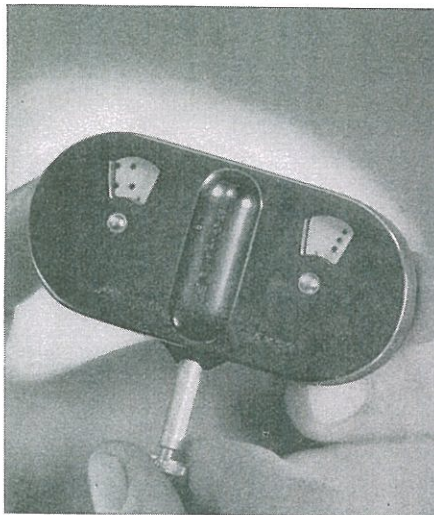
THE MERCHANDISE MART
The World's Biggest Buying Center • Wells Street at the River
CHICAGO

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

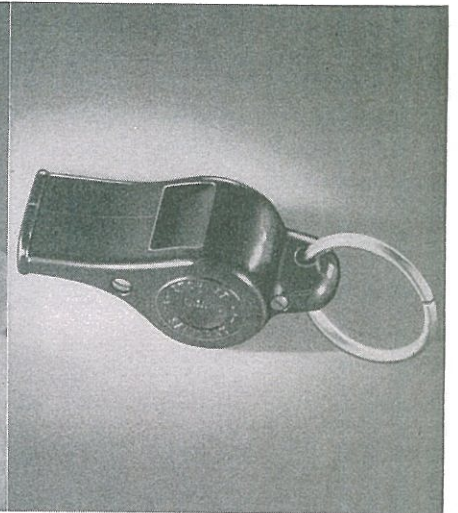
WHETHER a plaything is the first of its kind on the market, or a re-design of an old-time best-seller ...it gains up-to-the-minute smartness of appearance and new sales appeal when made with Bakelite Molded.

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.

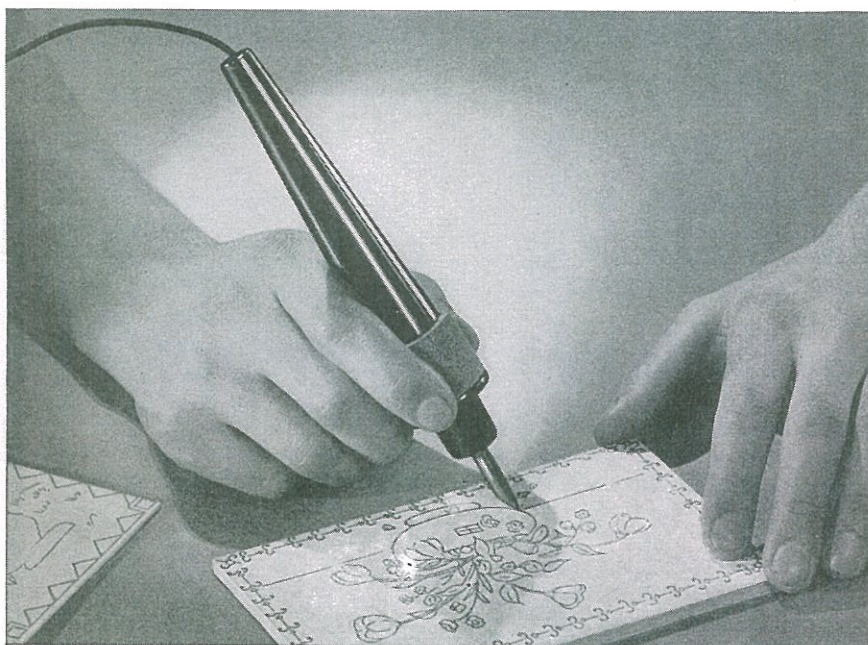
Thus, Bakelite Molded simplifies both the design and manufacture



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

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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
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Tel. LE. 2-6445

EDGAR BERGEN
speaking for
CHARLIE McCARTHY