

SNOW WHITE and the SEVEN DWARFS

—Also—

DONALD DUCK,
MICKEY MOUSE, MINNIE MOUSE

and Other Walt Disney Characters

in

**Pull Toys, Telephones
Chimes, Reins, Rattles**

See Them During the Toy Fair and All Year in

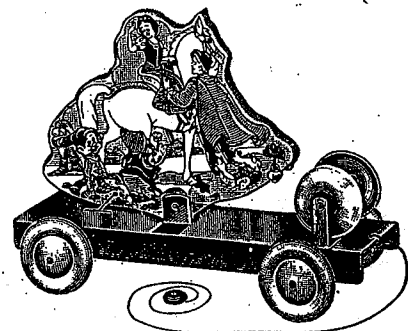
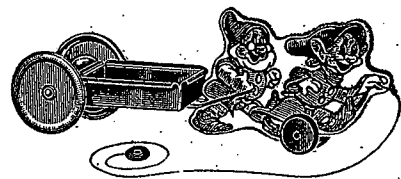
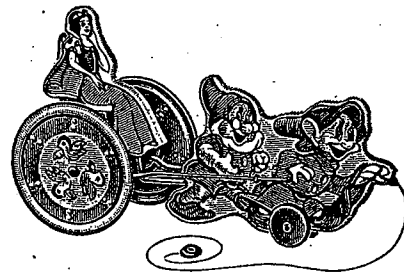
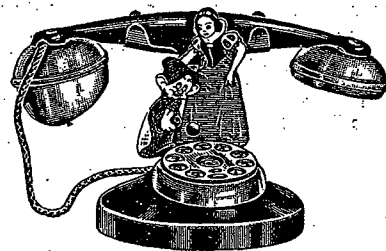
ROOM 463
FIFTH AVENUE BLDG.

H. W. BESSELL in attendance

THE N. N. HILL BRASS CO.
EAST HAMPTON CONNECTICUT

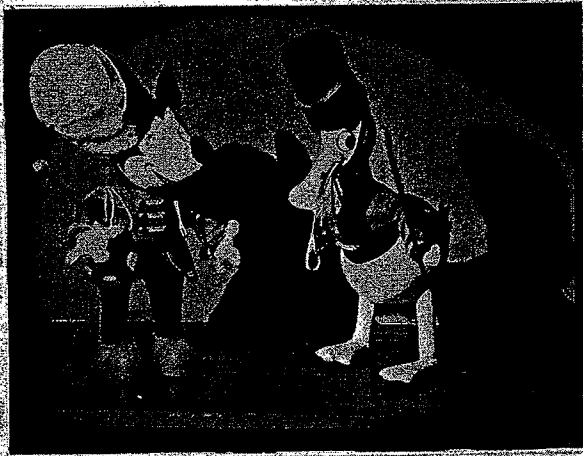
Permanent New York Showroom:
200 FIFTH AVENUE—ROOM 463

Pacific Coast Representatives:
THE STANDARD TOY AGENCIES, SAN FRANCISCO, CAL.



When writing to The N. N. Hill Brass Co., will you please mention PLAYTHINGS?

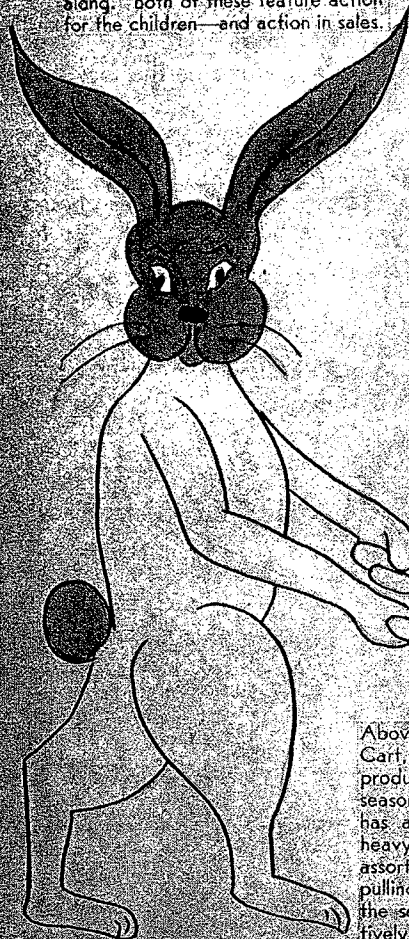
EASTER



Left: Just as Mickey Mouse and Donald Duck are an integral part of Christmas, so have they also become identified with Easter. The coming season will find these two world-famous Disney characters acting as Drum Majors in the Easter Parade. Drum Major Mickey Mouse and his companion, Donald Duck, have passed in review before many buyers to the tune of loud plaudits.



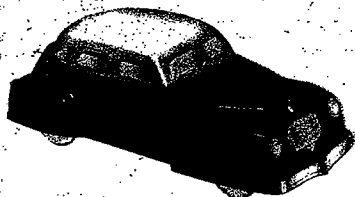
Right: There's going to be plenty of action in this year's Easter Parade, and much of it is going to be provided by action wood toys. Ducky Flip-Flap, a 50c. retailer, flips and flaps its rubber feet as it draws a gaily colored cart behind it. The Racing Bunny Cart, another 50c. item, rings a bell as it is pulled along. Both of these feature action for the children—and action in sales.



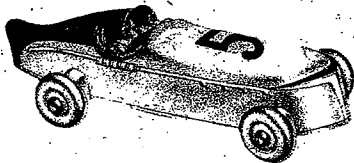
Above: Presenting the Rabbit and Cart, a new metal toy designed to produce volume sales for the Easter season. This item, ten inches long, has a chassis and body made of heavy gauge steel and comes in assorted pastel shades. The rabbit pulling the cart and the rabbit on the seat are both made of attractively colored, lithographed metal. This item will spell profit for Easter.



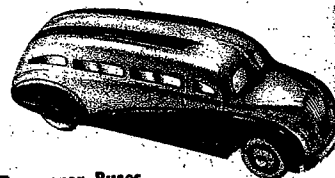
ever popular WHEEL TOYS by



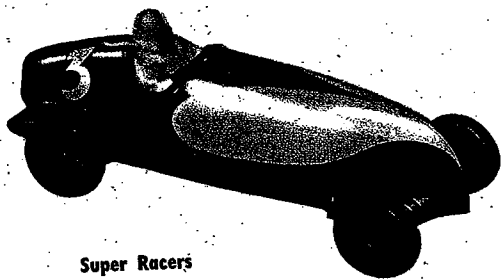
Sedans
No. 12001



Small Racers—Two Drivers
No. 12002



Passenger Buses
No. 12005

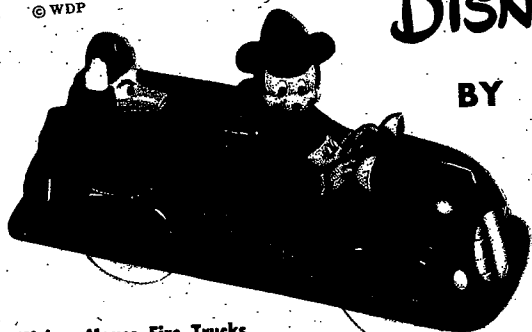


Super Racers
No. 12012

These sturdy, long-lasting Sunruco molded rubber wheel toys are still your best bets to satisfy customers' demand for quality . . . and still priced to give you a comfortable margin of profit.

Streamlined, racy and sparkling with color, these wheel toys add a bright modern touch to the traditional Easter basket.

© WDP



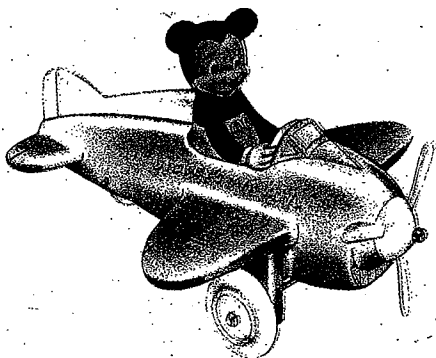
Mickey Mouse Fire Trucks
No. 12017

DISNEY WHEEL TOYS BY Sunruco

© WDP



Donald Duck Roadsters
No. 12018

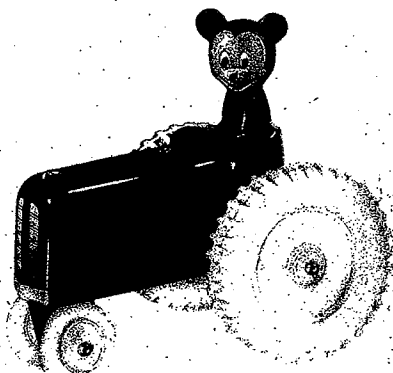


Mickey Mouse Airplanes
No. 12019

- they're flashy
- they're life-like
- they're low-priced

Sunruco

© WDP



Mickey Mouse Tractors
No. 12020

© Copyright, Walt Disney Productions,
Burbank, Cal.

S-1050-35

Printed in U.S.A.

THE SUN RUBBER COMPANY • BARBERTON, OHIO

Windy City getting for huge
... Departu
up shows cow
remains in p

IT WASN'T TODD fry that one say Street during the with Mary and I was husky mech for size, and son several times the Mary was one of Goose characters cago's loop this figures are four will be garnish Since they, ther ored, this promi ter. The figure fiber-filled plast waterproof mat oil paints. Stal ises white rein vember 18th pa

At MANDE department wa composition he case and the tramps, ghosts, so interesting

The Fillum cardboard with colored picture tions looked in uct of Fillum and was selling

The Hollyw a lot for 98 ce with a girl at coin was depo It would accor or more,

The Lone l at \$2.99, was It came with picture, plaid It looked stur fit to wear as

Among the new Effanbee old-fashioned black lace, fr box glassed

OCTOBER, 19

1936
The New Nationally Advertised

TEETER—TOTTER

WAGON TOY

Double Action — Double Play Value

Featuring

Donald Duck and his
Mickey Mouse Pals in
colorfully decorated
molded rubber
(detachable).

HEADS THE PARADE TO BIG CHRISTMAS VOLUME

Here's one of the most interesting toys ever designed. You can just see any child laugh with joy as this colorful wagon rolls along with Donald Duck proudly playing see-saw with his Mickey Mouse pals. . . . These beautifully decorated, molded rubber, Silly Symphony movie characters are removable so that they may be played with separately and provide double play value. . . . Indoors or outdoors this splendid Teeter-Totter toy is the new favorite for real amusement. It heads the parade to big Christmas volume. Place your order at once—get set for the popular demand.



ACTUAL SIZE

16 $\frac{3}{4}$ " long plus 16 $\frac{3}{4}$ " handle.
Approximate shipping weight 43
lbs. per doz. Packaged in individual
cartons.

SEIBERLING LATEX PRODUCTS COMPANY

NEW YORK—354 Fourth Ave.

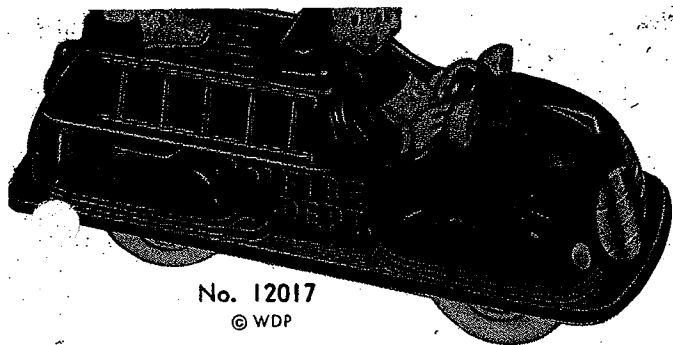
AKRON, OHIO

CHICAGO—Merchandise Mart

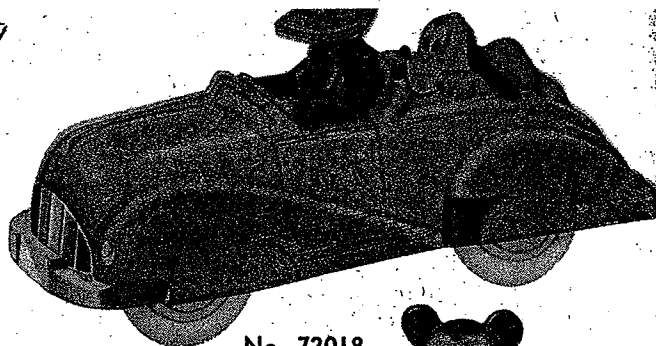
When writing to Seiberling Latex Products Co., will you please mention PLAYTHINGS?

SEPTEMBER, 1936—PLAYTHINGS

1949



No. 12017
© WDP



No. 72018
© WDP

Sunruco Wheel Toys Are Steady-Selling Favorites!

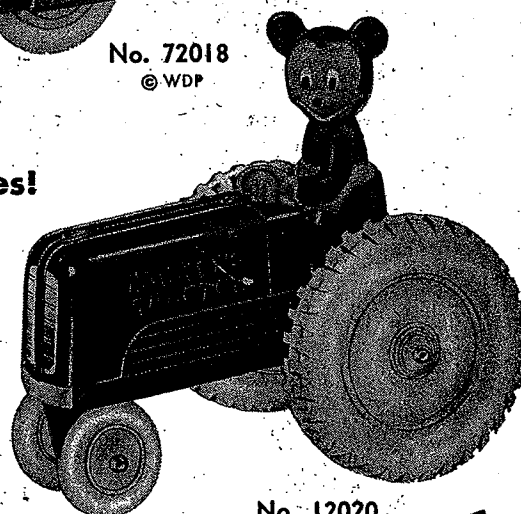
No. 12012—**Super Racer**. 6 $\frac{3}{4}$ " long. Packing 36. Wt. 13 lbs.

No. 12017—**Fire Truck**. Famous Disney toy with Donald Duck and Mickey Mouse. Mickey's head is movable. Packing 12. Wt. 8 lbs.

No. 12018—**Disney Donald Duck Roadster**. 6 $\frac{3}{8}$ " long, 3 $\frac{1}{8}$ " high, 2 $\frac{1}{8}$ " wide. Packing 12. Wt. 8 lbs.

No. 12019—**Disney Mickey Mouse Aeroplane**. 6 $\frac{1}{4}$ " long, 3 $\frac{3}{8}$ " high, 5 $\frac{1}{8}$ " wingspread. Packing 12. Wt. 7 lbs.

No. 12020—**Disney Mickey Mouse Tractor**. Mickey's head is movable. 4 $\frac{3}{4}$ " long, 4 $\frac{1}{8}$ " high. Packing 12. Wt. 7 $\frac{1}{2}$ lbs.



No. 12020
© WDP

No. 12019
© WDP

No. 10751—**Sunbabe Nursing Bottle Set**. Miniature glass nursing bottle with red rubber nipple. Anchored on colorful, illustrated card. Packing 36 units. Wt. 3 $\frac{1}{2}$ lbs.

No. 10753—**Dolly's Hot Water Bottle**. Red rubber miniature Sunruco hot water bottle. Anchored on illustrated rhyming card. Packing 36. Wt. 1 $\frac{3}{4}$ lbs.

No. 12001—**Small Sedan**. Streamlined passenger car. 4 $\frac{1}{4}$ " long. Packing 36. Wt. 7 $\frac{1}{2}$ lbs.

No. 12002—**Small Racer**. 4 $\frac{3}{8}$ " long. Packing 36. Wt. 6 lbs.

No. 12004—**Coupe**. Modern, two-tone design. 4" long. Packing 36. Wt. 6 lbs.

No. 12005—**Passenger Bus**. 4 $\frac{1}{4}$ " long. Packing 36. Wt. 6 $\frac{1}{2}$ lbs.

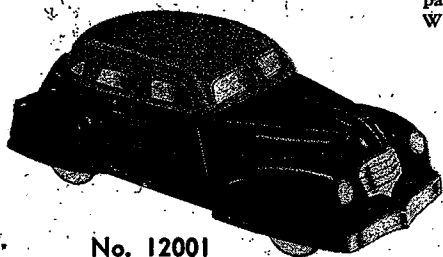
No. 12007—**Station Wagon**. 3 $\frac{3}{4}$ " long. Packing 36. Wt. 6 lbs.

No. 12011—**Master Truck**. Authentically designed. 6 $\frac{3}{8}$ " long — open body. Packing 36. Wt. 16 $\frac{1}{2}$ lbs.

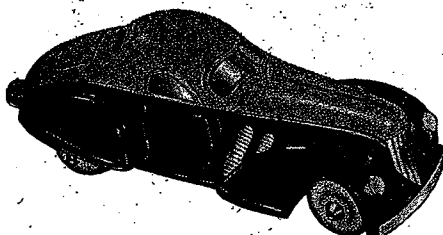


No. 10753

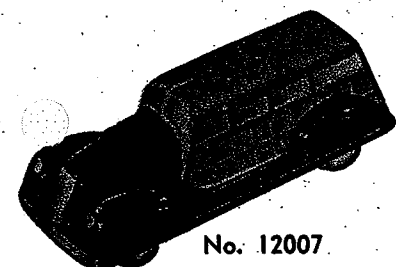
Sunruco Order by Number



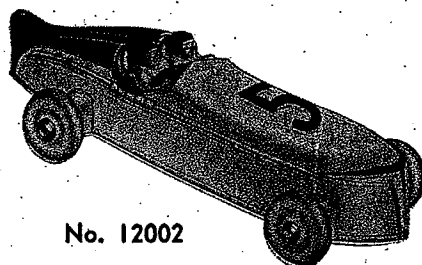
No. 12001



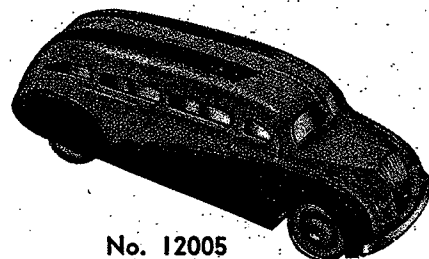
No. 12004



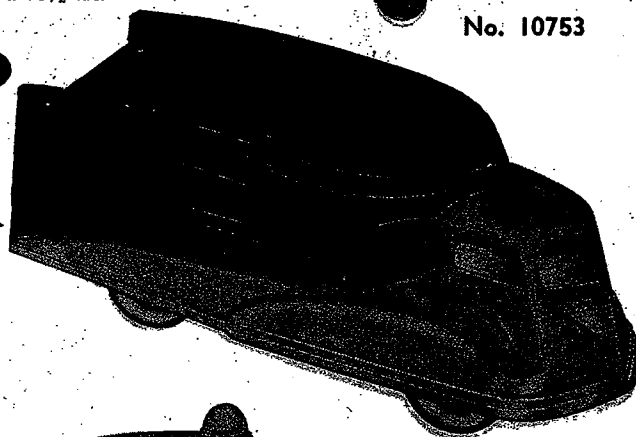
No. 12007



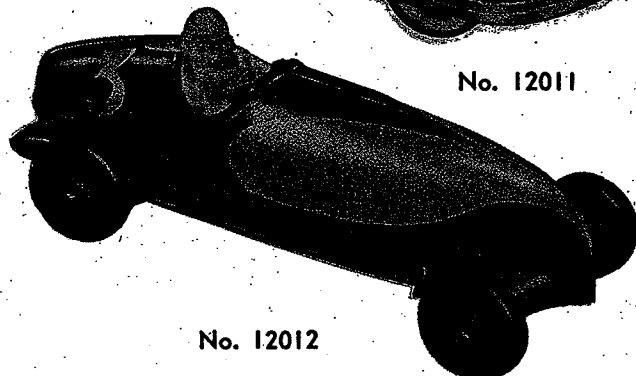
No. 12002



No. 12005

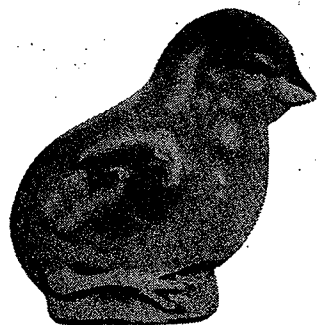


No. 12011



No. 12012

Profitable EASTER Merchandising



No. 2555 BABY CHICK

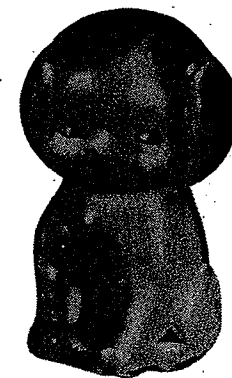
Sit-up style, 3¾" high.
Cellophane wrapped.

COLORFULLY DECORATED 10¢ Retail LATEX TOYS with voice



No. 2552 BABY

Stand-up style, 4½" high.
Cellophane wrapped.



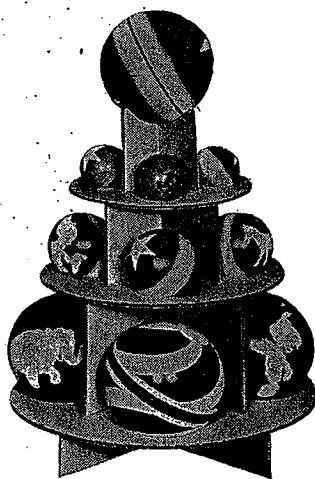
No. 2553 PUPPY

Sit-up style, 4" high.
Cellophane wrapped.

No. 2554 RABBIT

Sit-up style, 4¼" high.
Cellophane wrapped.

25¢ Retail CHARACTER TOYS



THE MOST COMPLETE LINE OF SPONGE RUBBER AND INFLATED PLAY BALLS

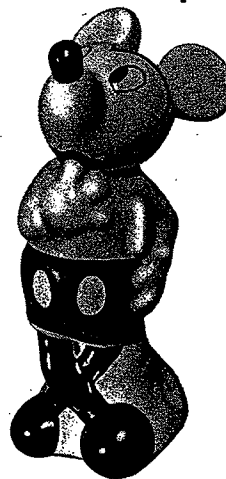
New High Gloss Finish

By far, the most complete and attractive selection of play-balls ever offered. New outstanding designs—new vividly attractive colors—the fastest sellers wherever displayed!



**No. 2550
BABY PANDA**

Latex construction with sound. Colorfully decorated. Sit-up style, 5" high. Cellophane wrapped.



**No. 2504
MICKEY MOUSE**

Latex construction with sound. Colorfully decorated. Stand-up style, 6¼" high. Cellophane wrapped.



**No. 2220
DONALD DUCK**

Blown rubber construction with sound. Colorfully decorated. Stand-up style, 6¼" high. Cellophane wrapped.

Seiberling LATEX PRODUCTS CO., AKRON, OHIO

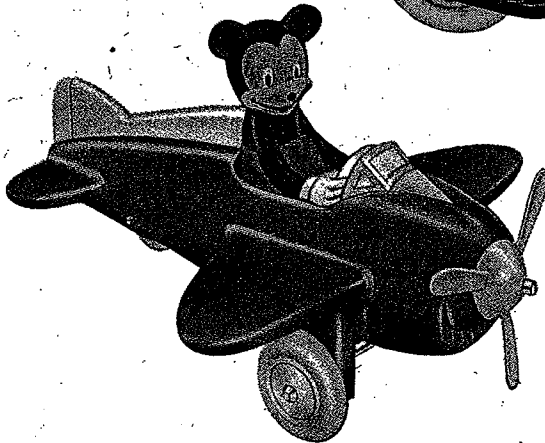
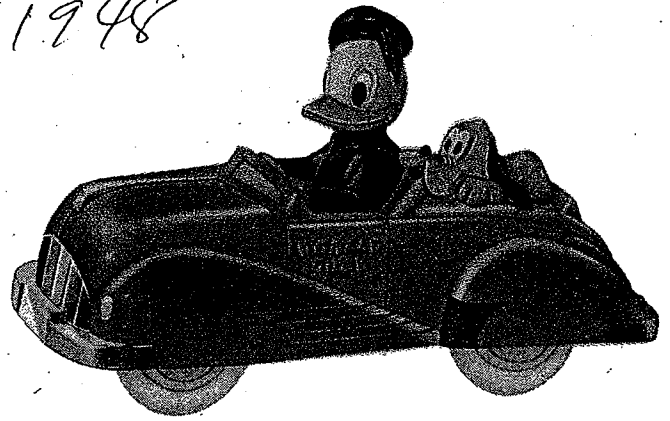
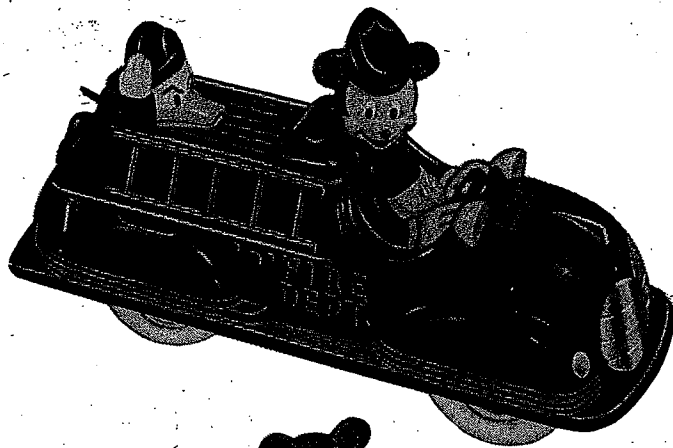
354 - 4th Ave., New York City

Merchandise Mart, Chicago

When writing to Seiberling Latex Products Co., will you please mention PLAYTHINGS?

FEBRUARY, 1941—PLAYTHINGS

1948

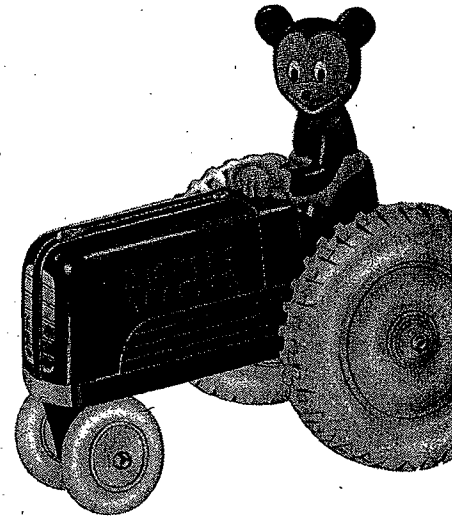


MICKEY MOUSE AEROPLANE — Zoom! It's Mickey Mouse in his flashy aeroplane! Mickey's movable head and the plane's revolving propeller make this an "action" toy.

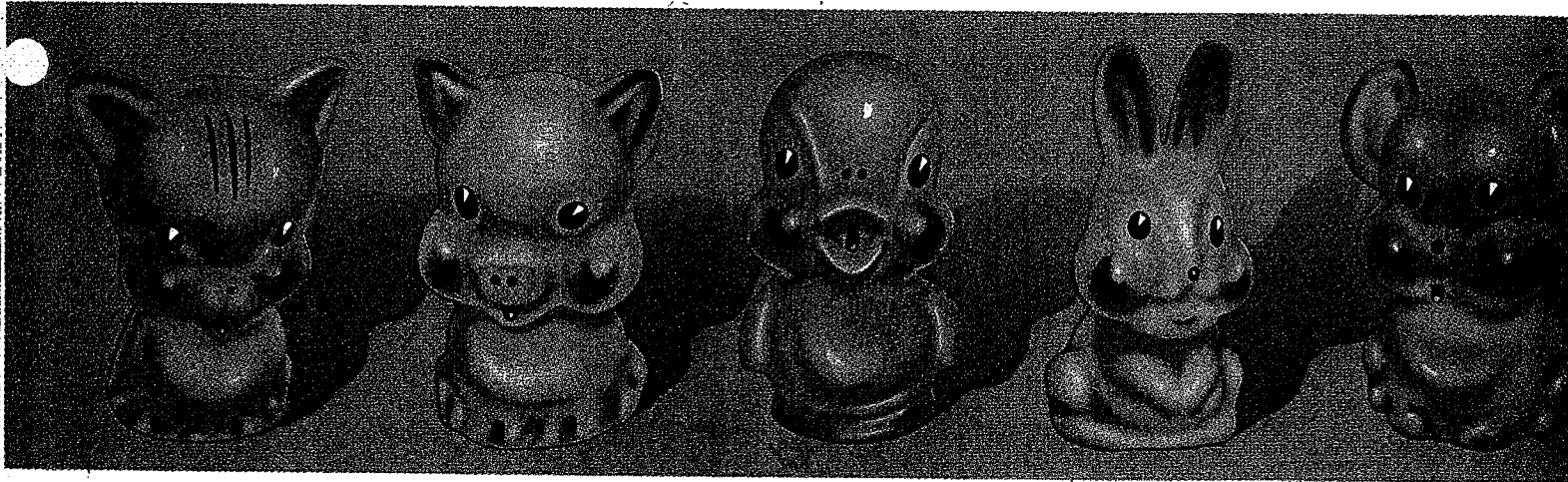
DONALD DUCK ROADSTER — Here's a speedy, sporty roadster with a lot of "boy" appeal. Donald Duck is at the wheel, while Pluto crouches in the rumble seat. Donald's head is movable.

MICKEY MOUSE TRACTOR — Here's Mickey Mouse chugging along on a big realistic tractor! Large moulded-rubber wheels turn on Sunruco's patented nicked-steel axles. Mickey's head is movable.

MICKEY MOUSE FIRE TRUCK — Mickey Mouse drives this racy fire truck at breakneck speed, while Donald Duck braces himself at the back and grabs his hat. Real appeal that parents and children can't resist.



© WALT DISNEY PRODUCTIONS



SUNRUCO LATEX CRIB-CRADLE TOYS

Sunruco "toddler" age toys provide endless entertainment for the child in his crib, tub, or play-pen. Sunruco toys are SAFE. They can be chewed, squeezed, or thrown. The realistic dyes

used are harmless, fast colors that are washable without fading. The new Sunruco squeeze whistle is firmly "built to stay" in the toy. Packaged in cellophane bags for easy display.

*We'll see you
at the toy fair*

ROOMS 1190-1-2-4
HOTEL McALPIN

THE SUN RUBBER COMPANY
Sunruco
• BARBERTON • OHIO •

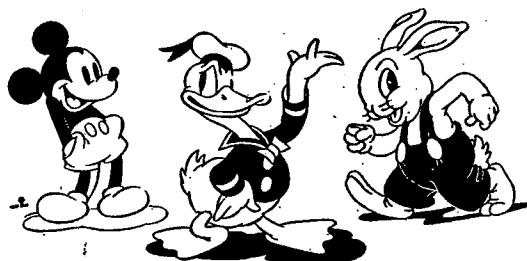
Toy Buyers find it
Profitable to carry the
fastest selling **FILM LINE**

Walt Disney's Mickey Mouse and Donald Duck, and Walter Lantz's Oswald Rabbit and Meany, Miny and Moe, the country's leading Cartoon Characters.

Numerous entertaining

NEW COMEDIES

Westerns, and Novelty Subjects
your customers enjoy.



Outstanding Sales appeal brings repeat orders.
The demand exists. Carry a stock of this
profitable year around merchandise.

Special Demonstration Films

LOANED FREE

Write for Details



MEANY



MINY



MOE

HOLLYWOOD

FILM ENTERPRISES, INC.

6060 Sunset Blvd.

Hollywood

Calif.

Fun + Action + Color = SALES!



No. 1 JOCKEY CART
(Patented)

Action and color. The sound of a horse trot.
Strong and durable. Weight, 1/4 lb. Has 3"
airplane wheels, ball-tipped dowl 21" long.
List price, 50¢.

*Write Us For
Further Information*

RUMSEY games and toys provide
fun galore, and plenty of action.
They are bright, colorful, and
popularly priced. All these fea-
tures mean SALES—and profits
for you!

No. 1 DOOR BELL GAME

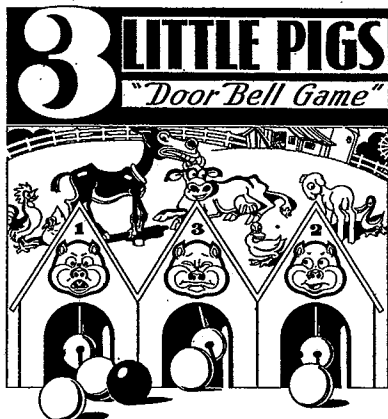
A very artistic item representing
a realistic Log Cabin with typi-
cal characters. The vertical swing-
ing door has attached bell, and
players use 4 colored 1 1/4" balls.
When the ball hits the door, it
swings, and the bell rings. Indi-
vidually boxed. List price, 39¢

No. 2 JOCKEY CART.

Two horses and two jockeys
working opposite each other.
Two sound traps in double
action. 2 dozen in carton. List
price, 75¢.

PONCYCLE

An innovation in children's
vehicles. The child propels him-
self with the same motion as
riding a horse.



Second Series of Door Bell Games
No. 2 (Pat. Pending) 3 LITTLE PIGS.

A Clever Novelty Game of Skill

Three open doors, with doorbells hanging. Nos. 1, 2
and 3 make up the score. Played with six colored
sponge rubber balls, 1 1/4" size. Individually boxed.
2 dozen in carton. List price, 50¢.

RUMSEY JUNIOR VEHICLE CO., Inc.

LAWRENCE, KANSAS

We will appreciate your courtesy in mentioning PLAYTHINGS.

PRODUCED
of
WORLD FAMOUS
WALT DISNEY
CHARACTERS

1936

Manufactured
EXCLUSIVELY
by
WICKERBOCKER
"America's
Premier Line
Stuffed Toys"



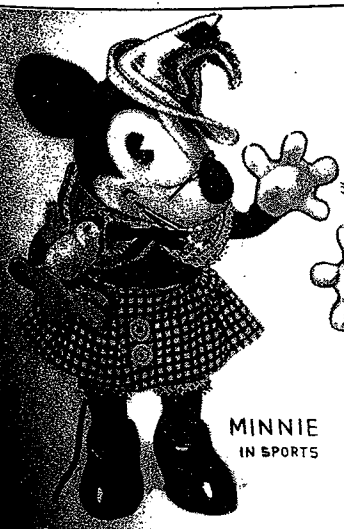
Special
Mission
Disne
pri

WRITE FOR
ILLUSTRATED
CATALOG

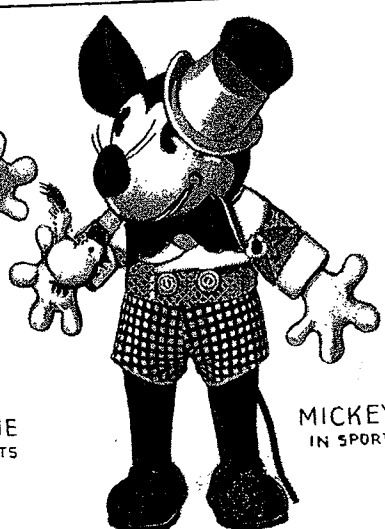
SEE
NEXT
PAGE

©
W D

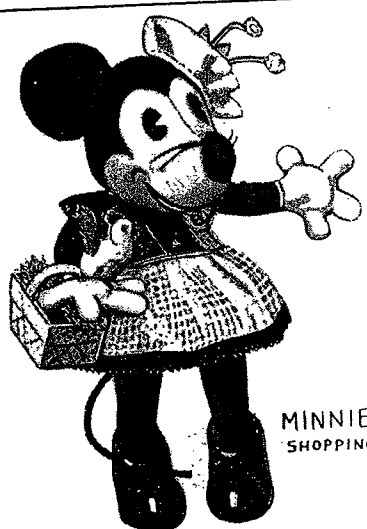
DONALD DUCK



MINNIE
IN SPORTS



MICKEY
IN SPORTS



MINNIE
SHOPPING



MICKEY
IN FULL DRESS

OF FIFTH AVE.