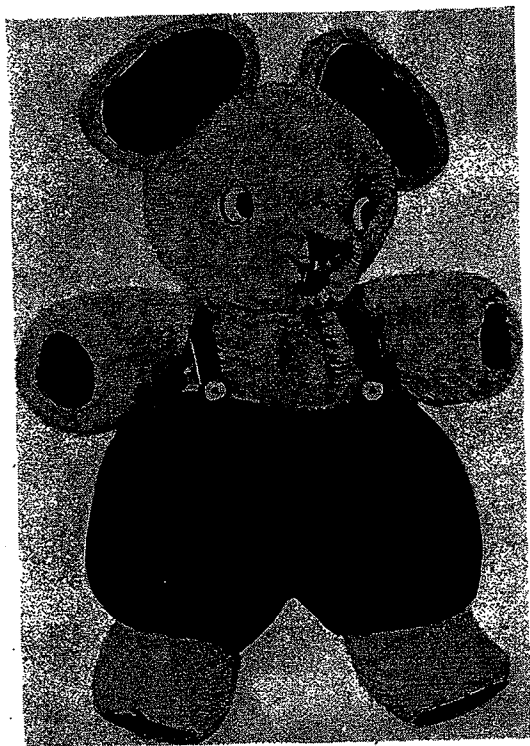


**See Our Complete Line at the New Show Room**  
**200 Fifth Avenue (Room 518)** 1937



Design Patented

**FLUFFY**

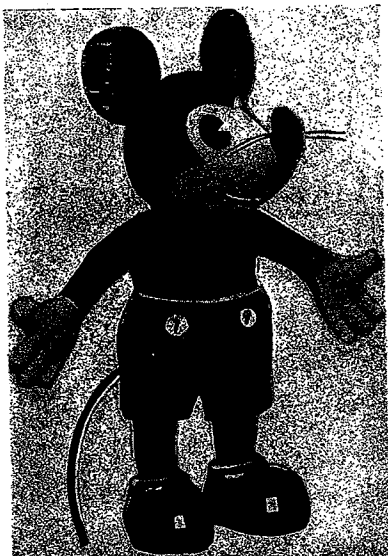


Design Patent Pending

**PACKY**



**DONALD  
DUCK**



**MICKEY  
MOUSE**



**TWO-GUN  
MICKEY**



**MAJOR  
DONALD**

**KNICKERBOCKER TOY CO., Inc.**

LEO L. WEISS, Pres.

NEW YORK N. Y.

1938

# PLAYMATE



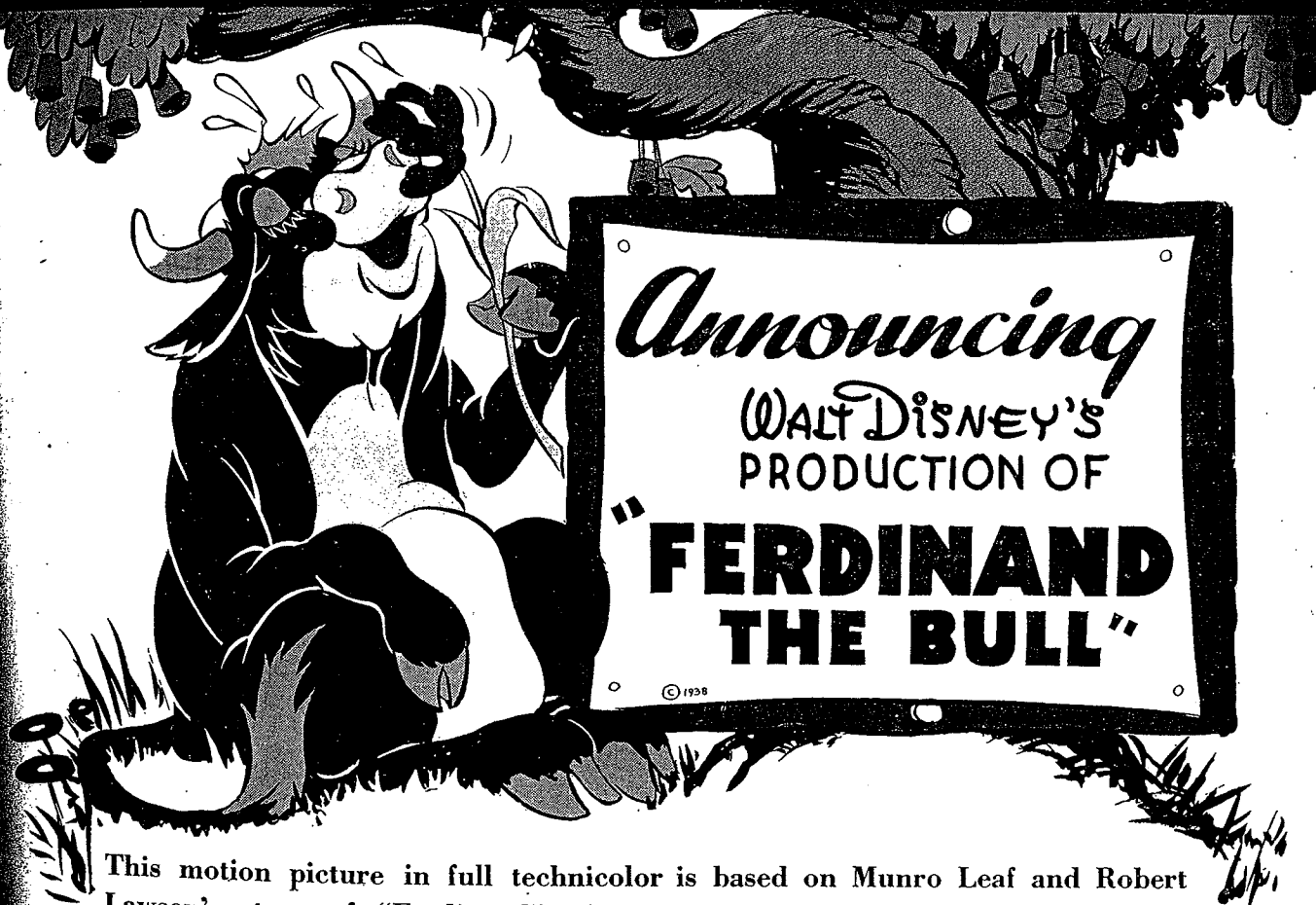
**KAY KAMEN LTD.**  
EXCLUSIVE REPRESENTATIVE  
**WALT DISNEY ENTERPRISES**  
1270 SIXTH AVENUE, NEW YORK, U. S. A.

Gunther R. Lessing, General Attorney  
Hollywood . . . . . California

All Rights Reserved

Newgass, Nayfack & Waldheim, Attorneys  
350 Madison Avenue . . . . . New York

# LAUNCHING



This motion picture in full technicolor is based on Munro Leaf and Robert Lawson's story of "Ferdinand" of which over 150,000 copies have already been sold. Done in the inimitable Walt Disney manner, "Ferdinand the Bull" is destined to take its place in the hearts of the American people along with "Mickey Mouse," "Three Little Pigs" and "Snow White and the Seven Dwarfs." Due to the public's ready acceptance of Walt Disney characters and by keeping in step with the Spanish trend, Walt Disney's production of "Ferdinand the Bull" has untold merchandising possibilities.

*Applications for license agreements will be acted upon in the order received.*

**KAY KAMEN LTD.**

Exclusive Representative

**WALT DISNEY ENTERPRISES**

1270 SIXTH AVENUE . . . . . NEW YORK, U. S. A.

# MICKEY MOUSE POPS UP

*in a series of  
Blue Ribbon*

## POP-UP (Trade Mark) BOOKS

Blue Ribbon "Pop-Up" Books, when introduced six months ago, created a phenomenal business. No one had ever seen anything like them—children wanted them—adults couldn't resist them. Now come *Mickey Mouse* "Pop-Up" Books presenting the most popular character in child-life today in a most amazing fashion. This combination will turn toy sections into bee hives.



Four very unusual *Mickey Mouse* "Pop-Up" Books are now in process of manufacture

PLACE YOUR ORDERS AT ONCE

The "Pop-Up" <i>Mickey Mouse</i> Book to retail at.....	.75
The "Pop-Up" <i>Minnie Mouse</i> Book to retail at.....	.75
<i>Mickey Mouse</i> in King Arthur's Court—with "Pop-Up" illustrations. To retail at	1.75
The "Pop-Up" <i>Silly Symphonies</i> —"Babes in the Wood" and "King Neptune." To retail at.....	1.75
<i>Mickey Mouse</i> Book Making Sets—Complete with scissors, paints, brush, cut-out illustrations, etc. To retail at.....	1.00

*A complete line of Blue Ribbon Pop-Up Books will be shown at the Toy Fair, Room 423, Morrison Hotel*


## BLUE RIBBON BOOKS, Inc.

448 FOURTH AVENUE

NEW YORK, N. Y.

1933

*These Are But Two of the Hundreds of Newspaper Advertisements That Called Attention to the Day Last Year. Right: Mickey Mouse the Motif in the Announcement of Schuster's, Milwaukee. Below: Telling the Denver Children All About It.*



## Children's Day - June 18

### Turrible Tige

CHILDREN'S DAY JUNE 18 TH

# ...for National Children's Day

## This Is What Lewis' Will Do...

TOY TOWN FIFTH FLOOR

**We're bringing to Toy Town**  
**A CHUCK—AND—CLOWN!**  
 A gay, gorgeous thing  
 That will make you want to sing!

**BUT—we do know this—**  
**The Lewis Store**  
 Will bring more fun than e'er before!

There'll be music with pep—  
 To help you keep step—  
 As you gayly march in the Big Parade!


**There'll be a cap for each head—**  
**Mr Lewis has said—**  
 A fashionable slum that adds to the fun  
 After the Party's really begun!

**There'll be animals and dancers—**  
**Acrobats and graces—**  
**Some Indians and Oryzes, too—**  
**We can't tell just what they'll do!**

**The Clowns are so funny—**  
**The Animals, too—**  
**You'll be surprised at what they do!**


**At the end—a Grand Finale—**  
**The Lady of the Rings—**  
**As she twirls and swings**  
**On the perfectly splendid Out-Door**  
**Throng!**

**So—Come to Lewis'—on Children's Day**  
**And join in the fun and "make-believe" play**  
**At the "Party" at 2—in the afternoon—**  
**On Saturday—the eighteenth of June—**  
**We promise you won't forget it soon!**




**"Tickletoes"**  
**\$1.50**

"Tipp-Flash" Rubber baby. Real fingers and toes. Rolls her eyes and squeals with her own layette.  
 Only \$1 to \$5




**Pistol Flash**  
**50c**

"Click on the trigger, nickel or gunmetal finish. Looks like a gun—works like a flash!"




**Magic Lantern Flash**  
**\$1.65**

Includes: Lamp—bulb—battery—telescope slides. Powerful 2-cell Flash, or can be fastened on bicycles on a coat button. Take off glass, attach magic-lantern telescope lens—show pictures. Complete. Sold—only at Lewis'.




**Doll With Layette**  
**\$1**

All-composition doll, sweet, interesting face, cuddly body. Complete layette, dress with pink bow, gertrude, diaper-knit booties and cap. A darling little baby doll, just the right size to cuddle. Complete with layette.



**Come to Toy Town—Fifth Floor—at Lewis'**



No. 3rd at W. Garfield No. 12th and W. Villet W. Mitchell at So. 1st  
Concord 2000 Marquette 5300 Mitchell 4000

**Children's Day**  
**Saturday,**  
**June 18**

A day to promote healthful outdoor play among the children of America! Public playgrounds and the kiddies' own backyards should be scenes of big activity today.

Minnie Mouse play  
suit for club members  
and others.

**\$1.98**

Mickey Mouse play  
suit will mean lots of  
fun for Sonny.

**\$1.98**

**Other Character Play Suits, \$1 to \$2.25**

# OUTDOOR TOY SALE

Gay wood sail  
boats that  
really sail.

89c

Pictured are just a few of outdoor toys we have at special prices today.

**\$4.48**    **Veloci-**  
**pede** with ad-  
**justable** seat.

All-steel Dump  
with rubber  
wheels.

**\$3.98**

89

A black and white illustration of a vintage bicycle with a large front wheel and a smaller rear wheel. A bicycle trailer is attached to the rear, containing a long, thin object, possibly a tool or a piece of wood. The background is a dark, textured grey.

## PLAYTHING

## Look Ahead

HAVE you ever considered the significance of the fact that the eye of the human being looks straight ahead in contrast to those of other animals, which can look sideways and in some cases backwards. Nature has a reason for everything it does. The human being represents the greatest progress of the animal kingdom. He looks ahead. He sees the things to come rather than those which are behind or which follow him. He strives toward a goal rather than fleeing from the pursuit of a real or imaginary enemy or disaster. It seems to me that at this time it would be wise to bear in mind the fact that our eyes are built to look forward with. If we face the future, if we set a goal and strive for that goal, we will accomplish infinitely more than by gazing dolefully at the four years of depression or regretfully at the previous few years of hectic expansion. The things that are past should serve as a lesson for future action, not as a focus for the attention of our thoughts. Many desirable things are ahead of us if we will only look for them.

## Game Assortments

IN talking to a game salesman the other day I was very much impressed with his argument that with a very limited outlay either in space or money the average store could do a profitable and continuous business in games. Today manufacturers of games present a wide variety suitable for people of all ages. The dealer could buy an assortment which would appeal to the man of sixty as well as to the boy or girl of six or under. By making use of the knowledge and experience of the game salesman such an assortment could be made almost sure-fire.

## New York Metropolitan Area Line-Up

SINCE the first of the year there has been an unusually large number of changes in the toy buying offices of the department stores in the New York Metropolitan Area. During the next four or five months these buyers will be active and for the convenience of our out-of-town subscribers we list the names of the buyers and the stores they are connected with.

### New York City

Store	Location	Buyer
B. Altman & Co.	Fifth Ave. & 34th St.	*Mrs. Pauline Kahn
Bloomingdale Bros.	Third Ave. & 59th St.	M. K. Stern
Gimbel Brothers	Sixth Ave. & 33rd St.	H. L. Loewenherz
Hearn Dept. Stores	20 West Fourteenth St.	Miss H. Manupelli
Lord & Taylor	Fifth Ave. & 38th St.	Miss H. Murphy
R. H. Macy & Co.	Broadway & 34th St.	*R. Wolfe
James McCreery & Co.	5 West 34th St.	*G. W. Wade
Saks Fifth Avenue	Fifth Ave. & 50th St.	Mrs. M. Snyder
Stern Brothers	41 West 42nd St.	*Wm. D. Redmond
John Wanamaker	Broadway & 10th St.	*A. W. Blessin

### Brooklyn

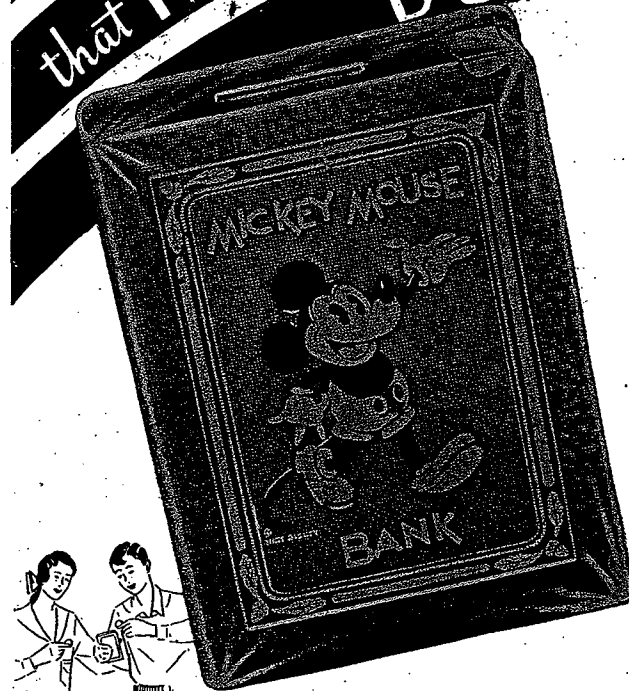
Abraham & Straus	422 Fulton St.	R. Wanstall
Fred'k Loeser & Co.	484 Fulton St.	H. C. Bladel
A. I. Namm & Son	452 Fulton St.	A. Magoline

### Newark

L. Bamberger & Co.	131 Market St.	*C. W. Jennings
Hahne & Company	Broad & New Sts.	*J. Purkell
Kresge Dept. Store	711 Broad St.	L. Shoneman

\*Denotes change in buying office since January 1st.

The BANK that "INTEREST" BUILT!



**MICKEY MOUSE BANK**  
a Nationally popular item!

RETAILS FAST  
at 59¢ each



**POPULAR APPEAL  
POPULAR PACKAGE  
POPULAR PRICE**

No. 1003—Individually wrapped in cellophane and packed one dozen in a colorfully attractive display dispenser, as pictured to the left.

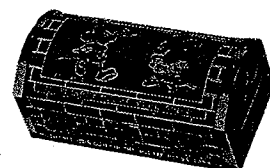
No. 1005—Special Juvenile unit. Each bank wrapped in cellophane and packed in an individual gift box (pink for girls and blue for boys). Nested 12 to box. Evenly assorted colors.

No. 1006—Each bank wrapped in cellophane and packed in an interestingly illustrated individual gift box.

Two lively counter display cards are included free with each order for one dozen banks.

### "Mickey & Minnie" Treasure Chest

A companion value. Mickey and Minnie realistically represented as advocates of juvenile thrift. Available in assorted colors and in infant combinations of pink and blue. Cellophane wrapped. Attractively boxed. Retailers profitably at 75¢ each.



Write for Descriptive Literature of Our Complete "Bank" Line!

**ZELL PRODUCTS CORP.**

**536 BROADWAY**

**NEW YORK**

We will appreciate your courtesy in mentioning PLAYTHINGS

134





Young America  
Banks in the...

★ **MICKEY MOUSE BANK**



Size:  
4 1/2" x 3" x 1"  
Leatherette  
covered  
Cellophane  
wrapped

"Mickey"  
Realistically  
Embossed in  
Colors

IT'S A *Safe* SALES INVESTMENT  
FOR YOU!

Safe because \*Mickey Mouse Banks, (exclusively licensed), are nationally popular! They move profitably off counters with a rapidity that pleases the jobber and the retailer. Two lively counter display cards are included free with each order for one dozen banks.

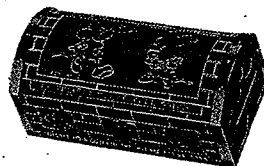
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No. 1006—Each bank wrapped in cellophane and packed in an interestingly illustrated individual gift box.



### POPULAR PACKAGE

Individually wrapped in cellophane and packed one dozen in a colorfully attractive display dispenser, pictured above.



"Mickey & Minnie" Treasure Chest  
A companion value. Mickey and Minnie realistically represented as advocates of juvenile thrift. Available in assorted colors and in infant combinations of pink and blue. Cellophane wrapped. Attractively boxed.

Write for Descriptive Literature of Our Complete "Bank" Line!

**ZELL PRODUCTS CORP.**

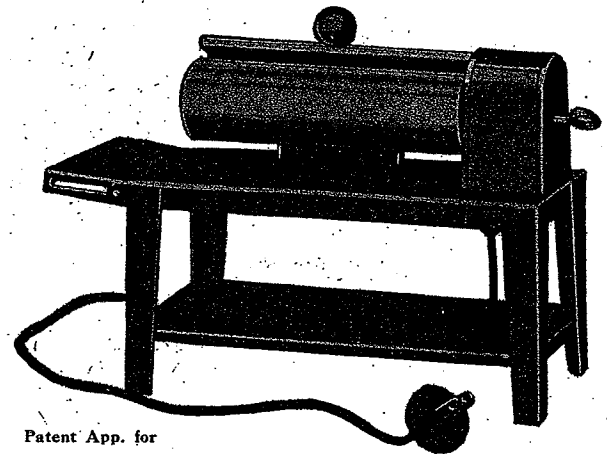
536 BROADWAY

NEW YORK

We will appreciate your courtesy in mentioning PLAYTHINGS

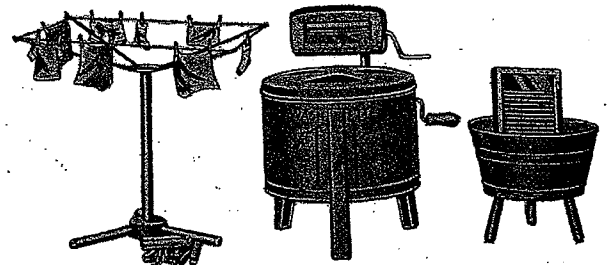
## TOYS WITH CHILD APPEAL

DE LUXE MANGLE NO. 175

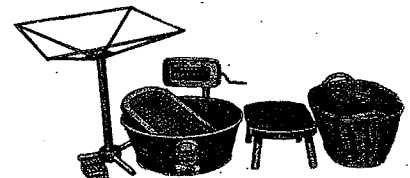


Patent App. for

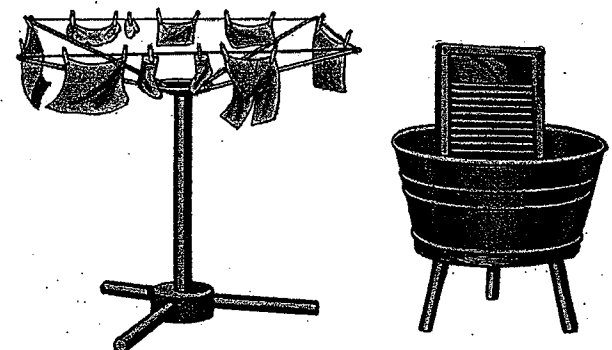
WASHETTE SET NO. 180



MODERN MISS NO. 183



TINY TOT SET NO. 181



• Colorful, Educational, Artistic. A line of proven sellers retailing from 25c to \$1.00.

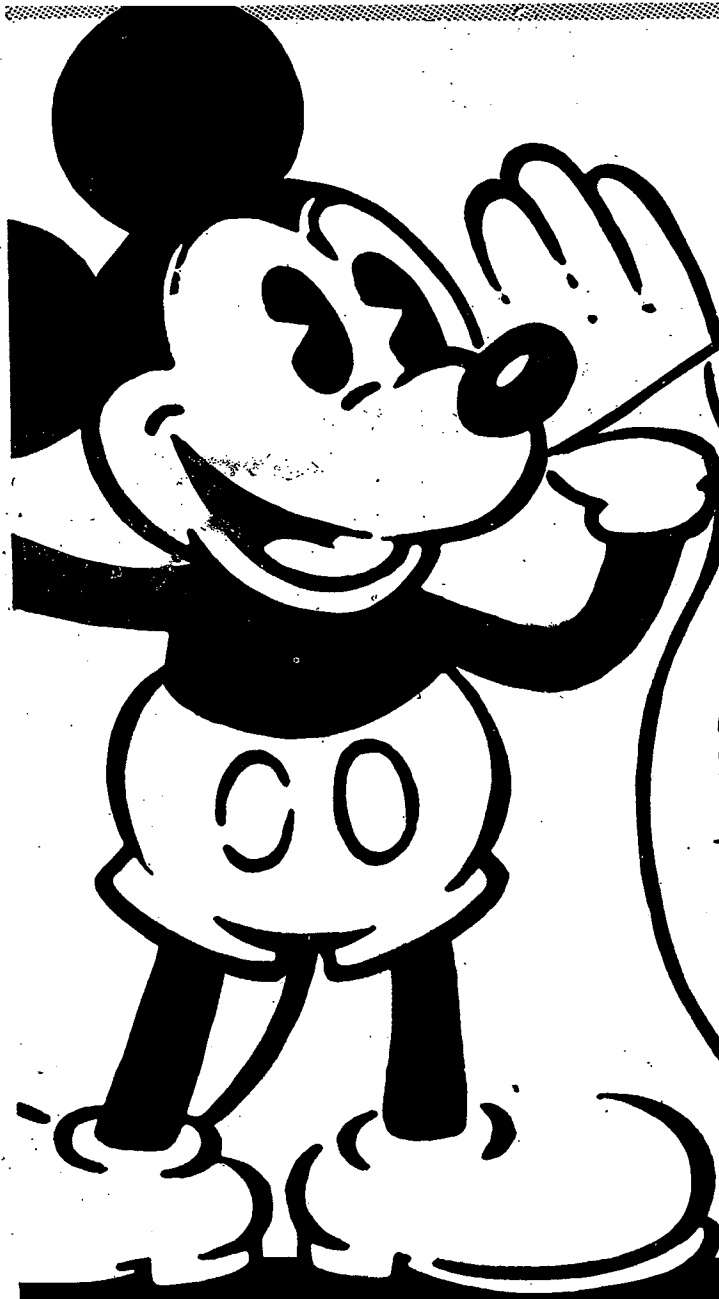
**BUFFALO TOY & TOOL WORKS**

New York Office: 200 Fifth Avenue

BUFFALO

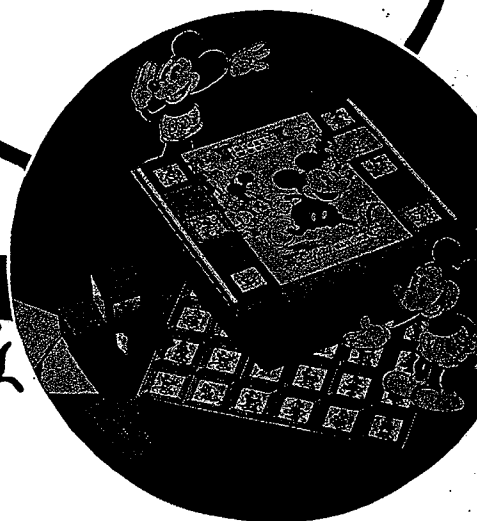
NEW YORK

134



WHHOOO OOHOO!

HALSAM SAYS...  
I GOTTA GO ON THE  
SQUARE! AN' MINNIE  
HORACE, CLARABELLE AN'  
PLUTO TOO - SO HERE WE  
ARE ON PARADE IN THESE  
EXCLUSIVE SETS OF  
MICKEY MOUSE BLOCKS  
THAT HALSAM HAS  
READY. - I'LL BE  
SEEIN' YOU - *Mickey*



## *Again* HALSAM *Leads*

In securing the exclusive rights to use "MICKEY MOUSE", in all his quaint poses, on their lines of Blocks, Checkers and Dominoes, Halsam again greets you with three new features that will stimulate your sales and create new business.

- FIRST—A new line of Halsam Safety Blocks is ready, on which "Mickey" and his friends are embossed in brilliant colors.
- SECOND—On this line is introduced a new VIBRATING COLOR border.
- THIRD—A new STIPPLED BACKGROUND enhances the colorful beauty of these blocks.

If you've not received your sample set, write at once—you'll want to be first to introduce this line to your trade.

**MICKEY MOUSE  
SAFETY BLOCKS**

*By Halsam*

LICENSED BY  
WALT DISNEY ENTERPRISES

**HALSAM PRODUCTS CO., Inc., 4114-4124 Ravenswood Ave., Chicago, Illinois, U. S.**  
NEW YORK SALES OFFICE AND DISPLAY—FIFTH AVENUE BUILDING, 200 FIFTH AVENUE, NEW YORK

When writing to Halsam Products Co., Inc., will you please mention PLAYTHINGS?

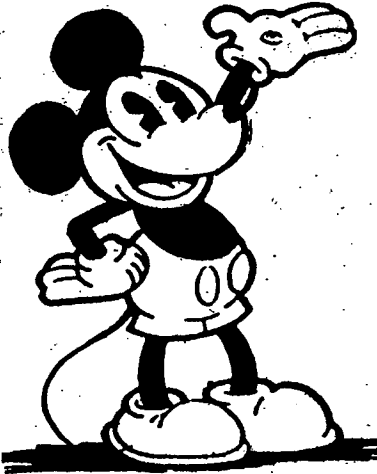
134



# GAMES

AND

## PAINT AND CRAYON SETS



PROFITABLE SELLERS

At

POPULAR PRICES

For

BOYS, GIRLS and ADULTS

*Including*

MANY MICKEY MOUSE NUMBERS

### MARKS BROS. CO.

288 A STREET BOSTON, MASS.

*New York Showroom: 200 FIFTH AVENUE*

## *Full Speed Ahead!*

We are pleased to announce that our new factory at Clinton, Mass., is now in full production.

All orders which we have on hand for immediate delivery are now being shipped and all orders on file for future deliveries will be shipped on dates specified.

**RALPH A. FREUNDLICH, INC.**  
SHOWROOM: 200 FIFTH AVE. NEW YORK  
FACTORY: CLINTON, MASS.

## FREUNDLICH DOLLS

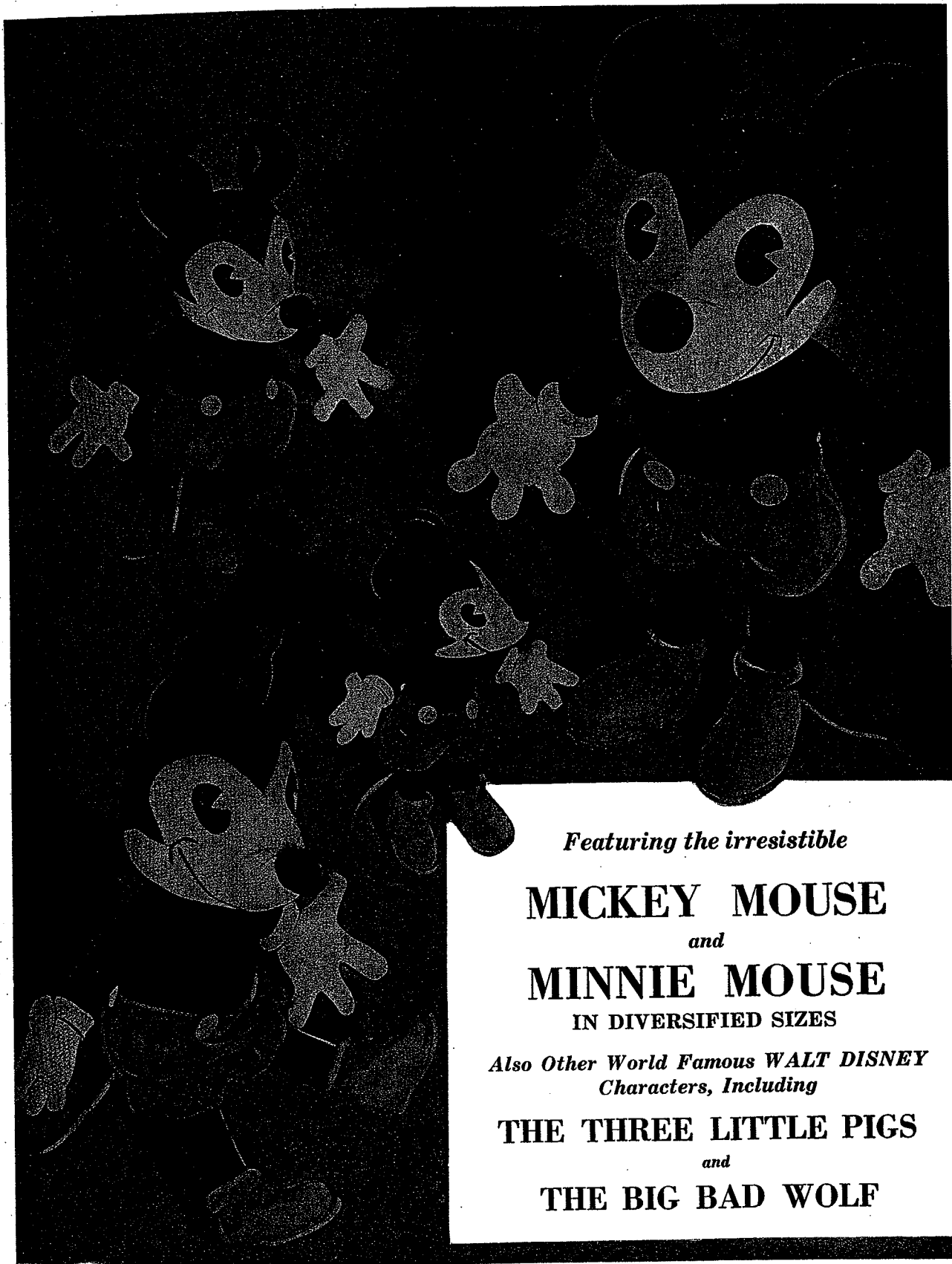
We will appreciate your courtesy in mentioning PLAYTHINGS

34



## Here's Young America's Nation Banking System! <sup>134</sup>

Mickey Mouse Banks have become a thriving business institution — a steady source of sales and profit to jobber and retailer. Line is interestingly present attractive packaged—popularly priced . . . you can on results! Effective display material furnished free. They'll re-pay your interest—with INTEREST! . . . Write T ZELL PRODUCTS CORP., 536 B'WAY., NEW YORK



*Featuring the irresistible*

**MICKEY MOUSE**

*and*

**MINNIE MOUSE**

**IN DIVERSIFIED SIZES**

*Also Other World Famous WALT DISNEY  
Characters, Including*

**THE THREE LITTLE PIGS**

*and*

**THE BIG BAD WOLF**

**KNICKERBOCKER TOY CO., INC.**

LEO WEISS, Pres.

*Manufacturers*

I. COWEN, V. Pres.

*America's Premier Line of Stuffed Animals*

**85 FIFTH AVENUE NEW YORK**

