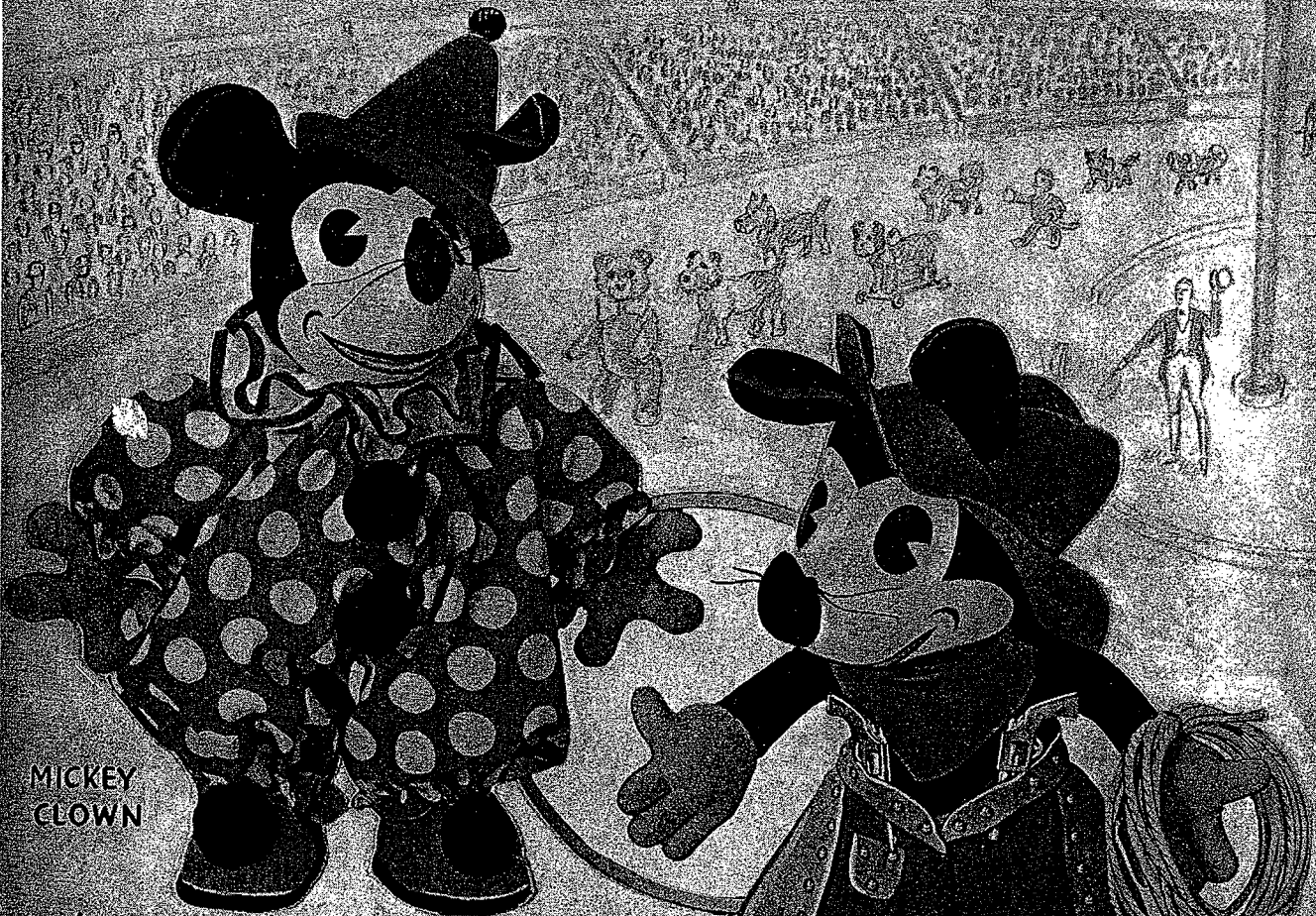


1935

# Meet the New Stars of the **TOY FAIR CIRCUS**



MICKEY  
CLOWN

TWO-GUN  
MICKEY

©  
WALT DISNEY ENT.

*The World's Best Known  
Characters -*

Mickey Mouse Is 'Art'  
To Chicago's Institute

Big, Bad Wolf and 3 Little  
Pigs Also Honored  
CHICAGO, Dec. 10. - Those  
three pigs and the

Mickey Mouse Backed  
By League of Nations

GENEVA, April 10. (UP) -  
Motion pictures based on the life  
of the bee or ant and the ad-  
venture of Mickey Mouse, in-  
cluding the adventures of Holly-  
wood and Hollywood

Mickey Mouse  
Makes British  
Who's Who, '34

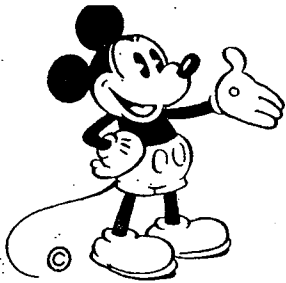
So Do Stalin, Dr. Dumas  
and Alan Villiers, but  
Hitler, Lady Peel  
Freud Co.

British Art Guild Honors  
Mickey Mouse Creator

WIRELESS TO THE NEW YORK TIMES.  
LONDON, April 19. - Sir Edwin  
Luswinton, Bernard Shaw, the  
Earl of Crawford, Laurence Bin-  
yon and a host of Royal Acad-  
emicians, artists, architects, sculpt

**TOY FAIR CIRCUS and PERMANENT SHOW ROOM**  
at **85 FIFTH AVENUE, NEW YORK** Corner 16<sup>th</sup> Street

**KNICKERBOCKER TOY CO.** LEO WEISS, Pres.  
I. COWEN, V. Pres.



# MICKEY MOUSE

SENSATIONAL success over the holidays, the MICKEY MOUSE Stamping and Coloring Set by FULTON continues to pack 'em in! A popular, dollar number, the set makes it possible for youngsters to work out a complete continuity of Mickey's antics, with all the well known characters:

MICKEY MOUSE  
MINNIE MOUSE

HORACE HORSE COLLAR  
PLUTO THE PUP

CLARABELLE COW  
THE GIANT

1935  
RETAIL \$1.00

## A CONSISTENT PROFIT MAKER

Set complete with characters above in rubber stamps, stamp pad with washable ink, color crayons, ruler and paper.

OTHER SUBJECTS

(Including THE THREE LITTLE PIGS and LITTLE RED RIDINGHOOD)

25c	50c	\$1.00	Retail
OUR ARMY	FULTON CIRCUS	MOTO STAMPS	
FARM & JUNGLE	WILD WEST	ANIMAL STAMPS	

Write for full information.

# FULTON SPECIALTY CO.

ELIZABETH, N. J.

Sales Office: 200 Fifth Ave., New York, N.Y.

TOY FAIR VISITORS:  
See our Permanent Exhibit, Room 411—200 Fifth Ave., N. Y. C.



# WEEDEN MANUFACTURING CO.

NEW BEDFORD, MASS.

Manufacturers of

# TOY STEAM ENGINES

Alcohol and Electrically Heated

Will exhibit in ROOM 928, HOTEL McALPIN

Broadway at 34th Street

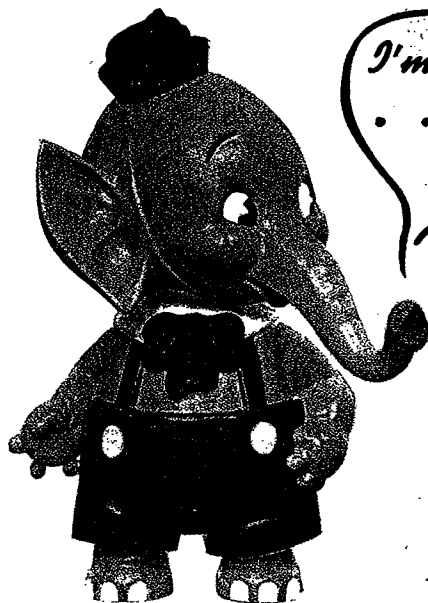
NEW YORK CITY

from April 1st to April 20th

Display in charge of WILLIAM RITCHIE

All Electrically Heated  
Engines are listed  
by the  
UNDERWRITERS'  
LABORATORIES

We will appreciate your courtesy in mentioning PLAYTHINGS



*I'm Elmer Elephant  
• • You'll Like My  
Sales Action*

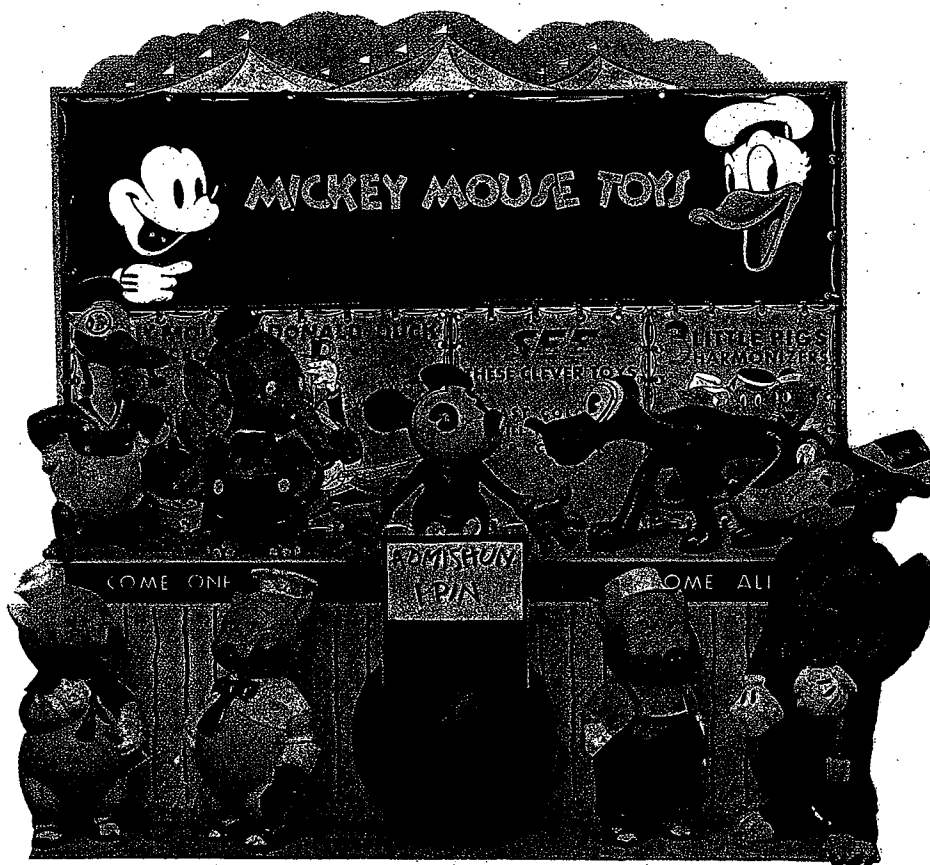
1937

## PROFIT CARNIVAL of Exclusive Feature RUBBER TOYS

**SEE THEM  
AT THE SHOW!**

**Rooms 867-869  
Hotel McAlpin  
New York City  
APRIL 5-17th**

**Write for the  
Complete Seiberling  
Toy Catalog**



### **MOLDED RUBBER CHARACTERS**

including Elmer Elephant, Donald Duck, Mickey Mouse, the Three Little Pigs, Pluto the Pup, and the Big Bad Wolf.

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including Donald Duck, Pluto the Pup, Mickey Mouse, the Big Bad Wolf.

### **SPONGE RUBBER PLAY BALLS**

including a complete size assortment of plain and veneered finish balls with or without Popeye the Sailor, Mickey Mouse or Donald Duck imprint.

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including all popular sizes with or without Popeye the Sailor, Mickey Mouse or Donald Duck imprint.

• All Seiberling Products Are American Made •

**SEIBERLING LATEX PRODUCTS CO.**  
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1937-PLAYTHINGS

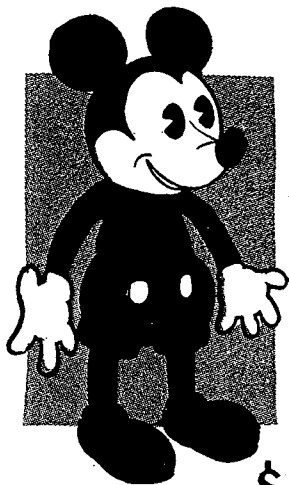
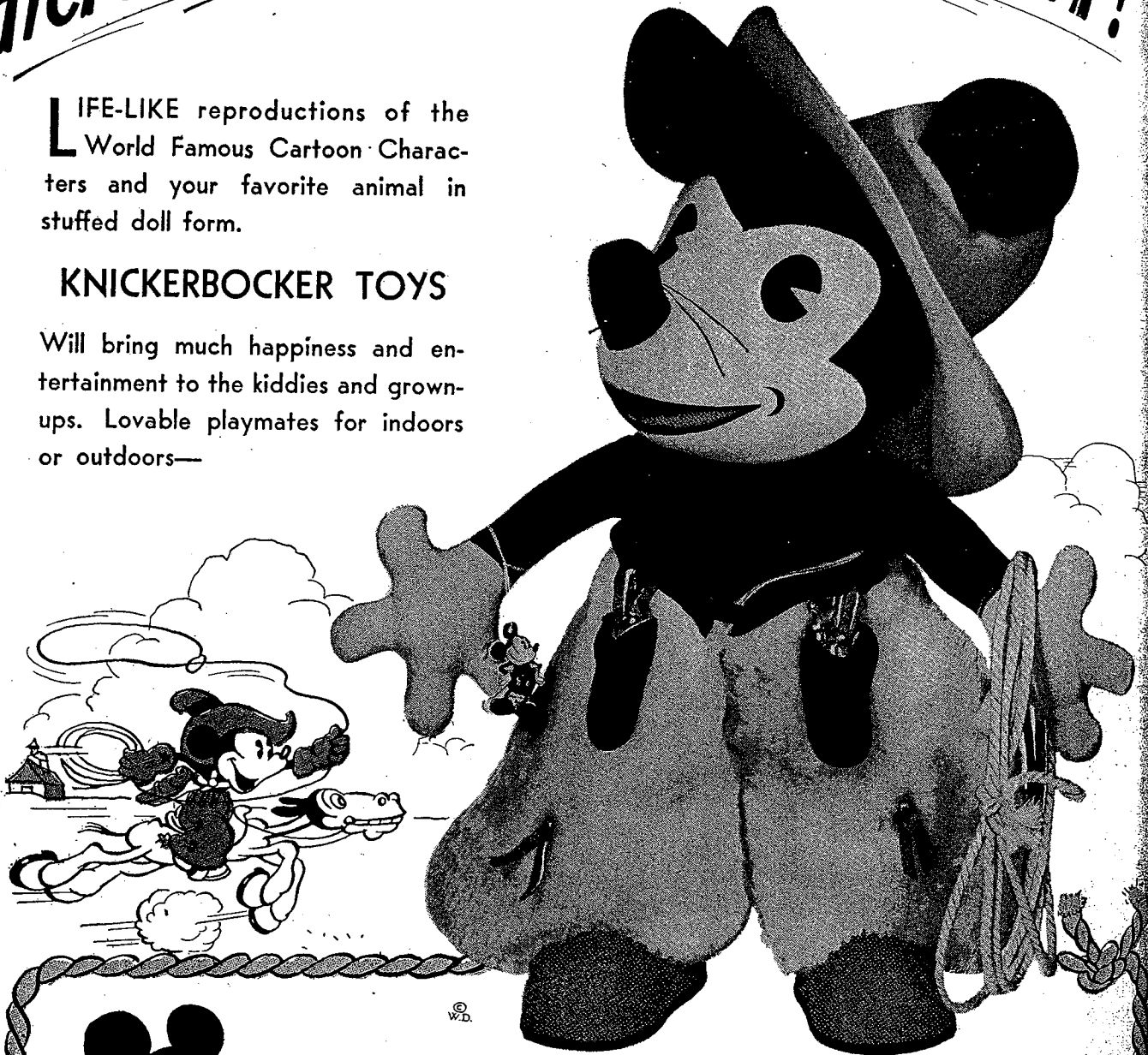
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# Here he is! TWO-GUN MICKEY!

LIFE-LIKE reproductions of the World Famous Cartoon Characters and your favorite animal in stuffed doll form.

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Will bring much happiness and entertainment to the kiddies and grown-ups. Lovable playmates for indoors or outdoors—



**MICKEY  
MOUSE**  
**\$1<sup>00</sup>** AND  
UP

**TWO-GUN  
MICKEY**

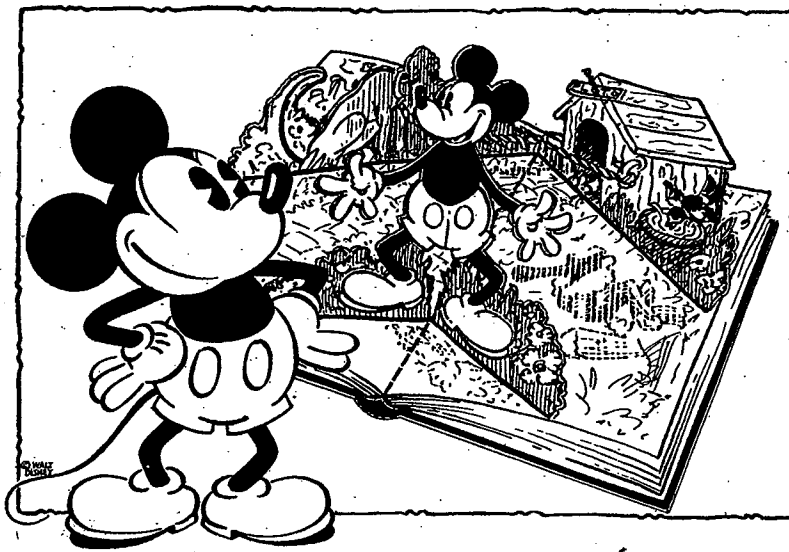
**2<sup>00</sup>** AND  
UP

This page appears in November Mickey Mouse Magazine reaching about 1,000,000 readers.

**KNICKERBOCKER TOY CO., INC.**

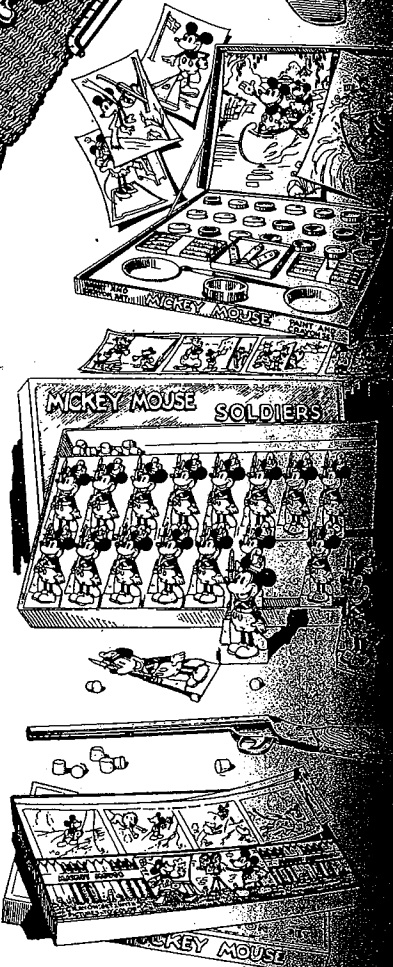
85 FIFTH AVENUE . . . NEW YORK CITY





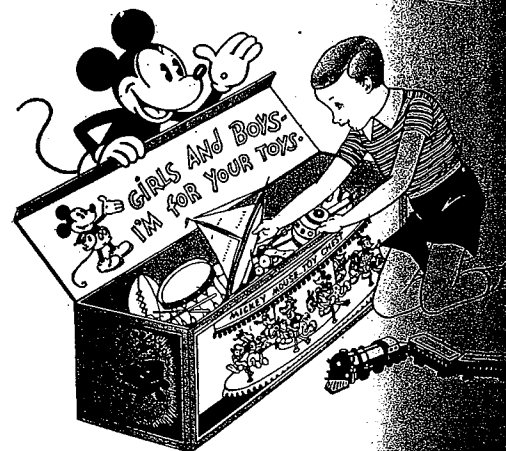
# Prepare for a Mickey Mouse Christmas

Toy Chests by Odora Manufacturing Co., watches by Ingersoll, jewelry by Cohn & Rosenberger, dolls by Borgfeldt, games by Marks Brothers, books by Blue Ribbon, McKay, Saalfeld and Whitman, lithographed metal toys by Ohio Art Co., sporting goods by Draper-Maynard, pencil sets by Dixon, greeting cards by Hall Brothers . . . comprising hundreds of attractive Mickey Mouse items are all available for the present holiday season's business. . . . Are you prepared to meet the tremendous consumer demand that has been created for Mickey Mouse articles?



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**NEW YORK**

*Exclusive Representative*  
**WALT DISNEY ENTERPRISES**



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Direct from Original 35 mm. Master Negatives insuring top quality reproduction in 16 mm. and 8 mm.

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31 DONALD DUCKS

We produce all the above plus over 500 subjects in Charlie Chaplin . . . Christie Comedies . . . Westerns . . . Travelogues

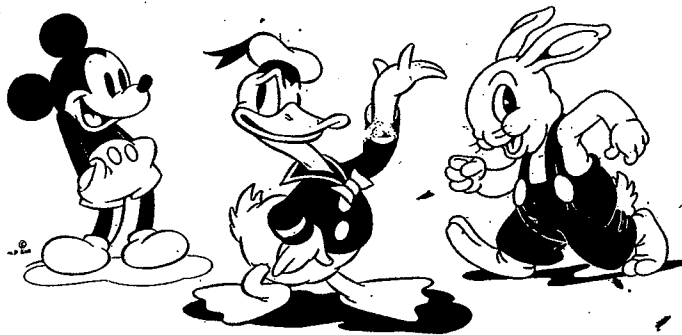
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"MEANY, MINY, MOE" The 3 Wise Monkeys (18 New Subjects)  
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COMPLETE 16 mm. ASSORTMENT (9 Dozen films in all) 4 Dozen 100 foot subjects—3 Dozen 50 foot subjects—2 Dozen 25 foot subjects—Assorted Mickey Mouse, Donald Duck, Oswald Rabbit, Westerns, Chaplin and Christie Comedies and Travel subjects.

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**RETAIL VALUE OVER \$200.00**

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**YEAR ROUND SERVICE**—As prints are sold from your assortment you can fill in, by ordering the numbers needed.

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Three, 30 inch high, cut-outs in full color of Mickey Mouse . . . Donald Duck . . . Oswald Rabbit  
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**RETAIL PRICE \$2.00**

**DONKEY DERBY**, A NEW game representing a combination of roulette and anagrams—introduced by leading department stores last Christmas—You will want this fascinating game for your trade this year.

**SEE OUR EXHIBIT AT THE TOY FAIR**  
**Room 974 McALPIN HOTEL**

# Donkey Derby

The Game with the Big Kick

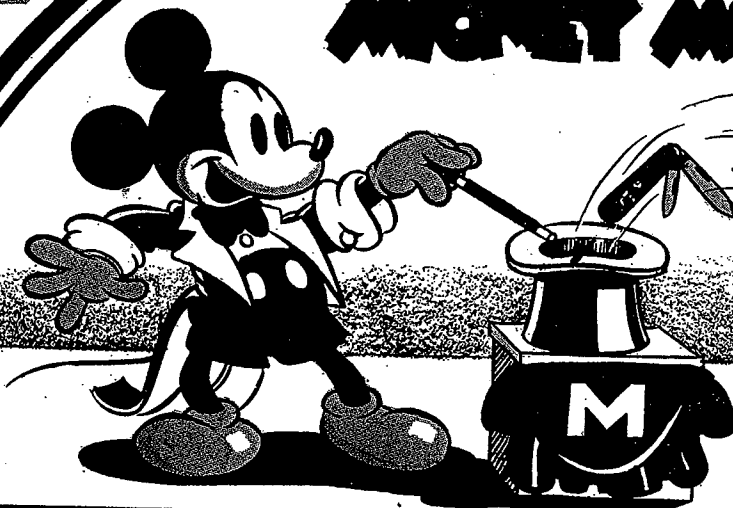
## DERBY GAMES COMPANY INC.

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# PLAYTHING

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MICKEY MOUSE, THE WORLD'S GREATEST  
MAGICIAN, AS WELL AS SALESMAN, PLAY-  
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LIONS OF CHILDREN EVERY DAY IN THE YEAR.

MICKEY MOUSE MERCHANDISE IN YOUR  
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PROFITS, FOR THE SWEETEST MUSIC OF ALL  
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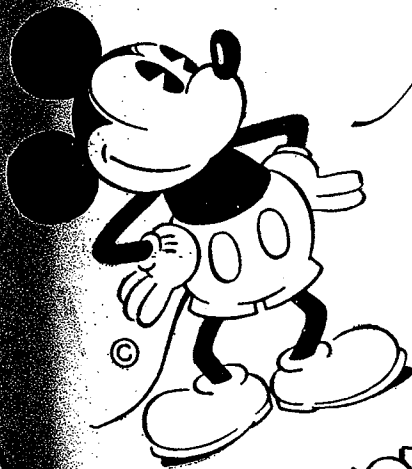


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# Mickey Mouse and Walt Disney Character

Toys, Dolls, Games, Books, Wheel Goods

- |   |                                  |  |                                |
|---|----------------------------------|--|--------------------------------|
| <b>Alexander Doll Co.</b><br>20 West 22nd Street, New York.       | Dolls                            | <b>Mengel Co.</b><br>McAlpin 303                                     | Shoo-Flies, Rocking Toys, etc. |
| <b>American Merri-Lei Corp.</b><br>28 West 23rd Street, New York. | Party Goods                      | <b>Movie Jecktor Co.</b><br>200 Fifth Avenue, New York.              | Toy Projectors                 |
| <b>Borgfeldt, Geo., Corp.</b><br>46 East 23rd Street, New York.   | Toys, Dolls                      | <b>McKay, David Inc.</b><br>286 Fifth Avenue, Room 408.              | Story Books                    |
| <b>Bryant Electric Co.</b><br>Bridgeport, Conn.                   | Hemcware Dishes                  | <b>Oak Rubber Co.</b><br>10 Frelinghuysen Ave., Newark, N. J.        | Toy Balloons                   |
| <b>Colson Manufacturing Co.</b><br>McAlpin 461                    | Velocipedes                      | <b>Ohio Art Co.</b><br>McAlpin 850-852                               | Sand Toys, Metal Tea Sets      |
| <b>Dayton Toy &amp; Specialty Co.</b><br>McAlpin 402-404          | Wheel Goods                      | <b>Parker Bros.</b><br>175 Fifth Avenue, N. Y.                       | Silly Symphony Games           |
| <b>Dolly Toy Co.</b><br>200 Fifth Avenue, Room 451.               | Climbing Mickey Mouse            | <b>R. C. A. Victor Corp.</b><br>153 E. 24th Street, New York.        | Phonograph Records             |
| <b>Einson Freeman Pub. Co.</b><br>200 Fifth Avenue, Room 534.     | Games, Electric Questioner, etc. | <b>Reliance Picture Frame Co.</b><br>460 West 34th Street, New York. | Pictures                       |
| <b>Fischer-Price Toys, Inc.</b><br>200 Fifth Avenue, New York.    | Wooden Toys                      | <b>Richmond School Furniture Co.</b><br>200 Fifth Avenue, Room 408.  | Blackboards.                   |
| <b>Fulton Specialty Co.</b><br>200 Fifth Avenue, Room 411.        | Rubber Stamp Sets                | <b>Saalfeld Publishing Co.</b><br>200 Fifth Avenue, Room 445.        | Illustrated Books              |
| <b>Halsam Products Co.</b><br>200 Fifth Avenue, Room 463.         | Toy Building Blocks              | <b>Sackman Bros. Co.</b><br>McAlpin 429.                             | Play Suits                     |
| <b>Hill N. N. Brass Co.</b><br>1107 Broadway, New York.           | Bells, Pull Toys                 | <b>Salem China Co.</b><br>1170 Broadway, New York.                   | Chinaware                      |
| <b>Kilgore Co.</b><br>200 Fifth Avenue, New York.                 | Bubble Buster Popgun             | <b>Sieberling Latex Products Co.</b><br>McAlpin 865-867.             | Rubber Dolls, Balls, etc.      |
| <b>Knickerbocker Toy Co.</b><br>85 Fifth Avenue, N. Y.            | Stuffed Dolls                    | <b>Toy Kraft Co.</b><br>200 Fifth Avenue, Room 457.                  | Pull Toys                      |
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| <b>Lionel Corporation</b><br>McAlpin 921-990-991.                 | Handcars, Trains                 | <b>Whitman Publishing Co.</b><br>200 Fifth Avenue, New York.         | Books, Playing Cards           |
| <b>Marks Bros. Co.</b><br>200 Fifth Avenue, Room 432.             | Games, Paint Sets, etc.          | <b>Wornova Mfg. Co.</b><br>1182 Broadway, New York.                  | Costumes                       |



*Mickey Mouse Says*

See me at the Toy Fair . . Your  
copy of the Mickey Mouse Toy  
Fair Directory is now ready

**WALT DISNEY**  
*Toy Fair*  
**DIRECTORY**

APRIL, 1935

*Write to*

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INCORPORATED

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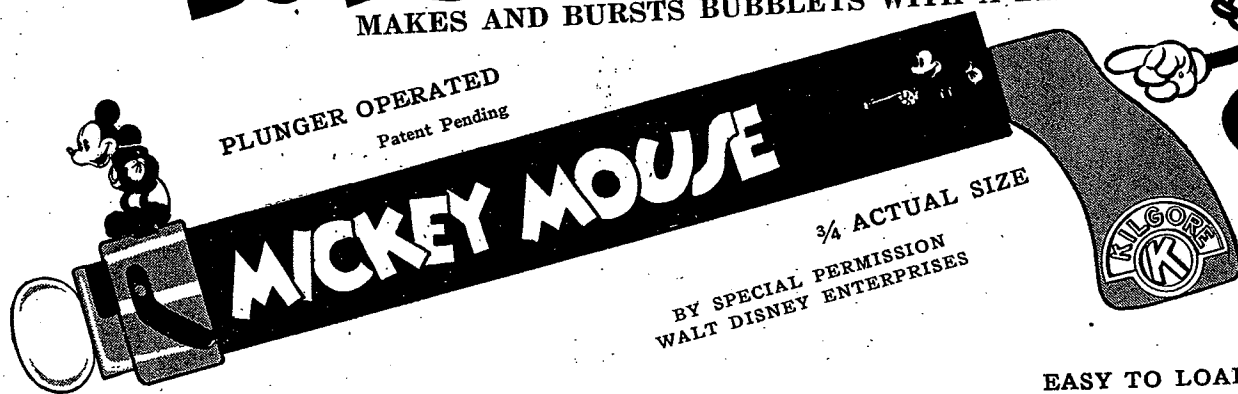


... AND **NOW!** ... THE

1935

# MICKEY MOUSE BUBBLE BUSTER

MAKES AND BURSTS BUBBLES WITH A BANG



EASY TO LOAD AND OPERATE

PACKED INDIVIDUALLY IN AN ATTRACTIVE THREE-COLOR  
MICKEY MOUSE DESIGN CARTON

Color—Action—Noise—all the attributes of a perfect toy. Strong and durable. Eight inches in length. One stroke of the plunger inflates rubber disc Bubblet to a diameter of  $1\frac{1}{4}$  inches, then bursts with a loud, sharp report.

An ideal celebration item for Fourth of July, Christmas, New Years, etc. Carrying appeal and interest for all year round sales.

Packed one-half gross to shipping carton. Weight per gross, 80 lbs.

*Kilgore*  
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BUBBLE  
BUSTER  
BUBBLES

Patent Pending

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IN AN ATTRACTIVE MICKEY MOUSE  
DESIGN TWO COLOR CARTON

**THE KILGORE MANUFACTURING CO.**

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TOY PAPER CAP PISTOLS AND  
TOY PISTOL PAPER CAPS



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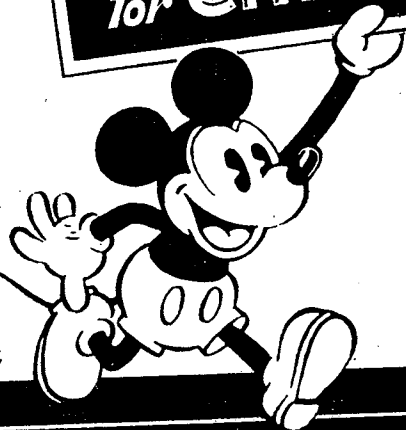
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1932

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## THESE FASCINATING NEW PLAY COSTUMES

LET Mickey and Minnie Mouse—America's best known children's movie "stars"—build business for your department. Mickey's pictures appear in over 10,000 theatres, in 140 newspaper comic strips—and now they are "on the air".

### MICKY AND MINNIE MOUSE COSTUMES

WILL BE SHOWN  
AT THE

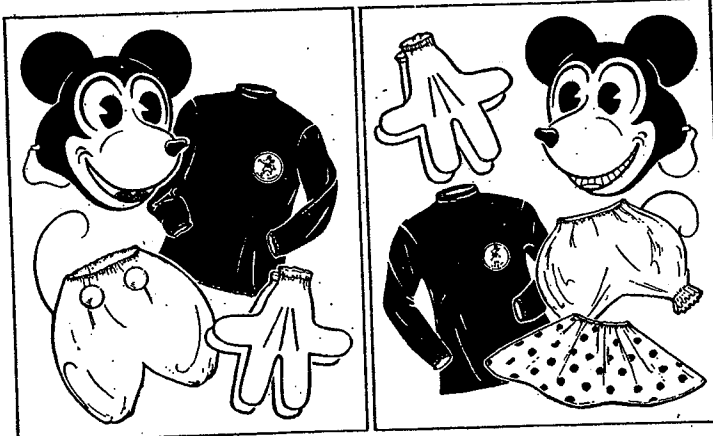
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APRIL 25 to MAY 5  
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Together with a complete line  
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