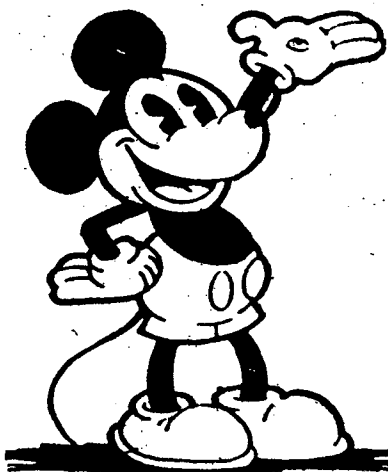


JUST OUT—

*And Just the Thing for
Year 'Round Sales*



© WALT DISNEY

MICKEY MOUSE

TRADE MARK REGISTERED

EXCLUSIVE LICENSE FROM WALT DISNEY

CHINA

TOY TEA SETS

Made in Bavaria

Beautiful, dainty little Toy Tea Sets, enlivened with colorful, intriguing pictures of the one and only Mickey Mouse and his friends, Minnie Mouse, Pluto the Pup, Clara Bell Cow and Horace Horse Collar. Popular prices plus an exclusive sales push never before given this class of merchandise; Mickey Mouse Toy Tea Sets belong in every up-to-date toy department.

A PRODUCT OF

SCHUMANN CHINA CORP

14 WEST 23rd STREET, NEW YORK

OPPOSITE FIFTH AVENUE BUILDING

The Chicago

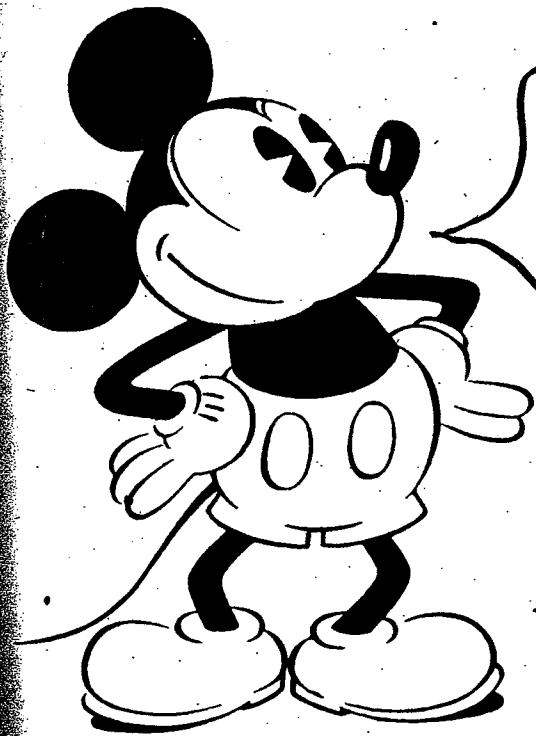
TOY FAIR NUMBER

OF PLAYTHINGS WILL ARRIVE NEXT MONTH

IT WILL BE ONE OF THE MOST INTERESTING
AND MOST IMPORTANT ISSUES THIS YEAR—

Watch for it!

We will appreciate your courtesy in mentioning PLAYTHINGS.



MR. JOBBER
WRITE FOR
DETAILS.

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MICKEY MOUSE

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TOY SECTION?

Write for Details to

MARKS BROTHERS CO.

LICENSEES

GAMES, TOYS, NOVELTIES, etc.

288 A Street

Boston, Mass.

New York Salesroom: 200 Fifth Avenue, Room 432

When writing to Marks Brothers Co., will you please mention **PLAYTHINGS?**

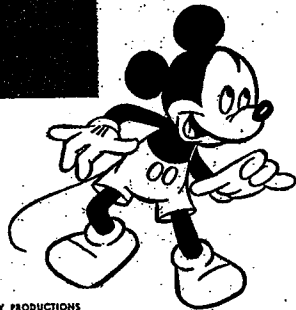
WALT DISNEY

SHOOFLYS *by* FLEISCHMAN

*S*turdy, beautiful Shooflys, hand-screened in full, brilliant oil colors! Outside and inside finished with special plastic coating for luster and long life. Large size 32 by 22 inches, in high grade selected plywood . . . the seats, trays, foot rests and handlebars of high quality hardwoods.

ORDER TODAY FOR ASSURED DELIVERY

Minimum Order 6 of each; packed 6 to carton; weight, 50 pounds



© WALT DISNEY PRODUCTIONS



Order from this Convenient Coupon

FLEISCHMAN MFG. CO., 121 W. 19th St., New York City 11

Please ship to us the following:

No.	Quantity	Walt Disney Shooflys	Price	Total
800		DONALD DUCK	\$4.80 ea.	
801		MICKEY MOUSE	\$4.80 ea.	
802		BAMBI the Deer	\$4.80 ea.	
Total amount of order				

Terms 2% 10 days F.O.B. Factory

STORE NAME

*Jan - June
1945*

to!

S

C.

N. Y.

! SOUND! THEY SWAY! THEY PLAY!

WALT DISNEY SWAY-PLAYS

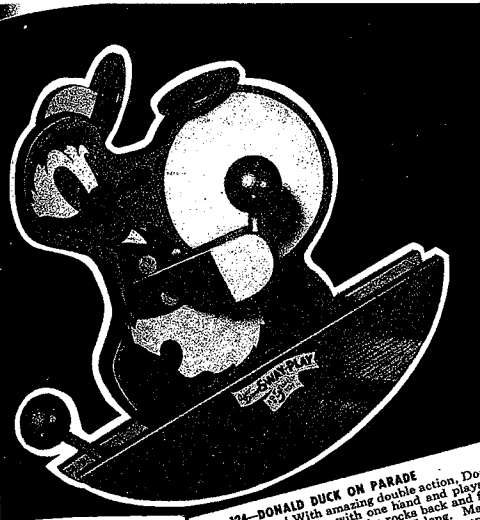
PATENTED MECHANICAL ACTION
ADAPTED TO DISNEY'S FAMOUS CHARACTERS

- ★ Solidly Constructed from Fine Materials
- ★ Decorated With Brilliant Non-Toxic Paints
- ★ All Toys in Brilliant Full Color by Disney
- ★ High Hard Gloss Finish that spells Quality
- ★ Streamlined Self-Seller Box-Loaded with Attraction and Appeal

RETAIL PRICE \$2.00 EACH

O.P.A. Approved

Dealer Discount 40% Off



NO. 124—DONALD DUCK ON PARADE
Clang! With amazing double action, Donald beats the bass drum with one hand and plays the cymbals with the other as he rocks back and forth. Toy is 9" high, 2 1/4" wide, and 9" long. Material and finish same as Mickey. Figure screened in white, blue, black and orange. 2 doz. to carton—approximate shipping weight—21 lbs.
©Walt Disney Productions—Mechanical pat. pending No. 582016



NO. 123—MICKEY MOUSE AND PLUTO PLAY BALL
Mickey and Pluto "smack" the ball back and forth as they rock. Toy is 8" high, 2 1/2" wide, and 11 3/4" long. Hard spruce rocker finished with 2 coats of special sheen hard gloss lacquer. Figures of Mickey and Pluto 3/4" fine fir plywood. Silk screened both sides in red, black, and tan. 2 doz. to carton—approximate shipping weight—18 lbs. to carton.
©Walt Disney Productions—Mechanical pat. pending No. 582015

NO. 125—GOOFY THE DRUMMER
With hilarious dignity and flopping ears, Goofy beats the snare drum with real drumming sound as he rocks. Toy is 10 1/2" high, 1 1/2" wide, and 9" long. Material and finish same as Mickey. Figure silk-screened in black, blue, orange, and white. 2 doz. to carton—approx. shipping weight—16 1/2 lbs.
©Walt Disney Productions—Mechanical pat. pending No. 582017.



Minimum Shipping Container
2 Dozen F.O.B. Chicago



BOX STREAMLINED TO SELL ON SIGHT!
Each toy is packaged in unusually colorful and distinctive display box. Against background of Sway Plays done in true Disney tradition a large illustration immediately tells customers what they're getting.

RUSH ORDERS TO REMINGTON-MORSE

Division of Hamilton Ross Industries

666 Lake Shore Drive, Chicago 11, Ill.

2 Park Ave., New York 16, N.Y.

30 Million Kids

see **SUN** characters on

DISNEY WHEEL TOYS

SAFE, DURABLE, COLORFUL! Molded rubber can't hurt little toddlers . . . or furniture. Paint won't splinter or chip. Turnable heads safely locked on.

© Walt Disney Productions



1955

No. 12017

No. 12018

No. 12019

No. 12020

No. 12021 Wheel Toy Assortment. 3 each of 12017, 12018, 12019, 12020. Packed 1 doz. Wt. 7¼ lbs.

No. 12017 Fire Engine with Mickey and Donald in bright red only. 6¾" long, 4" high. 1 doz. to carton. Wt. 7¾ lbs.

No. 12018 Roadster with Donald and Pluto. 6⅝" long, 4" high. 1 doz. to carton, 8 red, 4 yellow. Wt. 7¾ lbs.

No. 12019 Mickey in Airplane. Propeller turns. 6¼" long, 4" high. 1 doz. to carton, 8 red, 4 blue. Wt. 6¼ lbs.

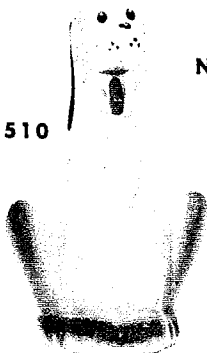
No. 12020 Donald in tractor. 4¾" long, 4½" high. 1 doz. to carton, 8 red, 4 yellow. Wt. 7¼ lbs.

DISNEY INFANTS' LATEX TOYS

Tiny hands reach for these from playpen and crib. Safe . . . because the noisemaker is sealed-in . . . because the paints are cured in the latex. Washable, chewable and a squeal with every squeeze.

No. 11529 Assortment, Disney Latex Toys. 3 each of 11510 "Pluto," 11512 "Donald," 11513 "Dumbo," 11514 "Mickey." 1 doz. to carton. Weight: 3½ lbs.

No. 11510



No. 11511



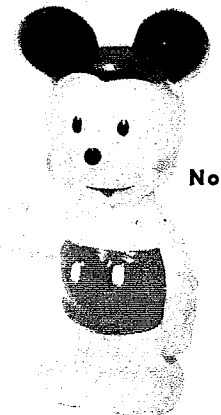
No. 11512



No. 11513



No. 11514



No. 11510 Playful Pluto for baby's first pet! 6½" high. Wt. 4 lbs.

No. 11511 Thumper Rabbit . . . lovable and cuddly. 6¾" high. Wt. 4 lbs.

No. 11512 Squawking Donald will be a constant companion. 6¼" high. Wt. 4 lbs.

No. 11513 Dumbo. Trunk fascinates the kiddies. 4½" high. Wt. 4 lbs.

No. 11514 Mickey Mouse . . . lovable as ever. 6¾ inches high. Wt. 4 lbs.