

### The Corner Grocer

#### Metal Grocery Store by Wolverine

Here is one store that is doing a volume business for 1934. It is one of Wolverine's new items and is called the Corner Grocer. Sturdily constructed, entirely of metal, it affords great play value. Closed, with the wings against the centre panel, it is compact and very easy to handle. Opened, it presents the lively colorful realism of an up-to-date store. The shelves in the wings are filled with miniature packages which are exact duplicates in appearance to many of the favorite things Mother buys daily from the grocer. The centre-piece in the back-ground is lithographed in complete detail and carries the design of the shelves back into the store, adding to the realism of the effect. A separate counter in the foreground also made of metal, features all the counter equipment to keep little shop-keepers busy and interested. There is a miniature scale with swinging hand and meter; a dial telephone and an order pad. Also, there is a metal money for making change as well as a roll of real wrapping paper to do up bundles. The entire effect is very appealing and true-to-life. All-over size of wings and centre-piece, opened, 31" wide x 14½" high. The separate counter measures, 15¾" long x 2¾" high. To retail at \$1.50; slightly more for distant points.

### Toys for Holland

Owing to changes in exchange rate and other difficulties in connection with doing business between Holland and Germany, the old established firm of N. V. Gutermann's Handelsmaat Schatty, O. Z. Voorburgwald 99, Amsterdam, Netherlands, are strongly interested in American toys for the Holland market. This concern has for many years done an exceptionally large business in toys throughout the Netherlands and it is likely that one of their representatives will pay a visit to the New York market during the Fall months. It is suggested that manufacturers forward catalogs or price lists to them for consideration.

### New Retail Store in Richmond

Rowlett Bicycle Co., of Richmond, Va., will move their location to the retail shopping district of that city at 107 E. Broad St., on September 1st. R. A. Rowlett expects to be in New York during August and will visit manufacturers' salesrooms here. A very complete line of toys is planned.

### Jimmy Durante's Famous Nose

The best known nose in the country, Jimmy Durante's famous "schnozzola," has entered the game market. It is reproduced in "Quoits to You," a game just brought out by the New York Toy & Game Co. "It's colossal!—it's mighty!" says Durante. The game is interesting and possesses intrinsic play value, and with the publicity of the popular stage, screen and radio star behind it Herbert Rubin of the New York Toy & Game Co. feels that "Quoits to You" will be a smash hit. It is already enjoying a large amount of publicity. In New York a special stage was arranged at Macy's for an actor, impersonating Durante, to amuse the crowd. This demonstration was backed up by newspaper advertising and an interesting show window display. In Brooklyn the drive for "Quoits to You" at Abraham & Straus was opened by Nick Lucas, of screen and radio renown, who was headlining at Loew's Metropolitan at that time. Visitors to the A. & S. toy department were afforded an opportunity to play the game, and theatre tickets were given daily to the best players. Other stores that have similarly featured the Durante game are S. Kann Sons Co. in Washington, Bamberger's in Newark, Lit's in Philadelphia, and the May Co. in Baltimore, while demonstrations are being planned in many other stores.

### Gamble Opens Toy Shop

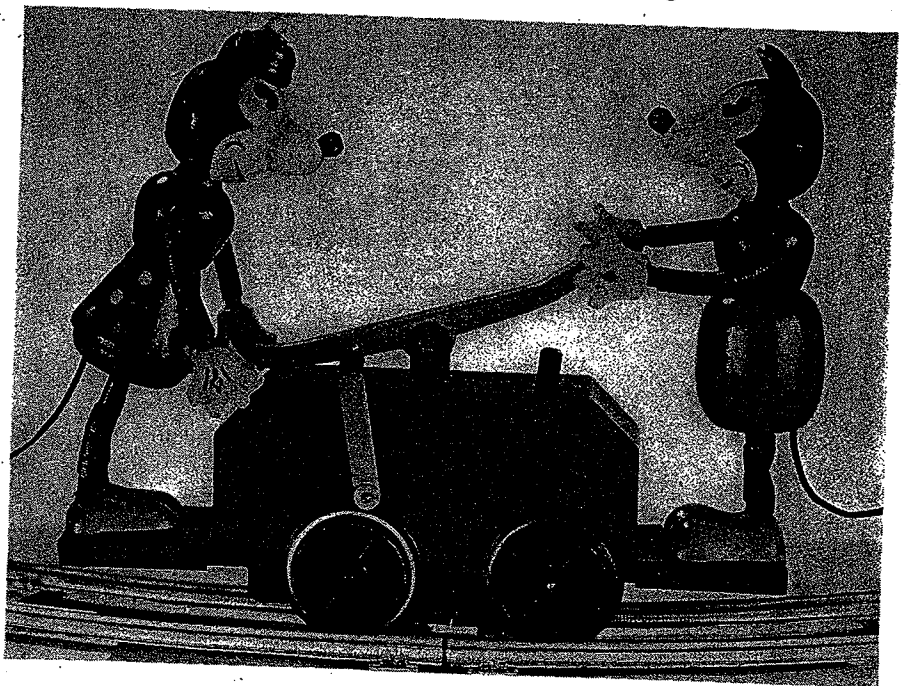
The Gamble Toy Shop, Fairfield, Conn., is a newcomer in the retail toy field. Wm. C. Gamble, who for a number of years was associated with the Ives Corp., is the proprietor of the new shop. He is putting in a carefully selected line of toys and seems to be tickled to death to be back in the toy trade which has always had a lure for him.

### Flobell Dolls

Jack Kaufman, of the Flobell Doll Co., says that their new and large factory is now in full swing of production, turning out orders on the many distinctive numbers of the Flobell Doll line. A well known designer has been retained by Mr. Kaufman and has turned out many entirely original ideas in dolls which are now on display in the handsome Flobell showroom which adjoins the factory at 22 W. 21st St. New York. Mr. Kaufman has made determined effort to make available to doll buyers the utmost in top-notch quality at popular prices.

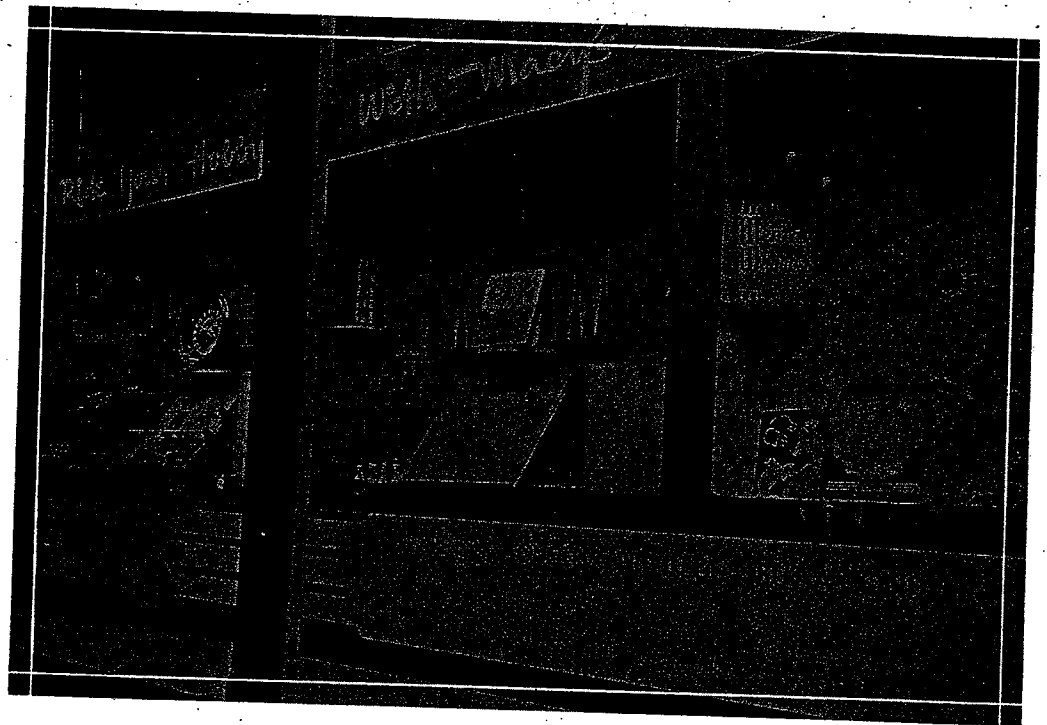
### Mickey Mouse Hand Car Creates Sensation

After signing a contract with Walt Disney licensing them to manufacture mechanically and electrically propelled Mickey Mouse toys, The Lionel Corporation has introduced an ingenious Mickey Mouse Hand Car that has caused a sensation throughout the trade. Made to retail at around a dollar, toy buyers have declared that it is the biggest value of the year and will be one of the fastest selling items in every toy department. Mickey Mouse and Minnie Mouse are in action. Their bodies bend back and forth. Their arms swing up and down as the hand car with ringing bell is propelled around the track fifteen times at a single winding. Furnished with the Mickey Mouse outfit are eight pieces of curved track forming a circle twenty-seven inches in diameter. Lionel's regular clock-work motor is enclosed in a richly enameled metal case that forms the body of the hand car. It is equipped with a self-locking brake, a double-toned bell and removable key. The hand car is seven-and-a-half inches long. Each figure is five inches high. The outfit is packed in an attractively colored Mickey Mouse box, with three dozen units to a shipping carton.



The Mickey Mouse Hand Car

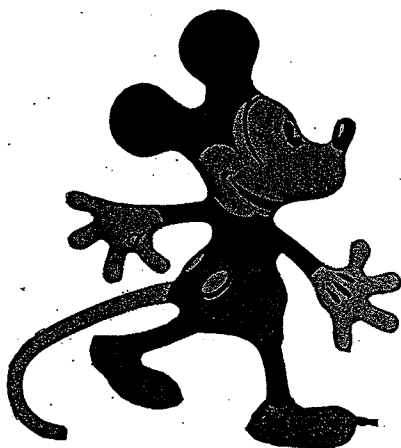
*Macy's Realized the Demand for Playthings on the Part of the Grown-Ups and Promoted an Exhibition of Leisure Time Pursuits*



display of the various parts within these containers. The use of Cellophane has made it possible to display the contents of a box without fear of loss through tampering or dinginess from the deposits of dust. Toys for infants and young children are covered with this material so as to insure a perfect sanitary condition.

Over and over again I am asked to give lists of educational toys. To my mind there are very few toys that are not educational, and certainly none which have a wide sale without some real educational quality. Perhaps a colored rubber ball might be considered one of the most educational of all toys. It teaches form and color to the

eye, trains the hand in throwing, in bouncing and in recovery of the ball. With a toy of this type almost all of the muscles can be brought into play, timing and coordination are taught, and all of these things without the slightest danger that the child will be irked through the knowledge that he is doing anything else but playing. The idea of education would not intrude itself upon the young mind. Of course all toys are educational. Form and color and movement are things which come through observation and use. If you can think of a toy which has no educational value, I would like very much to know about it.



**Seiberling Introduces Inflatable Mickey Mouse**

By exclusive permission of the Walt Disney Enterprises, the Seiberling Latex Products Company of Akron, Ohio, has just introduced an inflatable replica of the well known "Mickey Mouse" cartoon movie character. This new toy is

12" high, made of heavy gauge rubber and beautifully decorated in red and black on white. The retail price is 10c each.

#### **JUNGLE ANIMAL TARGETS**

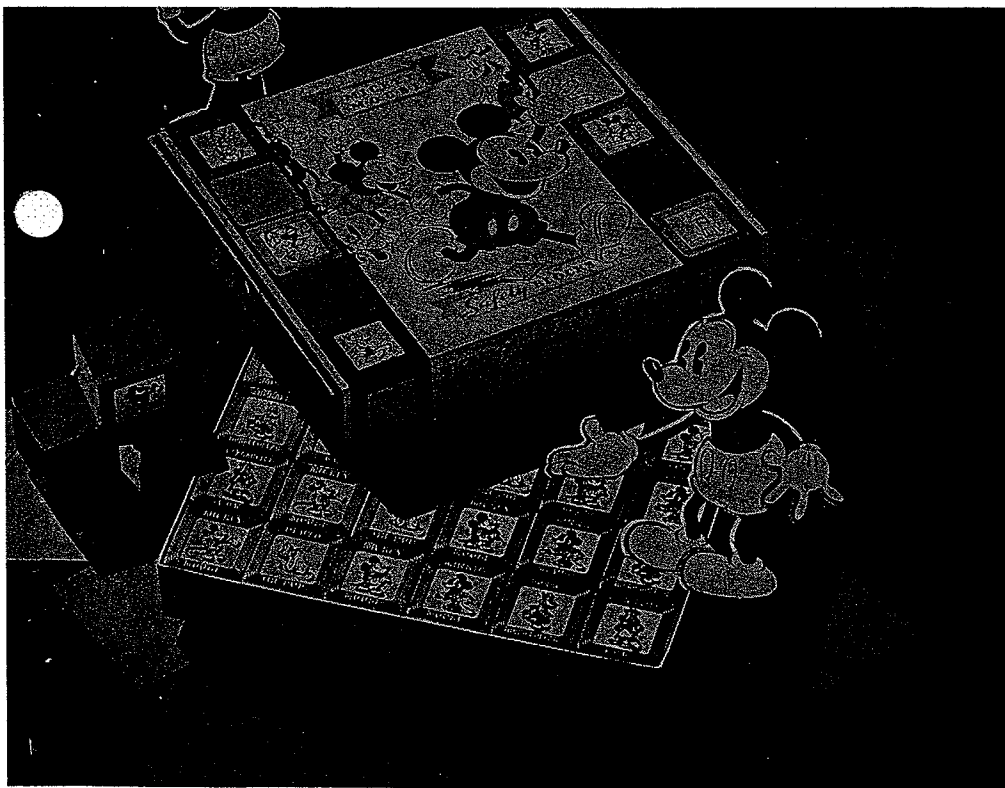
The Indian Archery & Toy Co. have introduced three new and attractive items in archery sets. These are jungle animals with bows and arrows attached. The animals are almost life size, being 12" x 40", lithographed in four colors and varnished. They are mounted on heavy board and die-cut to shape. The bows are made of high grade hickory, 40" long, nicely varnished and decorated. Four 18" triple feathered arrows are furnished equipped with vacuum tips so that they adhere to the animal in whatever part of the anatomy they may strike. The animals in the series are a gorilla, a lion and a tiger. The additional number consists of one of the animals alone without the bows and arrows, so that a customer can buy a complete set of animals with one or two sets of bows and arrows, as may be desired.

#### **MAXIE DUKOFF**

Maxie Dukoff, popular representative for Gund Mfg. Co., well known manufacturers of stuffed animals, in addition to presenting the very latest style and designs in stuffed toys to toy buyers, also represents the last word in "What the well dressed man shall wear." His latest innovation in male attire is a vest of snappy and unusual cut which we feel has justly earned for him the sobriquet of "The Toy Trade Fashion Plate."

#### **MISS H. MANUPELLI**

Miss Henrietta Manupelli, toy buyer for Hearn's, in New York City, has changed her buying day from Tuesday to Thursday morning. Salesmen wishing to show their lines may see her at that time in the sample room on the sixth floor. Out-of-town representatives who cannot call during the buying period are asked to write or communicate with Miss Manupelli and arrange for an appointment. Miss Manupelli foresees a good Christmas season and anticipates an increase in sales over last year.



*Mickey Mouse Now Goes on Halsam Blocks*

It is always interesting to go behind the scenes and become acquainted first hand with the reasons why leading toy manufacturers make improvements and additions to their lines. When the writer learned that Halsam Products Company, manufacturers of Blocks, Checkers, Dominoes and Embossed Wood Products, had secured the exclusive rights to use "Mickey Mouse" characters on their line, his curiosity was aroused to the point so that an interview was arranged with Harold H. Elliott, the president of this firm. Here's his story:

"During the past two years there has been a constantly increasing stream of suggestions coming to us from the toy buyers of our leading accounts, and particularly from those close to the department store toy departments, indicating that colorful block sets with "Mickey Mouse" characters embossed on them would be items that should stimulate interest in toy blocks and produce a greatly increased volume in these lines. It's always been our policy to give every suggestion an attentive ear and very careful consideration and, if suited to our production requirements and of universal sales appeal, incorporate such suggestions in our product. With the idea of Mickey Mouse Blocks coming from so many sources and recognizing that "Mickey" had become internationally famous, we began negotiations with the Walt Disney Enterprises for the rights to use "Mickey" and his family on our product. We feel quite proud of the fact that we have now secured this privilege, as the use of "Mickey" not only means a widespread interest and sales increase, but also for the reason that The Walt

Disney Enterprises are very exact in their requirement for licensing and do not allow the use of their characters except on recognized quality lines of merchandise and by well established and reliable manufacturers. So we'll be on the market early in September with Mickey Mouse Safety Blocks. Sample sets will be mailed out prior to that time and literature and prices are now in preparation. It might be interesting to know that the League of Nations Committee on Child Welfare recommended Walt Disney's art to the educational institutions of the world. This is a recognition of a genius so great and so helpful that Disney's art will live as long as there are children."

Mr. Elliott then showed the writer a preliminary set of Mickey Mouse Safety Blocks, calling particular attention to the point that after years of experimentation Halsam has perfected colors that while brilliant and lasting are at the same time harmless to children. These blocks are beautifully colored cubes in lacquered finish and the characters are embossed on the two ends in a variety of colors. In addition to the newness of "Mickey" on blocks, a new innovation in the border design gives the colors used a vibrating effect that is enhanced by still another new feature—a stippled white background. In securing the exclusive right to use "Mickey Mouse" in all his quaint poses, Halsam is presenting a new line to the toy trade that has a real sales appeal. Parents should be quick to demand these blocks for their youngsters.



*Kenneth L. Stedman*

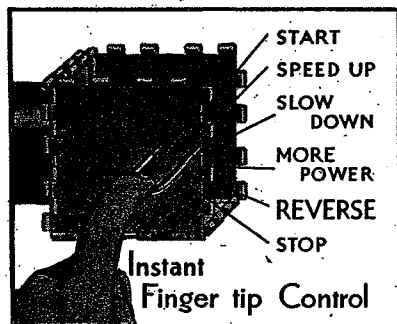
### **STEDMAN APPOINTED WESTERN REPRESENTATIVE FOR THORNECRAFT**

Having completed by early August a five weeks' trip through the west and along the Pacific coast, making all the larger centers, M. Baron, sales manager for Thornecraft, Inc., Chicago, reports on his return a splendid reception from every locality for the Thornecraft "Racing-Craft" line, that far exceeded all expectations. To quote Mr. Baron: "The line was shown to the leading stores throughout the western territory and there wasn't a buyer contacted who didn't buy the line, and order it freely. In fact practically all of those buyers voluntarily expressed their enthusiastic approval of the line and declared it to be one of outstanding distinction in the category of completely built boats and construction kits. We also obtained numerous orders for the "Goo-Goo Doll" for later delivery. And in this connection it is quite evident to us that our Goo-Goo item will prove a 'natural' in toy departments for the coming holiday season." While on this highly successful trip Mr. Baron arranged with Kenneth L. Stedman, who has an office and showroom at 718 Mission Street, San Francisco, to represent the Thornecraft lines in the far western field, from the coast eastward to Denver. Mr. Stedman has been active in his territory for many years, is well and favorably known to the toy trade of that section of the country, and enjoys a considerable following.

On a subsequent trip to New York Mr. Baron arranged for eastern representation with J. Warren Wiley, of 200 Fifth Avenue, New York. Mr. Wiley is splendidly equipped to handle this line as he covers the eastern territory thoroughly, and contacts leading retail as well as wholesale outlets.

### **STROBEL FEATURES BUCK ROGERS**

The Strobel-Wilken Co., Inc., are enthusiastic over a number of new items which they are showing this year. One exceptionally good seller is the Buck Rogers Rocket pistol, made by the Daisy Mfg. Co.

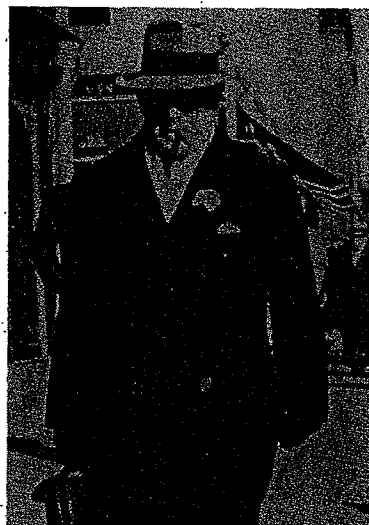


### STANLO PLUS POWER

One of the interesting new offerings at the Toy Fair this year will be the new Stanlo plus Power. Stanlo—The Master Building Toy—will be bigger and better this year. The addition of Stanlo motors and the Stanlo control box with its instant finger tip control of power presents far greater possibilities for this popular construction toy. The Stanlo motor provides plenty of electric power for operating any model. It is a powerful Universal motor which can be plugged into any handy light socket. The Stanlo control box is a real engineering wonder with its instant finger tip control. It is only necessary to use one finger on the shifting lever to start, speed up, slow down, increase power, reverse and stop. It is said to be simple, strong and long wearing, with nothing to get out of order. The Stanlo motor and control box can be built right into a Stanlo model. This should be a tremendously popular feature with boy builders. Several other outstanding additions and improvements will be found in the 1935 Stanlo line, which will be displayed in Room 407, Fifth Avenue Building, by Leo Levy.

### TRIAD BOAT SETS

The Triad Toy Co., Oklahoma City, Okla., announces the opening of a New York sales and display office in Room 351 of the Fifth Avenue Building, 200 Fifth Avenue, where a permanent display of their popular priced items will be maintained. Warehoused stocks of all items will also be kept in New York City. Louis J. Friedel and his associates, who have acquired the line for distribution for the United States, feel that this unique line of boats, equipment and accessories, will command an immediate and merited response from the trade. George Alexander Smith, with headquarters at San Francisco, and Wilbur L. Kirby, at Buffalo, N. Y., will respectively cover the Denver-to-Coast and New York to Mid-West territories. A series of four 25c numbers, two 50c numbers, and two \$1 items are now ready for delivery. These numbers are designed for play on the floor, water, or ground. The various items in each set are neatly arranged and packed into an innovative, triangular, self-displaying box which is patented. Multiples of two and four of the boxes can be packed together and merchandised as a unit.



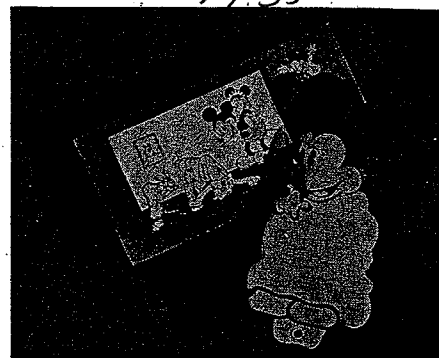
*Robert Winternitz*

### EDGAR M. CLARK SHOWS PROMINENT LINES

Edgar M. Clark is displaying the lines of several prominent manufacturers in his spacious showroom at 1107 Broadway, New York. He is arranging a large number of new items in the various lines, in preparation for the Toy Fair. Holgate Brothers Co. has many new features for 1935 in kindergarten toys and blocks. These products have been designed by leading psychologists and are endorsed by pre-school and kindergarten authorities. Other playthings on display are the crayons and modeling clay and wax made by the American Art Clay Co., flying model airplanes by American Junior Aircraft Co., soft body toys and dolls by Arts & Crafts Studio, doll trunks and ensembles by The Wilkins Toy Mfg. Co., sand toys, pails and shovels by Billings, Inc., Christmas tree decorations by Paper Novelty Mfg. Co., soft rubber blocks by Rider Rubber Novelties, and infants' rubber toys by Maxwell Rubber Products Corporation. Robert Winternitz, who has been showing the Clark lines on the road, reports a very satisfactory early demand. The accompanying photograph is an action shot of Mr. Winternitz on his way to keep an appointment with a prominent buyer.

### WOOLNOUGH ANIMALS FOR 1935

Messrs. Billy Wolf and Bob Whyte, of the F. W. Woolnough Co., Inc., report that Easter business placed on Woolnough bunnies and Easter novelties for the coming season has been far in excess of any previous year's record. The Woolnough plant has been working on Easter orders practically since the beginning of the year at full capacity. Messrs. Wolf and Whyte give due credit for the gratifying response to the Woolnough line to the many new and original creations offered by A. E. Woolnough, designer of all Woolnough animals.



### SIEBERLING MAKES MICKEY MOUSE BOTTLE

Making its first bow to the merchandise world is the Infant Mickey Mouse Hot Water Bottle. This junior size bottle, made of regular heavy weight rubber, is moulded in the appealing shape of a nightie-clad Baby Mickey. Blue, pink, and white are the colors in the nightie wardrobe. The flapping big ears of Baby Mickey almost conceal the stopper which indicates that his new novelty is a real, usable hot water bottle. For display purposes, a button arrangement holds the product securely in its attractive box, which is an aid in marketing. A humorous Disney drawing appears on the top of the blue box which is splashed with Infant Mickey in fetching poses. Infant Mickey Mouse Hot Water Bottles are manufactured by the Seiberling Latex Products Co., Akron, O., and retail for one dollar.

### HAR-LEW VEHICLES APPOINTS DEUTSCH, KAPP & CO.

W. S. Cadzow, president of the Har-Lew Mfg. Co., makers of Speed King velocipedes and children's vehicles, announces that they have appointed the Deutsch, Kapp & Co. as sales representatives. The new 1935 Speed King line will be on display at Deutsch, Kapp's showroom, 1107 Broadway, New York City, during the Toy Fair and throughout the year. The Har-Lew concern recently moved to new and larger quarters at 23rd and Clearfield Sts., Philadelphia, where they are now in a position to take on the substantially larger volume of business which is already manifesting itself for this line. Mr. Cadzow is very enthusiastic over the outlook for Speed King vehicles this year and has many interesting plans in mind for their development.

### SCRAPPY SIGNS UP WITH ANCHOR TOY

This famous Columbia star has been signed up by Anchor Toy and will appear in popular priced toys in the Anchor line at Toy Fair time. The Anchor factory has been very busy for the past few months perfecting the new items in their line for this year. There will be an especially strong line of \$1.00 items, as well as a novel line of carts and characters low priced furniture and other popular toys at popular prices.



### MICKEY MOUSE FLASHLIGHTS AND BATTERIES

U. S. Electric Corp. are well pleased with the better-than-expected sale of their unique Mickey Mouse flashlights and Mickey Mouse batteries, during the past holiday season. In putting these new Mickey Mouse products on the market they felt that they had a winner, but the immediate flood of orders which resulted was quite beyond their expectations. It was necessary to step up production several times and the plant was running at full capacity right up to

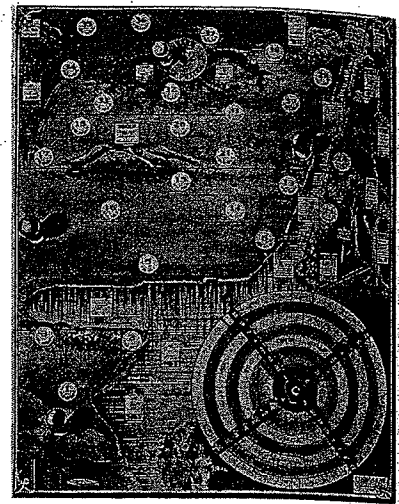
the holidays, filling orders for the entire country. Retailing at 69c, complete with two Mickey Mouse batteries, the U. S. Electric Corp. feels that they have a strong all year 'round seller, in this colorful flashlight with its strong juvenile appeal. An aggressive campaign of national advertising has helped make it known to consumers in all parts of the country, and the manufacturers suggest that dealers tie up with this publicity by displaying the flashlight and batteries prominently during the spring and summer season.

### DOUBL-GLO LINE GREATLY ENLARGED

Paper Novelty Mfg. Co. announce that their new Doubl-Glo line for 1936 represents one of the most complete and comprehensive advances in their history. In addition to many new and attractive numbers they have revised and improved many of their most popular items to a remarkable extent. Among the novelties are tree light reflectors and tree decoration cornucopias made of metal foil. These are securely eye-letted by a special process and priced to retail at two for 5 cents. Larger cornucopias are made to retail at 5 cents each. Improvements in manufacturing processes have enabled the company in connection with many items to give more material than ever at a lower price than heretofore. Of special interest at this time is the line of valentines and Lov-o-grams which they state have met with a most enthusiastic reception. Their salesmen are now on the road and are turning in a larger volume of orders than ever before. The entire line is of American manufacture and includes many of the best sellers which formerly had to be imported.

### GIMME A NAME PRIZE AWARDED BY RUSHTON

The Rushton Company announce that the judges in their \$500 "Gimme A Name" contest have selected the name "Billie Bearkin" as the most suitable name submitted, for their new soft, washable bear. This name was sent in by Patti Pippert, age 7, 644 N. Harper Ave., Los Angeles, Calif. Coultier's, 7th and Olive, Los Angeles, was the store selling the prize-winning bear, and under the rules of the contest they are also to receive a prize of \$100, and are to award the main prize to the winner. Checks have been mailed to Coultiers for both prizes. This contest, the first ever to be staged by the Rushton Company, was a great success. The demand from the trade for repeat orders were so great that they could not be filled, and the company's inability to supply the unprecedented demand was the only regrettable incident connected with the contest. The Rushton Company wishes to express its appreciation to the hundreds of stores who so earnestly co-operated and to the thousands of mothers and children who entered this contest.



### Presenting the New Game of Domogof

### DOMOGOF FEATURED STRONGLY IN METROPOLITAN STORES

Although on the market but a comparatively few weeks, Domogof, a new golf game; originated and manufactured by the Domogame Co., Inc., is losing little time in making what looks like a real hit with game lovers. Described as "bringing all the thrills of golf at home" Domogof has many interesting and unique features. It is of imposing size, 17" x 22", and comes complete with four miniature golf balls, golf ball bag and score cards. It can be played on a one, nine or eighteen hole golf course just like regular golf. The game is constructed that it is highly instructive and it is said to teach the beginner more about golf in five minutes than he usually would learn in five rounds of golf on a regular course. When playing Domogof, the player thus might be said to be attending a primary school for golf while at the same time enjoying himself in a highly entertaining game. The scientific arrangement of Domogof brings nearly every shot possible on a regular eighteen hole golf course. The ease or difficulty with which any shot can be made on a regular golf course as well as the average change to dub shot, send it into the pond, stream, bunker, woods, traps, getting on or off the green or getting out of a trap, etc., have all been taken into consideration, and will happen in Domogof the same way as will occur in an average round of regular golf. It is not necessary to spin the indicator, read the dial, and follow instructions on the markers. The Domogame Co. has lined up an aggressive campaign of national advertising and merchandising helps dealers to enable them to easily build up a volume sale on Domogof during the coming spring and summer months. An attractive advertisement in the New York Times magazine section, February 9th, marks the first gun in a consumer advertising campaign. The game was featured prominently in a recent Macy advertisement.



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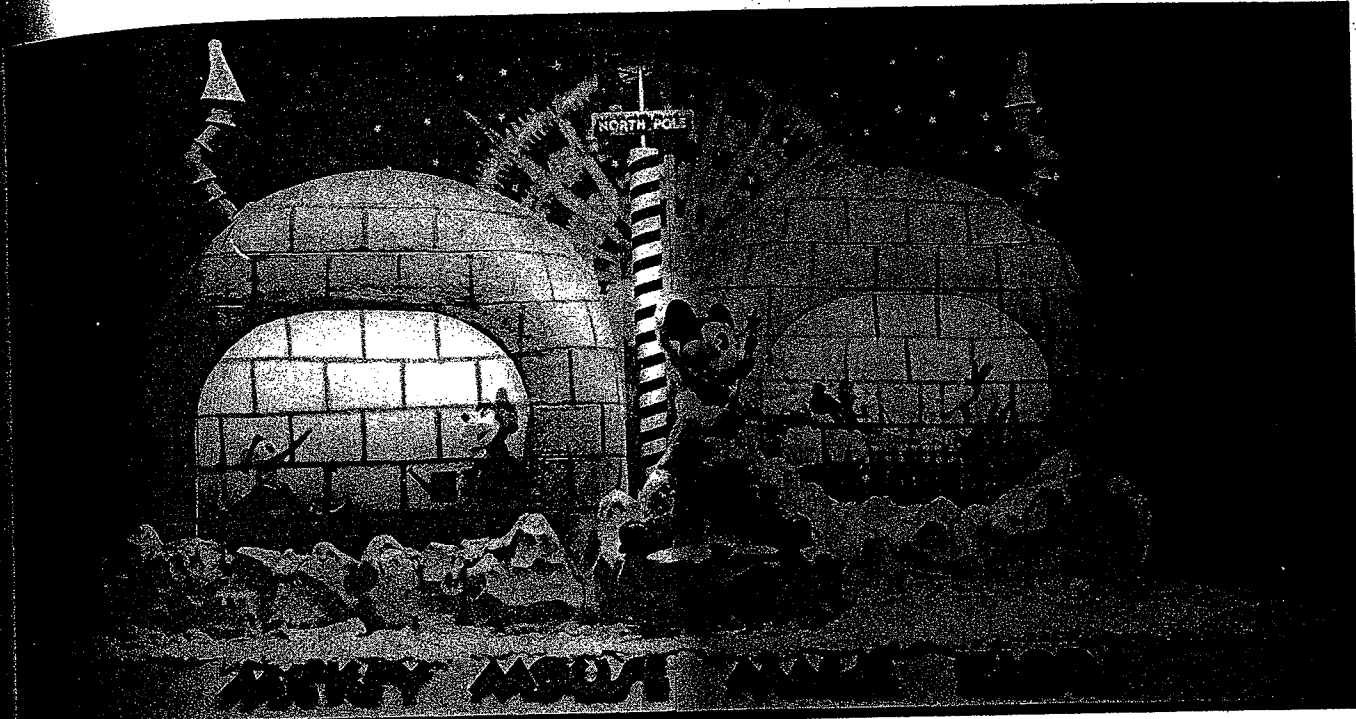
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One of the Four Attractive Mickey Mouse Windows Featured at Kauffman's, Pittsburgh

to the ground, you will know that  
celebrates his birthday on Fri-  
March 13th, which ought to make  
a lucky day for all who have his  
handise in stock.

Walt Disney has always been con-  
spicuous because he always has things  
for the future. The new schedule of  
pictures promise a very exciting year  
for Mickey Mouse. The recent award

of the French Government, the Legion  
of Honor, was bestowed in recognition  
of his contribution to the civilized  
world. Watch Walt Disney and you  
watch Progress!

## Rex Partington Sends A Message of Appreciation

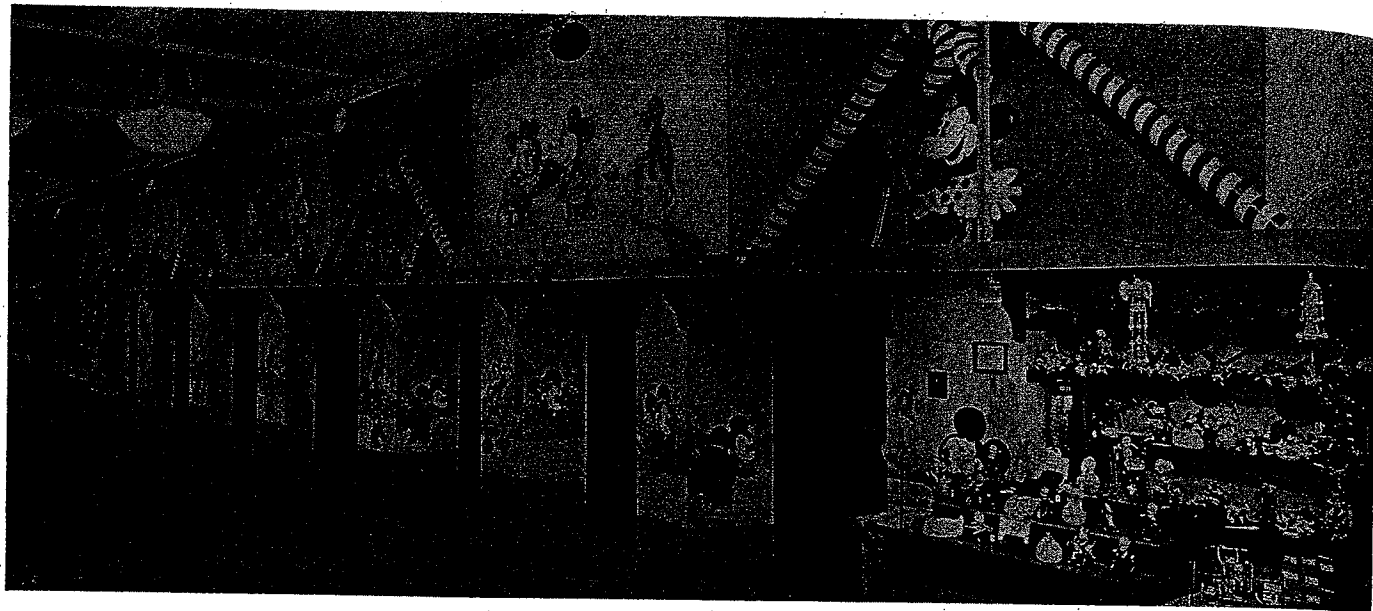
Rex PARTINGTON, who in reward for his good showing  
recently promoted from toy manager to buyer of  
appliances for Abraham and Straus, in Brooklyn,  
asked PLAYTHINGS to permit him to use its pages for  
the purpose of expressing his appreciation to the members  
of the toy industry for the cooperation they gave him.  
His message follows:

I make this opportunity to extend my sincere thanks and  
appreciation for the wonderful cooperation given me by  
the members of the toy industry while I was in charge of  
the Abraham and Straus toy department. Manufacturers,  
wholesalers, and PLAYTHINGS magazine went to no end of  
trouble to aid me, without any thought of remuneration.  
I have I seen a group of men so willing to cooperate  
as to be found in the toy industry. The things they did  
for me they did not have to do, and I feel that a great deal  
of my success was due to their efforts. As a man new  
to the business, I had much to learn, and the members of the  
industry did much to teach me. I was surprised that  
many of the biggest manufacturers gave me their personal  
attention. Not one manufacturer tried to sell me more  
than I needed, and a number of manufacturers went so  
far as to keep my stocks well balanced. When I was put  
in charge of the toy department I was given the ball to  
run, and I crossed the goal, but if it hadn't been for the team work

of the men in the industry I might never have reached it.

"Upon leaving the toy department, I feel much like a  
boy at his graduation. I am tickled with my promotion,  
yet it is with a deep feeling of regret that I leave my good  
friends and teachers. I feel certain that if in my new  
position I receive one-half the cooperation that I got as  
a toy buyer, I will be assured of success. Knowing the  
toy industry as I do, I am certain that they will give to  
my successor, C. E. Hjelte, the same measure of coopera-  
tion. I also hope that the boys will not forget me when  
they visit the store, for there is always lunch and ol.  
to talk over."

Rex Partington's many friends will no doubt rejoice in  
his promotion, although they will be sorry to see him go  
to other fields. Rex had the ability to make friends  
quickly and to hold them. He never pretended to know  
more than the other fellow, and was always glad to listen  
to advice. He trusted his fellow-men, and his trust was  
not broken. PLAYTHINGS is glad to publish his message  
to the trade, for, although many men may feel the same  
way, seldom do they give voice to these feelings. As John  
Naegele remarked at his testimonial dinner: "You may  
call the toy industry what you will, but in all my work I  
have never encountered a group of men wherein the fra-  
ternal spirit ran so high."



The Mickey Mouse Display Installed During the Holiday Season at Simpson's, Toronto, Canada

# Mickey Mouse Looks Forward to 1936

FOLLOWING THE MOST SUCCESSFUL year ever known to the manufacturers of Walt Disney Character Merchandise, plans are now under way at the office of Kay Kamen, Inc., sole representatives of Walt Disney enterprises, to prepare for the great demand for Micky Mouse and Silly Symphony articles now evident in 1936.

Licensees are flocking to 729 Seventh Avenue to make ready their new items for the Toy Fair. New designs inspired by the greatest recent Walt Disney motion pictures are finding their way into games and toys, which will lead in the sales throughout the year. Buying in January has not gone into its usual seasonal slump and anticipation of consumer requirements for Mickey Mouse merchandise has been evidenced by retail stores in a way that has exceeded all records of previous years.

The reason for this may be readily understood when it is remembered that many of the Walt Disney licensees were unable to make deliveries after the early fall. Ingersoll-Waterbury Co. reported that their supply of Mickey Mouse watches was over 100,000 short of orders; Lionel could not begin to take care of the demand for Mickey Mouse handcars; Movie-Jektor was forced to disappoint many customers just because their Mickey Mouse item could not possibly be manufactured in the quantities needed. And this situation was true in the case of almost all of the companies concerned.

Undoubtedly, the vast number of stores using the Mickey Mouse Christmas Promotion Campaign, contributed substantially to the buying. Over 200 of America's finest retail institutions made use of the Disney Characters in

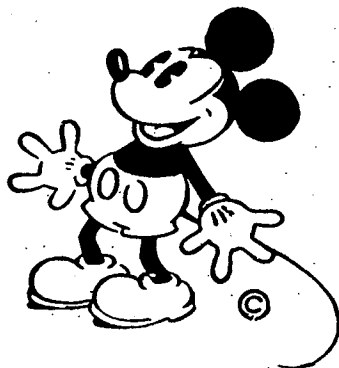
their holiday advertising as well as in their departmental and window displays. For the season, Kay Kamen, Inc., prepared material of the most elaborate nature. The Mickey Mouse Magic Carpet ride was featured in the May Co., Cleveland; Boston Store, Chicago; Crowley Milner, Detroit; Filene's, Boston; and many other fine stores. In New York, Macy's again won the hearts of millions with their parade of Disney Character Balloons. Lord & Taylor opened their toy season with a giant Mickey Mouse Advertisement featuring a portrait of the Knickerbocker Wild West Mickey Doll.

Not only throughout the United States but all over the world retailers are using the popular likeness of Mickey Mouse to attract the public to their counters. Close to a hundred stores in Great Britain were decorated with attractive displays of the Disney Characters. This was true also in practically every section of Continental Europe. Walter R. Granger, representative for Walt Disney Enterprises in Australia,

now visiting the Kay Kamen office in New York, brought with him a list of scores of large retail shops in his territory who found Mickey Mouse valuable in their holiday promotions.

Closer at hand, the Dominion of Canada had its first really big Mickey Mouse year. Simpson's of Toronto had one of the most pretentious and successful campaigns on the continent. Mickey Mouse merchandise was a best seller from Halifax to Vancouver. The city of Winnipeg alone showed a sales increase of 150 per cent over last year. Inquiries are pouring into the Toronto office of Kay Kamen of Canada, Ltd., at 21 Dundas Square, for campaigns for 1936. Mickey Mouse goods were well displayed and sold in quantities at such stores as Morgan's, Montreal; Eatons, Montreal, Toronto, etc.; Hudson Bay, Calgary, Edmonton, etc.; and Woodward's, Spencers, Vancouver. Over thirty licensees are now manufacturing Mickey Mouse articles in Canada to meet the demands of these retailers and their customers.

Significant at the opening of 1936 is the ever-growing popularity of the new fellow funster to Mickey Mouse in the Walt Disney motion pictures, Donald Duck. Particularly appropriate for the Easter Season, but definitely valuable all through the year, this mischievous imp is gradually appearing on a host of new items. Seiberling Latex has produced a beautiful figure of this character in a rubber doll, and also in the inflated type of toy. Fisher-Price is offering a Donald Duck pull-toy, which is best described as a "wow." Noble & Cooley, N. N. Hill Brass, and other licensees are preparing Donald Duck articles for immediate sale. If your ear





Jack Benny Playing "The Bee" on His Pochapin Bee-O-Lin

### POCHAPIN INTRODUCES JACK BENNY "BEE-O-LIN"

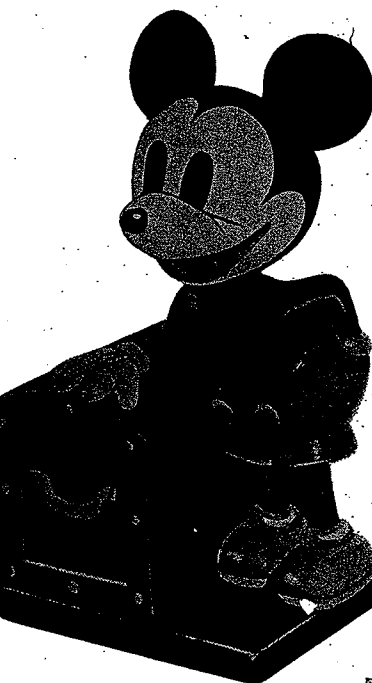
Capitalizing on the publicity created by the radio feud between Jack Benny and Fred Allen regarding Benny's ability to play "The Bee" on his violin, M. M. Pochapin, glorifier of the kazoo and the man who brought the Bob Burns Bazooka into a million homes, has placed on the market Jack Benny's "Bee-O-Lin." The "Bee-O-Lin," featured on radio and in the films, is a regulation half size violin with a violin-toned kazoo concealed in the chin rest of the instrument. As a real bow is drawn across the strings of the violin, the performing "artist" hums into the kazoo and produces tones similar to those of a violin. The performer's repertoire is limited only by his memory of tunes or his ability to improvise. The "Bee-O-Lin" is of metal construction and wood finish, and is complete with real bow and strings. It retails at \$1.50. "Without spending six weeks at the 'Institute,' the wall flower becomes the life of the party. Anyone can play the 'Bee-O-Lin' and everyone is going to," says Mr. Pochapin.

### STEINMANN'S STUFFED ANIMALS

William Steinmann of Leading Doll & Toy Company, manufacturer and designer of stuffed toys, and soft body dolls is showing a widely diversified line of plush, mohair and dressed creations at his spacious New York Showrooms, located at 18 West 27th Street. "Bill" as he is best known in the industry has been engaged in the manufacture of stuffed animals for the past twenty-five years. The entire line is manufactured under his personal supervision and evidences painstaking workmanship. All of the items are made to retail at popular prices and Mr. Steinmann states that manufacturing facilities enable him to make deliveries of all accepted orders in ample time for resale during the holiday period.

### BUYS FOR HORNE

J. C. Fullmer, formerly of J. N. Adams Co., Buffalo, has replaced Miss G. Holl as toy buyer for Joseph Horne Co., Pittsburgh. Miss Holl retired on account of illness.



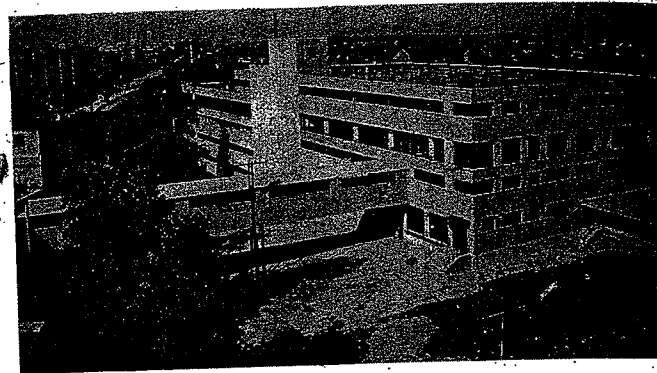
A New Bank

### NEW MICKEY MOUSE BANK INTRODUCED

The Crown Doll & Toy Co. have just brought out a new Mickey Mouse Bank of appealing design and unique construction. Made of wood pulp, the figure of Mickey Mouse, as will be seen from the accompanying illustration is most lifelike. Mickey has a movable head, and is brightly finished in the usual Mickey Mouse colors. He has his hand over a cute replica of a pirate's treasure chest, which performs the duties of the bank, having a lock and key in the bottom. The item is 6" high, with a base 4" square. At 25c retail, it offers noteworthy value, and is giving every indication of rapidly becoming a large volume sales producer.

### ASK PLAYTHINGS

If you want information regarding sources of supply write PLAYTHINGS or call Murray Hill 5-2774 and ask for "Buyers' Service."



The New Saalfeld Warehouse at Akron, Ohio

### NEW SAALFIELD WAREHOUSE

The Saalfeld Publishing Co., of Akron, Ohio, now occupy their new modern warehouse. This streamlined warehouse, signed and built by the Austin Company brings modernism into the midst of rubber city's industrial sector. Its functional lines are in sharp contrast with background on the right and that of unimaginative 20's at the extreme. More than 1,200 different titles, including children's books, will be stocked in the Saalfeld Building, the third floor of which is partly devoted to editorial and business offices. The structure has four stories, basement with a total of 134,000 sq. feet, and is designed for three additional stories, extensions of the columns have been carried up through the roof to facilitate expansion. An overhead bridge connects the warehouse section to the buildings and bindery where production of Saalfeld publications is concentrated. are distributed chiefly through department stores and the country's large chain organizations. Unusual features introduced by Austin engineers in this reinforced concrete and brick structure include sections of columns which permit introduction of continuous horizontal runs of sash. The slabs extend beyond the columns to building exterior and form decorative bands above the windows at each floor. The outer walls are supported by floor slabs.

### GIFT SHOP MOVES

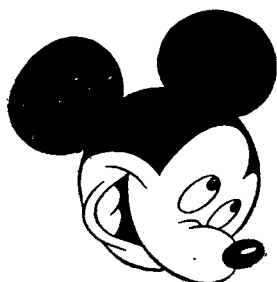
The Main Gift Shoppe, of Rahway, moved to larger quarters at 1553 Street. Murray J. Saltzman, proprietor states that they carry a very fine small toys, games, etc.

### EVERY BOY A CONDUCTOR

One of the most popular "Boys' Play Sets produced by S. Cohen is their No. 13 Conductor Set. R the fervent dream of most young boys to be a train conductor, the manufacturer have packed in the large, durable full conductor's outfit, including cap, punch, train tickets, whistle, etc. Lite Play Sets are offered in many sizes, to retail for 50c, \$1.50, and are featured by leading salers:

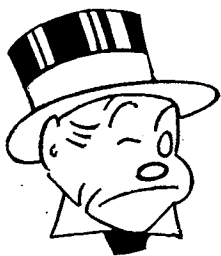


## Brings Out Hidden Talents in the Comic Characters



Mickey Mouse

Millions of kids and grown-ups turn to the comic section of their newspaper first. Millions more guffaw at the antics of Mickey Mouse upon the screen. A tremendous number of comic books are printed in which the exploits of Superman, Dick Tracy, Terry and the Pirates and other American heroes are breathlessly followed. But, despite their great variety of performances, Martin King, head of the King-Larson-McMahon of Chicago, and a cartoonist in his own right, felt that the comic characters weren't giving their all. At first, King had no definite reasons to back the opinion but as the conviction grew stronger, he began to make a minute and methodical study of the comics in order to discover what hidden possibilities of development they had. Sometimes this research work of his became a bit embarrassing to his family and friends. In the middle of a dinner party he would suddenly fix his gaze upon the middle of the house and ask, in solemn tones, "Do you think there is anything lacking in Popeye?" Questions of this sort soon became a habit of his and a great terror to his employees, who would approach him with what they considered an important problem, and find themselves engaged in a two-hour conversation about that "missing quality" of little Orphan Annie, or the yet unexplored personality" of Donald Duck. This apparent mania became more and more pronounced, until the day came when a visitor found King surrounded with ponderous works of psychology in his search for the answer to the comic-character mystery. "I think I have found the solution at last," King elatedly announced.



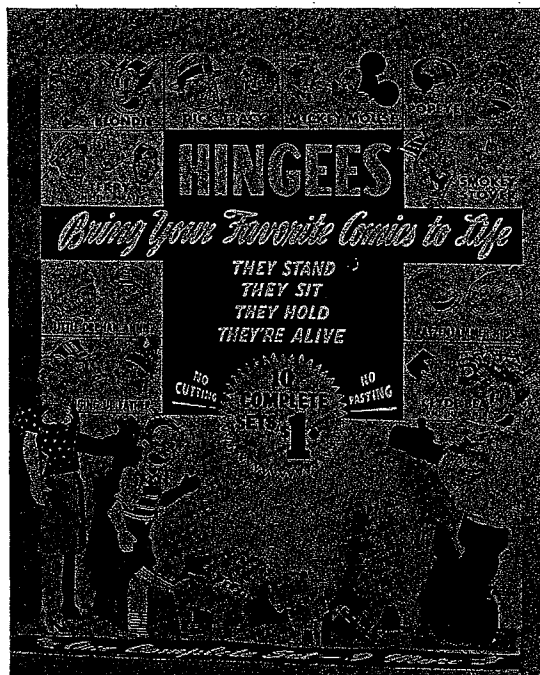
Jiggs



Pop-eye

"The boy or girl can read the comics,—yes. They can see them act in the movies,—yes. But the trouble is that they can't do anything with them. Well, I'm going to remedy the matter. I'm going to make it possible for every boy and girl to create his own plots and scenes with the comic characters he loves. I'm going to give the kids the wonderful thrill that they are participating directly in the lives of the comic characters instead of just watching their adventures and escapades from a distance. In other words, the children will play an active role, they will get the kick of authorship,—instead of just being a member of the audience, they will become the creator and producer of the show."

True to his word, King immediately began to work on the realization of his idea. He commuted from New York to California—to Chicago, for conferences with Kay Kamen of Walt Disney, King Features Syndicate, and Famous Artists Syndicate. After tireless efforts, "Hingeos" were born. Hingeos are three dimensional comic characters that by means of an ingenious hinge-like device, make it pos-



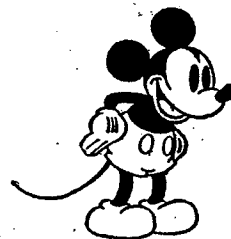
Striking Counter Card That Calls Attention to Hingeos

sible for the comic characters to move their heads, arms, and legs; to gesture, to hold objects, and to assume amazingly realistic life-like poses and attitudes. These comic characters stand on their own feet without the need of any support and can sit, kneel and kick—in fact, do everything but talk. They are two-viewed, one side showing the character happy, and the other somewhat grumpy or sad, thus making a greater variety of play possible. The comics were studied with the most careful patience in order to capture the true spirit of each and every character. Photographic blowups of Dagwood's profile, of Maggie's hair-do, of Dick Tracy's custom-built clothes were made and followed with endless care and patience by King's art staff. The habits, personality, and eccentricities of the coming characters were analyzed discussed and debated upon. No slight characteristic, no familiar accessory or detail was overlooked. Hingeos is now ready in the form of ten sets of famous comic groups, each set containing a minimum of five characters. Now the kids can command fifty noted actors to do their bidding and their will. Mr. King is in a very genial mood these days. He quietly beams and says, "I'm the man that brought the comics to life." Hingeos are on display at the permanent New York showroom of King-Larson-McMahon—Room 363, 200 Fifth Avenue, in New York City, and at their home office at 179 North Michigan Avenue in Chicago.

Buy U. S. War Bonds  
for Keeps

# Making Sales through CLUBS

This Time It's The  
R. H. White Co. of  
Boston, Mass., Who  
Builds Its Activities  
Around That Movie  
Favorite, Mickey  
Mouse



**R. H. WHITE CO.**

cooperating with these theatres

Publix-Strand, Dorchester

Publix-Capitol, Allston

invite boys and girls to join

**R. H. White Co. Mickey Mouse Club**

How to join the Mickey  
Mouse Club and get your  
membership card and button

Simply come to the R. H. White Co. Boys' or Girls' Departments, 2nd floor or Toyland, 3rd floor, and ask for a membership application blank. Fill it out and bring it to the Publix-Strand, Dorchester, or Publix-Capitol, Allston, on Saturday, May 14 at 10 A. M. The membership card and button will then admit you EVERY Saturday morning thereafter for 10c. We urge you to come early to R. H. White Co.—the official Mickey Mouse store in metropolitan Boston.

Join NOW—and Saturday  
May 14 at 10 A. M.—

Mickey Mouse Club members  
will be admitted to either theatre  
without charge

Each Mickey Mouse Club will elect their own officers; conduct their formal ceremonies with creed, ritual and theme song. R. H. White Co., having served the boys and girls of Boston for 74 years, extends a hearty welcome to the children to visit the store with their parents; get their application blank and make merry in their own Mickey Mouse Club.

Application blanks **READY NOW** in R. H. White Co.  
boys' and girls' shops 2nd floor .... Toyland, 3rd floor

By CARROLL E. PELLISSIER

THE number of clubs for boys and girls now being sponsored by various toy departments throughout the country are sure indications that this form of store promotional work shows sufficient returns to warrant further activity.

Among the newer types of clubs is one being sponsored by the R. H. White Company of Boston, Massachusetts, in cooperation with two local movie theatres.

This new club is known as "R. H. White Company Mickey Mouse Club," the name being taken from that popular comic strip character so well known to the boys and girls throughout the country.

Of course everyone now knows the arguments in favor of such clubs. There is little question but what they do attract numbers of children to the stores, especially to the toy departments. That these visits do result in sales is also an established fact.

The "club" instinct among the average children is indeed a very important factor and the basis upon which the clubs are operated. Parents thoroughly approve for it gives their youngsters a new interest, a safe one, and a time consumer, time being the one thing a youngster has plenty.

To join this club the youngster calls in person at toyland and requests an application card. This he or she fills out and leaves with the clerk.

Upon acceptance into membership they are given a special membership card, an official Mickey Mouse Button and automatically become eligible to compete for prizes, special rewards and to attend the meetings of the club.

The club elects its own officers and they conduct their own formal ceremonies which consist of a creed, ritual and theme song. Regular meetings are held each week at one of the theatres. In addition to the meeting special movies are shown. This takes place at ten o'clock Saturday mornings. A small fee of ten cents is charged.

The Mickey Mouse Creed which all members must agree to reads as follows:

I will be a square shooter in my home, in school, on the playgrounds, wherever I may be.

I will be truthful and honorable and strive, always, to make myself a better and more useful little citizen.

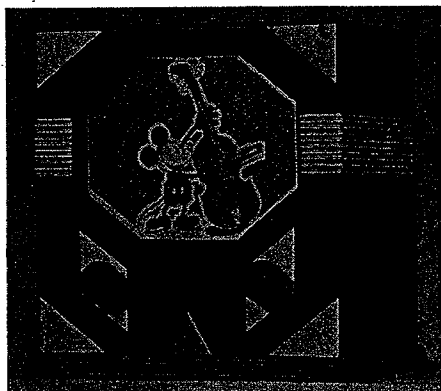
I will respect my elders and help the aged, the helpless and the children smaller than myself.

In short, I will be a good American.

The R. H. White Company connection with the club is under the direction of Mr. Coyne and he is assisted by Mr. Lloyd Young, the toy department buyer.

## Schlesinger Appointed Hahn Buyer

SIG. SCHLESINGER, of the Hahn Department Stores Purchasing Corporation, was made buyer for the home furnishings division on May 1st. Mr. Schlesinger has been associated with the Hahn Department Stores for the past three years, during which time he served as assistant to C. D. Ryan, former home furnishings buyer. The Hahn Department Stores group consists of twenty-five department stores throughout the United States and Mr. Schlesinger will buy toys, sporting goods, lamps, radios, furniture and draperies for these stores.



*The Mickey Mouse Midget Radio.*

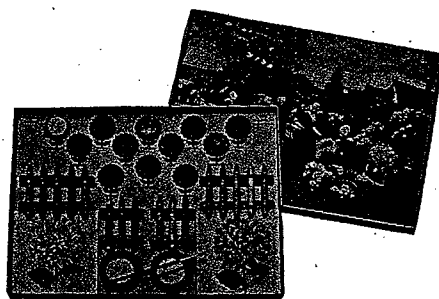
## Mickey Mouse Has a Radio

One of the real attractions displayed at the National Electrical Exposition at Madison Square Garden, New York City, was the Emerson Radio & Phonograph Corporation Mickey Mouse Midget Radio. Attractively designed around Mickey Mouse and the other Walt Disney characters, the set is an improved four tube AC-DC Universal radio using one of the new 6F7 triode-pentode tubes. The pentode section is the first audio amplifier, the triode section functions as a detector. This provides two stages of audio in connection with the 38 tube used for the second audio stage, an unusual accomplishment in a four tube set, which ordinarily has but one audio stage. An improved speaker affords real quality and plenty of volume. Millions of grown-ups and children are ardent Mickey Mouse fans. This little set attracted hundreds of visitors to the Emerson booths and many are the expressions of delight at the ingenious way the set has been designed. Mickey Mouse with his big bass fiddle, is in the loud speaker grill, and the other characters are reproduced on the front panel of the set. Two models are shown, one in black and chromium with the characters in colors, and one in blue and silver with the tuning knobs to match. It should prove a very popular number with grown-ups and children alike. Emerson is the sole manufacturer of the Mickey Mouse Radio.

## Mickey Mouse Kiddy Jewelry

Cohen & Rosenberger, Inc., New York, well known from coast to coast as one of America's leading creators and manufacturers of novelty jewelry, feel that their popular line of Mickey Mouse Kiddy jewelry has splendid sales possibilities in toy departments during the coming holiday season. The line consists of many attractive numbers such as necklaces, bracelets, rings, napkin rings, toy watches, mesh bags, knives and chains, etc., to retail for 50c, each featuring Mickey Mouse cut out characters enameled in bright colors.

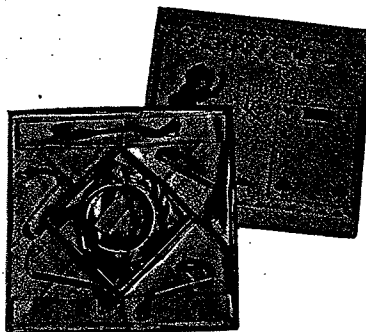
It is suggested that buyers display this novelty jewelry in a prominent position as there is a large demand for this merchandise.



*The Flower Market Paint Set.*

## Ullman's New Paint and Embroidery Sets

No. 4 is The Flower Market Paint Set. The exclusive feature of this and other new Ullman color sets is a five-color box label of a masterpiece, without printing or title. Many toy buyers prefer this type of color label, which is brand new. The set, designed to retail at 60c, contains flower pictures with color guides for painting. No. 624 is a new Princess Embroidery Set, featuring six linen napkins, stamped ready to embroider and use. The original feature in Princess Real Embroidery Sets (retailing 25c to \$2.00) is the inclusion of useable, practical materials for the child to use. The Napkin Set illustrated retails at \$1.00. All the Ullman embroidery sets are displayed in Room 701, 225 Fifth Avenue, New York City, with Joseph K. Straus in charge.



*Princess Real Embroidery Set.*

## Texcraft Drawing Sets and Books

Several years ago when Livingston & Co., Inc., introduced Texcraft drawing sets to the trade, the quick favorable reception they received convinced them that they had a winner, but they never thought that it would grow to such proportions as to make it necessary for them to constantly increase their already large production facilities. They state that orders and reorders have been coming in so fast during the past few weeks that it has been necessary to revise and expand their production schedules almost continuously. Hundreds of stores from coast to coast are featuring, and are planning to feature, Texcraft drawing sets during the coming holiday selling season.



*A New Target Game.*

## Big Shot Target

The accompanying illustration shows one of the many new numbers introduced by the Durable Toy & Novelty Corp. this year. Known as the Big Shot Target, it is a shooting gallery game with many distinctive features. The 17" all metal easel type target is colorfully lithographed, and shows four realistic wild animals. The shooting equipment is comprised of a set of two all metal automatic guns and four suction rubber tipped darts. The guns are equipped with very strong springs and shoot with precision and speed. This new durable toy can be retailed for \$1.00.

## Borgfeldt Introduces Three Little Pigs

One of the most successful motion pictures of the present season has been the Walt Disney Silly Symphony "Three Little Pigs." Besides creating tremendous enthusiasm at the Radio City Music Hall this film enjoyed the unique record of three return engagements to the Translux on Broadway. Borgfeldt, for many years has been manufacturing the famous "Mickey and Minnie Mouse" dolls in wood and velvet. A recent addition to their line was a wooden doll called "Pluto, the Pup" which met with instant public acceptance. As success in the field of motion pictures is reflected in merchandising channels, it is natural that a demand for the three little pigs in doll form should be evident. The Geo. Borgfeldt Corp. were quick to appreciate this opportunity and have just completed negotiations with Kay Kamen, sole representative for Walt Disney.

## Toy Grand Pianos

H. B. Rogow, of Federated Distributors Inc., reports that their line of toy grand pianos is attracting wide attention. Mr. Rogow says that these pianos are constructed along entirely new and novel lines making for realistic appearance and sweet mellow tones. The pianos come in two sizes, with eight or twelve keys, to retail at popular prices. Federated Distributors Inc., are located at 28 West 25th Street, New York, where visiting buyers will find a large and attractive display of Japanese toys.