

## TOYS AND GAMES

Li'l Abner and his family, from the log cabin village of Dogpatch, have become beloved characters all over the country. They appear in 300 newspapers and two national magazines, and it is said that these publications have over 30 million readers. This feature has risen rapidly in popular acclaim through its homespun humor and its elements of adventure, romance, excitement and novelty. Now Li'l Abner has gone to work in the toy trade to lend the magic of his name to increase the sales of toys and games.

The first smash hit scored by Li'l Abner has been for the Daisy Mfg. Co. Their Li'l Abner Shooting Gallery has registered a distinct triumph, all the more noteworthy because its impressive sales totals have been piled up in a recession year. Of course the game itself was built to give big value as a dollar retailer. The cork ball gun, large action shooting gallery and attractive packaging would undoubtedly have made this new game a big seller under any name, but Cass S. Hough of the Daisy Mfg. Co. gives full credit to Li'l Abner for adding the punch and tremendous sales appeal that it has shown. Mr. Hough says that Abner did about 95% of the selling job on the Shooting Game, since buyers who visited the Daisy display realized immediately what a tremendous pull this feature has in their territories, and how it would enhance the sale of an already good game. Mr. Hough goes so far as to predict that when the final figures for 1938 are totalled, the Li'l Abner Shooting Gallery will be the biggest item that Daisy has ever had in its line, which has enjoyed 52 years of popularity.

Li'l Abner is available to toy manufacturers through the United Feature Syndicate, 220 East 42nd St., New York, as are also a number of other popular cartoon characters. L. S. Gleason of the United Feature Syndicate tells an interesting story of the rapid rise of Li'l Abner to the heights of stardom in the short space of three years. The comic strip about the Yokum family and their Dogpatch neighbors made its bow in August, 1934. In six months it was appearing in 21 papers with a total circulation of 1,747,447. On the first anniversary of the strip it was in 85 papers with a circulation of 7,866,859. By this time Li'l Abner was attracting nationwide attention, and readers in cities where he did not appear were deluging their favorite papers with requests to secure the Dogpatch hillbilly. At the end of 18 months 125 papers were running Li'l Abner; the second anniversary of the comic feature found it in 154 papers with a combined circulation of 12,251,265. When Abner was 30 months old he appeared in 213 papers; at the three year mark of August, 1937, he was a feature of 273 papers. The figure is now over 400, with more constantly being added. Max V. Bosler, feature editor of the Peoria Journal-Transcript, calls Li'l Abner the biggest hit in years. "Our best comic," Ludwell Denney, editor of the Indianapolis Times, has said, while Frank Roberts, managing editor of the Fort Wayne Journal-Gazette, chimes in with: "Trace circu-

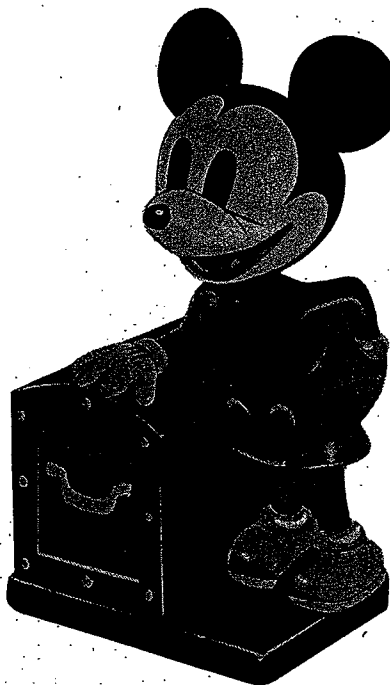


Li'l Abner

lation gains directly to it. Best comic running." Hal O'Flaherty, managing editor of the Chicago Daily News, says: "No need to promote Li'l Abner. He does that job himself." Editors and circulation managers of scores of other papers have made similar comment. Mr. Gleason feels that a character with such strong appeal can do a powerful selling job in the toy field, and the sales figures of the Daisy shooting game bear out this idea.

### CROWN TOY COMPANY'S MICKEY MOUSE BANK

The ever-popular Mickey Mouse bank, made of wood composition and brightly colored to represent in most realistic form Walt Disney's famous character, continues to be a leading seller in the growing line of novelty banks manufactured by the Crown Toy Mfg. Company. This con-



The Crown Toy Co. Mickey Mouse Bank

cern specializes in novelty numbers made of wood composition, depicting famous characters in a unique and practical way. Retailing at popular prices they are proving strong all year business getters. The Crown firm was recently obliged to greatly enlarge their plant, their present factory being 4 times the size of their old one. Irving and Dave Bieler have in preparation many unique promotion plans for the Fall and Holiday season.

### EXTRA SCORE SHEETS FOR "GOLFETTE" GAME

As accessory material for the game of "Golfette" its manufacturers are now prepared to supply extra score card pads for players' use, such additional tally pads being available at 15c each, or two for 25c., retail. Requisitions by the trade for same will be promptly filled by Golfette, 205 West Wacker Drive, Chicago.

### SNOW WHITE COSTUMES BY FISHBACH

A. S. Fishbach, Inc., 18 W. 20th St., New York, whose Spotlite Costumes are well known throughout the country, are making the authentic, authorized Walt Disney's Snow White and the Seven Dwarfs costumes, complete with masks. Ben Cooper of this firm has achieved a group of costumes of great beauty and completeness of detail. They retail from \$1.00 up. Another important recent addition to the line is a hilarious Lew Lehr costume. This great character comedian has achieved widespread popularity through the Fox Movietone News, and now that he is also appearing on the radio his famous "Monkies is the Cwaziest People" is fast becoming a national catch-phrase. The full Fishbach line of costumes, retailing from 50c to \$25.00, is displayed in the permanent showrooms of Sam Drelich in the Fifth Avenue Building.

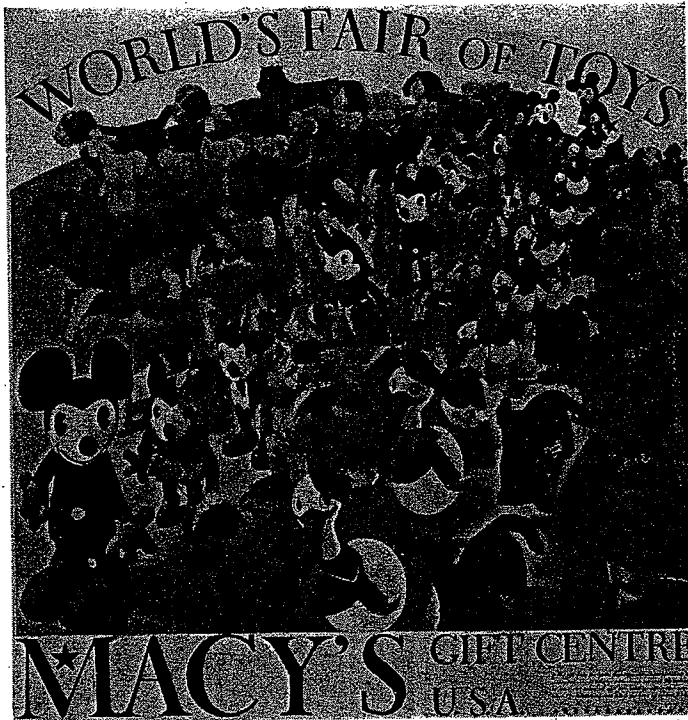
### FOLEY AND HAHN EXTEND A CORDIAL INVITATION

Jack Foley and Al Hahn of The Empire Sales Co., 200 Fifth Avenue, New York City, extend a cordial invitation to all buyers who plan to attend the Housefurnishing Show, or who will be in the toy market next month, to visit them at their showroom. These two genial toy men have procured an interesting assortment of playthings that will appeal to toy buyers who are planning immediate sales promotions, or are doing their holiday buying. The manufacturers represented by The Empire Sales Co. include Northwestern Products, Parfait Products, Stewell, Inc., Quam-Nichols Co., Trojan, Inc., and the Click Novelty Mfg. Co.

### CANADIAN BUYER WANTS CATALOGS

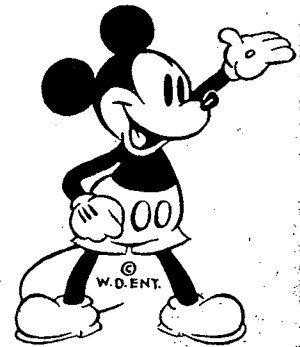
J. R. Godfrey has just taken over the duties of manager of the toy department at Bryson-Graham Co., Ltd., department store in Ottawa, Ontario, Canada. Mr. Godfrey will be glad to receive catalogs and other literature from American manufacturers of toys, dolls and games.

# MICKEY MOUSE



Copy of eight column newspaper advertisement used by R. H. Macy's, New York, in the World-Telegram, Thursday, December 9, 1936. Note the predominance of Mickey Mouse and Donald Duck to attract the reader's attention. Such ads. attracted crowds to Macy's toy department

AS A PRELUDE to the forecast for 1937, let us pause for a moment to survey the activity in Mickey Mouse merchandise during the Christmas season just passed, which Kay Kamen says, was the greatest season in the phenomenal history of the beloved Mickey. This winsome super-salesman, his first vice-president, Donald Duck, and the other equally productive Walt Disney characters, under the careful guidance of Kay Kamen and his organization, yielded large volume sales for their licensed manufacturers and for the retailers.

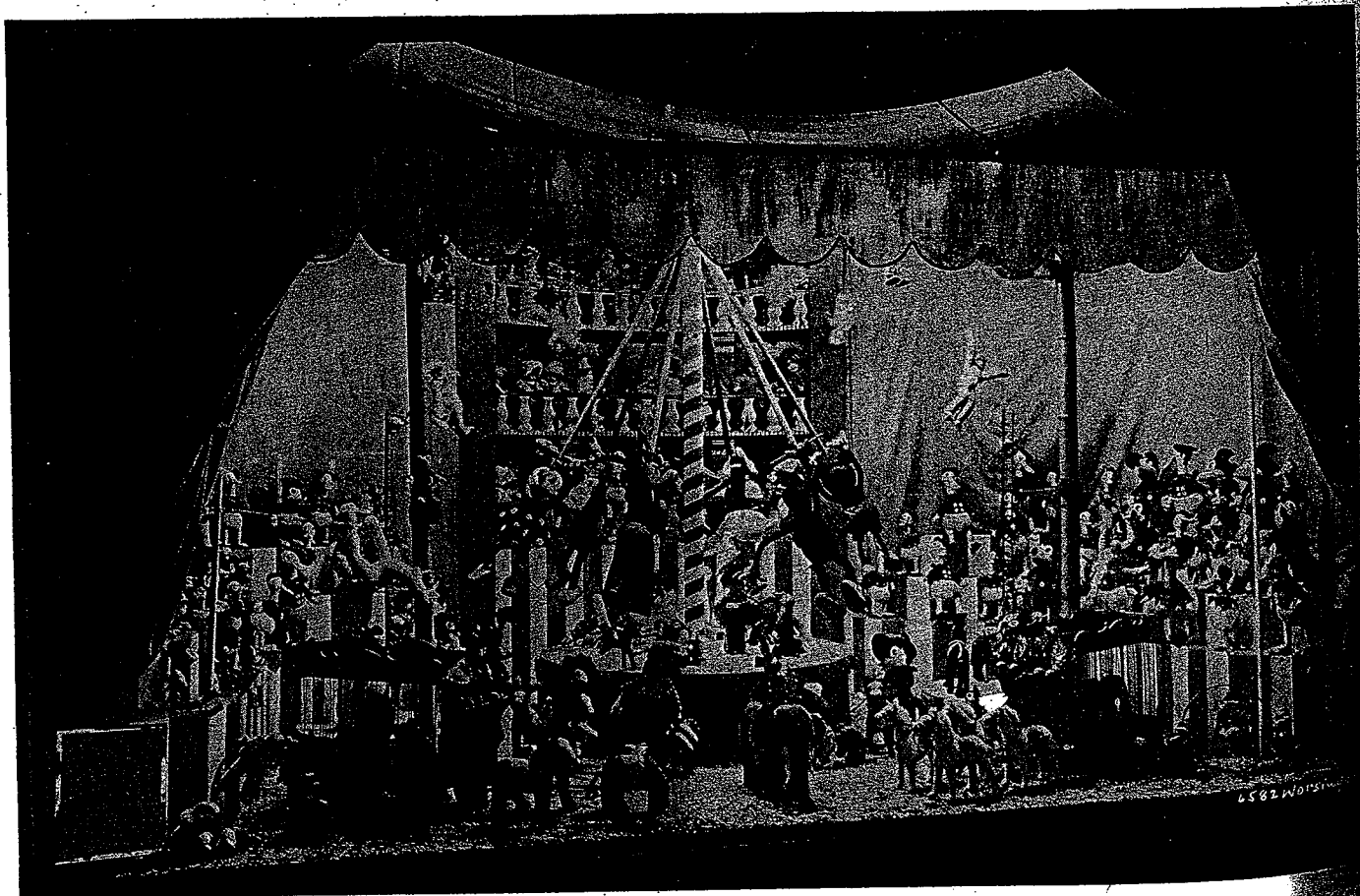


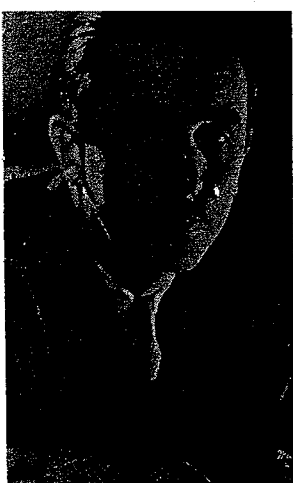
The Knickerbocker Toy Co., Inc., of New York, manufacturers of stuffed dolls in the form of Disney characters, published a full page advertisement in the November, 1936 issue of "Playthings" incorporating (1) the fact that they were completely sold out, (2) thanks to the trade for the splendid response, (3) regrets to those whose requirements they were unable to fill. This is a typical example of the success achieved on Christmas merchandise by the licensees of Walt Disney Enterprises. It is results such as this that reflect the thorough study and research which Kay Kamen, Ltd., sole representatives of Walt Disney Enterprises, and their licensees, put into the proper designing and intelligent promotion of Mickey Mouse Merchandise.

Kay Kamen states that a general survey of leading department stores revealed that the retailers also enjoyed a large increase in the sale of Mickey Mouse merchandise. So great was the eye, sound and animation appeal of this merchandise that there was a definite tendency on the part of the shoppers to stop and congregate at the counters where any Disney character toys were displayed.

For instance, at Macy's, N. Y., a clever display of the Fisher-Price Push and Pull Toys, operated on a small treadmill to keep

Shown Below is Kay Kamen Window Display Material in Use at Loeser's, Brooklyn, During the Christmas Season.





Walt Disney

# Mickey Mouse

## at the

# Toy Fair



Kay Kamen

With his usual promptness, Mr. Mickey Mouse, Hollywood, Calif., and the world famous Walt Disney Troupe will arrive at the opening of the 1936 Toy Fair. Plans for the much heralded event have been under way for many months and a large flock of new and sparkling ideas will accompany the cinema's foremost citizen.

There has been much ado at the office of Kay Kamen, Ltd., sole representatives of Walt Disney Enterprises, these many weeks for merchandise must keep in step with the great progress made by the Mickey Mouse films . . . and that progress has been extraordinary since first Mickey, Donald Duck and all the others made their glamorous bow in Technicolor.

Lovers of the screen's leading comedian will be pleased with the announcement that Walt Disney is to give him the lion's share of productions in the new motion picture season. Some of the stars of the Silly Symphonies have had a green, jealous look about the eyes, but then they will have their films too, and besides a number of these celebrities have graduated into the Mickey Mouse family. There is Donald Duck and his dramatic sparring partner, Madame Clara Cluck, now sharing honors with the traditional favorites, Pluto the Pup, Clarabelle Cow, Horace Horsecollar, the Goof, and that superb heroine of all heroines, Minnie Mouse.

All these happenings in the shadow world of the theatre have a very definite and important place in the bright light of the commercial markets. Public preference and popularity of these Walt Disney characters shape the trend of the demand of the consumer in over the counter sales. Time may march on, but Mickey Mouse is the acknowledged leader of the parade. Realizing full well this responsibility of leadership, the licensees of Walt Disney Enterprises will have this year the most extensive and attractive line of new designs and new items.

Production facilities are being expanded by most of these companies as orders far exceeded supplies early last fall and the situation was aggravated in

the late season. An important factor in this problem deserves full consideration by the buyer. In the case of most merchandise, if a resource cannot meet deliveries, there is usually another resource upon which the retailer can draw. This is impossible in the case of Mickey Mouse merchandise for the reason that Disney will appoint only one manufacturer in a particular classification of goods. Early buying, therefore, in the case of Disney character merchandise is the only way to insure adequate supplies. Goods for which there is a steady demand can never be sold, no matter how much the consumer may clamor for them, if those goods are not readily available for display and sales.

Among those items which proved very popular in stores last year were the Mickey Mouse Movie Jecktor. In connection with this fast moving number are associated, of course, a wide selection of Mickey Mouse and Silly Symphony films. These subjects are drawn from the latest and most successful of the Walt Disney Productions. A good supply will mean turnover for any retail or departmental store.



Lionel is introducing a new Disney character track toy, and to those buyers who were "caught short" on the Mickey Mouse Handcar, a word is sufficient.

Several new licensees have adopted the Mickey Mouse sales banner. Among them are Platt and Munk, Paas Dye Co., and the Amlold Co. Their merchandise will be ready at Toy Fair time.

Although Richard G. Krueger is primarily known as a resource for the infants' and children's department, this old established house is making a strong bid for toy departmental business with their new Silly Symphony doll characters. Among their presentations are Max Hare, Toby Tortoise, and the Three Orphan Kittens.

Especially important in recent months

has been the vogue for tea sets in toy departments all over the country. A variety of materials are to be found in Disney character dishes, cups and saucers—Chinaware by Salem China Co.—Beetleware by Hemco Molding Division of Bryant Electric Co.—lithographed metal ware by Ohio Art Co.—and some excellent values in imports by Geo. Borgfeldt Co.—International Silver Co., with their new merchandising feature of wooden toys along with each silver table piece, have had exceptional interest displayed in their line for the new season.

Fulton Specialty Stamping Sets have been a staple for every toy department and their success with "Three Little Pigs" and "Mickey Mouse" will probably be duplicated with their new Donald Duck set.

Toy Fair 1936 promises to reveal new peaks in the variety, originality, and values of Walt Disney character toys. All buyers and visitors are cordially invited to visit the offices of Kay Kamen, Ltd., sole representatives for Walt Disney Enterprises, during their stay in New York. Full information as to licensees and as to future plans in the Mickey Mouse family will be readily available.

As in the past, Kay Kamen will publish a toy directory of licensees, which will be distributed at the McAlpin and in the Fifth Avenue Building. Buyers will find this guide most helpful as a time-saver during the rush of the Fair. Copies can be secured in advance by writing Kay Kamen, Ltd., 729 Seventh Ave., New York, N. Y.

For those department store executives and buyers who are interested in the 1936 Mickey Mouse Christmas Promotional Campaign, a special motion picture film has been prepared. Most of the 300 stores who used last year's store-wide feature have already indicated their desire to consult Kay Kamen on plans for this season. The motion picture film will be shown at any time upon short notice. Simply telephone Bryant 9-1990 and the wonderful girl who always answers "Mickey Mouse" will gladly make reservations for you.

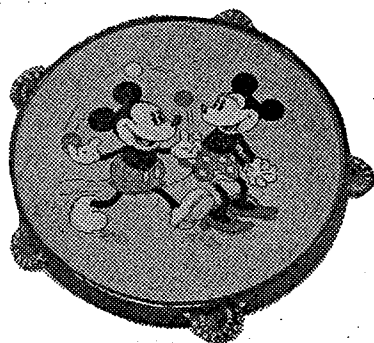
Announcement is made of the formation of a new organization, Winner Manufacturing Company, Inc., with main office and plant at 459 Brunswick Avenue, Trenton, New Jersey. This Company is taking over the Lata Balsa line of products formerly made by the Balsa Wood Company, Inc. These items include water sports equipment, beach and pool accessories and marine and boating supplies. Sales offices are located at 41 East 42nd Street, New York City and 612 North Michigan Avenue, Chicago. In addition to the marine products, there will be offered a complete line of insulated and refrigerated cabinets and containers for dry ice, ice cream and other perishables, advertising novelties and Balsa Wood specialties. Officers are H. T. Winner, President and Dan B. Hains, Vice-President.

### SALES DIRECT FROM FACTORY

The A. I. Root Company of Medina, Ohio, manufacturer of educational toys, has decided to contact the toy trade direct from its home office. They will be at the Toy Fair in New York as usual, at Room 447 in McAlpin Hotel, and Wm. Barnett, the toy designer, will be in charge. In giving up their display room in the Fifth Avenue Building The A. I. Root Company wishes the trade to know that the services of L. E. Rothfield have been greatly appreciated.

### SURPRISE PROMISED BY NOBLE & COOLEY

The Noble & Cooley Co. have announced that they will show something new at the Toy Fair, and they feel that buyers will be very much interested in this surprise item. Their full line will be displayed by Riemann-Seabrey Co., Inc., who are their regular sales representatives, as are the Standard Toy Agencies of San Francisco. The Noble & Cooley line includes high quality toy drums, jazz sets of many styles, sizes and prices, tambourines, and banjo ukes. Mickey Mouse designs are available on all these items.

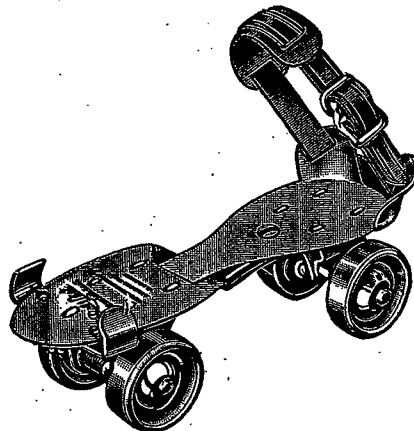


Noble & Cooley  
Mickey Mouse Tambourine

PLAYTHINGS—APRIL, 1936

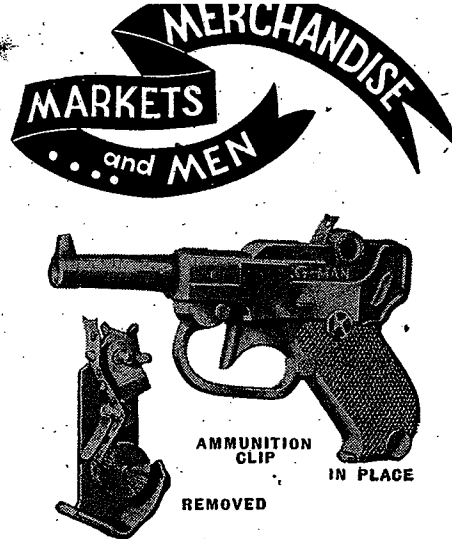
OF MANY

Mickey Mouse of styles and sizes, at The Oak Rubber Company, Ohio. In a new series introduced, the balloons are decorated with pictures of Mickey Mouse and all the other well-known characters from the popular Walt Disney cartoon comedies. Another new series shows Mickey Mouse and members of his gang in various antics after the manner of the comic strips. The line also offers Toss-up balloons in large, medium and small sizes. These balloons consist of body, head and ears all of which inflate. They stand erect on large cardboard feet. Some are packed in attractive cellophane packages. Mickey Mouse Heads, with inflatable ears, are available in several sizes, with or without the cardboard foot, or base.



### ROLLFAST ROLLER SKATES

The ever increasing demand for high grade ball-bearing roller skates has reflected itself in the sales volume of Rollfast Roller Skates. The D. P. Harris Hdw. & Mfg. Co., Inc., believes that their line of skates is destined for another one of their great years. Rollfast again will be backed by an extensive national advertising campaign distinctively different and on a much larger scale than ever before. Leading magazines, and radio too, will continue to spread the Rollfast message to millions of parents and children. The company advises that their line of roller skates has been expanded to include several additional numbers of popularly-priced skates. Throughout the line further improvements in construction and design have been added to the many splendid and exclusive features of the past years. The manufacturer invites all visitors to the Toy Fair to inspect the new line. The entire group of Rollfast wheel goods will be displayed during the Fair in Rooms 401 to 406 at the McAlpin Hotel. Buyers will be keenly interested in the modern packaging of Rollfast skates as carried out by the manufacturer. Every pair is in an attractive, bright orange-and-blue box suitable for counter, shelf or window display in an effort to make the merchandise easy to order, to unpack, to stock and to handle.



### THE KILGORE G-MAN

Away to a fast start, the Kilgore G-Man Automatic Repeating Toy Paper Cap Pistol is bidding fair to surpass the many sales records set during the last two years by its predecessor, the Six Shooter. No small measure of the unprecedented popularity of the G-Man Cap Pistol is due to the outstanding innovations again pioneered by The Kilgore Manufacturing Company and presented in the G-Man. Its new and unique design offers a pleasing departure from the conventional automatic Pistol type, and is in step with the modern appeal of its name, The G-Man. Equipped with a removable magazine ammunition clip for loading, the G-Man carries a strong appeal for the youngsters natural instinct for something new and different and which he can "work." The G-Man shoots Kilgore Perforated Repeating Caps, its mechanical construction being based on the sprocket wheel principle which in combination with Perforated Repeating Caps assures a constant measured feed with a maximum of efficiency in the performance. So that the young operator cannot possibly load the G-Man incorrectly an ingenious guide has been placed over the sprocket wheel. This not only prevents incorrect loading but has the happy faculty of eliminating jamming. Companion pistols to the G-Man, all carrying removable magazine ammunition clips, are the Police and Rotor Repeating Pistols, and the Trapper and Sportsman in the Single Shot line. The Kilgore line embraces a host of others, both in Repeating and Single Shot groups, covering the entire popular price range.

### THE LUCK O' THE IRISH

Kingston Products Corp., of Kokomo, recently conducted a sweepstakes wherein each of their representatives received a ticket for every dozen pair of skates they sold. When the day for the drawing came around who should win but the genial Irishman, Tom McGinty, New York representative for the firm. The prize awarded was a suit of clothes.

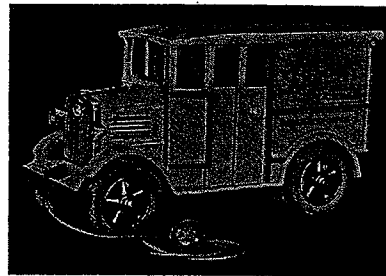
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# New Toys... Toy News



## Rosebud's Magnetic Bubbles Game

A recent and popular addition to the rapidly growing line of Rosebud Games, made by the Rosebud Art Co., is a game called "Magnetic Bubbles." Like all Rosebud Games, it is made to sell at a popular price, retailing for 50 cents. It is made for both children and adults, and the play is thrilling and exciting. The size of the game is 13x13 inches, and it is packed in a colorful box of striking design.

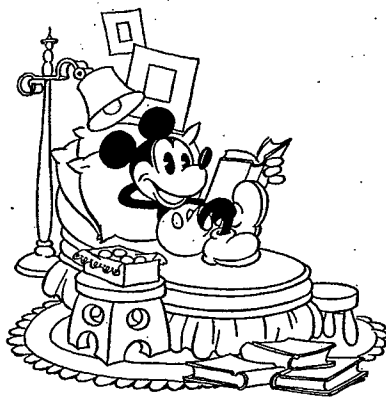


## A New Miniature

Borden's Farm Products Company have just granted exclusive right to The Hubley Mfg. Company of Lancaster, Pa., to reproduce their retail milk and cream delivery trucks in iron toys as is shown by the above cut. The Hubley Company have established quite a reputation in the toy trade for their "Exclusive Right" toys, having already made replicas of a great many items reproduced by leading national manufacturers. From the sales already reported this promises to be a valuable addition to their famous group. It is being offered to the trade in two sizes.

**Jayklo Dollar Brief Case**  
The Messrs. Klotz of J. Co., say that they are featuring outstanding success a heavy brown fabricoid brief case to \$1.00. It has two pockets, is long and has leather straps al

**Mickey Mouse Book a Best**  
Everyone knows about the dous popularity of Mickey M it is not surprising to learn fr McKay Co., Philadelphia, th book "The Adventures of Mouse" is making sensation r a best seller in leading stores th the country. Mickey's following youngsters is nothing short of able. Two thousand Mickey Clubs have been organized, membership numbers over 3 mil and girls. Rarely has a juve been introduced with a more a background. "The Adventures ey Mouse" is drawn and written Disney, who created the movie There are 32 illustrations in c the book represents outstandi at its low price of 50 cents ret publishers report that toy deale where are featuring "The Ad of Mickey Mouse" with succes

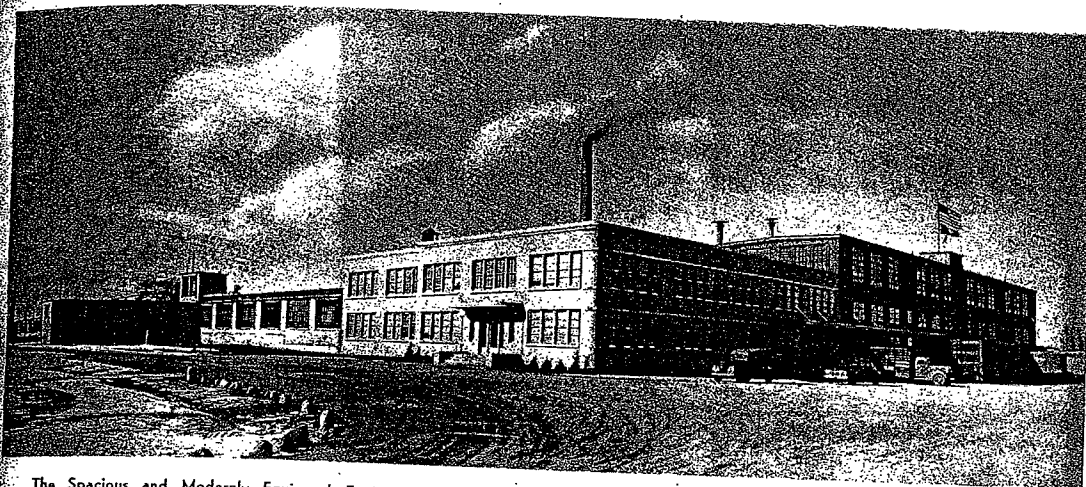


## There's Loads of Fun When They Have Playthings Like These

We Can Provide the Right Playthings for a Tiny Back Yard or a Neighborhood Playground—at Prices That Are Surprisingly Low!

<p><b>6-Play Gym, \$8.75</b> —The "Parnate" gym, with swing, rings, trapeze, monkey, climbing rope and horizontal bar. —A very all-metal gym, \$12.50. 2 children can perform at one time.</p>	<p><b>Scout Tent, \$4.95</b> —Soft, line of waterproof material. Ready to put up. Set No. 26451. 12 ft. x 10 ft. \$4.95 <b>Velocipedes, \$7.95</b> —The "Rainbow" with rubber-tired wheels. Colors, \$7.95 and \$9.95.</p>	<p><b>Sand Box, \$6.75</b> —Elevated wooden box painted orange—with adjustable canopy. Others \$1.95. 100-lb. Bag Sand, \$1</p>	<p><b>10-Foot Slide, \$15.00</b> —A sturdy slide with painted hand rails and metal legs. 8-ft. Slide, \$10.00 12-ft. Slide, \$12.50 Others as low as \$1.50</p>	<p><b>Archery Set, \$1.00</b> —Semi-circle archery with 41-inch bow, four 18-inch rubber tipped arrows, and target. Others, 50c to \$1.50 Kann's—Fourth Floor</p>	<p><b>Play Tent, \$5.95</b> —A fancy painted awning stripe tent with poles, guy ropes and steel stakes. 55x75 ft. size. \$4.50 Canvas Wagon, Special \$1.50.</p>	<p><b>Lawn Swing, \$5.75</b> —Juvenile size, but big enough for two children.</p>	<p><b>"S-KIM-O" House, \$1.98</b> —No table, ropes or center pole required. Lights in weight, easy to move. <b>3-Pc. Lawn Set, \$1.98</b> —Two chairs and a table finished in green and orange. <b>"Old Swimmer" \$2.50</b> —Waiting post of your back. Made to one inch. Large size, \$2.50. See-Saw, \$2.50. Padded mat and gym. Others, \$1.50 to \$2.50.</p>
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A Recent Advertisement of S. Kann's Sons, Washington, D. C.



The Spacious and Modernly Equipped Factory—Plant No. 1—of the Haskelite Manufacturing Corporation, Grand Rapids, Mich.

## Hasko Mystic Board the Result of an Idea

Those of you who remember the finely woven plots of Horatio Alger or the long articles in the home town paper "Local Boy Makes Good" will find its counterpart on page. This is the success story of an idea, a product, and a man. The idea was a fortune telling game combined with a practical serving tray. The man was Walter F. Gibian of the Haskelite Manufacturing Corporation of Grand Rapids, Michigan, and Chicago, Illinois.

Five years ago Haskelite was doing a moderate business in a comparatively small line of plywood trays. Today, they are among the leaders in the field with a large line of trays and appliances that are nationally advertised all year around. "My first idea," said Mr. Gibian, "was to take serving trays out of the luxury class and make a fine molded tray on a mass production basis that could be put within the reach of everybody's pocketbook." From here the line began to grow and today the familiar Hasko and Haskelite trademarks are on trays wherever fine

trayware is sold. Nearly three years ago Mr. Gibian conceived the mystic tray-game combination idea. Production was increased but output was surpassed many, many times. Something had to be done to meet the ever increasing demands for this sensational new game, and out of necessity came the new Hasko Mystic Board, fine plywood beautifully lithographed and made in three different types and sizes. From first appearances it seems that the new Mystic Board will be equally as successful as its big brother the Hasko Mystic Tray. "This year," says Mr. Gibian, "we will be producing about four million trays of all types." "But, what about the toy business?" this reporter asked. "Like a first love," Mr. Gibian replied, "I can never quite forget the business I started out in. Some day perhaps I will bring out something entirely new and startling in the toy field." And if you knew this man who has made a great idea work, you will see a little twinkle there that makes you wonder whether or not he already had the new

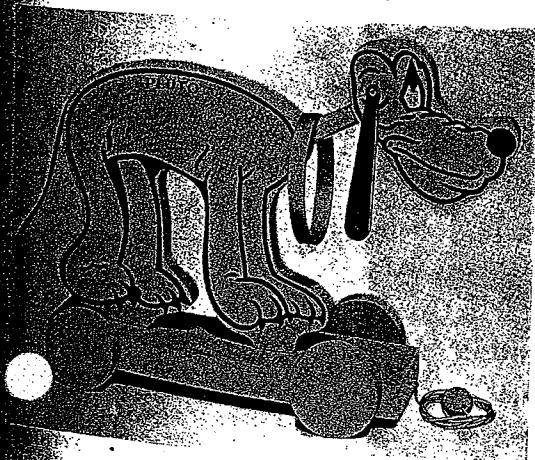


Walter F. Gibian

idea in the back of his mind.

In the meantime, advertising schedules have been keyed to last year's allotments on the complete line of Hasko Trays and production facilities are being speeded up as rapidly as wartime conditions will permit.

## Balantyne Offers Disney's Pluto



In their new Pluto, the Pup, the Balantyne Mfg. Co. are offering the first of a series of Walt Disney character pull toys which they are developing. Made in accordance with the strict Balantyne quality standards, this new Pluto is a pull toy with many distinctive features. The body is made of 1-inch thick solid lumber, dressed down to 3/4-inch thickness, while the back is formed to simulate the appearance of a dog's back and to prevent injury to the child. The perfectly rounded wheels are mounted on hardwood dowels for axles, drilled through the center of the platform for additional strength. The wheels are mounted on eccentric, causing Pluto to lope along in his characteristic way when pulled and making his ears swing in delightfully realistic fashion. The finish consists of three coats of the finest chestnut brown lacquer over carefully sanded wood, while the design is imprinted by means of a bronze die plate, hydraulic press method. The eyes are artistically painted in with lithographer's white enamel ink. Pluto, the Pup, as well as the popular Balantyne crawling turtle and P-45 B Special Automatic Pistol, are on display in the showroom of Leo Strauss, Fifth Avenue Building, New York.