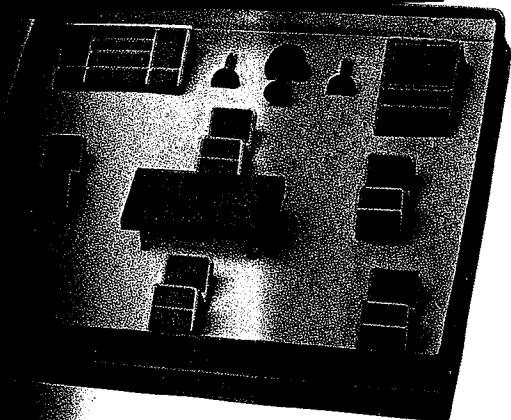
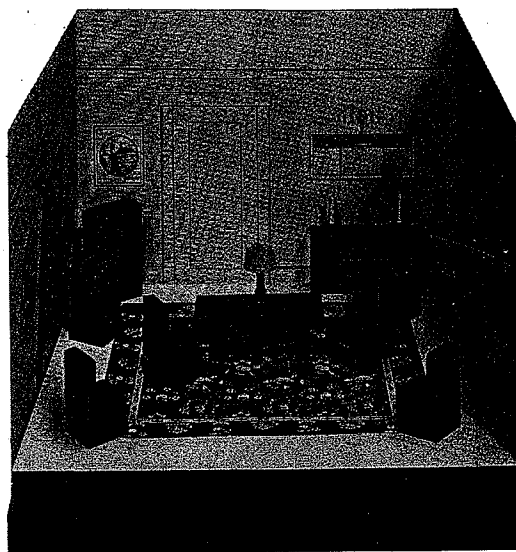
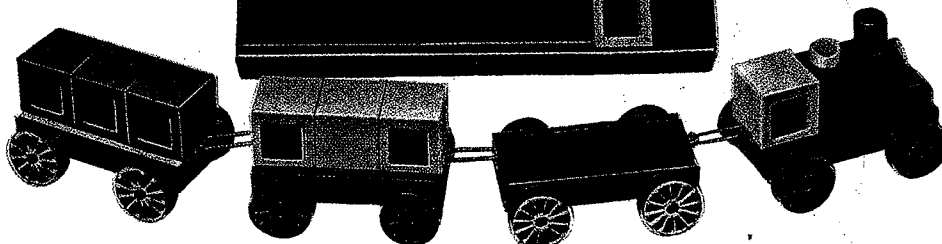
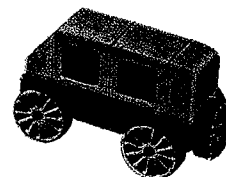
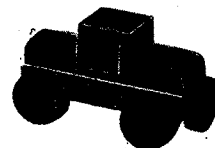
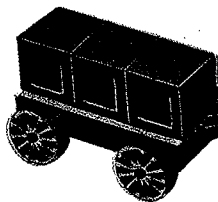
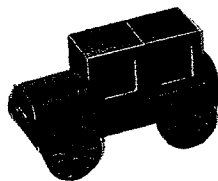
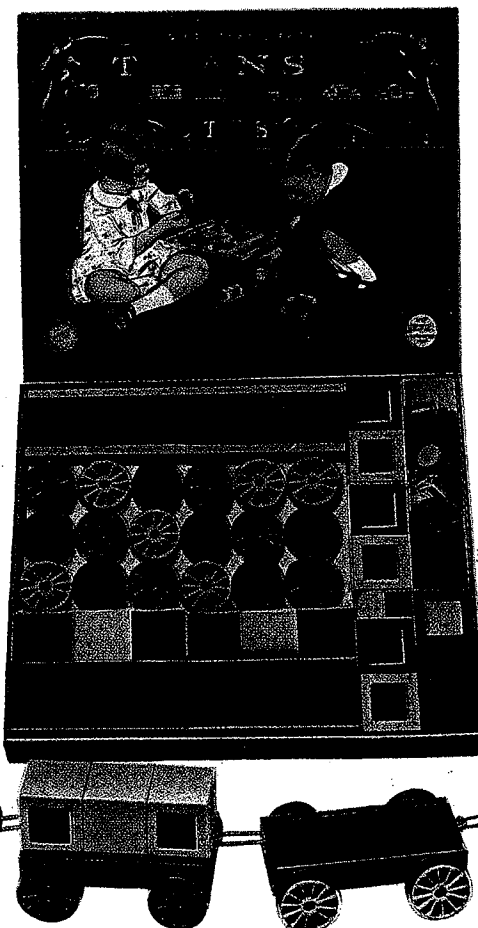


1929
Jan.
June



TRANSIT TOYS



The above illustration shows both the train of cars and a set of four automobiles. Either the complete train of cars, or four automobiles can be made from one set.

to the need for attractive and safe sets for children is "TOYS THAT TEACH" FURNITURE SETS. A new idea in toy furniture, the pieces are finished in a smooth finish in attractive colors. Most of the pieces are made of two or more parts with a slot so that the child can put them together, and they come apart easily. The set contains just enough pieces to furnish an up-to-date room. Each set is furnished with a room design printed on heavy cardboard, which is locked into a special arrangement. This is explained on the inside of the box. Sets met with immediate success.

Room retails at \$2.00
Room retails at \$1.00
Room retails at \$1.00

TOYS—A new addition to the "TOYS THAT TEACH" series. Any toy on which a child can use its own imagination and duplicate something in reality is always a success.

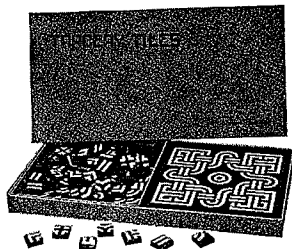
"TOYS THAT TEACH" TRANSIT TOYS give children the opportunity of their lives to build a complete room from engine to car or five different automobiles.

plenty of color to the set, and full instruction sheet inside the cover. **Retails at \$1.00**
"TOYS THAT TEACH" TRANSIT SET consists of various shaped wood pieces, including a large number of attractive wheels, pieces enameled in bright color combinations. Packed in attractive cardboard box with six-color label. Size 9" by 10 3/4". 1/4 dozen to package 1/6 gross in carton. Weight 270 lbs. per gross.

Send for Catalog and Samples.

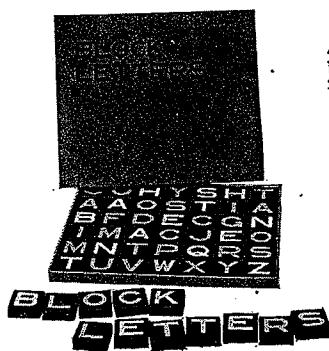
Y. **THE EMBOSSED COMPANY, ALBANY, N. Y.**
New York Office — Room 440 — 200 Fifth Ave.

you to put in stock



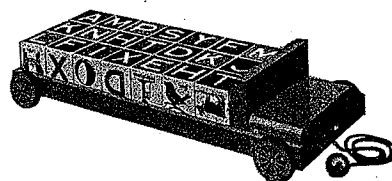
TRACERY TILES

A solitaire pastime and an excellent travel toy. No limit as to age or number of patterns produced. Fun for all. Teaches balance, design. Develops originality, concentration, neatness. Sets in yellow or blue, each containing 100 well-constructed tiles and designing tray.



BLOCK LETTERS

42 large black blocks, beautifully made of embossed ebonized hard maple with embossed letters in three primary colors. Excellently suited to beach or floor anagrams, commercial window signs and spelling construction for tiny tots.



AUTO-BLOX

A variety of well-built blocks highly colored and containing letters, pictures and words packed on a sturdy truck. Ideal for indoor or outdoor educational play. Actually two toys in one. Available in eight sizes.



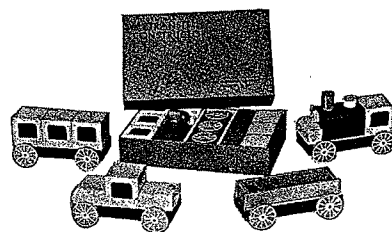
UNIVERSAL SPELLING SET

A durable, easily handled spelling set with raised capital letters. Letters alone can be used for anagrams. Suitable for home movie titles. Excellent for use of the blind. We honestly believe it the best spelling set on the market.



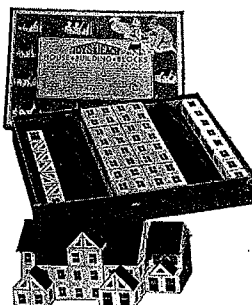
WONDERWOOD FLOWERS IN CARTONS

A novel toy for children or adults. Admirable for shut-ins. Makes wide number of beautiful flowers. Specimens may be made over and over again. Packed in a handy tubular carton. Two sized sets available.



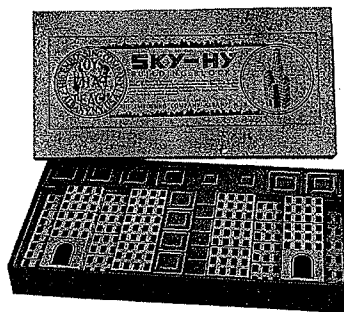
TRANSIT CONSTRUCTOR

Wood blocks that construct Automobiles, Railroad Cars and a Railroad Engine. Many models possible. An ideal construction set for children above 3 years of age.



HOUSE BUILDING BLOCKS

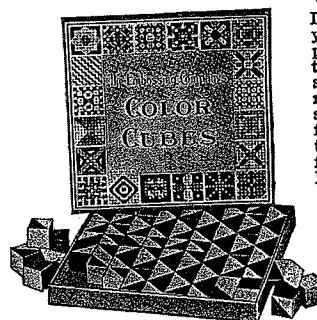
Set consists of various shaped pieces finely painted and printed capable of building a wide number of beautiful Colonial house models. Adaptable for indoor or outdoor play, interesting to children of all ages, as well as grown-ups.



SKY-HY BUILDING BLOCKS

A modern toy with great appeal. Set builds dozens of realistic sky-scrapers. Well constructed, finely

painted blocks, fit together easily. Teaches rudiments of construction engineering. Holds child's interest for a long period of time.



COLOR CUBES

Introduced 25 years ago and still popular. They teach design, construction, harmony and balance, self reliance and finger manipulation. For all ages from 3 years on. Recommended by physicians for children and adults suffering from nervous disorders. Available in sets of various sizes.



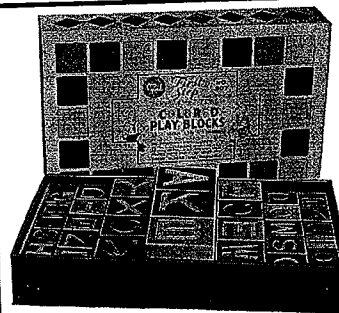
EYE-REST ANAGRAMS

A beautiful anagram set. Ideal color arrangement by actual test. Yellow and blue raised letters on stippled black background. Embossed backs. No other set so fine sells at its price. Big popular year-round game for young and old.



WINNIE-THE-POOH EVEREDY MODELING SET

A wonderful modelling set comprising full equipment to model the characters from A. A. Milne's famous story Winnie-the-Pooh. A story goes with the set and if there is a child who won't want it on sight, we haven't seen him yet.



FIRST STEP COLORED PLAY BLOCKS

Graduated sizes, cubical shape and six prismatic colors with non-poisonous pigment make this set a popular pre-school toy that teaches balance, colors and simple construction principles. Handsome embossed letters. Available in several sizes.



We will gladly send you our complete Trade Catalog

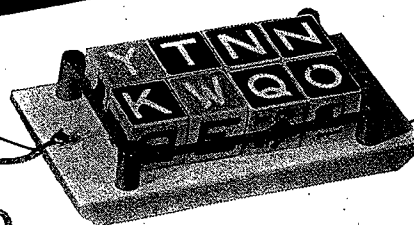
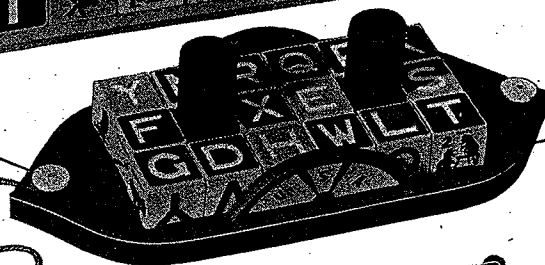
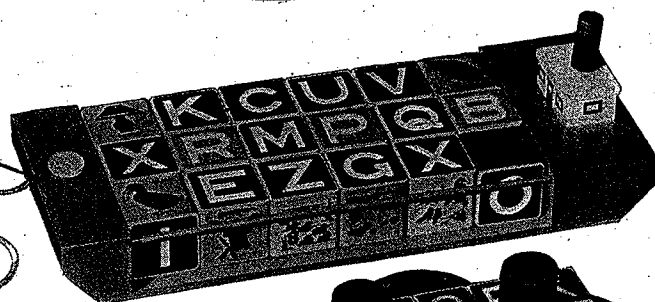
THE EMBOSSING COMPANY

ALBANY, N. Y.

New York Office and Display 200 Fifth Ave., Room 440

1936

FOLLOW THE FLEET



ALL HANDS ON

deck for a look at this snappy new fleet. Trim enough craft to sail right off your counters and straight into the playroom of every potential little "tar" in town.

Flash! . . . Loaded to the scuppers with it! And behind that flash—EMBOSSING QUALITY! Bright enamels. No aniline dye. Smooth edges. Sturdy construction. Made for fun and built to weather rough-and-tumble handling.

Priced to sell at \$1, 50c and 25c. Each with a full, generous cargo of deep embossed, round cornered, beautifully finished Embossing Company blocks.

FOR A NEW

HIGH TIDE

OF SALES



The anchor is up. The fleet is ready for sea. And this is your invitation . . . not to follow the fleet . . . but to lead it. Come aboard the flagship and set out with us FOR PROFIT.

THE EMBOSSING COMPANY

New York Office and Display
200 Fifth Ave., Room 440

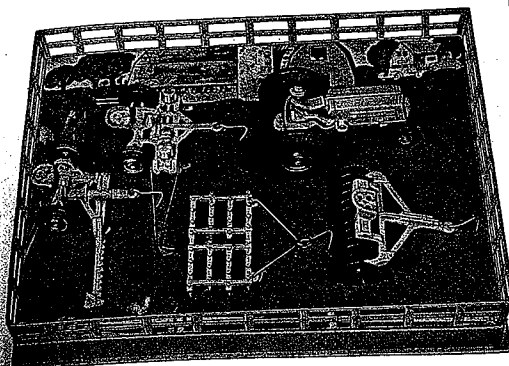
ALBANY, N. Y.



When writing to The Embossing Company will you please mention PLAYTHINGS?

SI
J. S. Landy, president of Black-
icland Company, St. Louis, Mo.,
often a most interesting book under
of "Selling Slants." His method
ing is that of an old drummer in
to his son. The book is full of val-
information, written in a personal
and illuminated by anecdotes taken
he experiences of the author. In the
the author says: "Much has been
a on the subject of selling. Lectures
ourses on salesmanship by profession-
nd prominent students of economy
become active functions and impor-
factors in the training of salesmen.
training today is an individual rather
a group problem. Having this in
the articles in this book are prepared
t the tempo of individual training in
ern salesmanship. Every phase in the
ice of selling has been carefully re-
ed, and the subjects are treated along
tical horse sense lines and phrased in
n Western language, straight to the
at, without reservation, written so
ing salesmen may 'savvy' what's what
selling and the veteran, too, may enjoy
iding what he already knows. Slang is
mployed to emphasize ideas and make
em more expressive than our more cus-
mary verbiage, written with the hope of
iving home a thought in every sentence.
the writer is able to coin a thought, or
at will startle the reader into thinking
long new and more successful lines, or
will feel that he has accomplished his pur-
pose."

**MASTER TOY'S
"1-2-BUTTON YOUR SHOE"**
"1-2-Button Your Shoe" is the name
a n-cent game recently introduced
the Master Toy Company of New York
City. This number is a novel idea and
many new and different features.
game consists of a colorful lithograph
platform, a large spinner and 48
enameled in four beautiful colors.
Button Your Shoe" is packed in an
tractive box lithographed in bright
and varnished. The Master Toy Com-
states that this game is losing no time
iling up most satisfactory sales; in-
ur beyond their original expectations.



No. 686 ARCADE FARM SET

Five cast iron toys, exact miniatures of real farm
implements . . . all highly colored and packed in a
very attractive box edged with a white cardboard
liner. Set consists of Tractor, Disc Harrow, Corn
Planter, Hay Mower and Drag Harrow.

Packed one set in a four-color box . . .
one dozen sets in a case.

QUICK-TURNOVER ITEM RETAILING AT \$1.00

ORDER FROM YOUR JOBBER

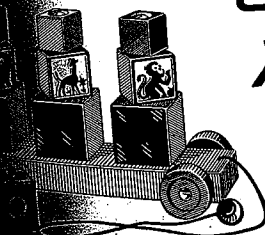
ARCADE MFG. CO., 1204 Shawnee St., Freeport, Ill.

ARCADE CAST IRON TOYS

"They Look Real!"

**A Newsy New Item
from the
EMBOSSING CO., Albany**

*Circus
Pull
Toy*



LOCK and PEG TOY on wheels.
Eight number of graduated cubes
toddlers absorbed. Sturdy,
enameled hardwood chassis
Stout wheels that can't come
different embossed circus ani-
each set. Harmless colors
Packaged in colorful, self-
to retail at \$1.00.

1200 Fifth Avenue, New York

25¢ Retailers

New Latex and Blown Construction

ALL-RUBBER CHARACTER TOYS

Colorfully Decorated



From Walt Disney's New Motion Picture Sensation "PINOCCHIO"

The finest of all Walt Disney productions, the new
motion picture release Pinocchio is destined to break
all previous records for attendance. And the popular
characters from this picture as reproduced by Seiber-
ling will enjoy the large profitable demand resulting
from this tremendous build-up of publicity. But,
beyond this extremely favorable background, the out-
standing characteristics and value of these Seiberling-
made toys assures continuously strong and steady sale.
Combining the multiple appeals of the new latex and
blown constructions—noise-makers—unique color dec-
orations—clever and lasting design popularity—a
powerful avalanche of publicity—with a splendid profit
margin. Be sure to order an ample stock, now, to
insure pre-holiday delivery.

ONE SELLS ANOTHER—No toy stock is complete without
an assortment of the ever popular Mickey Mouse, Donald
Duck, Elmer Elephant and other famous Walt Disney char-
acters as reproduced in rubber by Seiberling. Profit by
refilling your stock now for increased Christmas demand.

SEIBERLING LATEX PRODUCTS CO.

354 Fourth Ave. AKRON, OHIO Merchandise Mart
NEW YORK CITY CHICAGO



1-2 Button Your Shoe
AUGUST, 1939—PLAYTHINGS

Start your letter right: "I saw your ad in PLAYTHINGS."

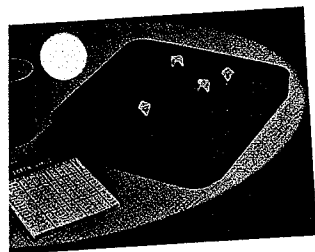
Photo

#16 + #17

By

Disk #4

8/39

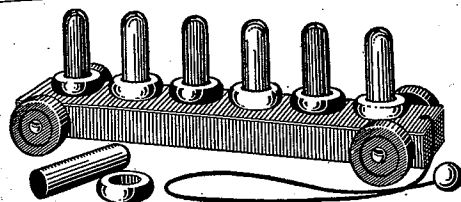
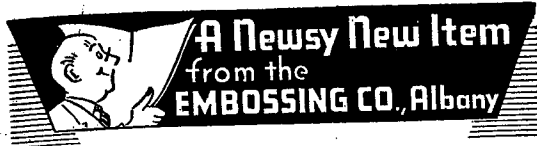


W GOLF GAME

Adult Games Inc., Gary, Ind., capitalizes on the ever-mounting interest in golf, and just come out with a game which patterns the course of play after this sport. However, tee off against each other by rattling Plaskon dice, imprinted with playing card symbols, and throwing them from a cork-lined cup also molded of Plaskon. Four dice are used, and the number of strokes for each hole is determined by the number of throws it takes to roll four of the same symbol.

NEW "PLUNGE BALL" GAME

"Plunge Ball" is the name that is given to a new pastime for indoor and outdoor play. This game embodies a new method of play in that the sponge rubber ball is first thrown in the air from the center of the court and is then pounced upon by a player carrying an all-wood plunger stick. Whoever succeeds in capturing the ball inside the plunger attempts to carry it toward the opposing goal. In the resulting confusion, which is for all the world like trying to find the elusive pea in a shell game, the players lightly tap one another's stick in an endeavor to release the ball. Throughout the game the ball must be carried in the plunger and can be released by the player attempting to score, only when within one yard of the goal, when it is permissible to push the ball across the goal line. The game provides fast action and plenty of exercise. It is made in three sizes to retail at 25c, 35c and 50c. Any number can play. A. Juster, of 22 No. William Street, New York City, is sole distributor for H. Grunow, inventor and manufacturer of the same address. U. S. Letters Patent covering this game have been applied for.



Ringin' Peggie

Sturdy new PEG BOARD on wheels. Six big maple rings to slide on and off the smooth, rounded pegs or to string like beads on strong, red braided pull cord. Before long yellow ring goes on yellow peg and the child has learned to match color. Harmless enamels throughout. Packaged in colorful, self-selling carton to retail at \$1.00.

See it at 200 Fifth Avenue, New York

BORGFELDT'S

NOW AS ALWAYS
THE ESSENTIAL
SOURCE OF
SUPPLY

FOR
NEW AND
STANDING
TOYS AND DOLLS

BORGFELDT CORPORATION
100 EAST 23RD STREET
NEW YORK, N. Y.

Follow The Leaders IN EFFANBEE'S PROFIT PARADE!

To "Beat The Band"

DRUM UP TRADE with
Dy Dee Dolls, Layettes and *Bathinettes
STRING ALONG with
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HORN IN on the demand for
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EFFANBEE Musical and Phonograph Dolls
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SWAY SALES YOUR WAY
WITH AN EFFANBEE DISPLAY!

Get interesting, convincing particulars from

FLEISCHAKER & BAUM
200 Fifth Avenue, New York City

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CAST IRON TOYS

CAP PISTOLS ■ TRAINS ■ RANGES ■ BANKS
FIRE TOYS ■ TRUCKS ■ BUSES ■ BOXED TOYS

THE KENTON HARDWARE COMPANY
Factory at Kenton, Ohio 200 Fifth Avenue New York City



NEWS

PLAYTHINGS publishes all the latest news for toy makers. New products are listed first in PLAY.

INFORMATION

When you need particular types of toys look first in PLAYTHINGS. The Market Place section is designed for ready reference. It will save you time.

STUNTS

Promotions, seasonal merchandising stunts, tie-ups with news-value happenings, you'll find many profitable ideas in every issue of PLAYTHINGS.

COMMENTS

Timely, forward-looking comments on the news of the day in the toy industry, clearly written, and beneficial to everyone in the trade.

We will appreciate your courtesy in mentioning PLAYTHINGS.

L TOYS

GRAPHED IN

COLOR

's Fastest Selling Line
Included in the Line
as:

AILS
ERS

SETS

TOPS
Y SETS
SWEEPERS

S
RS
L CH BOXES

ng . . .
ALD DUCK
CCHIO
KEY MOUSE

proved Fast Seller. For
and Bigger Profits display
Popular line of toys.

te today for Your Copy
of the 1940 Catalog

HIO ART CO
BRYAN, OHIO

9 FIRSTS

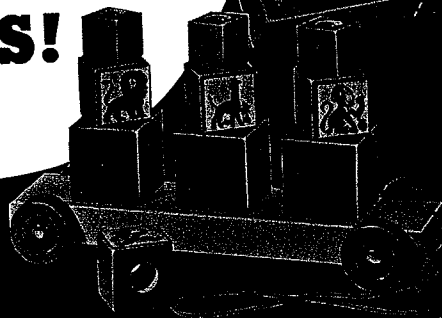
9 . . . count 'em
Embossing ONLYS . . .
Year 'round
MUSTS!



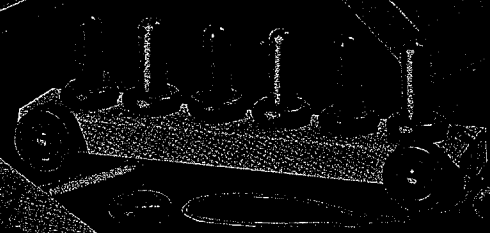
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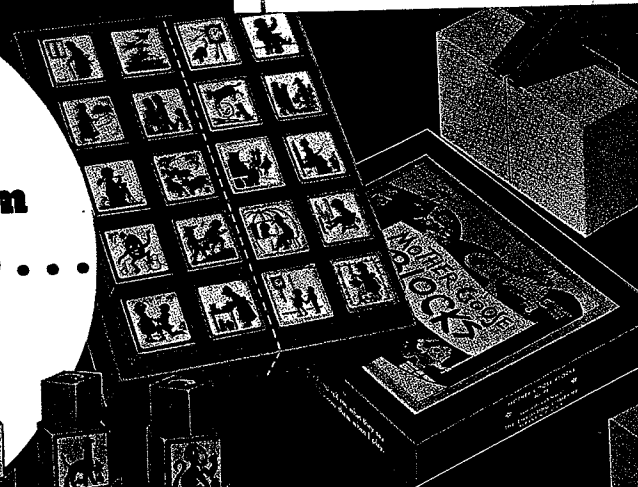
imal Blocks



Circus
Pull

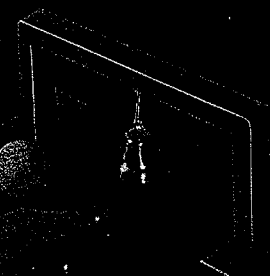


Ring Pull



Mother Goose
Blocks

Nested Town



Bell-Ball



Color Cube

EMBOSSING COMPANY



JUNE, 1940—PLAY

1941



Roll Out the Pull Toys ... Pile Up the Profits

A new line of Embossing Pull Toys to roll right off your counters and into the hearts of the youngsters.

The new blue-lacquered Circus Pull, with removable blocks embossed with twelve colorful animals and four simple puzzles, is a natural at 50 cents retail. Its big brother, at a dollar, sports nine brilliantly enamelled blocks mounted on a satin-smooth yellow-lacquered chassis. And that sturdy, whopping two-dollar cart—also in yellow lacquer with red enamelled wheels—is jam-packed with 32 sparkling animal blocks—Emboss's best.

Stock 'em all . . . watch 'em roll!



THE EMBOSSING COMPANY
New York Office and Display
200 Fifth Ave., Room 440
ALBANY, N. Y.

\$1,000,000 in PUBLICITY PROMOTE



LITTLE LULU
Copr. 1944 Metrolite M. Bush

DON'T DELAY!
Apply for exclusive contract rights now!

your
merchandise
with
LITTLE LULU

Star of 8 Paramount
animated technicolor
cartoons yearly! Favorite
of 25 million fans!

Rights granted to only
one manufacturer in
each line.

WILLIAM C. ERSKINE

Copyright Merchandising

9 ROCKEFELLER PLAZA

NEW YORK 20, N. Y. • CIRCLE 5-9072

EMBOSSED A·B·C BLOCKS
PRE-SCHOOL TOYS
DOMINOES · CHECKERS
GAME KITS · ETC.



The **EMBOSSING
COMPANY**

ROOM 440 200 Fifth Ave., New York, N. Y.

Here Now! NEW DISNEY EDUCATIONAL TOY

- Metal Construction
- Metal Axles
- Rubber Wheels
- Deliveries IMMEDIATE

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Factory Agents Wanted

MARY ANNE NOVELTY CO.

CARTERSVILLE, GEORGIA

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702 E. 81st Street
Chicago, Ill., Tel. Stewart 8453

B. E. KANN & ASSOCIATES
1355 Market Street
San Francisco 3, Calif.

There is a room reserved for you in the Center of the Toy Center

where you can get prominent
representation by a
qualified representative

If you have a quality line,
write or drop in

DAVID H. FABER

SUITE 532—200 Fifth Ave., New York 10
IN THE CENTER OF THE TOY CENTER

*We invite you to
visit our new show-
room and to send
for a copy of our
current catalogue*

M. & A. WARES CO.

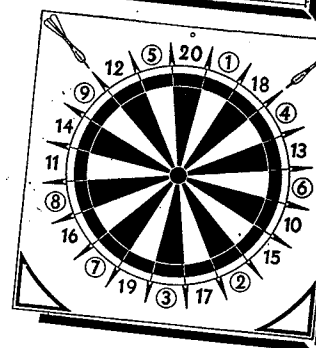
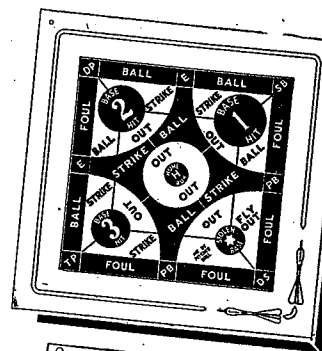
40 W. 24th St., New York 10, N. Y.



Start your letter right: "I saw your ad in PLAYTHINGS."

JUNE, 1945—PLAYTHINGS

BULLSEYE in Sales!



DARTS hold the **TOP RANK** in
American player-participation
sports. Why? Because **ALL** ages
... **BOTH** sexes find it so easy to
enjoy this keen sport **RIGHT IN
THE HOME!**

INNOVATION is **TOP RANK** in
production of Dart Equipment as
the leading Exclusive Manufactur-
er. Here are sure-fire sales...
substantial quality merchandise...
excellent deliveries and service!

Innovation

**AMERICA'S LARGEST
EXCLUSIVE MANUFACTURER
OF DARTS**

1113 BELMONT, CHICAGO 1

Sales Representatives:
AL SMIDTH
200 5th Ave., N. Y. C.

J. JACKSON SALES CO.
1355 Market St., San Francisco, Cal.

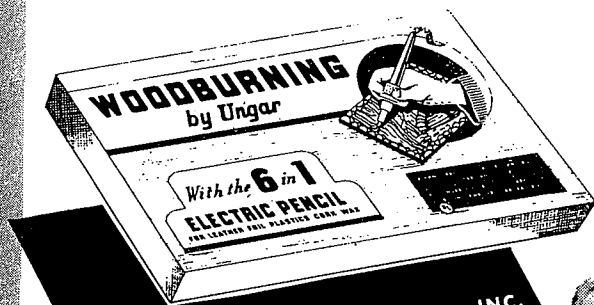
ANDERSON BROTHERS
Southland Hotel, Dallas, Texas

JUNE, 1945—PLAYTHINGS

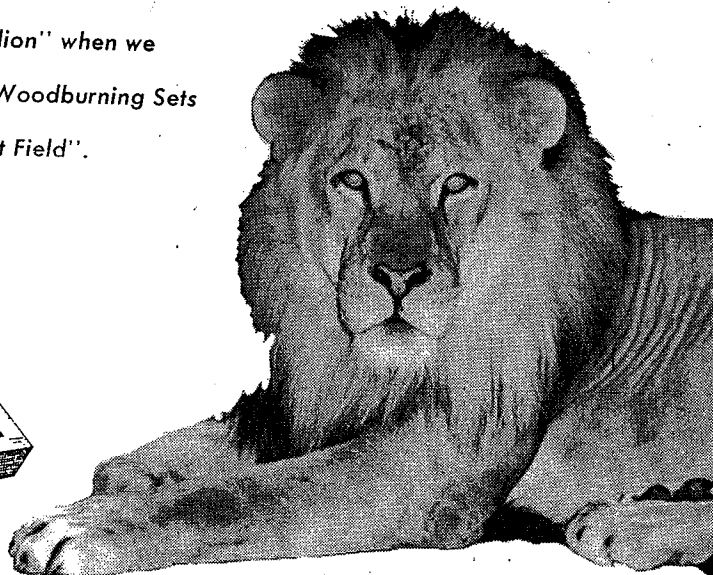
The Only Complete Woodburning "Lion"

That's no joke, son. And we're not "lion" when we
say we're serious about keeping Ungar Woodburning Sets

"King of the Creative Toy Craft Field".



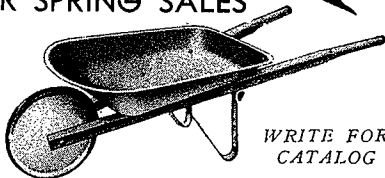
Ungar ELECTRIC TOOL CO., INC.
LOS ANGELES 54, CALIF.



TURNER *Quality* **STEEL TOYS**

The Right TOYS
FOR BIGGER SPRING SALES

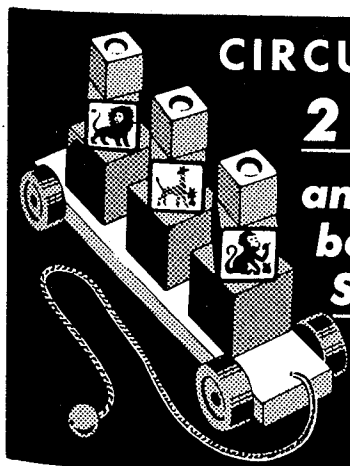
RIDE-A-CARS
WHEELBARROWS
SAND SHOVELS
DOLL WALKERS



WRITE FOR
CATALOG

THE JOHN C. TURNER CORPORATION

Home Office and Factory: Wapakoneta, Ohio
New York Sales Office: 1107 Broadway



CIRCUS PULL TOY

2 Toys In 1

*and they'll last
because they're
SOLID WOOD!*

THE EMBOSING CO.
200 FIFTH AVE.
NEW YORK CITY

*America's
Most Preferred Line of*

**PLASTIC
INFLATABLES**

BEACH BALLS

SWIM RINGS

DOLLS & ANIMALS

BATH TOYS



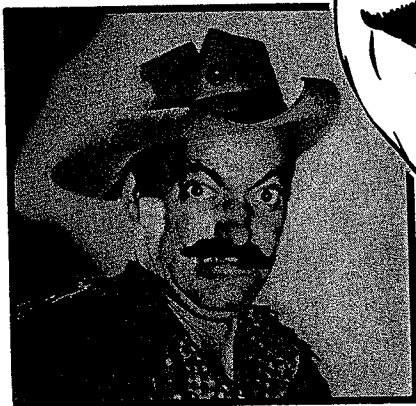
Plastic Innovations
INC.

102 WEST 101st STREET
NEW YORK 25, N. Y.

and **NOW** *the*



Photographic likeness
of "Cowboy" Colonna



See AMERICAN'S
Display at Hotel
New Yorker
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March 5 - 16

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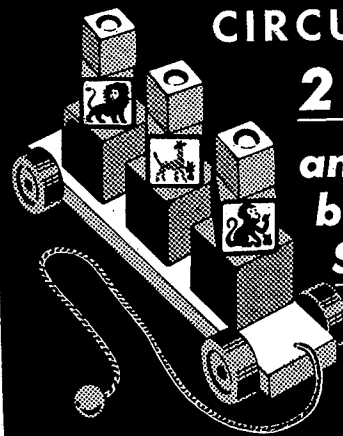
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