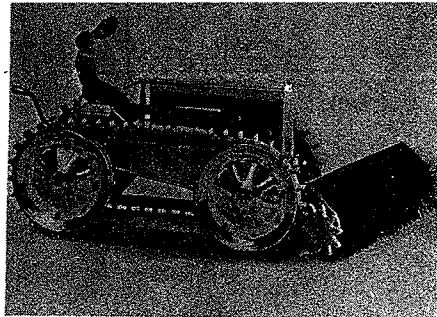
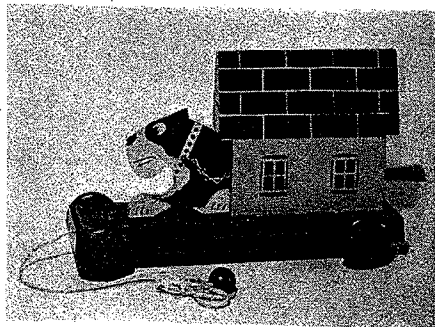


and 1930
Half Tones



Animate Toy Co.

A Road Sweeper attachment to the popular Animate Climbing Tractor was featured among the new appliances which are now presented with these hard little workers. Another attachment on display was the Snow Plow, which will clear a smooth pathway through drifts of snow, sand or sawdust. Designed for department stores, sporting goods dealers, hardware dealers and toy stores, the Tractor retails for \$2.50. In addition to the Sweeper and Plow attachments mentioned, and the ever-popular Tractor, another attachment shown was the Scraper. The complete line of animate Traction and Nature Toys, "Little Pullers With Lots of Power," and certain of which embody a mysterious slow motion, were also featured. Rounding out the line was the Big Timber Set, which enables boys to handle real logs with real machinery, just as it is done in the lumber camps.

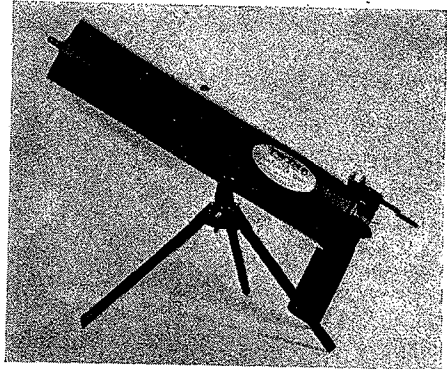


Hustler Toy Corp.

The Hustler Watch Dog—not nearly so vicious as he appears in the photograph. In size—4 inches by 8 inches by 12 inches, he has very unique and realistic action, is beautifully finished and constructed with refinement of detail. That it is an extremely colorful number is seen from the description of its red metal base, beaded edge yellow wheels, black and white dog and green and white kennel. Jobbers and department stores will find it salable as a \$1.00 item. Other Hustler items on display were the complete line of Action Pull Toys, Beads, Baseball and Football Games.

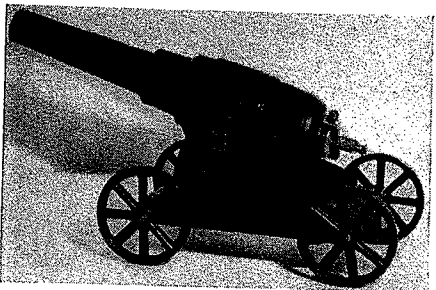
The Conestoga Corp.

The "BIG-BANG" Cannon shown in the illustration is No. 10W, the \$3.00 item of this Safety Cannon Line, which ranges in price from \$1.50 to \$5.50. No. 10W is 14 inches long and is finished in a semi-gloss black gun-metal. This popular line features the fact that no matches or powder are necessary, that it is absolutely safe and that the cannon cannot burst from overcharge. Other items in the "BIG BANG" Line are the Bombing Plane, Safety Pistol, Army Tank and Navy Gun Boat. The Conestoga Corp. featured also the "RO-TO-TOP," an eight-minute spinner which retails for 15c. and which is produced in four attractive designs, with three different colors.



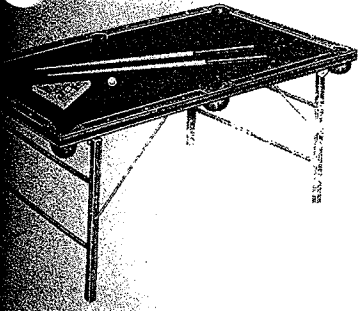
Kokomo Stamped Metal Co.

Enjoying prominence among some unusually interesting numbers shown in this exhibit was the #301 Machine Gun, photograph of which is reproduced. This brilliant orange lacquer number is automatic in its action and shoots twelve rubber bands with marvelous dexterity, speed and aim. It sells for \$1.50, and it is featured along with the other guns and targets, roller skates, electric irons, stoves and ranges of this company. A most unique item, which should prove of exceeding interest either for home use or as a display piece in toy departments, is this company's new Electric Car lay-out. Anyone who has attended our amusement parks will immediately recognize a similarity in the ingenious device which transmits current to the many moving numbers seen in action in this display.



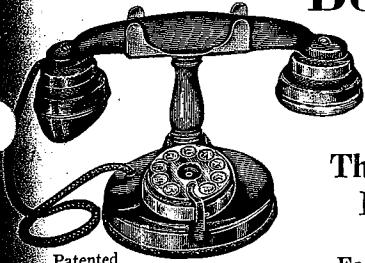
M. A. Donohue & Co.

reproduction shows three of the in a most varied line of toy children's books. The center book, "Pictures," a drawing and painting book, retails for 10c. In this number line the company publishes twelve numbers at 10c., four at 50c. and four at 75c. The "Wiggly" book, shown to the right, is typical of many numbers under the title which sell at \$1.00. The big book shown to the right is a 75c. and is typical of the numerous published by the Donohue company at their 50c. and 75c. varieties. Similar emphasis is being given this to the 25c. boys' and girls' books, also to the fact that all new designs are offered for 1930. Among the authors whose works appear Eugene Field and Robert Louis Stevenson. In the 25c. line of boys' and girls' books there are at least sixty



Featured here is a typical number of company's Junior Playmate line of tables, which features a beautiful mahogany finish on Pondosa Pine. The manufacturer emphasizes the fact that the same thought and care is used in making this line as is used in making their nationally known regulation tables. These tables are distributed through jobbers, department stores, toy stores, sporting goods stores, and cover a retail price from \$7.50, for the 22½" by 42½" up through six sizes, to the combination 3½' by 7' table. This line is nationally advertised, is produced in twenty-six principal cities and is produced under the trade name of "Swinswick Junior Playmate."

Bellphones



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most interesting to the
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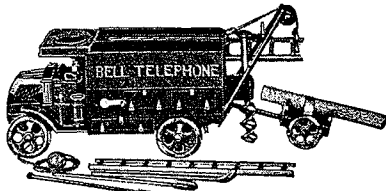
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"Play Features" in one toy

What's the sort
value your cus-
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Perfect mod-
real telephone
— equipped
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Painted green, yellow, red and blue. Length ten inches,
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Like TOYS Instructive GAMES



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The extra quality so evident in the design, materials,
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easier, but costs no more. Write Dept. P. for your
copy of the catalog illustrating the profitable 1932 line.

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LOS ANGELES

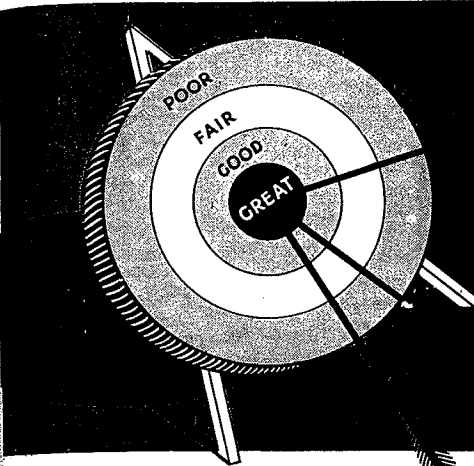
One good turn deserves another—please mention PLAYTHINGS

132

1933

3 bulls-eyes

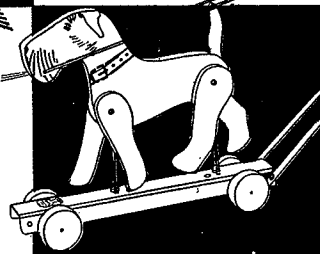
FOR 1933
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INTRODUCING THREE Really Different TOYS

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You'll be passing up sure bets if you fail to investigate these three new Hustlers. Send for samples on memo invoice and a catalog of the Hustler line, today. Dept. P, Hustler Toy Corp., Sterling, Illinois.



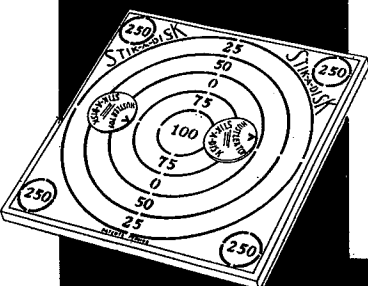
"TERRY" HUSTLER

Snappy, lifelike action. Detachable, rust-proof handle quickly applied to either end of base for pushing or pulling. Durable bark on handle-end adds realism. Body and wheels of wood; base, handle and mechanism of steel. Length, 11 1/2"; width, 3 1/2"; height, 10"; handle, 21". Retails profitably for \$1.25.



HUSTLER "PEPPY PUP"

Nothing like it! Leaps, sits up, barks—just like a live pup. Every child who sees it wants one! Operated by remote hand control. Body of wood; rubber-tired wheels; mechanism of steel. Length, 8"; width, 3"; height, 5 1/2". Retails profitably for \$1.25.



"STIK-A-DISC" PITCHING GAME

Most novel game in years. All the fascination of archery and horse shoe pitching, with none of the dangers. Rubber discs with suction cups stick where they hit. Board of DeLuxe Game of heavy plywood, beautifully finished. Board of Junior Game heavy pressed board, finished in attractive colors.

DeLuxe "Stik-A-Disk" (No. 505)—size 24" x 24" with 5 green discs. Retails profitably for \$3.00.

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