

NOVELTY!

NOVELTY!

Patented Glass Marbles

Finely polished, without scratches or imperfections.

Every marble of the finest quality

5c Line - 6 pieces No. 1 - \$2.50 per gross bags
 10c Line - 12 pieces No. 1 - \$5.00 per gross bags

Prices f. o. b. Hamburg, payment against Bill of Lading

Sole Manufacturers:

GLASFABRIK WERNERHÜTTE

Gebr. SCHULLER

HASELBACH (Kreis Sonneberg) Germany

 508/
 577/
 580/
 574/
 548/

ADALBERT MORGENROTH

HELDTRITT, near Coburg, GERMANY

Special Factory Since 1882

CLOTH, PLUSH and FUR ANIMALS. Also PAINTED.
 From the plainest to the most elaborate, with and without eyes and with or without wheeled platforms.

Well Assorted Sample Collection of 65 Pieces, f. o. b. Hamburg, including Packing, \$30.00. Prompt Deliveries.

ALWAYS SOMETHING NEW!

At the Leipzig Fair: Messpalast "Drei Könige," Room 416

 91/
 542/
 143/1
 363
 232/o
 543/

The advertiser wants to know—say PLAYTHINGS.

FRANZ SCHMIDT & CO.

Department I DOLL FACTORY

Jointed Dolls
Sitting Babies
Standing Babies
Sitting and Standing
Babies
Stiff Jointed Small Dolls
Heads, Wigs, Arms, Legs,
Bodies

*All in
First Quality*



Established 1890

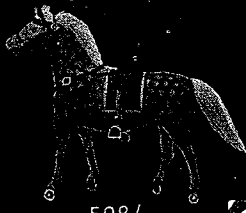
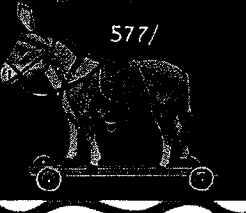
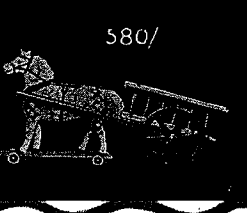
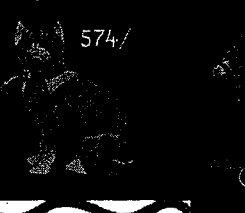

1927
GEORGENTHAL
in **THURINGIA**
GERMANY

Department II DOLL HEAD FACTORY

Manufacturers of
DOLL HEADS
in durable composition for
Doll Factories

We produce doll heads in
all desired models

*All in
First Quality*

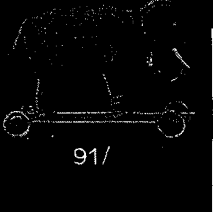
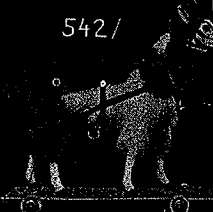


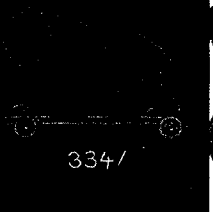

ADALBERT MORGENROTH

HELDTRITT, near Coburg, GERMANY
Special Factory Since 1882

CLOTH, PLUSH and FUR ANIMALS, also PAINTED

From the Plainest to the Most Elaborate, With and Without Eyes
and With or Without Wheeled Platforms
Well Assorted Sample Collection of 65 Pieces, f.o.b. Hamburg,
including packing, \$30.00. Prompt deliveries.

ALWAYS SOMETHING NEW!
At the Leipzig Fair: Messpalast "Drei Könige," Room 416

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

PUDDLE DUCK POOL

TRADE MARK

"The Children's Bathing Beach On Your Lawn"

PUDDLE DUCK is formed of heavy waterproof canvas, with folding pipe framework. A quality product—made to sell—made to last—made to add happiness and health to child life. Jets of water give the child a welcome shower. Water sprays and drainage through garden hose. Investigate this quality item that has proved so popular all over the country.

PUDDLE DUCK has proved a big success wherever shown. It appeals to parents everywhere. Keeps the children **SAFE** at home. Brings the seashore to their own yards. It also stimulates the sale of water toys and outdoor toys. Makes an excellent window or store attraction and means generous profits to you.

**"THE COOL GREEN
POOL WITH SPRAYS."**

**THE AMERICAN
WADING POOL CO.**

605 WABASH BUILDING

PITTSBURGH, PA.



Portable
5 x 7 Feet
Made to Last
Easy to Handle
Absolutely Waterproof

**BEDINGTON LIDDIATT
& CO., Ltd.,**

British Selling Agents

Eastern Representative

**GEO. A. PAINE & CO., 240 Revere
Beach Pkwy., Chelsea, Mass.**

577/
580/
574/

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548/

ADALBERT MORGENROTH

HELDTRIT, near Coburg, GERMANY

Mr. Toybuyer:—

We are offering you at factory prices sample collection of the Famous Bento Line, soft and flexible toys, unique and comical. Best make—finest quality—ready sellers.

You will buy them eventually, why not order NOW a small sample case at \$15. . . . Kindly pin money-order or bank check to your order and oblige,

Very truly yours,
ADALBERT MORGENROTH

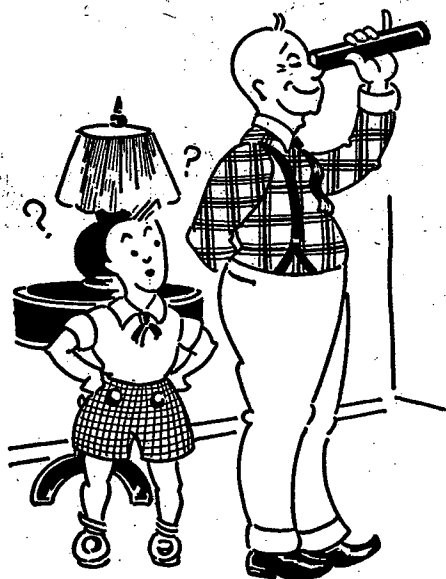
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We will appreciate your courtesy in mentioning **PLAYTHINGS**.

There's always a BIG demand for

Steven Kaleidoscopes



NOW AND ALWAYS THE BEST IN ITS FIELD!

Toy buyers from coast to coast tell us that the Steven Kaleidoscope is the finest ever produced at its price. Unfortunately, due to war conditions we are unable

to accommodate everyone who would like to buy them. We hope to be able to supply unlimited quantities as soon as conditions permit.

STEVEN MANUFACTURING COMPANY
5580 EASTON AVENUE ST. LOUIS, MO.

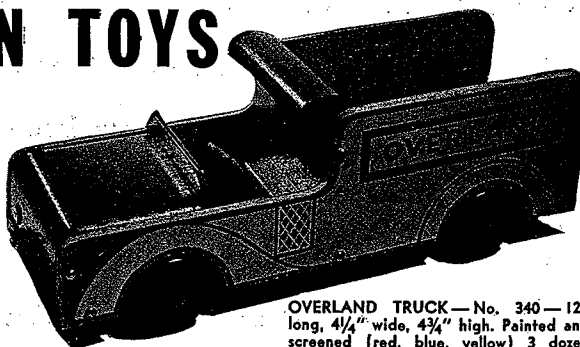
NEW YORK REPRESENTATIVE

Walter H. Rhone, 200 Fifth Avenue, Room 324, New York, N. Y.

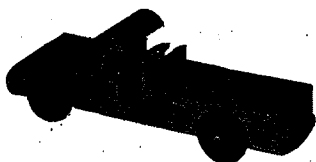
ALL-AMERICAN TOYS

*Ready for
Immediate Delivery*

You can haul in plenty of fall and holiday profits with these colorful Trucks, Tankers, Tractors and Racing Cars. Chock full of play value and eye appeal "ALL-AMERICAN PLAYTHINGS" are handsomely designed and sturdily built to withstand juvenile punishment.



OVERLAND TRUCK—No. 340—12" long, 4 1/4" wide, 4 3/4" high. Painted and screened (red, blue, yellow) 3 dozen to the carton.



SPORT RACER—No. 336—10" long, 3" wide, and 3" high. 6 doz. in a carton (yellow, blue, red).



STAKE TRUCK—No. 335—10 1/4" long, 3 3/4" wide, 3 1/2" high. 4 doz. in a carton (red, blue and yellow).



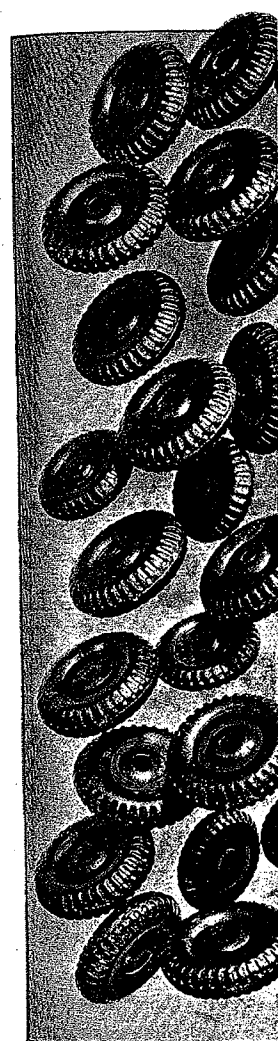
TANKER—No. 337—10 1/4" long, 4 1/4" wide, 3 3/8" high. 4 dozen to the carton (red only).

ALL-AMERICAN PLAYTHINGS CORPORATION

21-16 40th AVENUE, LONG ISLAND CITY, NEW YORK

Midwest Rep.: Mann-Wiley Company, 14-101 Merchandise Mart, Chicago 54, Ill.

★ FOR A
Rub



THE CLEVELAND
PLYMOUTH

Feb - 1920

FLAT THINGS

257

W. J. Robb Is Buyer for Higbie Co.

William J. Robb has accepted the position of toy buyer for Higbie Co., Cleveland, Ohio, for which concern he will operate a high class year round toy department.

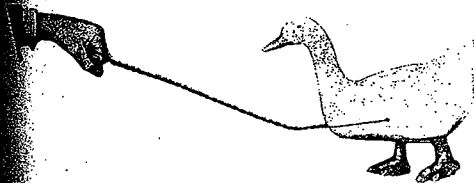
T. Burrowes have their show and salesrooms in a regular street store of the Fifth Avenue building. The firm displaying the kidphone, a practical toy 'phone,' an all toy carriage, having the shape of an English perambulator (finished in white and blue) and a fine line of hand-painted, soft-body stockinette dolls.

A genuine Caterpillar Tractor in toy form is offered by Structo Mfg. Co., 200 Fifth avenue. The Caterpillar Tractor made by this firm is an entirely new idea in caterpillar traction. The mechanical parts of the attachment are made of steel, and composed of links making the Caterpillar Tractor run like a real tractor. The Structo Tractor is patterned after the Cleveland Tractor, the largest selling Caterpillar tractor in the world. Equally remarkable are the Structo-Ready-Built-Automobile Outfits, made in the latest styles of automobiles. They are substantially constructed, equipped with excellent motors, have Knuckle steering apparatus, and a highly enameled finish.

Another remarkable Structo-Ready-Built Automobile is offered in the form of a tank, modeled after the famous "Whippet" Tanks, hundreds of which were used on the battlefields of the great war. The Structo Tank is also equipped with a Caterpillar Traction. It is finished in a rich gray and trimmed with red and gold. All the Structo-Ready-Built-Cars run easily on carpets and rugs.

Amberg and Son, 101 East 16th street, New York, put on the market a more than life-like Skin Saddle horse, showing every muscle of the wonderful equine. Every detail in constructing this perfect animal has been worked out. This horse, the first of its kind, is mounted on a solid frame and is set upon a wheeled platform, which in turn is mounted on rockers—thus providing a platform horse or a rocking horse. A swinging style is also offered. Joe L. Amberg, manager of the new horse, said that nothing like it was ever produced in Germany, compared with naturalness of appearance and quality. The Amberg horse is made after a model designed by Monti, the famous Italian sculptor.

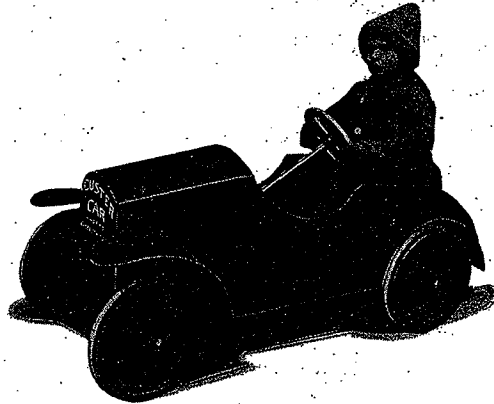
Joe Jordan's Chubby little "Happyfat" doll for 1920, of the "Happyfat" family, is made with cork stuffing and wears a pretty dress. A life-size Walking Duck is made of the same material as the composition dolls and will prove a great hit to children. The toy is provided with an ingenious device so that when led along by means of a wire leader it waddles like a real duck.



Amberg's Walking Duck

Amberg & Sons are also offering a remarkable line of dolls. Their "Victory" Dolls with bisque heads in four sizes have real eyelashes, matching the color of the real thing. Three sizes of bisque head Baby Dolls are also being offered. The Composition, jointed Dolls, made by this firm are attached to the head by a patented spring, insuring them against eye loss by childish finger poking. A fully jointed Walking Kid Baby Doll with composition dress is also being shown.

The Custer Specialty Co., Dayton, Ohio, was represented by L. I. Custer at the Hotel Imperial during the fair period, providing the visitors with one of the real sensations of the big show in the form of the "Custer Car." This was a bright red miniature automobile that operated by electricity at a speed of from five to ten miles an hour. The distance per charge is 10 to 15 miles, cost of charge 15 cents, is charged overnight from any lamp socket and is operated by a foot



The Custer Auto—Electrically Propelled

button. The length of the car is, four feet long, 22 inches wide and 22 inches high. This snappy little "Red Devil," which can be safely and easily operated by any bright youngster, ran along Broadway and Fifth avenue on several occasions to advertise the toy fair and to astonish the natives.

U. S. Toy and Novelty Corp., represented by Ignatz Mayer, are featuring The Wauketoi Family, a delightful line of Walking Dolls. A boy in front or on the back of a Coaster Car and wheelbarrow runs backward and forward. Such mechanism is possible because the figure is attached to the vehicle.

Cleveland Wood Products Co., represented by R. E. Hunt and H. F. Shea, are showing a child's game with attachment which is an exact imitation of the United States Army Rifle. It is provided with a spring piston that snaps when the trigger is pulled. R. E. Hunt, vice president and general manager of this concern, during the war was Supervisor of Military Training in his city, with the rank of Colonel. H. F. Shea, who recently joined this firm, during the war rendered great service by selling over 500,000 Thrift Stamps.

Charles F. Fletcher, Manitowoc, Wis., a prominent retailer of toys and books, was one of the active buyers from the Badger State.

The Arthur Westbrook Company, Cleveland, Ohio, represented by W. H. Baron, are featuring their New Alger Book in an edition of 450 pages. It has many attractive pages and is proving very popular with boys. Their line of paper-covered books with a hundred titles and other books of fiction are also offered.

Chicago Toy Works, represented at the Breslin by its capable sales manager, Charles H. Carroll, features a Rabbit Coaster Car. The head is very life-like, and it is fastened to the car by means of a square fork. A new and extensive line of paper hats, intended for parties and favors, is also shown. Especially amusing is a temperance hat, to which is attached a "red nose" to indicate the evil effects of booze.

Amberg Fast Moving Specialties

"Ask the Man That Had Some"

1925

AMBERG'S THE ORIGINAL NEWBORN BABE

© JAN. 9TH. 1914 — NO. G. 45520. U.S. PAT. OFF.

BECAUSE

IT IS THE ORIGINAL, As Evidenced by Copy-right Record Jan. 9, 1914
"NEWBORN BABE, very young infant (two days old) —from life; with half closed eyes, flattened nose, sunken chin, full cheeks, faun-like ears."

IT REPRESENTS TRUE VALUE,
Fine heavy bisc (Marseille Head, the Standard). Pleasing expression. Profitable to YOU.

Five Sizes, Retailing \$2.00 Up

"THE DOLL EVERY WOMAN PREFERS"

We will hold to strict accountability any one making misleading statements regarding our rights. We are ready to prove and protect them any time.

ROLLIE ANIMALS EACH WITH VOICE

Every day sellers.
Beautiful large Multi-colored Sturdy Wood Pull Toys, on four wheels, absolutely Non-competitive.
Remember:—Hand painted—each with voice.

Retailing profitably at about 69c.

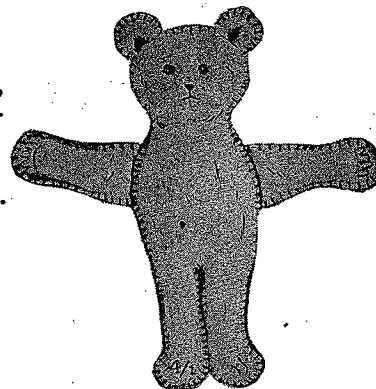
ROLLIE
ANIMALS
(—10 styles)

KUDDLY ANIMALS

EACH WITH VOICE

Soft Leatherette Playthings, Hand Painted, Hand Stitched, Sanitary and Washable, Durable and Unbreakable. Large Sizes.

Retailing profitably at about 69c and \$1.25.



KUDDLY ANIMALS
(—15 styles)

LOUIS AMBERG & SON

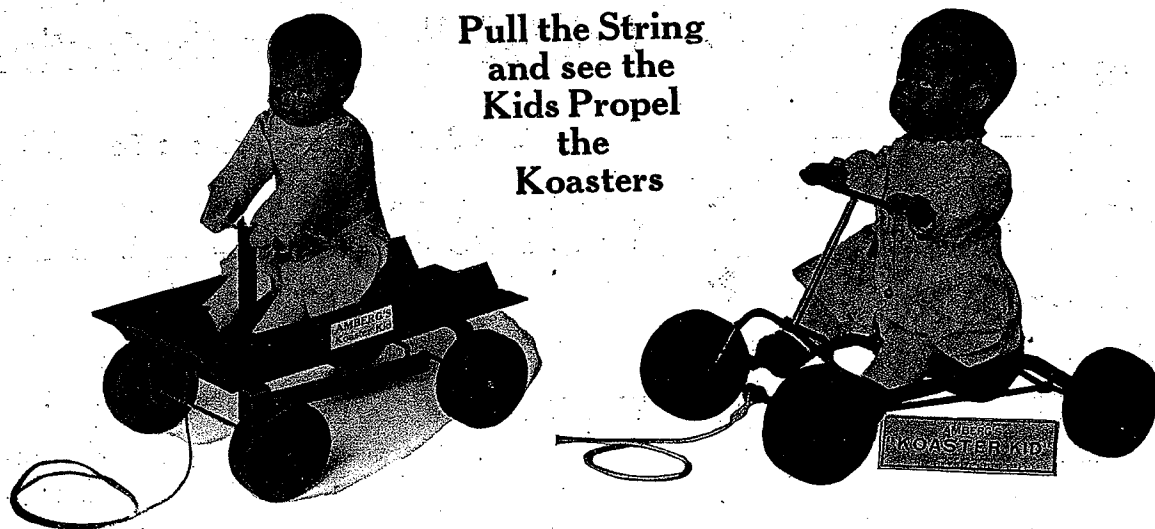
869 BROADWAY at 18th Street NEW YORK, N. Y.

"Every Known Kind of Doll and Toy Animal"
TORONTO—E. W. Chantler, 170 Bay Street

Kindly mention PLAYTHINGS when writing to advertisers.

AMBERG DOLLS

THE AMERICAN STANDARD



AMBERG'S KOASTER KIDS

THE LIVEST TOYS OF THE YEAR

No. 3. An 11-inch doll with unbreakable head on a complete Pressed Steel Wagon—in assorted colors. 11 inches long, 11 inches high, at \$4.25 doz.

No. 5. An unbreakable 50-cent size, detachable kid on an all-steel constructed Koaster. 12 inches long, 11 1-2 inches high. Retails \$1.00.

CHARLIE CHAPLIN DOLL

THE WORLD
LAUGHS
WITH
CHARLIE
CHAPLIN

THE WORLD'S GREATEST COMEDIAN
THE ACE OF LAUGH CREATORS

Made exclusively by us by special
arrangement with

ESSANAY FILM COMPANY

Retail for 65c and \$1.00

The increase in orders is keeping up
with our continual increase in output.
Place your orders now as we are filling
them absolutely in rotation.



LOUIS AMBERG & SON 32 Union Square East
New York

AMBERG DOLLS

THE AMERICAN STANDARD

AMBERG'S

"KOASTER KID"

(TRADE MARK REGISTERED)



Simple

Strong

Mechanically

Perfect

PROPELS ITSELF

A Positive Wonder! Every one says it will "sell on sight"!

RETAILS \$1.00

WE SUGGEST YOU "ORDER QUICK"!

We offer herewith a few of the characters we have created for this year. The names but suggest the variety of characters we produce—each an entirely distinct and individual one—together, THE MOST COMPLETE ASSEMBLAGE OF CHARACTERS TO BE FOUND IN BABY LAND.

"FOUTY PETS," 'The Baby with the Come Hither Expression,' in new sizes and costumes, \$.50 and \$1.00.

"TWILITE BABY"—Happiest of Youngsters.

"SWEETHEART"—Best of All.

"BEACH BOY"—A slick new one.

"PUDGIE"—Mighty cunning.

"LITTLE CHERUB"—A veritable angel.

"GOODY-GOODY"—The Innocent Mischief.

"BABY GLEE"—It jumps for joy.

and a hundred other numbers, including "SOLDIERS of All Nations"—each armed according to standard and bearing the National colors—fully equipped with guns, etc.

SEE OUR 50c. MA-MA VOICE DOLL!

LOUIS AMBERG & SON

32 Union Square, East (16th Street at 4th Avenue), NEW YORK

AMBERG DOLLS

THE AMERICAN STANDARD

ARRIVED CHARLIE CHAPLIN DOLL

THE WORLD
LAUGHS
WITH
CHARLIE
CHAPLIN

THE WORLD'S GREATEST COMEDIAN
THE ACE OF LAUGH CREATORS

Made exclusively by us by special
arrangement with

ESSANAY FILM COMPANY

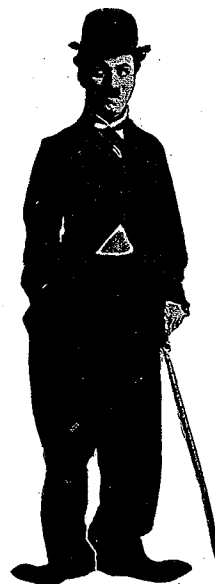
The most humorous character known
to the movie world, endeared to young
and old who love to laugh. Made to
retail for

\$.65 and \$1.00

Place your orders early, so as to be
the first to exhibit the

PREMIER 1915 NOVELTY

AMBERG 1915 TRADE CREATORS



AMBERG'S Koaster Kid

(Trade Mark Registered, Design Patented)

Simple, Strong—All Steel Construction.
Mechanically Perfect—Propels Itself.

50c Size Doll—Detachable

12 in. Long; 11½ in. High, — \$8.25 doz.

(Infringements Will Be Promptly Prosecuted)

GO-CART DOLLY—A Doll in a Steel
Collapsible Go-Cart.

SUIT-CASE DOLLY—A Baby Doll with
a complete wardrobe in a substantial
suitcase.

BEACH BOY AND GIRL—Bare feet kids
in bathing suits with pail and shovel.

POUTY PETS—In a variety of costumes
better than ever.

AND A HOST OF OTHER NUMBERS THAT
MAKE KIDDIES' HEARTS GO PIT-A-PAT
AND CASH REGISTERS GO DING-DING.

Write for Samples

LOUIS
AMBERG
& SON

32 Union Square, East

(16th St. at 4th Ave.)

NEW YORK

AMBERG DOLLS

THE AMERICAN STANDARD

ARRIVED CHARLIE CHAPLIN DOLL

THE WORLD
LAUGHS
WITH
CHARLIE
CHAPLIN

THE WORLD'S GREATEST COMEDIAN
THE ACE OF LAUGH CREATORS

Made exclusively by us by special
arrangement with

ESSANAY FILM COMPANY

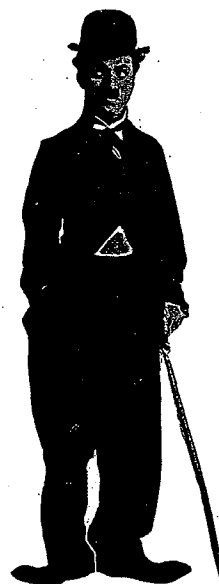
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AND CASH REGISTERS GO DING-DING.

Write for Samples

LOUIS
AMBERG
& SON

32 Union Square, East

(16th St. at 4th Ave.)

NEW YORK

KIDDIES' PLAYTIME SPECIALTIES

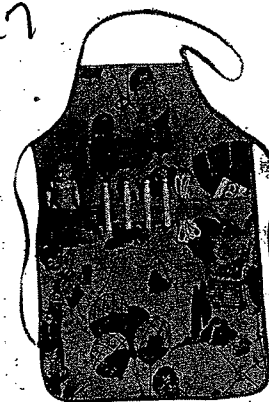


BUBBLE SET
Child's Rubberized Apron,
with Pipe, Soap and Doll.
Packed one in a box. Re-
tail at 50c.

WASH DAY SET
Child's Rubberized Apron,
with Clothes-pins, Line and
Soap. Packed one in a box.
Retail at 50c.

Communicate

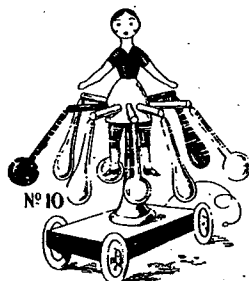
KASE RUBBER CO., Inc.
935 BROADWAY NEW YORK CITY



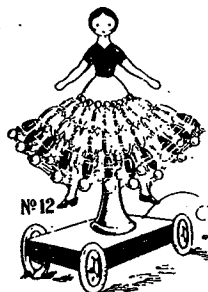
Whirling Flappers The Sensation in Pull-Toys

We offer for the new season
several new and fascinating
numbers, each one "alive" with
action, and beautifully ename-
led in variegated colors.

All of these
items are
protected by
Patent No.
1,610,895.
Manufac-
turers or dis-
tributors in-
fringing will
be prose-
cuted. The
designs also
are copy-
righted.



Illustrated
Circular
on Request



American Playthings Co.
MANUFACTURERS
31-35 Broadway, Brooklyn, N. Y.
Factory Representatives:
B. Illfelder & Co.
Carl Silverman
Geo. Borgfeldt & Co.
Strobel-Wilken Co., Inc.

KATNIPS

REG. U.S. PAT. OFF.

A LIVELY roly-
poly on land or
in water. Me-ows while
flying thru the air or
bobbing in the bathtub.
A great beach toy with
ears just right to grab
and,—



A Perfect
Whirlwind for Pups
to frolic with.

Shown at the Toy Fair by

Geo. Borgfeldt & Co.
B. Illfelder & Co.
Clarence Kinne } Hotel
Harold C. Kinne } Breslin
The Owens-Kreiser Co.

Paramount Rubber Co.
200 Fifth Ave., Room 409
John Samuels, 2 E. 23rd St.
Strobel-Wilken Co., Inc.
Louis Wolf & Co., Inc.

Ask an Agent (or write us) for full particulars
Katnips Inc., Providence, R. I.



ALFRED PENSKY MINIATURE DOLL FACTORY COBURG 5, GERMANY

	Per Doz.
China Miniature Dolls, Dressed, from.....	\$0.20
Newborn Babies, Tied in Blanket, from...	\$0.35 to 3.50
Furnished Baskets and Cradles, from40
Bathing Girls, from	2.75
Pin Cushions60

Leipzig Fair: Neumarkt 20-22/11, Room 44

Kindly mention PLAYTHINGS when writing to advertisers

WONDERFUL VALUES IN LOW PRICED DOLLS AND NOVELTIES!

See Our Volume Sellers From 25c up Retail

An inspection will convince you that they have size, distinctive design and a generally superior quality rarely found in Dolls at this price.

Specially made for Jobbers and Quantity Buyers who appreciate the Value of Volume Sellers as different from the ordinary as Day from Night. Send for Samples and Prices.

See Us at the Toy Mart

KIDDIE SPECIALTY CORP.

208 EAST 27th ST.

NEW YORK

Something Really New

BASKET DOLLS

TO RETAIL AT

UP **50c**

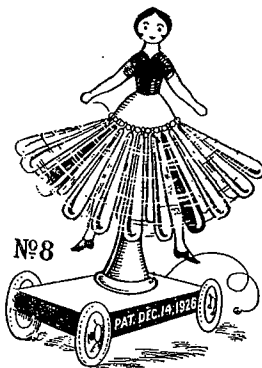
Don't say there's nothing new in dolls until you've seen these highly original creations.

CME DOLLS

Surpassing Quality Since 1910

CME TOY MFG. CO.

WEST 19th STREET, NEW YORK



Patent No. 1,610,895

WHIRLING FLAPPERS

The Sensation in Pull-Toys
We offer for the new season several new and fascinating numbers, each one "alive" with action, and beautifully enameled in variegated colors.

Send for Illustrated Circular or Samples

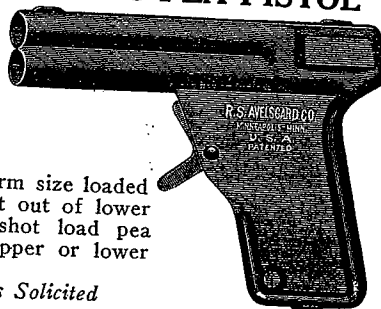
American Playthings Co.

31-35 BROADWAY
BROOKLYN, N. Y.

Manufacturers or Distributors infringing on this item will be prosecuted.

DICKS AUTOMATIC PEA PISTOL

A very neat, interesting and **HARMLESS TOY**



Peas of certain uniform size loaded in upper barrel shoot out of lower barrel. For single shot load pea any size in either upper or lower barrel.

Jobbers Accounts Solicited

R. S. AVELSGARD CO.

302 Nicollet Avenue

Minneapolis, Minn.

THE LATEST NOVELTY

s, elephants, polar babies, camels and glacier charms, hand carved and polished. To insure same we will forward an assorted dozen receipt of 75c. Address

ALASKA FUR COMPANY
FIRST AVE. SEATTLE, WASH.

MUSICAL TOYS

Factory

ERNST A. SINGER

Graslitz (Czechoslovakia)

Cable Address: Singer 188 Graslitz

AT LEIPZIG FAIR

Messhaus "Reichkanzler" Peterstrasse 20
11 Obergeschoss, Zimmer No. 602

Halloween Toys—Poppuns, Clarinets, Saxophones, Wooden and Tin Trumpets, Trick Toys, Banjos, Guitars, Mandolins, Wooden Violins, Revolving Music-Boxes, Accordions and Concertinas, Zithers.

Kindly mention PLAYTHINGS when writing to advertisers.



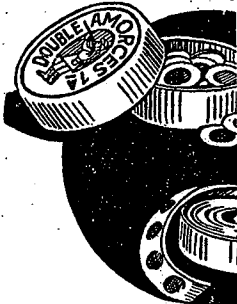
JOLI



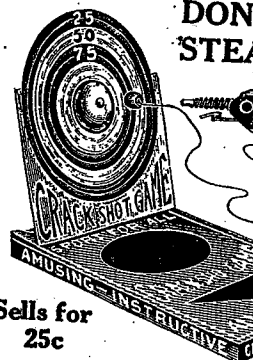
THE JOLLY BOY
FOLDING KIT

BLUME

DUSSELDORF
AMORCES—WORK



DON
STEAD



Sells for
25c

CONVEX SIGN CO
900-910 WEST LAKE STREET

1926

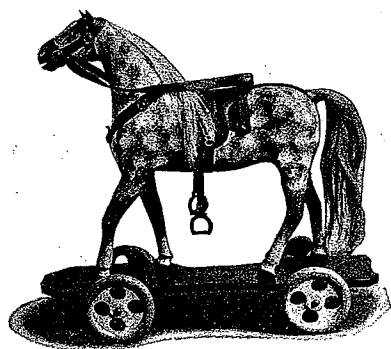
December, 1919

PLAYTHINGS

AMERICAN TOY HORSE CO.

MARINETTE, WISCONSIN

MANUFACTURERS OF



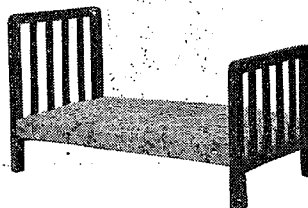
Carved Wood Horses,
Doll Beds,
Shoo Fly Rockers,
Turned Lamps
and Candle Sticks

New York Exhibit

Room 206, American Woolen Bldg., 221 4th Ave.

Representatives

{ KARL MUELLER
ROBERT MacLAREN
G. E. DALTON CO.
C. V. MILLARD



BIG SURPRISE FOR 1920 THE NEW COLUMBIA DOLL

SEE THIS SPACE IN JANUARY ISSUE

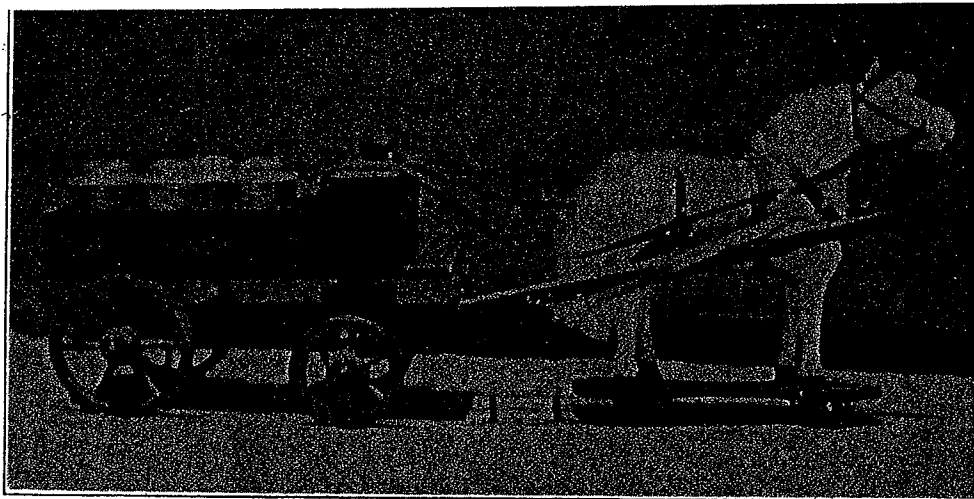
COLUMBIA DOLL & TOY CO., Inc.

Our New Building, after January 20th
44 LISPENARD STREET, NEW YORK CITY

Present Location
123 BLEECKER STREET, NEW YORK CITY

Columbia Dolls are Famous for their Finish

Kindly mention PLAYTHINGS when writing to advertisers.



Presenting the Horse and Wagon Manufactured by American Toys, Inc., and Handled by August P. Doering in New York City

HILL CHIME TOYS

N. N. Hill Brass Co., of East Hampton, Conn., are offering a wide range of Donald Duck and Mickey Mouse toy telephones, driving reins, pull toys and chimes. "Mickey" is shown in all manner of poses on a great variety of items. A jumping "Mickey," for example, shows this delightful character mounted on four 5" wheels, equipped with 2 3/4" gongs. This pull toy is 17" long, and the gong rings merrily to the accompaniment of "Mickey's" antics. Then there is a large Mickey Mouse with movable head mounted on 7" wheels with 4 1/4" gongs. This toy is 14 1/2" high and is provided with a pull cord and ball. Telephones of all types and chime toys in several models are also included in this comprehensive line. Donald Duck is shown pulling attractively designed carts, each of which is equipped with a gong. A handsomely illustrated catalog No. 55 of Mickey Mouse and Donald Duck pull toys will be gladly mailed by this company to interested buyers. The complete N. N. Hill line is on display at the New York showrooms of Riemann, Seabrey Company.

TOYS FOR NEW ZEALAND

Douglas Cox, Ltd., of 200 High St., Christchurch, C. I. New Zealand, are interested in receiving offers on the better lines of toys for boys and girls, as well as on dolls. Communications can be sent to the Inter-Continental Mercantile Corp., 15 Moore St., New York City.

POLITZER'S SOFT DOLLS

American Doll & Novelty Co., Inc., of New York City, is featuring a high-grade popular line of soft dolls with pressed cloth faces to retail from 50c to \$3.00. These dolls range from 11" to 25" high and are made especially for toy and infant departments. The faces are juvenile and infant models, and the kapok stuffed bodies are smartly attired. They come with or without wigs. Morris Politzer, well known designer of these items, states that his company is in a position to make immediate deliveries in time for resale during the holiday period.

OPENS NEW YORK SALESROOM

Rapidly growing demand for Reynolds Molded Plastics causes the Reynolds Spring Company of Jackson, Michigan to open a sales office in New York City. The new office, under the direction of Herbert S. Reynolds, Jr., is located at 90 West Street, Telephone: Rector 2-8563. Mr. Reynolds, long connected with the factory at Jackson, Michigan, has ample facilities to handle all inquiries, to aid in the development of plastic applications, and to care for the customers' interests promptly. Other Reynolds sales officers are located at Rochester, N. Y., Cleveland, Detroit, Chicago, St. Louis, Milwaukee and Minneapolis.

BERSIN MOVES TO LARGER FACTORY

Harold Bersin of Bersin Playthings, Inc., says that the volume of orders pouring in from all parts of the country for Playbird Badminton have literally swamped the production facilities in their old quarters and forced them to seek a greatly enlarged plant. They are now located in a new, spacious factory at 537 E. 17th St., N.Y.C., which is many times the size of the former one. Mr. Bersin attributes the growing popularity of Playbird Badminton to many factors, chief of which is their exclusive adjustable rubber shuttle cock, which is of patented construction.

ARRANBEE DOLLS

Arranbee Doll Co., 894 Broadway, New York City, report a widespread acceptance by the trade of their new addition to the "Nancy" and "Dream Baby" Family of dolls. The new item is on display at their Broadway showrooms, where Messrs. Ardbaum and Rothstein cordially invite buyers to call. In addition to their new arrival, a wide range of "Nancy" dolls, composition standing babies, "Nancy" and mama dolls, as well as "Dream Babies" with new heads, wardrobe trunks, etc., are attractively displayed at their conveniently located showrooms.

SELCHOW & RIGHTER CO ANNOUNCE CONSUMER CAMPAIGN

Selchow & Righter Co., New York City, well-known game manufacturers, will inaugurate on September 26th one of the largest and most comprehensive advertising and merchandising campaigns that has ever been launched in the history of the game business. The mediums include 39 leading newspapers, in which is included the American Weekly. In the magazine field, Esquire, The New Yorker, Parents' Magazine and Boy's Life will also carry the story of these new game hits to 11,000,000 homes, reaching two families in four in the entire United States, and between them one in every three in over 1,000 leading American cities. With millions interested in playing games, and with 11,000,000 families being told about these games, the response should prove overwhelming. This enterprising firm is offering to a limited number of stores a complete merchandising plan which is designed to increase the sale of games throughout the entire game department. This plan has been worked out in conjunction with advertising experts, executives of the Selchow & Righter Co., and with the aid of some of the largest department store executives. The attractive sales-producing promotional matter is free for the asking, but, in view of the fact that it represents a considerable investment, it is urgently requested by this company that buyers who request this material, definitely make use of these suggestions. Parcheesi, Jamboree, Scoralet, Decoy, Cavalcade and Cargoes will be entertainingly and forcefully called to the attention of game lovers throughout the nation in this smashing advertising campaign.

STRESS QUALITY

Just as a reminder, toy retailers should stress quality during the holiday season. Don't forget what happened last year, when many stores carried over large amounts of low-priced toys.

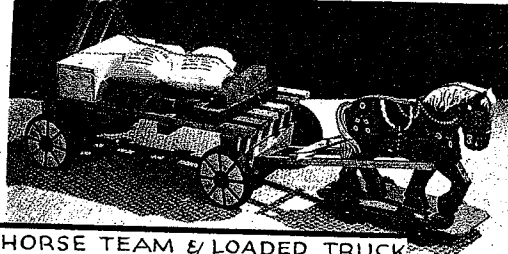
And just as another reminder if you have not placed orders for all your holiday requirements do so now if you want to be certain of delivery.

Yes
these HORSES & TRUCKS are
 BEAUTIFULLY COLORED
 STURDY... MADE RIGHT
 PRICES RIGHT... FAST SELLING
Loads of fun for the kids

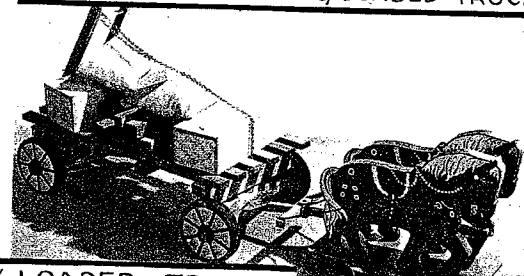
INDIVIDUALLY PACKED
 SIX to a MASTER CARTON

No. 12 WEIGHS 4 1/4 POUNDS
 28" LONG - 9" HIGH - 9" WIDE
 No. 2 WEIGHS 5 1/2 POUNDS
 28" LONG - 9" HIGH - 9" WIDE
 No. 4 WEIGHS 8 POUNDS
 42" LONG - 9" HIGH - 9" WIDE

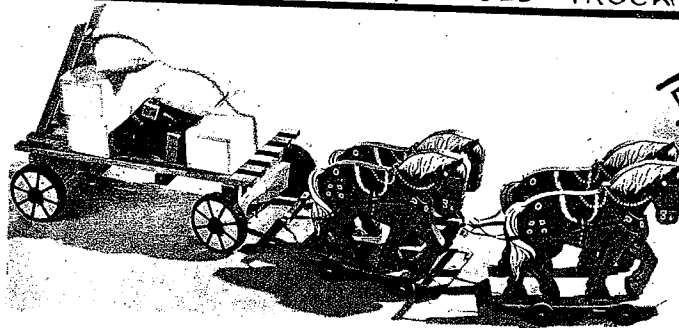
NO. 12 ONE HORSE & LOADED TRUCK



NO. 2 2 HORSE TEAM & LOADED TRUCK



NO. 4 4 HORSE TEAM and LOADED TRUCK

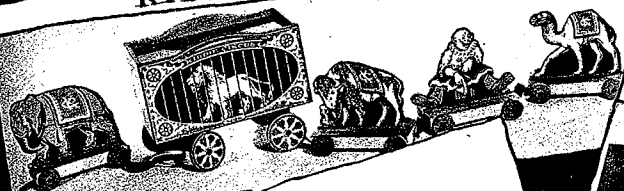


READY to SHIP
Write for
 SAMPLES & PRICES

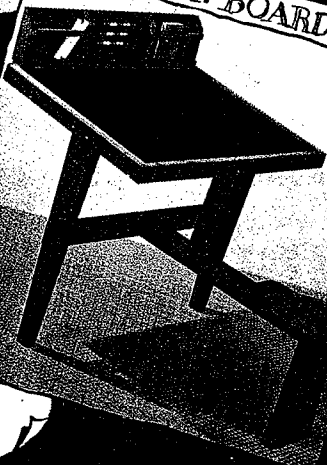
DISTRIBUTED BY
 GEO. BORGFELDT CORP.
 44-60 E. 23rd ST. N.Y.C. 10 N.Y.

TOYS BY ART COLOP
 MANUFACTURED *Right* IN SLATINGTON, PA.

KIDDIE CIRCUS



New BLACK BOARD DESK



...MEMO.....
*Limited Quantity
 still available....*

• WRITE
 • WIRE or
 • PHONE

for immediate shipment

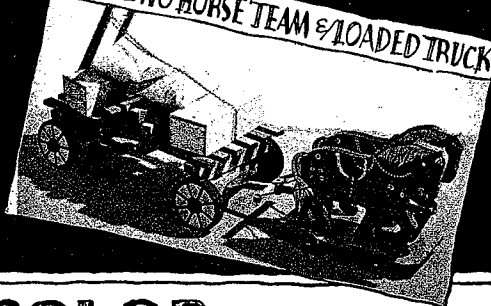
NO. 4 FOUR HORSE TEAM & LOADED TRUCK



NO. 12 ONE HORSE TEAM & LOADED TRUCK



NO. 2 TWO HORSE TEAM & LOADED TRUCK



OFFICE
 ST. PHILA., PA.

toys by ARTCOLOR

FACTORY
 SLATINGTON, PA.