

UP

1957

ON'T MISS OUT!

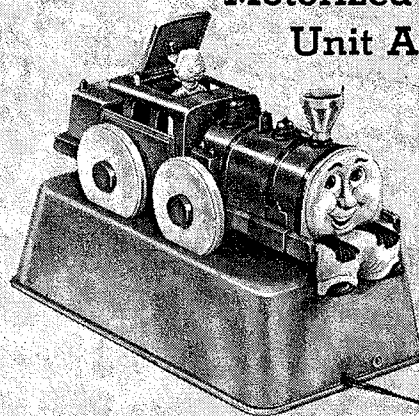
TOY THAT'S REALLY NEW!

sense and excitement for any
Just pull the train . . . a bell
and the engineer pops up! An
the kids will love!

P TRAIN

\$ 200

Motorized Display
Unit Available



SEE OUR COMPLETE LINE

AT THE TOY FAIR!

HOTEL NEW YORKER

ROOM 607

Spitz Jr.
Planetarium
#3000

THE HOSDREG LINE

PLAS-TIME

Clay Modeling Sets

Plas-TIME — Most Popular — Better Looking —
Admired Everywhere — More Colorful — More
interesting — More money than ever before
for children — and parents, because
also educational value. PLAS-TIME
proven color — white — includes
greatest quantities of colored
modeling clay and tools and
attractive cut-outs for
coloring. Includes a book of
instructions. PLAS-TIME
is the most popular
modeling clay set.

No. 100—7 big bars of clay (ap-
prox. 3 lbs.), red, blue, green and
natural. 4 modeling tools, 12
printed animal cut-outs to
model around, 1ge. kit of dec-
orative material and 16 page
instruction book. 200 pieces
in all. Suggested selling
price **\$1.00**

No. 50—6 big bars of clay (ap-
prox. 1½ lbs.), cut-outs, tools, de-
scriptions and instruction
book. Suggested
selling price **50c**

No. 10-S —
2 bars of
clay (ap-
prox. 6
oz.), tool, pat-
tern, decorations
and book. Sug-
gested selling
price **10c**

No. 25—5 bars of clay
(approx. ¾ lbs.),
tools, patterns, de-
corations and book.
Suggested sell-
ing price **25c**

No. 10-P — 1 bar of
clay (approx. 10
oz.), tool. Sug-
gested selling
price **10c**

WRITE
Dept. 111



The
Hosdreg Industries Incorporated
HUNTINGTON, INDIANA

Dozens of other fast-selling items in
the HOSDREG line. Write for bulletins.

WOOD TOYS

An attractive line of toys
in solid white wood, made of
the most popular and durable
material. Particular attention
has been paid to the educa-
tional value of Hosdreg Toys.

No. 100—
6 big bars of
clay (approx. 3
lbs.), tool, pat-
tern, decorations
and book. Sug-
gested selling
price **\$1.00**

No. 50—
6 big bars of
clay (approx. 1½
lbs.), tool, pat-
tern, decorations
and book. Sug-
gested selling
price **50c**

No. 10-S —
2 bars of
clay (ap-
prox. 6
oz.), tool, pat-
tern, decorations
and book. Sug-
gested selling
price **10c**

No. 25—
5 bars of
clay (approx. ¾
lbs.), tool, pat-
tern, decorations
and book. Sug-
gested selling
price **25c**

No. 10-P —
1 bar of
clay (approx. 10
oz.), tool. Sug-
gested selling
price **10c**

You'

SEI

1421 MERCHAND

T. J. HARTIGAN
Chicago

MAY, 1945—PLAYTHINGS

ORIGINAL!
EDUCATIONAL.

UNIQUE
CLEVER!
FACILITATING
PROFOUND!

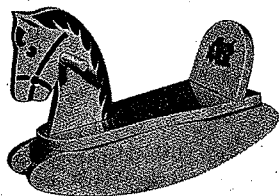
Clay Modeling Sets



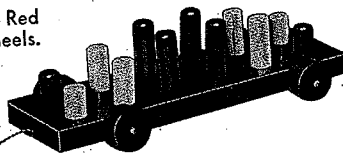
PLAS-TIME

No. 100 — Large four-color box with 7 big bars of clay (approx. 3 lbs.) in red, blue, green and natural colors. 4 modeling tools, 12 printed animal cut-outs to model around; large kit of decorative items; 16-page instruction book. Approximately 200 pieces in all! Suggested selling price \$1.00. Other Plas-Time assortments in eye-catching four-color boxes to sell at 10, 25 and 50 cents. Write for bulletin!

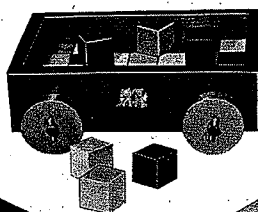
ROCKING HORSE — Red and black, also blue and red. Red trim on head. Decal on seat. Suggested retail price \$4.50.



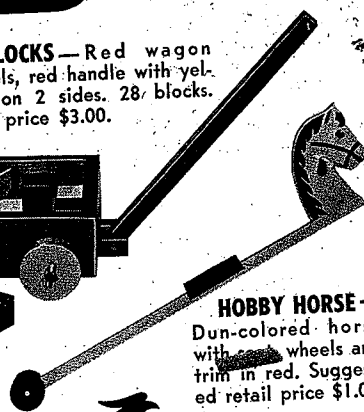
PEG WAGON — Red with yellow wheels. Red, white, blue and yellow pegs. Suggested price, 75c.



WAGON AND BLOCKS — Red wagon with yellow wheels, red handle with yellow bar. Decal on 2 sides. 28 blocks. Suggested retail price \$3.00.



HOBBY HORSE — Dun-colored horse with yellow wheels and trim in red. Suggested retail price \$1.00.

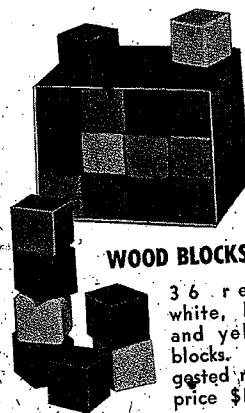


Wood Toys

A wide line of brightly colored, well-built wood toys of the most popular and practical types.



PYRAMID Red, white, blue and yellow blocks on center rod. Suggested retail price \$1.00.



WOOD BLOCKS —

36 red, white, blue and yellow blocks. Suggested retail price \$1.98.

Dozens of other fast-selling items in the HOSDREG line. Write for bulletin today!

The
Hosdreg Industries Incorporated
HUNTINGTON, INDIANA



When writing to Hosdreg Industries, Inc., will you please mention PLAYTHINGS?

MARCH, 1945—PLAYTHINGS

DOLL CORDS

*The Result
of Poor
Elastic Cord*

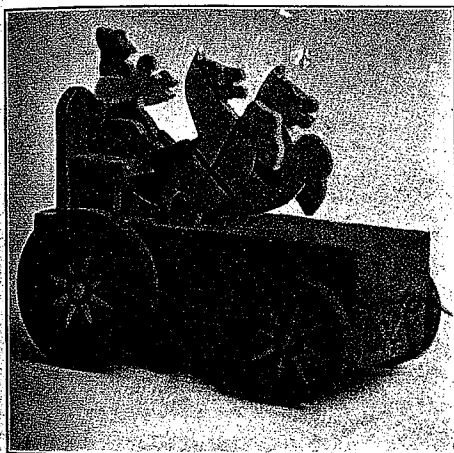
If you are particular about the quality of the dolls you make, be sure to use the same elastic cord that is employed by the makers of the highest grade dolls. Come to us for the most complete line of elastic doll cords, manufactured from the highest quality rubber thread. We are in a position to make prompt shipments.



Send at Once for Samples and Attractive Prices

J. W. WOOD ELASTIC WEB COMPANY, Stoughton, Mass.
NEW YORK Office—45 E. 17th St. CHICAGO Office—181 W. Lake St. CANADIAN Office—22 St. Peter St., Montreal

Latest Wooden Mechanical Toys



Patent Applied For

Made in 10 Different Items

INDOOR AND OUTDOOR TOYS FOR GIRLS AND BOYS

Made in Assorted Colors—Full Glossy Finish
Height, 10"; Length, 9"; Width, 5"

Write for Information About the Future Toy for Children

HUDSON TOY CORP.

Amston, Conn.

11, 13, 14 and 16 Inch STUFFED BODY DOLLS for JOBBER

Our Dolls are joined by experienced men — carefully inspected before shipment—attractively dressed and

**ESPECIALLY MADE FOR
BIG OPERATORS**

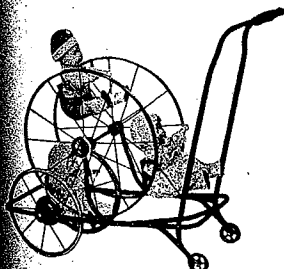
We also manufacture a quality line of
DOLL HEADS
of light weight unbreakable composition.

Write for Prices.

MODEL DOLL CO.

274-6 Hinsdale St. Brooklyn, N. Y.

FAIRY WHEEL



Pat'd Nov. 18, 1919, and Jan. 27, 1920

The Really New Toys

Designed by
J. P. Clary
and built on the right
principles by

**THE U. S. METAL TOY &
HARDWARE CO.**
Templeton, Mass.

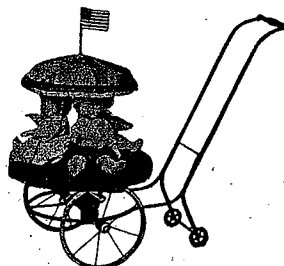
In the Heart of the Toy Industry
of America

SELLING AGENTS

Baker & Bennett Co. Speyer Bros.
Geo. Borgfeldt & Co. The Strobel & Wilken Co.
Riemann, Seabrey Co.

We also invite inquiries direct to the factory.

MERRY ROUND



Pat'd Nov. 18, 1919

Kindly mention PLAYTHINGS when writing to advertisers.



1852

Height, 4 inches.
Diameter, 3 inches.

DANDY TOYS FOR GIRLS AND BOYS

The Dandy Telephone

A Real Sound Transmitting Phone That Works.
Each Packed in an Attractively Lithographed Box.

The Dandy Gyroscopic Top

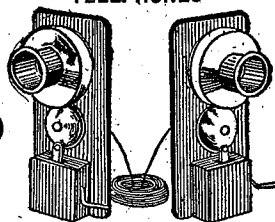
Runs Longer and Steadier Than Any Other Top Made.
Each Packed in an Attractively Lithographed Box.

IMMEDIATE DELIVERY

BERK BROTHERS

543 BROADWAY
NEW YORK CITY

TELEPHONES



TWO INSTRUMENTS TO THE SET.

Height, 5½ inches.

AMPCO ALL-METAL COASTER WAGONS

Bowman Associated Toy Factories

224-226-228 EUCLID AVE., CLEVELAND, O.

Latest Wooden Mechanical Toys



Patent Applied For

Made in 10 Different Items

INDOOR AND OUTDOOR TOYS FOR GIRLS AND BOYS

Made in Assorted Colors—Full Glossy Finish
Height, 10"; Length, 9"; Width, 6"

Write for Information About the Future Toy for Children

HUDSON TOY CORP.

Amston, Conn.



DOLLS DOLLS, DOLLS



THIS IS THE PLACE TO BUY THEM

All Sizes, Small and Large—Best Makes and Lowest Prices.
Also Mohair for Dolls for Sale at a Reasonable Price.

SEND FOR PRICE LIST.

PHILADELPHIA STATUARY & DOLL MFG. CO., 324 NORTH 5TH STREET
PHILADELPHIA, PA.

Kindly mention PLAYTHINGS when writing to advertisers.



OUR "1920" LINES OF TOYS

AND

JUVENILE FURNITURE

INCLUDING, AMONG OTHERS, THE

A. MECKY CO.'S line of Wheel Goods and
WAUSAU NOVELTY CO.'S line of Red Chairs, Tables, Desks, etc.
ARE NOW READY.

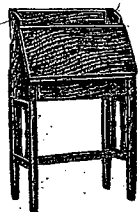
Frank & Danziger, Inc.

114-116 East 16th Street, New York, N. Y.

House Furnishings

Spring Goods

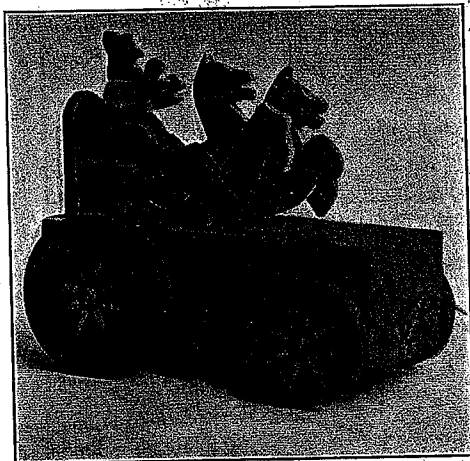
*Direct Factory Representatives
and Controlled Lines*



THE LATEST THING FROM THE TOY WORLD 100% WOODEN MECHANICAL TOY

EACH TOY INSPECTED BEFORE
LEAVING THE FACTORY

Suitable for boys and girls. Can be used
indoors and outdoors. Made in assorted colors.

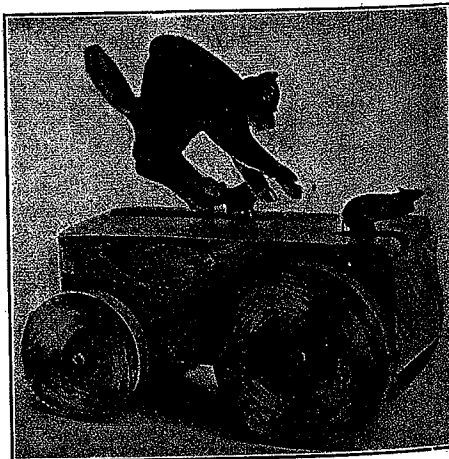


Height, 10"

Length, 9"

Width, 5"

Patented



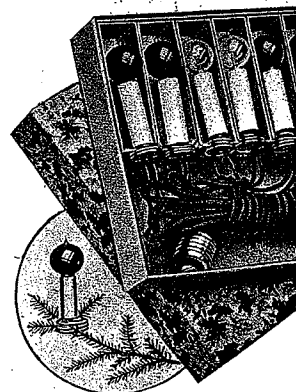
Write to us for information about
the future toy for children.

HUDSON TOY CORP.
363 CANAL STREET NEW YORK

Kindly mention PLAYTHINGS when writing to advertisers.

DIAMOND

A Tried



DIAMOND ELITE

27-33 West 20th Street
Chicago

"H

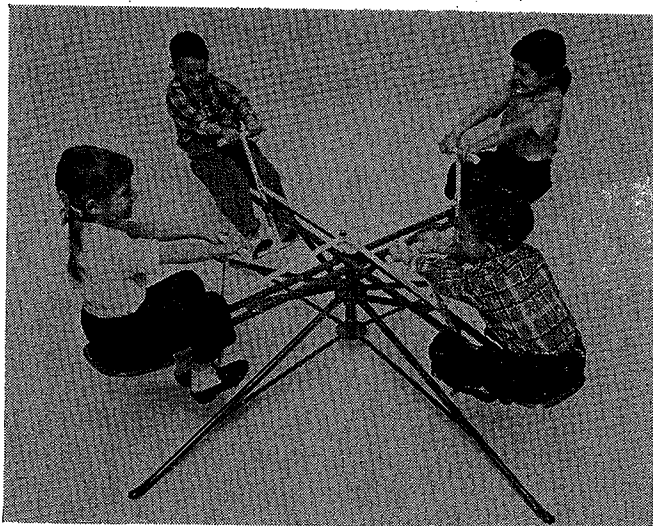
A NEW MET.
DOLL CREAT
DELIGHTS T
YOUNG AND T
OLD. MADE W
WIG OR WITH
SLEEPING EYES
JUST EYES FULL
EXPRESSION.

Complete Lines

A7

181-185 MERCER STREET

Merrie-Go-Whirler Colors Now Blue, White and Yellow



1957

With Spring the period when the Hugh J. Hughes Company of Birmingham, Ala., sells 60 per cent of its total year's sales of Merrie-Go-Whirlers—a modern version of the old "flying jenny"—the firm has announced incorporation of the results of extensive color research into the new 1957 Whirlers.

In line with the trend toward more "eye appeal" in color, Hugh J. Hughes salesmen and company executives talked with retailers, buyers and customers to determine the most pleasing color for the Merrie-Go-Whirler. The result was a change-over from the traditional green and red to a light shade of blue and snow white in combination with yellow vinyl grips.

"The new color scheme gives the Merrie-Go-Whirler more body and makes it stand out better on the floor in furniture stores," said George Hughes, president of the firm.

Although the new Four-Placer, Model 428 Merrie-Go-Whirler has only been on the market since last fall, Hughes said it quickly surpassed in sales the original Merrie-Go-Whirler, Model B-16, which accommodates only two children.

A new solid steel shaft has been designed and accommodates four children from ages 2 to 10. The weight will even support Dad, should he try riding the toy, the company advises. Requiring only a short time to assemble, due to a minimum number (20) of bolts and nuts, the 4-Placer has welded legs, braces, body, handles and seats for top strength.

The unit is packaged in a box measuring 7" by 14" by 72" long.

Hughes said in many ways the Whirler "defies classification." A toy, a playground item, outdoor furniture, it is also—in the North and East, where weather is more extreme in the winter—a popular indoor plaything in the garage, den or basement. It is light enough for a housewife to carry through the average door without dismantling it.

Although manufactured in the South, the item, Hughes said, has proven to be as

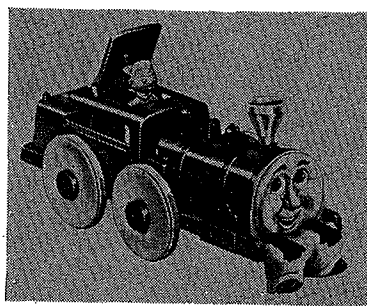
popular in Chicago, Denver, St. Louis, Los Angeles and San Francisco as in such Southern cities as Mobile, Miami and Birmingham. The item only recently was introduced in the New York area and is beginning to build up sales there, it is reported.

The Hughes Company supplies mats and action pictures for sales help; however, the company has discovered that live demonstrations by kids on afternoon children's TV shows has "hyped" sales through word-of-mouth kid-to-parent selling.

The Hughes Company is located at 2900 N. 26 Street, Birmingham, Ala.

DOUBLE ACTION "POP-UP TRAIN" FROM THE HARMONIC REED CORP.

Harmonic Reed Corporation, Rosemont, Pa., one of America's largest and oldest manufacturers of both plastic and brass reed harmonicas, has just introduced its



newest toy, The Pop-Up Train.

In colorful plastic, the new toy rings a bell when pulled, and an engineer pops up.

Offering suspense and action for any youngster, the Pop-Up Train retails for \$2. It may be seen, along with Harmonic Reed's complete line, in Room 607, Hotel New Yorker, during the Toy Fair.

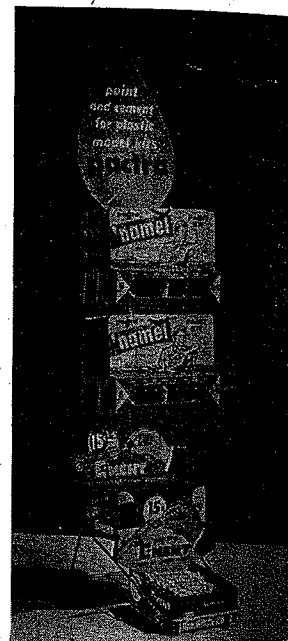
MONEY MARKERS

Chalk and crayons pass for actual money in the south coast settlements of Newfoundland.

PLASTICS FINISHING DEPARTMENT OFFERED TO DEALERS BY PACTRA

Claiming that the Pactra line is now the most complete in the plastics finishing field, president Al Davenport says, "Any modeler can now get the quality finish or cement he needs under the Pactra label. We think we can do the most for the trade by helping dealers sell those items that modelers use every day. No dealer should lose a cement or paint sale because he is too busy, or forgets to suggest it, or because the customer forgets to ask for these accessory items."

At the Toy Fair, Pactra will feature a



new low-priced (counter) Plastics Finishing Department, said to be the most compact and adaptable unit of this type ever offered. The extreme narrowness of the rack—it's only 8" wide—permits it to be placed beside the cash register or on the most crowded counters where it will serve as a reminder to every plastic kit customer.

The rack holds six #69.69¢ kits of gloss 'Namel and six #70.69¢ kits of flat 'Namel, a carton (two dozen bottles) of #23.15¢ brush-in-cap C-Ment, and a carton (two dozen) of #21.15¢ tubes of C-Ment. At the top is a colorful card in the shape of the Pactra "Drop" with the message "Paint and Cement for Plastic Model Kits."

The department is priced for the dealer at \$9.89 and yields a full 40 per cent discount, the cost of the rack being entirely absorbed by the manufacturer.

BEN SLOAN INTERESTED IN TOY CONNECTION

Ben Sloan, formerly a member of the firm of Beacon Toy & Novelty Company, which was liquidated recently, is open to offers to join a toy manufacturer or sales representative as a principal. He has been active in the toy field for the past 25 years and has a thorough knowledge of the trade in the New York metropolitan area. Any one wishing to get in touch with Sloan can do so by telephoning WATSON 4-6661 or by writing him at 1225 E. 23 Street, Brooklyn 10, N. Y.