

"Cashing In" on the Reopening of School, Gimbel Bros., New York

Are
Pi

erco obstacles and succeed. Under the right sort of supervision they learn to pursue this end without taking unfair advantages.

Alertness and Kindred Qualities

Games stimulate alertness and often the co-ordination of mind and muscle. A child learns to concentrate on the game, to be quick to follow its shifting complexion, and to take advantage of opportunities. Clear, logical thinking is a part of adults can often be traced to the early training given by participation in various games. Certain games also develop manual dexterity.

Knowledge Imparted by Games

Children learn many things from games. History, geography, arithmetic, spelling, writing, reading, music and many other forms of knowledge are embodied in various games, and lessons learned while playing are easily assimilated. Many games include the use of numbers, and often small children accustomed to playing games are familiar with simple arithmetic before they go to school. Games helps them to better understand the principles of arithmetic spread before them by their teachers. In the same way little tots are initiated into the mysteries of arithmetic, spelling and writing, making their way in school more easily. Older children reach a better understanding of such subjects as geography and history through games of certain types. They won't think of their lessons as dull or hard work if they amplify facts and principles already made familiar through playing interesting, exciting games. For instance, think of the possibilities for increasing curiosity and imparting knowledge in a game of the fascinating story of how people have pro-

children, and wise adults can find much of value in this field, too."

Is It Dangerous?

A NOVEL thought has recently been voiced by Charlotte Mlinar, who looks after matters pertaining to toys for Arnold Constable & Co., in New York City. That thought is with respect to the lasting harmful effects and the precedent established through featuring low prices.

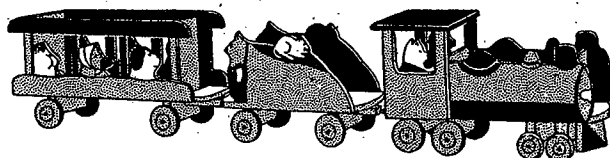
During September the store celebrated its 104th Anniversary and, doubtless because the greater portion of the company's toy business is done during the holidays, a very much effort was made to take advantage of this happy ground to promote the sale of toys.

Miss Mlinar is featuring baby dolls and teddy bears but emphasizes quality, rather than price. She believes that to emphasize extremely low prices two months before the Christmas season will mean that this is the only time that the public will be looking for in the toy department when the holiday season actually arrives. She will not find herself in this dilemma, however, because, although her Christmas merchandise will be offered at low prices which reflect reductions that manufacturers have been able to pass along due to their savings in labor and raw materials, she will not feature this aspect to the detriment of quality.

In chatting about Christmas aspects, Miss Mlinar says: "I think it will be equal to last year, although I am convinced that there is going to be a greater tendency to limit prices on individual purchases. For example, I am basing my plans on getting the major portion of my

IT seems peculiar to find the cloud of opportunity for opportunity arises from clothes of the money was more suit, or stocking, a matter of value, however, are different strings are loose found in the fact merchandise is mounting. The around the corner turn takes place. Consider the offspring. Just stage is no reason that the new stage does not want another one in unity for the who offers play will find the receptive to his So much for them project "ultimate" actual purchasing the stage. Which days when longed to the first

THE TOY WITH CHILD APPEAL TOY KRAFT'S



CHOO-CHOO TRAIN

One of the popular items in Toy Kraft's Hand Painted Wooden Line. Have you seen samples of its Playthings? There are numbers with simple action, large and small, a wonderful assortment of Carts and Wagons, some new fashioned Pull Toys, including this Train and another equally as fascinating—all specially designed and built for Tiny Tots.

THE TOY KRAFT CO.

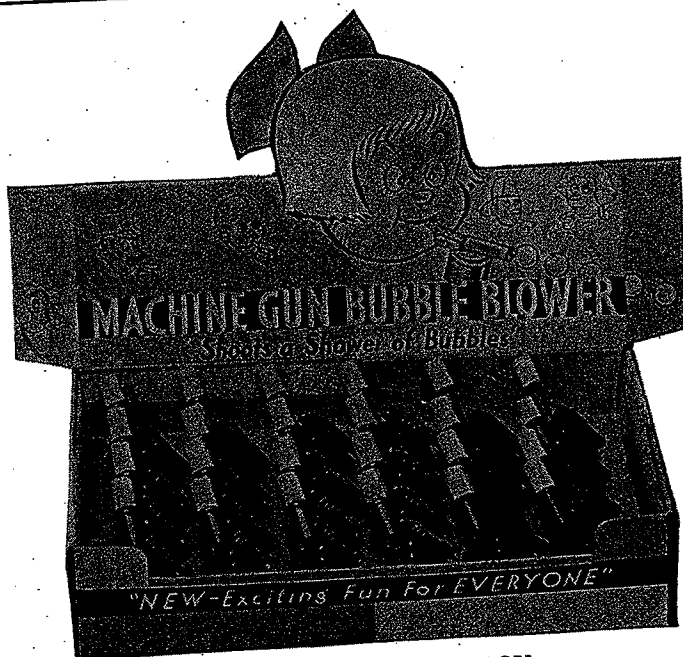
Factory and Studio: WOOSTER, OHIO

New York Showroom
Room 457—200 Fifth Ave.

Catalog and Quotations
Sent Upon Request

THE TOY KRAFT CO.

THE TOY KRAFT CO.



TWO DOZEN DISPLAY BOX

This striking box holds two dozen MACHINE GUN BUBBLE BLOWERS in assorted colors—blue, red and green. One dozen Machine Gun design, one dozen Cannon design. This box catches the eye, tells the story, and sells the merchandise. Weight, one box, 5 lbs. Weight, one gross, 32 lbs. Price one box of 2 dozen, \$4.00, F.O.B. Chicago.

Here's a Fast Summer Seller

Retailers are making this 25¢ item
a real profit leader

The MACHINE GUN BUBBLE BLOWER is brand new in action and design. Nothing like it has ever been offered before. It shoots a stream of colorful bubbles into the air in rapid succession—a thrilling sight to any child.

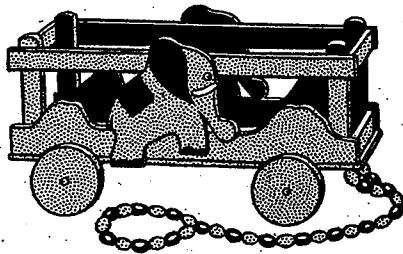
Retails for 25c. Aggressive merchandisers display it prominently, show its action by demonstration and make the most of its exceptional and immediate profit possibilities. Packed in individual boxes, or in large display cartons holding two dozen units. Sample sent only upon receipt of 25c in stamps. Order a gross for tryout today.

DIER THOMAS CORPORATION

564 W. RANDOLPH STREET

CHICAGO, ILL.

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



HERE IS A GOOD TOY
FOR A LITTLE CHILD
THAT WILL MAKE A
SPLENDID CHRISTMAS ITEM

And there are lots more equally as attractive among Toy Kraft's Hand Painted Wooden Toys. It is not too late to place your Christmas order, and if you are not acquainted with this line, let us fill a trial order for you and prove how well these Playthings sell.

THE TOY KRAFT CO.

Factory and Studio: WOOSTER, OHIO

New York Showroom
Room 457—200 Fifth Ave.

Catalog and Quotations
Sent Upon Request

THE TOY KRAFT CO.

THE TOY KRAFT CO.



No. 155. Retail \$1.00

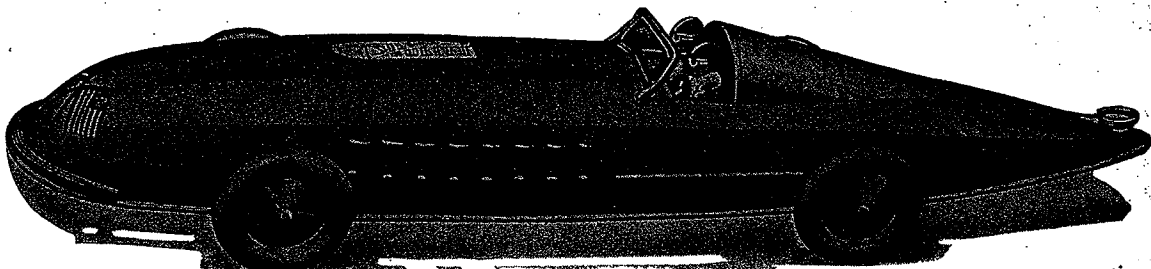
A five piece set for
Miss Modernette!
Consists of floor
duster, hand duster,
floor brush, sweeper,
and dust pan.

New York Office
200 Fifth Avenue
Room 419

Manufactured by
BUFFALO TOY & TOOL WORKS
BUFFALO, NEW YORK

Western Salesroom
Standard Toy Agencies
San Francisco, Calif.

SILVER
BULLET
No. 150



"Travels Like a Comet"

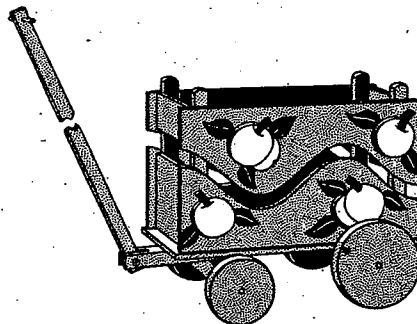
25" Long

Retail \$1.25

131



FOR EVERY SEASON OF THE YEAR TOY KRAFT TOYS AND NOW FOR THE CHRISTMAS NUMBERS



Built of Wood, Toy Kraft Toys are Hand Crafted and Hand Painted in the Gayest of Colors. Simple, Sturdy and Decorative they have a Charming Child Appeal. Try them out and convince yourself that Toy Kraft Toys are Ideal Playthings for Little Children.

THE TOY KRAFT CO.

Factory and Studio: WOOSTER, OHIO

New York Showroom
Room 457—200 Fifth Ave.

Catalog and Quotations
Sent Upon Request

THE TOY KRAFT CO.

THE TOY KRAFT CO.

Thousands of BACKGAMMON players have fallen in love with

Special Price Feature Multiplies Sales On This 5' x 9'

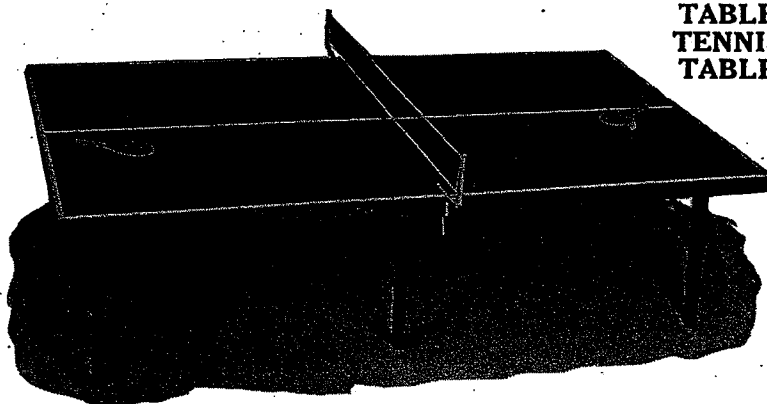


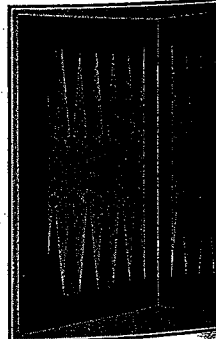
TABLE
TENNIS
TABLE

It's the popular tournament size, and embodies all the features that have made our tables quick sellers and sources of enthusiastic owner comments. These tables are collapsible, have the fastest playing surface known— $\frac{3}{4}$ " 5-ply veneer—painted green and marked in regulation manner, and are a real elixir for stirring up additional sales.

5' x 9'.....Tournament Size Table
4' x 8'.....Standard Size Table
3' x 6'.....Juvenile Size Table
4' x 8'.....(Tops to be placed on
4' x 9'.....Dining Room Tables or
5' x 9'.....other standards)

at first sight! My modern flair and value instantly distinguish me from Backgammon boards. One very well known Backgammon authority says I am the best Backgammon board she has ever seen. Today I'm even better than when I was first introduced. I come in both flat and tournament sizes of stunningly simple combinations. I have a pure cork extra cushion; and am finished either with a light or natural wood (mahogany or oak). Dealers everywhere have given me a warm reception for I've made a good thing with the patrons of their stores and am generous on my profit margin. I likewise give them an opportunity of pleasing every taste and pocket-book—with a range of styles that retail at

\$5, \$6, \$9,
\$11 and \$13

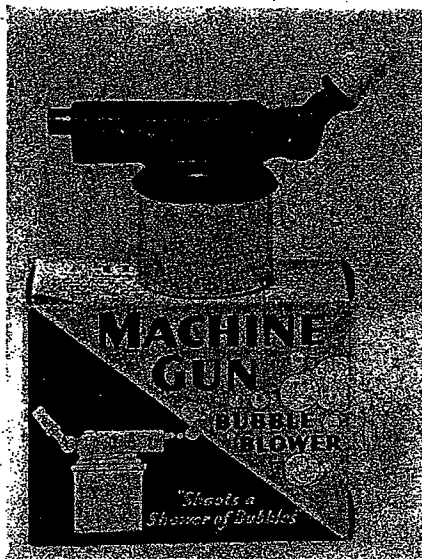


Requests for further information, prices and discounts will receive prompt attention. Write today.

THE CUYAHOGA LUMBER CO., 1948 Carter Road, CLEVELAND,

Specialists on Anything in the Toy and Game Field—Made of Wood

NEW YORK SALES AGENTS: Stanley W. Blum Management, 303 Fourth Avenue

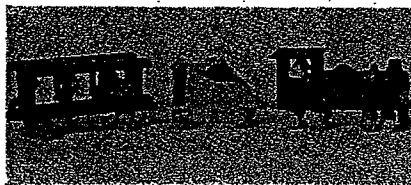
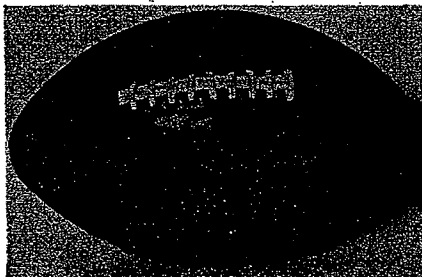


Dier-Thomas Corp.

This awesome looking Machine Gun is not nearly as fearsome as it appears in the picture because, as its attractive little display carton states, it "shoots a shower of bubbles." This Machine Gun Bubble Blower was the featured item in this display. It shoots a stream of colorful bubbles with unbelievable rapidity. Its exhibitor stressed its possibilities as a party favor for grown-ups as well as for children. Selling as a 25c number, it comes packed in a display box containing two dozen, or individually in the attractive two-color carton shown in the photograph. Of course, soap and complete directions are furnished in each box. It may be had in any one of three colors.

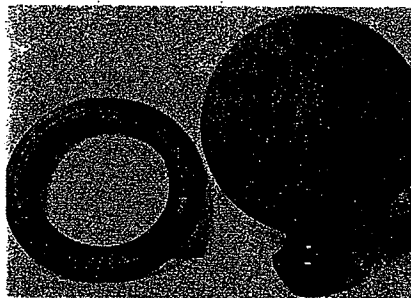
McKinnon Dash Co.

The pictured number is one of a large line of high-class Sporting Goods items made of leather which were shown in this display. Footballs with patented valve construction, Basket Balls embodying the same feature, Baseball goods, Striking Bags and Boxing Gloves were other numbers in a well rounded out line which is described by its manufacturers as offering the widest array of items of quality and price.



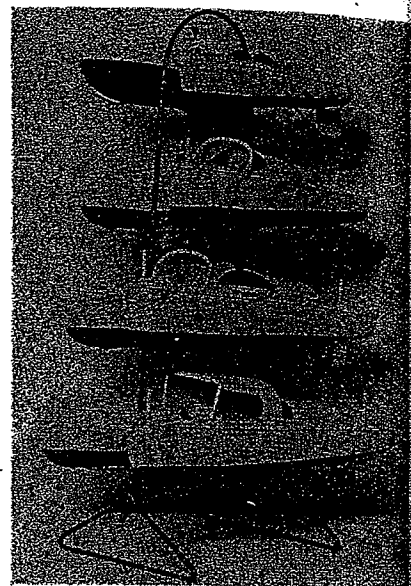
The Toy Kraft Co.

Featured at the McAlpin Hotel Toy Fair display was this Choo-Choo Train that carries a strange lot of passengers, characters with which tiny tots are most familiar. It is one of Toy Kraft's new toys this year and there are many more among the new numbers of The Toy Kraft Co. that are equally as fascinating. Humpty-Dumpty graces a bright red wagon and king's men all ready to try picking him up again; a Lion properly tamed is safely caged in a gorgeous Circus Wagon; and Mother Goose in a flowered bonnet proudly struts along with her market basket. There are Nursery Pull Toys with a fresh appeal in dainty shades of color, Carts and Wagons in attractive shapes and make-up for every season of the year and Sand Toys that will coax little children into the sunshine. Here are unusual values in Hand-Painted Wooden Toys, covering every price requirement through offering numerous numbers, in a suggested retail price range from 25c to \$2.50.



Essex Rubber Co.

Pictured here is an example of the line of Essex "World of Fun" playballs, which come in assorted colors and sizes to retail from \$1.00 to \$6.00. The manufacturers lay particular stress on the extra heavy double-ply rubber that is employed in making these playballs and they also point, as a selling feature, to the new patented all-rubber disappearing valve. These balls, which come in sizes to meet virtually any use, are guaranteed unbreakable. The Essex Swimming Tube shown in the photograph comes in three sizes and five assorted colors and retails at \$1.00 and \$1.50. They are individually packed in distinctive display boxes. Bridge Coaster Sets of green and yellow rubber and Rubber Quoits were also on display.

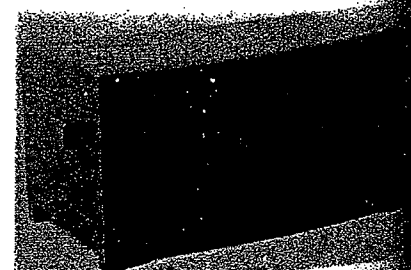


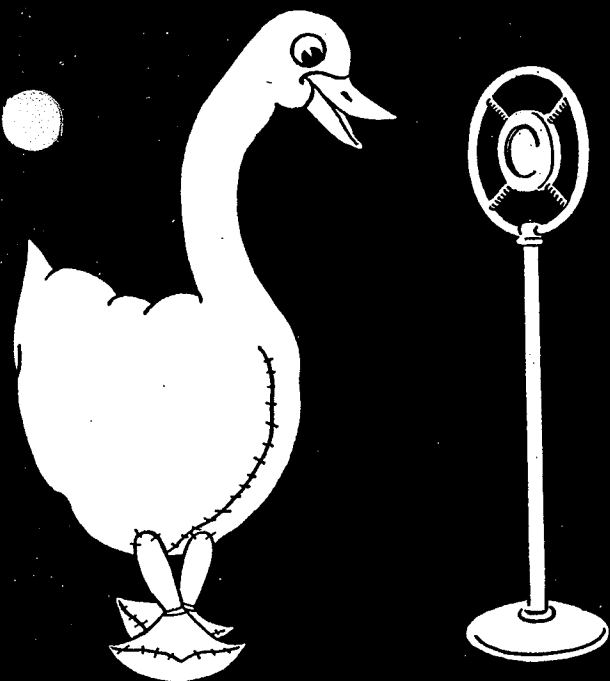
Shoe Form Co.

Pictured here is the display rack furnished gratis by the manufacturer with each initial order of assorted models of "Faircraft" Speed Boats. These come in five sizes, with spring motors which have a record of a quarter mile in from five to eight minutes' time on one winding. Four sizes utilizing rubber bands for motor power were also displayed. An adjustable rudder, insuring return of the boats to their starting point, was prominently featured. These are extremely light in weight, being constructed of shell-like Fairylite and are extremely durable. A retail price range of from \$1.00 to \$7.00 is covered by these boats. The Chief Scout canoe, made of the same material, in red or green, fourteen inches in length, retail for \$1.00, was also featured.

McGraw Box Co.

Typical of a line of Juvenile Chests made from Tennessee red cedar and Duco finish which permits them to retain their lustrous sheen after years of normal usage, is the number pictured here of the line shown at the Toy Fair by this company. The Toy Fair marked the initial showing of this line of walnut-finish Cedar Chests. Also on display were the metal-covered Travel Trunks.





1932

TOY KRAFT

announces

A COMPLETE NEW 1932
LINE OF EASTER TOYS

For the New York Toy Fair
Room 457
Fifth Avenue Building

Room 822
HOTEL McALPIN

This new line of Toy Kraft's Hand Painted Wooden Toys, now on display at the New York Showroom, will again appear at the New York Toy Show, exhibiting new delightful colors, new original designs, and new sales appeal.

You will find this display a show in itself. You will recognize the profit possibilities and instant sales appeal of Toy Kraft Toys. With our dependable line you can always keep your toy sales a step ahead of your competitor.

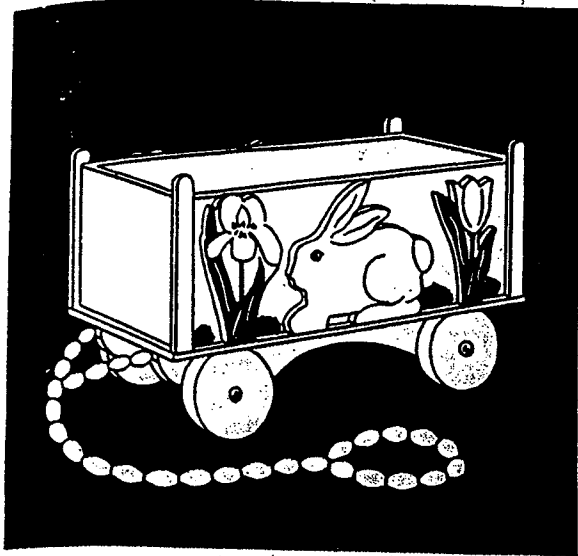
THE TOY KRAFT CO.
FACTORY AND STUDIO
WOOSTER OHIO

THE TOY KRAFT CO.

THE TOY KRAFT CO.

When writing to The Toy Kraft Co., will you please mention PLAYTHINGS?

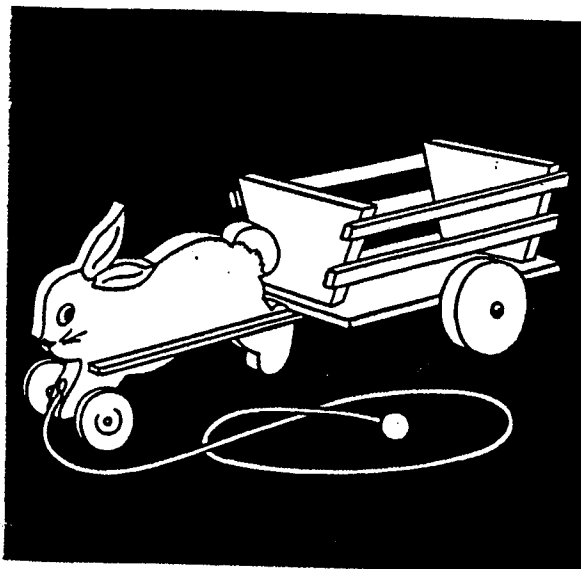
ADULT APPEAL + CHILD APPEAL = SALES APPEAL



E-220—BUNNY WAGON



FLOWER BASKETS OR BEACH
PAIS



E-203—BUNNY CART

As every toy buyer knows, the greatest percentage of toys sold are selected by the parent rather than the child. The more important items must appeal to the adult—what he thinks his child wants and should have.

Toy Kraft Hand Painted Wooden Toys are designed with this basic idea in mind. Their artistic variety of design, their bright colors, and their non-poisonous color feature answers the question of the thoughtful parent. Any parent will tell you he has never chosen wrong on Toy Kraft Toys—they hold the Child's appeal.

Toy Kraft Toys hold in mind the adult appeal plus the child appeal to insure sales appeal—therefore, profits for the dealer. Handle Toy Kraft Toys and know the dependability of the line to create profitable toy sales.

Our entire new line of Spring and Summer merchandise as well as our Easter Line is now on display at our New York Showrooms. Buy now, and boost your Easter profits by adding our dependable Easter line.

NEW YORK SHOWROOMS FOR THE FAIR

Room 457
200 Fifth Ave. Building

Hotel McAlpin
Room 822

THE TOYKRAFT ©

FACTORY & STUDIO: WOOSTER, OHIO
NEW YORK SHOW: ROOM 457, 200 FIFTH AVE.

When writing to The Toy Kraft Co., will you please mention PLAYTHINGS?

FEB
1932

EOL 1929

Protected by Guarantee Bond!



Columbia
"Superb"
CYCLES

BALL-BEARING
Magnificent Bicycle
Construction and Equipment

Sparkling, Rust-Resisting
Permanent Finish.

TOYS

Housefurnishings—Infants' Furniture
Lawn Goods—Hardware Specialties

STEINFELD, Inc., 11-13 E. 26th St., New York

A FAST SELLING LINE!



"TOYCO"
SPONGE RUBBER
COME BACK BALLS

Now offered in bright flashy
mottled enamelled colors

TO RETAIL AT 1c, 2c, 3c, 5c and 10c

Descriptive circulars, prices or samples on request.

THE TOYCRAFT RUBBER COMPANY
Dept. P. **ASHLAND, OHIO**

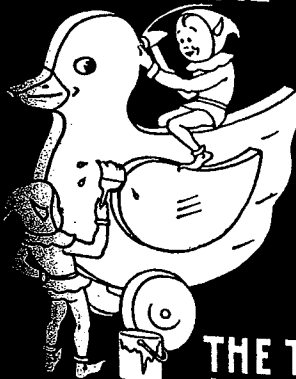
**TINKER
TOYS**

Favorites since 1914

Made by
The Toy Tinkers, Inc.
Evanston, Ill., U.S.A.

THE LITTLE TINKER RED MEN IDENTIFY THE GENUINE

CHILD APPEAL + SALES APPEAL



In Toy Kraft Toys the child
appeal has been held in mind
to insure sales appeal. Profits
for the dealer. Those who handle
Toy Kraft hand painted toys
know the line and its ability to
create profitable toy sales.

New York Office - 200 Fifth Avenue

THE TOYKRAFT CO.
FACTORY & STUDIO WOOSTER, OHIO U.S.A.

Specialists in Cast Iron Toys

JACKS

Copper, Nickel and Colored
TOY HAMMERS, HATCHETS, AXES
United States Lock & Hardware Company

Toy Division

200 FIFTH AVE.

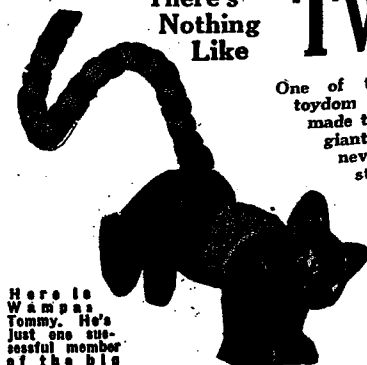
NEW YORK

"JOE" JOSEPHSON, SALES MANAGER
Factory: Columbia, Pa.

There's
Nothing
Like

TWISTUMS

One of the best known names in
toydom is "Twistums." They are
made to stand the handling of young
giants and are unbreakable. We've
never been able to count all the
stunts they can do.



Here is
Wampas
Tommy. He's
just one suc-
cessful member
of the big
Twistum Fam-
ily.

Ask about Our Special
Low Priced Numbers
and the Popular
TWISTUM GOLFER.

**TWISTUM TOY
FACTORY**

15 East 26th St., New York

WORNOVA PLAY SUITS

Offer Your Customers
REAL VALUES

That's why they sell so well! That's why
merchants tell us that they are sure-fire profit
makers! Write for catalog of complete line
and prices.

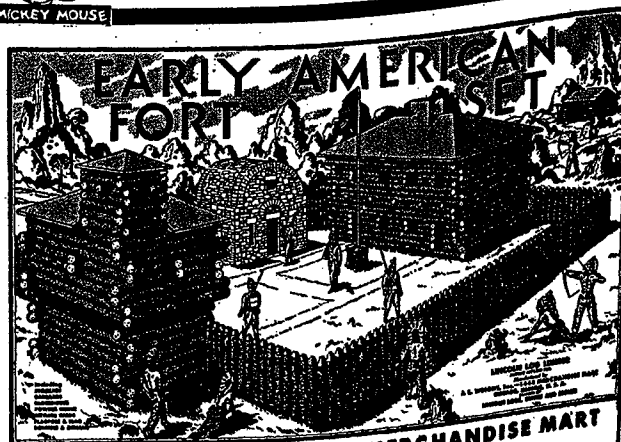
NOW MICKEY AND MINNIE MOUSE
Play Costumes for children. Manufac-
tured under exclusive license from
WALT DISNEY



WORNOVA MANUFACTURING CO., INC.

Makers of the Famous
Hoot Gibson Cowboy Outfits, Indian Suits and Hallowe'en
Costumes. **NEW YORK CITY.**
1182 BROADWAY

MICKEY MOUSE



**J. L. WRIGHT, Inc.—1443 MERCHANDISE MART
CHICAGO, ILLINOIS**

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

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HERRMAN

HERMTEX

1933

TABLE TENNIS

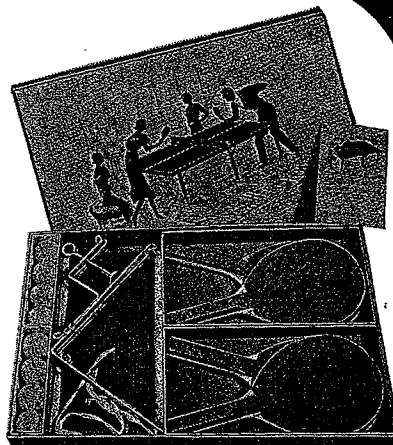
SETS NOW READY

10 Numbers . . . compactly boxed with attractive cover for display use. RETAIL PRICE RANGE, with double sanded paddle sets, \$1.00 up.

TENNIS TABLES

3 and 5 Ply — Rigid Construction

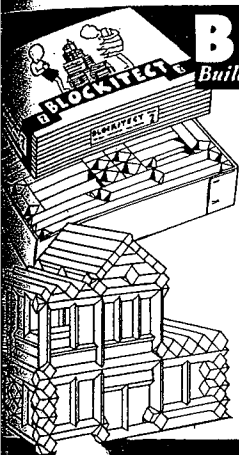
WRITE FOR CIRCULAR



At the Chicago Toy Fair
STEVENS HOTEL
ROOM 610A
M. HERRMAN in charge

M. & J. HERRMAN, INC.

104 East 126th Street
NEW YORK CITY



BLOCKITECT

Building Blocks that Build Real Buildings

This season's newest, most unique building toy. Nothing just like it on the market. Every block pattern designed on true construction principles.

Unusual Educational Value
Simple, Sturdy, Practical
Sells on Sight
Year 'Round Demand
Four Separate Sets
Easily Displayed
Attractively Boxed

Write for descriptive folder and trade prices.

HART WOOD PRODUCTS CO.
119-A Federal St. Pittsburgh, Pa.
STROBEL-WILKEN CO., INC., Distributors
37 East 17th Street, New York, N. Y.

Stock Up Now . . .

Better days are here—gayety and frivolity will once more reign.

KIRCHHOF'S Quality Noisemakers

"The Life of the Party"

KAZOOS TWIRLY CLICKS CRICKETS
PUTTY BLOWERS JUMBO RATTLERS

Send for Price List and Catalogue

THE KIRCHHOF PATENT CO.

60-64 Union St. (Dietze Bldg.), Newark, N. J.

Send us your problems
We can help you!

PLAYTHINGS
SERVICE DEPARTMENT
381 Fourth Ave., New York

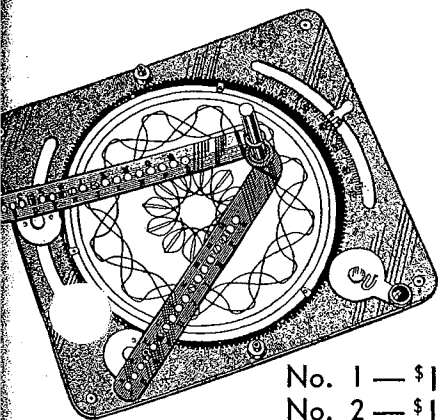
CHILD APPEAL + SALES APPEAL



In Toy Kraft Toys the child appeal has been held in mind to insure sales appeal. Profits for the dealer. Those who handle Toy Kraft hand painted toys know the line and its ability to create profitable toy sales.

New York Office - 200 Fifth Avenue

THE TOYKRAFT CO.
FACTORY & STUDIO WOOSTER, OHIO U.S.A.



HOOT-NANNY

"THE MAGIC DESIGNER"

The toy that draws millions of symmetrical geometric designs.

YOU WILL recognize immediately the outstanding quality of this toy.

YOU WILL have a satisfied customer with every HOOT-NANNY sale.

No. 1 — \$1.25

No. 2 — \$1.75

Manufactured by

HOWARD B. JONES - 2300 Wabansia Avenue, Chicago, Ill.

We will appreciate your courtesy in mentioning PLAYTHINGS.

News...Notes

1933



The New Parkway Stroller

Several marked improvements characterize the new "Parkway Stroller" now being introduced by the H. C. White Company. First in importance from the mother's standpoint is its safety. By placing the rear wheels unusually far back, the stroller is given exceptional stability. The child cannot tip it over backwards, even if he stands on the seat! The brake is unusually good, too, taking a firm grip on the wheels, even when the rubber tires become worn down with usage.

Another popular point is its convenience. It folds with one simple motion, requiring only one hand—so that when mother lifts the baby out and holds him on one arm, she can close the stroller with the other hand and easily carry it into the house. It weighs only half as much as the ordinary stroller—so it's a simple matter to take it in and out of doors, put it into a car, or store away. In fact, it may even be hung up when storage space is limited.

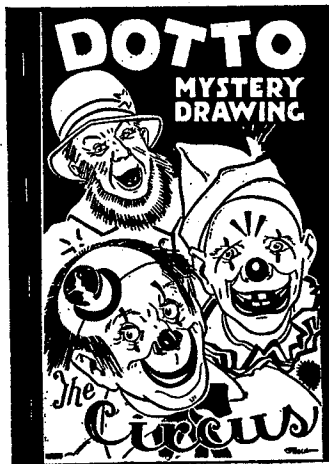
The size of the seat has been carefully planned to eliminate the need for bolstering the child up with additional pillows, and the comfortable padding of seat and back makes these quite unnecessary. The cushion in the seat is aerated to keep it always light and resilient.

The fabric is waterproof and washable. The charming hand-processed field flower design on the back will not rub off on dainty little garments.

The stroller may be had either with or without the folding canopy. And with or without a removable collapsible shopping bag which slips over the handle and also offers convenient transportation for baby's small belongings when en route to the park or playground.

Scheid with Durable

Lee Scheid is now associated with the Durable Toy & Nov. Corp. and will travel through the central west for that concern.

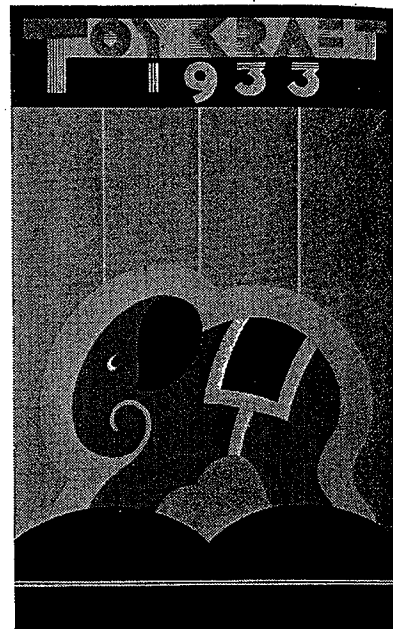


Dotto Mystery Drawing Book

A new product in the child entertainment field is the new Dotto Mystery Drawing Book manufactured by The Baltimore Salesbook Co. under the supervision of E. H. Gorton, Assistant Sales Manager. The book, "affording a creative pastime for entertainment and instruction," is heralded as a radical departure from the usual Dot Drawing. The Dotto Mystery Drawing Book goes the latter idea one better and adds the element of mystery. In executing a single drawing the young artist uses two leaves of his book, an original and duplicate. On the face of the original appears the numbers to be followed together with lines for tracing to lend detail to the finished drawing. The second leaf bears a carefully-prepared, real artist's sketch in red. The youngster follows the numbers on the original or guide sheet in consecutive order. After completing the circuit of numbers the guide sheet is removed by means of a perforated edge... and on the "magic" second leaf the young artist is surprised with a realistic illustration, in two colors! that has every appearance of being a free-hand sketch of his own creation. There will be a series of three books offered this year, the first of which has just been issued. The motif of this first book is "The Circus." It features the adventures of "Sunny Dotto," a comic character who will appear in various roles throughout the series. Copy in the book which was written by Walker Brooks of the Baltimore Salesbook Company, has a twofold appeal—both to the parents and to the children, the latter in a special message which appeals to the circus-loving element of every boy and girl. The art work for the book was prepared by Howard Frech on the staff of the *Baltimore Sunday Sun*.

Milias Joins Tillicum Staff

Walter W. Milias has joined the sales staff of the Tillicum Sales Corp. and will cover the middle west. He was at the American Toy Fair in Chicago where he met many of his old friends.



An Artistic Catalog

The Toy Kraft Co., of Wooster, Ohio, have issued a most unique and attractive catalog. This catalog carries out in its design, illustrations and printing, the same artistic distinction for which the Toy Kraft toys are so well known. The cover is printed in green, red, black and silver. The illustrations give a rotogravure effect and illustrate the toys in the most realistic manner. Typography and press work are exceptional. This catalog is the work of Brian McQuillan, of Canton, Ohio, and is certainly a credit to the designer as well as to the manufacturer whose line is thus presented.

Makes Flowers Out of Paper

The "Magic Florist" made its bow at the Chicago Toy Fair, and buyers were shown how, by means of a simple, though patented principle, "pinked"-edge and variously colored tissue paper petal discs could be transformed by rapid manipulation into the most natural looking carnations, and other posies, as if by magic. This novelty item, retailing for 25c, is a self-contained package, the small box of pocket size holding the various materials also serving as a device for producing the flowers. There is nothing complicated about it, and both children and even of an older growth may find in the "Magic Florist" artificial flower construction set something decidedly entertaining and unique. For preserving indefinitely these floral creations can be coated with a film of paraffine; the effect resembling flowers of other days—when that was rampant. Extra petals and wires for making flowers of various hues are procurable. The "Magic Florist" is manufactured by the Rainbow Toy Co. of Chicago.

them. Toy dealers and department stores could arrange to send all their old and salvaged toys to a totery or some charity that does the same work. Booths could be established in the toy department where customers could deposit both old and new toys. It must be remembered that the children who use these toys cannot afford to buy their own. Consequently, these toterys are not causing any decrease in the normal toy business. However, dealers who will work out some plan so that their customers can contribute toys will find that their own toy sales will increase.

Windows That Speak for Themselves

THE F. A. O. Schwarz toy store, in New York City, relies perhaps more than any other store upon its window displays to create sales. A window decorating department and a staff of artists in charge of Mrs. Townsends are maintained to dress the many windows. Each window at this exclusive toy shop speaks for itself. The stories told by these windows could not be better told than a full page newspaper advertisement was used. During the month of August, when the sporting pages of the nation's newspapers were filled with news from the Saratoga race track, and the happenings at the Hambletonian, a very clever and timely display was installed. The window had a black background upon the center of which was a silver whip surrounded by a horseshoe. The display contained a variety of games and books for both grown-ups and children lovers of horses and horse-races. Some of the articles on display were, Steeple Chase, Derby Sweepstakes, stick horses for children to ride on, Colt, Minoru, Manifesto, and numerous juvenile books about horses.

Another timely window, which drew a great deal of attention from passersby, was one facing Fifth Avenue, featuring kites. A sign in the window read, "In China kites are flown on the ninth day of the ninth month to send prayers to heaven." The window contained several of these kites and a variety of domestic ones. Such timely windows and tie-ups with the day's important events that attract attention and create sales of the articles displayed. Every day, week and month is filled with such opportunities, and toy dealers who make use of most of them are certain to show an increase in business.

Football and Games

WITHIN a very few days the papers will be filled with accounts of the training programs of the various college football teams and predictions for the year. The football season is rapidly approaching. This season offers an opportunity to feature football games for the grown-ups and the children. There are a number of football games on the market and experience in the past years has shown the football fans enjoy playing these games at home in the evening. Toy dealers are afforded excellent opportunities to tie-up with some of the big names in arranging attractive window and store displays.

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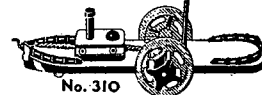
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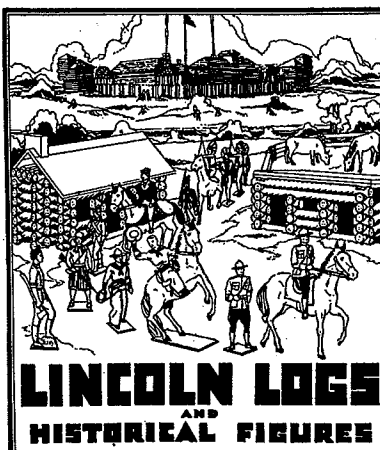
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THE TOYCRAFT RUBBER CO.

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NEW TOYS for 1933

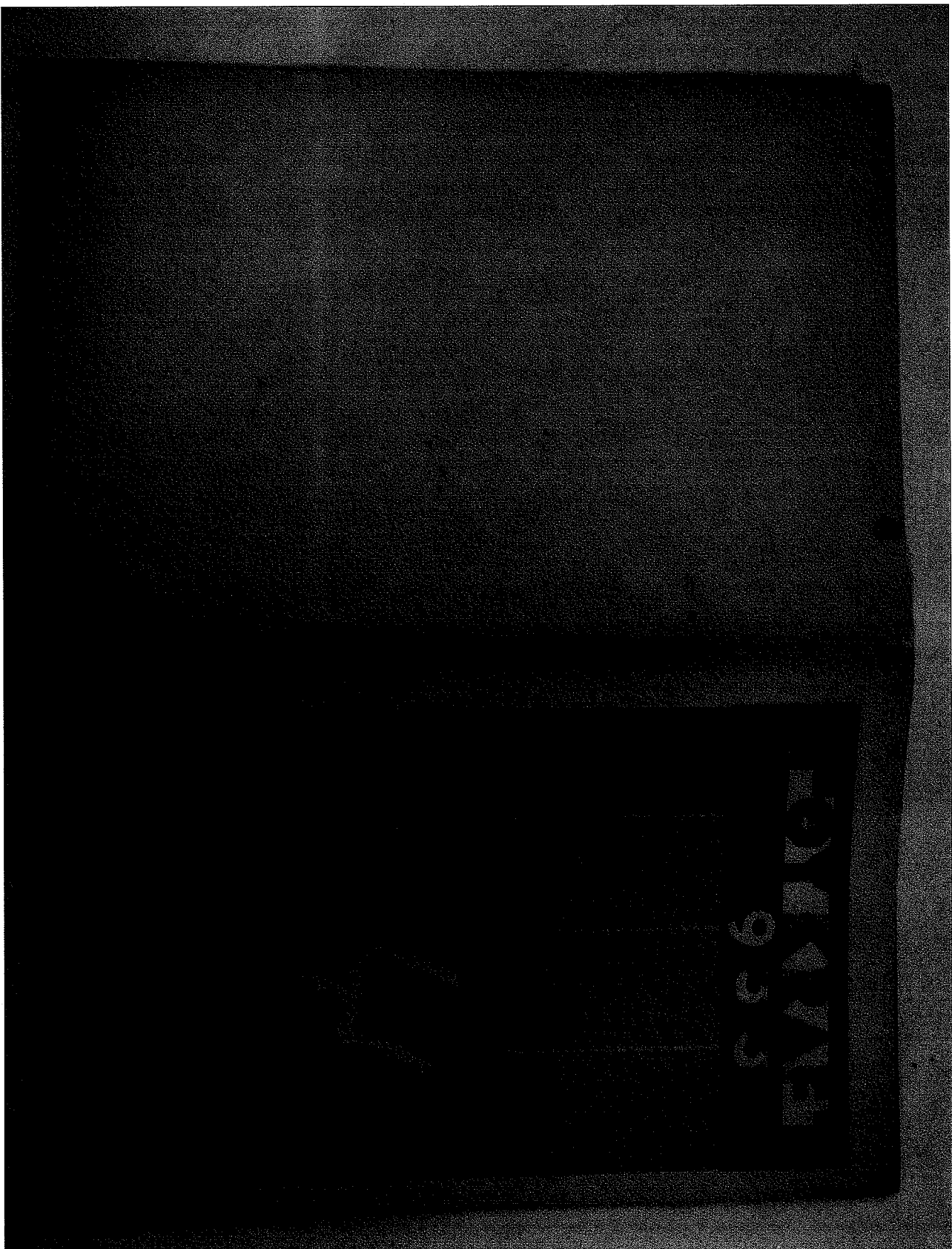
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