

Also see BLOCKS, DOLLS, FIGURES — WOOD, FISHER,  
PRICE, and ROCKING HORSES



1933-37

P1010056\_054.jpg



they pictured a lawn swing and a slide; and priced and described a kiddie gynasium, seesaw and croquet set. Up on the fifth floor of the store many of these playground amusements were set up, and the children who were allowed to use them acquired such a liking for them that many sales resulted.

Woodward & Lothrop, Washington, D. C., had a display floored with green turf. In the centre was a kiddie lawn swing of green, with red supports and a striped awning. Near it stood a little fellow in yellow rompers. At one end was a small girl holding a croquet mallet, surrounded by balls, mallets and wickets; while at the other was a doll carriage and doll. A miniature lawn mower and several big rubber dolls completed the picture. Directly in front of the elevator, as one steps out of it, is a big sand box. This is shaded by a large umbrella on which are stencilled scenes from Mother Goose. Sand toys of many varieties are displayed on the piles of white sand. Making combination sales of small toys in sand pails and little wheel barrows sold numbers of them, several sets being included in the window mentioned above. In order to attract more attention, inflated toy balloons were fastened to the handle of each pail or barrow, and so adorned, the combination was irresistible. In an enclosure surrounded with a simulated brick wall overgrown with climbing roses and shaded by trees was a grass covered court, and here was a juvenile lawn swing, an express wagon, red scooter bike, and several little folks in Indian play suits, sporting with a ball.

Kanns, also of Washington, D. C., was another store that featured wheel goods for red blooded boys and girls. All during the day balloons inscribed with the name of the store and "Children's Day" were handed out in the toy department. Their newspaper campaign was backed with a beautiful window. It was floored with green turf and had in the rear a large green bamboo porch shade. In front of this was a pergola hung with wistaria and pink roses. In this were sand carts, kiddie kars and a bicycle beside which stood a little girl. Outside the arbor was a velocipede, coaster bike, several coaster wagons and a bag of juvenile golf clubs.

The Conde Toy Shop, Syracuse, N. Y., buys white sea sand from New Jersey in carload lots, has it put up in large, stout paper sacks, with the shop's name printed thereon. These sacks each hold about 140 lbs. of white sand, and are retailed for \$2.00, delivered at the purchaser's home. During the summer the Conde Shop advertises this sand in the newspapers and sells large quantities of it. Every purchase of sand means the sale of a goodly number of sand toys, among the most profitable of which are the sand boxes, which Mr. Conde has made locally. These boxes run from six to fifteen feet square and are a few inches high. In the centre is fastened a big sun umbrella.

**CHILDREN'S DAY**  
Saturday, June 20th

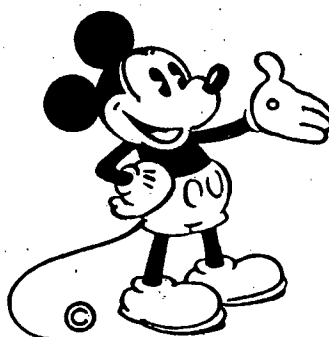
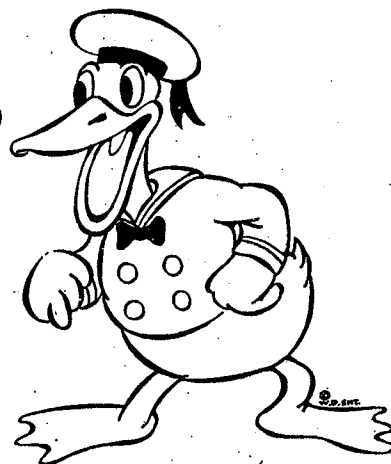
# TOY KRAFT

Presents

1936

**DONALD  
DUCK**

with



**MICKEY  
MOUSE**

for 1936

You won't find a better, more salable line of Wooden Toys than the Toy Kraft line of Hand Painted Wooden Playthings.

*Colorful—*

*Sturdy—*

*Good Looking — And  
here Quality is not costly.*

and Pails, Wheelbarrows, and a beautiful assortment of Wagons for the summer season are among Toy Kraft's striking new numbers for this year.

**Catalog available**

**THE TOY KRAFT CO.**  
**OF WOOSTER, OHIO**

New York Showroom:  
**ROOM 457—290 FIFTH AVENUE**

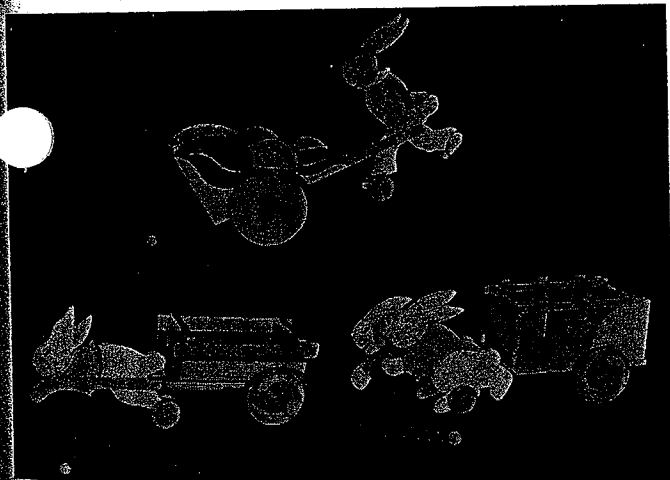
# 1936 Parade

1936



Above:

Gabby Goose and the Donald Duck Delivery, \$1.00 and 50c retailers, respectively, are two of the numbers in the elaborate Easter line of Fisher-Price Toys, Inc., which at present are very much in the spotlight. Buyers, generally, are agreed that Fisher-Price have some remarkably good numbers in their line. Included in this line are many new wood toys with action and voice, all designed to promote volume sales. Walt Disney's Easter Parade is another popular item in the line.



Left:

Buyers are loud in their acclaim for the hand-painted wooden toys which are being shown by The Toy Kraft Company in their attractive Easter line. Toy Kraft creations for the Easter season embody many new and unique numbers, finished in appropriate color combinations and pastel shades. The numbers pictured herewith are: No. E-825, Mr. Bunny Push Cart, a \$1.00 retailer; No. E-835, Single Bunny with Cart to sell for 50c; and No. E-820, Double Bunny to retail at 75c.

Right:

The Standing Peter Rabbit and Mother Goose, shown herewith, are but two of the popular Easter numbers now being shown by F. W. Woolnough Company, Inc. The Woolnough Easter line includes a wide variety of new and original creations, designed especially for Department Store trade. The name of Woolnough has long been identified with quality and skilled workmanship, and the Easter numbers tend to bolster this reputation. Buyers who have seen the line are enthusiastic in their praise and are counting on the various numbers in this line for volume sales.



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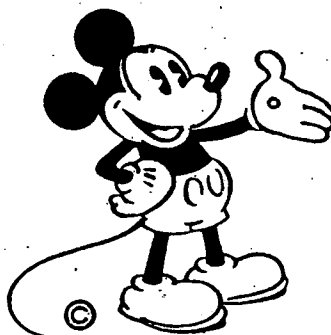
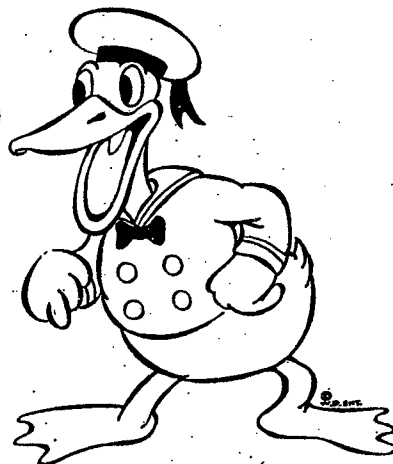
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**Catalog available**

## THE TOY KRAFT CO.

OF WOOSTER, OHIO

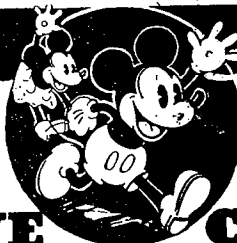
New York Showroom:

ROOM 457—200 FIFTH AVENUE

# MICKEY MOUSE

*By Halsam*

LICENSED BY WALT DISNEY ENTERPRISES



# Safety BLOCKS

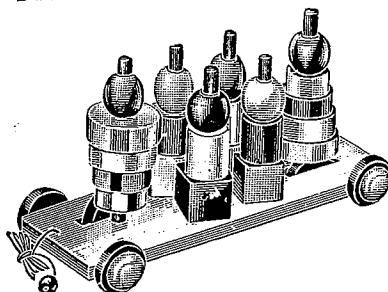
**HALSAM PRODUCTS CO., INC.**

4114 RAVENSWOOD AVENUE, CHICAGO, ILLINOIS  
NEW YORK OFFICE:  
ROOM 463, FIFTH AVE. BUILDING, PHONE GRAMERCY 5-6405

An **EXCLUSIVE** **CREATION**

## BEAD-CYLINDER-CUBE AND REVOLVING DISK EDUCATIONAL TOY

RETAIL  
VALUE  
1.00



SIZE  
5 1/2 x 12 1/2

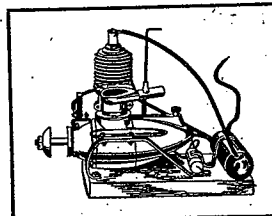
**NEWTON & THOMPSON MFG. CO.**

BRANDON, VERMONT—N. Y. OFF. ROOM 520, 200 5th AVE.

**SYNCR**  
**JIG SAWS**

## TWO FAST SELLERS

SYNCR JR. Electric Jig Saw. Strong! Safe! Sturdy! No motor. No oiling. 7200 strokes per minute. Cuts woods, veneers, plastics. Complete, with 3 blades, ready to plug in. Nationally advertised. Retail \$4.95.



The  
**SYNCR**  
**ACE**



Model Airplane Engine. Streamlined. New Delco-Bony high efficiency coil. 1/5 H.P. Runs 800 to 8,000 R.P.M. Champion spark plugs. Every engine factory tested, mounted on skids. Ready to run (less batteries). Retail \$15.00.

Write for Literature

**SYNCR DEVICES, INC.**  
BOYDELL BLDG. DETROIT, MICH.

## OAK-HYTEX BALLOONS

### Seasonable Sellers

Oak's attractive Christmas and New Year balloons add much to the color and gaiety of the Holiday season.

They are popular for decorations and as extra little gifts for the children.

Display these colorful balloons and cash in on this added opportunity for profits.

The **OAK RUBBER CO.**  
RAVENNA, OHIO.



## 1937 TOY KRAFT

for

**HAND PAINTED WOODEN PLAYTHINGS.**

NOW READY

A SMART NEW EASTER LINE

FOR 1938

**THE TOY KRAFT CO.**

WOOSTER, OHIO

NEW YORK SHOWROOM:

200 FIFTH AVENUE

## TREMENDOUS SELLERS



## STICK 'EM PICTURE BOOKS

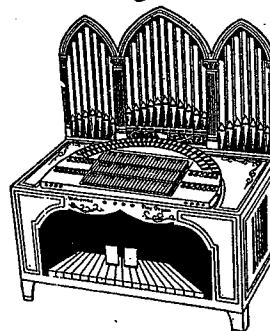
These boxes each contain four books of pictures, each beautifully colored and printed on gummed paper to be mounted on the outline pictures in each book. The box is attractive and colorful. This item is No. 129. Ask also about No. 130, "Stick 'em Library."

**THE PLATT & MUNK  
COMPANY, Inc.**

Retailing at 50c

200 Fifth Avenue, New York

## The Toy Masterpiece of the Year!



## WOLVERINE MUSICAL PLAY ORGAN

- Perfect Cathedral Tones
- Rich, Attractive Decoration
- Built-in Musical Unit
- All-Metal; Quality Constructed
- Size 12 3/4" x 10"; Retail \$2.00

Write for Catalog 6A Showing Complete Line

**WOLVERINE SUPPLY & MFG. CO.** PITTSBURGH, PA.  
N. Y. Sales Offices: 200 Fifth Ave., Room 436, GRamercy 5-3453

## PLAYTHINGS SERVICE

We maintain accurate, up-to-date records of new toys. Next time you are looking for a particular toy or game write **PLAYTHINGS**, 381 Fourth Avenue, New York.

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

NOVEMBER, 1937—PLAYTHINGS

**SEE**

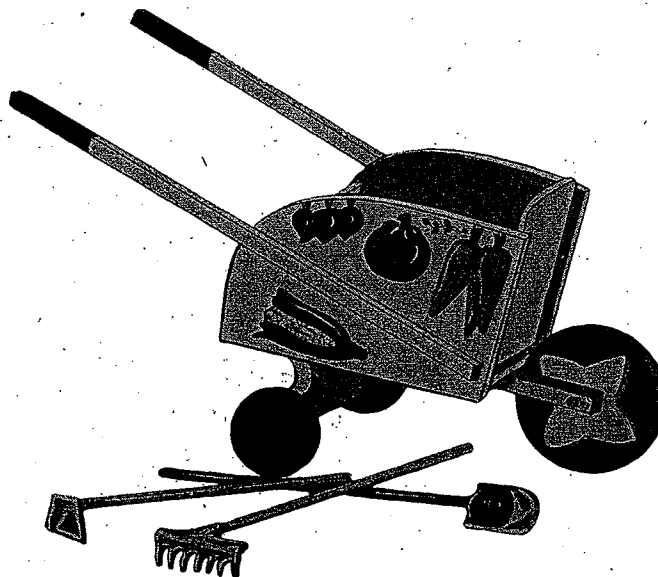
**TOY KRAFT**

**FOR**

**HAND PAINTED WOODEN TOYS—AT THE TOY FAIR**

**QUALITY TOYS**

**POPULAR PRICES**



**S A N D  
T O Y S**

**THE TOY KRAFT CO.**

**CHRISTMAS  
TOYS**

**Wooster, Ohio**

**NEW YORK SHOWROOM: 200 FIFTH AVE.**

# *Look first for profit-makers that work 12 times as long*

THE majority of toys make the great bulk of their sales in the month of December—but here's a line with a demand that lasts all year. The line is toy Bissell carpet sweepers. And the 1938 models answer this demand with more sales appeal than ever.

The smart, colorful juvenile designs will make the youngsters jump with joy. Each

sweeper has a bristle brush that sweeps—and dustpans that empty — “just like mother’s.” There are no sharp metal edges — and the mothers like that!

Three numbers sell at attractive prices—Little Helper at 25¢, Little Gem at 50¢ and Little Queen at \$1.00 — and each earns you a good profit. Write today for the complete story.

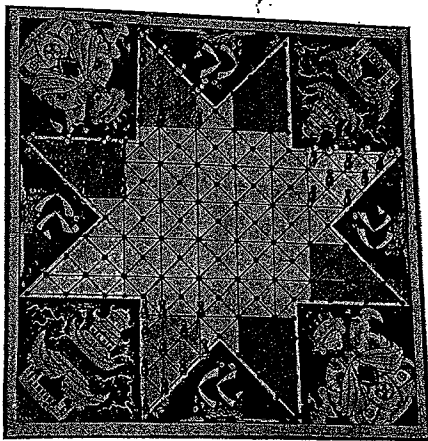
**BISSELL CARPET SWEEPER CO.**  
**GRAND RAPIDS, MICHIGAN**



1938

Smart Dealers Are  
Selling

**King Kong**  
TRADE MARK REG.  
ORIENTAL CHECKERS



*The Game the Smart  
Set Is Playing!*

Truly redolent of the Orient is CHING GONG with its fascinating appeal to game lovers who want "something different."

CHING GONG is a stimulating game with plenty of action and pep—yet remarkably easy to learn. And *right now* it is the center of attraction in lively parties everywhere. On hundreds of game counters from coast to coast, CHING GONG is right up front in the best seller class.

Make the most of the mid-Winter game season—don't let another day pass without rushing your order for CHING GONG.

Retails for \$1.00 and \$2.00  
Nationally Advertised

**SAM'L GABRIEL SONS & CO.**  
200 FIFTH AVENUE  
NEW YORK

SEE

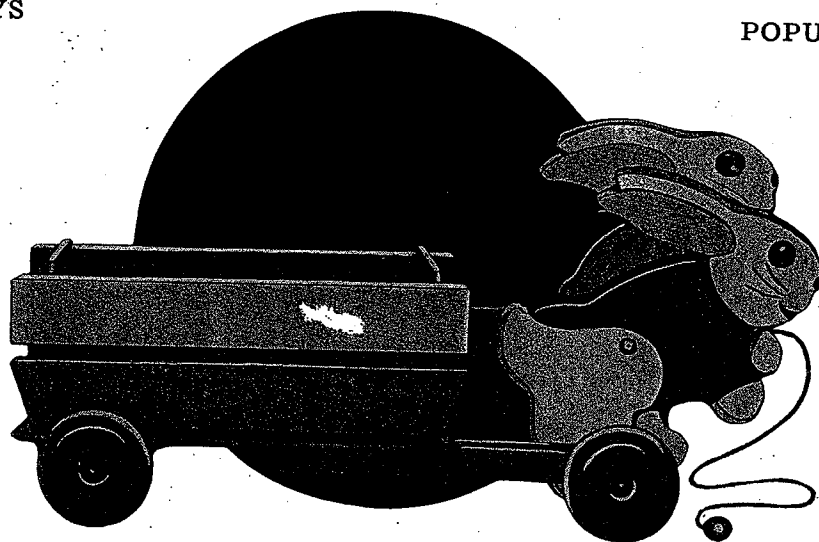
**TOY KRAFT**

FOR

**HAND PAINTED WOODEN TOYS FOR EASTER**

QUALITY TOYS

POPULAR PRICES



**THE TOY KRAFT CO.**

Wooster, Ohio

NEW YORK SHOWROOM: 200 FIFTH AVE.

Catalog  
available

Samples sent  
upon request

38—PLAYTHINGS

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





L. K. Anderson

### NEW SELCHOW & RIGHTER GAME OFFERINGS

Without exaggeration, there is hardly an adult or child, for that matter, who does not enjoy the old favorite game of "Jacks." Selchow & Righter has just introduced a modern version of the Jack game which young and old alike can play. This game

### PARAMOUNT MERCHANDISE MOVES

Paramount Merchandise Co. are now located in a large new showroom at 25 West 23d St., N. Y. C., between 5th and 6th Aves. On display is an extensive array of toys, dolls, games, novelties, etc., as well as a full line of sporting goods, smokers' articles, etc. This firm is now celebrating its 15th anniversary, having been established in 1923 by M. Burg and M. Belansky.

### CAMEO'S CHARACTER DOLL CREATIONS

Joseph L. Kallus of the Cameo Doll Co. has good reason to be proud of their 1938 line. Featuring a wide assortment of exclusive character numbers as well as innumerable other quality items that reflect Mr. Kallus' long experience as a doll designer and maker Cameo Dolls this year are worthy the attention of buyers on the lookout for something really different. Rose O'Neill's Scootles Dolls are ready for inspection in a smart array of spic and span new costumes. These distinctive dolls, modeled after Rose O'Neill's famous character, Scootles, are made in 6 sizes, retail for 7c to \$12. Cameo is also featuring some new numbers in Rose O'Neill Kewpies, made with soft bodies and composition heads, also in full composition, to sell for \$1 to \$5. A new addition to the Cameo family this season is a realistic reproduction of Little Annie Rooney in doll form. Little Annie Rooney is appearing daily in a popular comic strip in hundreds of newspapers with a combined circulation running into the millions. In introducing this lovable character as a doll to retail for \$1 and \$2 Mr. Kallus feels that he has added another excellent all year seller to his line. Jeep Dolls, now made in 4 sizes, to retail for 39c to 98c, continue to be featured in an ever growing number of stores, and of course, that year in and year out favorite, Popeye, always attracts that ever welcome combination, attention and business.

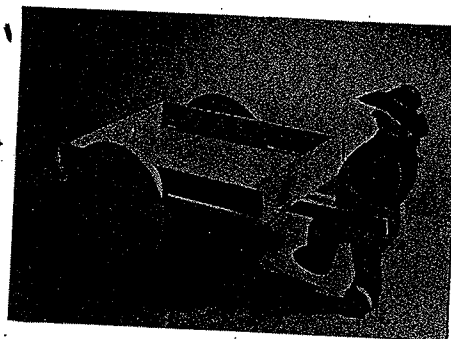
APRIL, 1938—PLAYTHINGS

is known as "Royal Jacks" and consists of nine novelty Jacks in the form of Spades, Hearts, Diamonds, Clubs and Royal Crown. Unlike the old game, the players rival each other for high score, each different Jack character having a scoring value. Royal Jacks promises to be another fad for the sophisticated set. Despite its many interesting features this game retails for 25c. Another newcomer is "Luck-A-Chuck." "It's fun to spin—fun to win," says L. K. Anderson. Here is a spinning game employing three spinners that is fast moving, full of chance, and makes double "Chuck-A-Luck." Anyone who has ever played the latter game will find this new creation exceedingly interesting. Due to the use of three spinners, bets can be placed on numbers from one to twelve instead of from one to six. Players take turn about playing banker and have plenty of odds and plenty of chances to win. Other prominent games in this year's display will be the old favorite "Parcheesi," together with "Cabby," "Cargoes," "Decoy," "Cavalcade," "Jam-boree," "Mister Ree," the Mystery Game;



Miss Marion Stringer

"Feed'n The Kitty," "Scoralet," "Nuggets" and many others. L. K. Anderson, Miss Marion Stringer, Alfred N. Frecker, Barnard Fallor and Joe Loewenberg will be on hand at the Fifth Avenue Building showrooms to show the complete line of fast selling games and greet visiting buyers during the Toy Fair.



A New Toy Kraft Item

### COLORFUL TOYS

Toy Kraft's cleverness in creating attractive playthings for little children is again evident in their new line of Hand Painted Wooden Toys now on display in their New York showroom. The Toy Kraft Company of Wooster, Ohio, known for its fine quality of popular priced pull toys, is showing some unusually good looking sand toys and outdoor playthings. Their special numbers for the Christmas season cover a large variety of Carts and Wagons in all sorts of interesting combinations. And their character Pull Toys are well designed. Geo. Heisler of the Toy Kraft Company believes that this year's colorful line is one that every toy buyer will want to see during the Toy Fair. A cordial invitation is extended to all to visit Toy Kraft's showroom in room 457 of the Fifth Avenue Building.

### COL. MOORE IS HERE

Col. H. A. Moore, of London, who for many years has been a regular attendant at American Toy Fairs, is in town stopping at the Vanderbilt Hotel. Col Moore is the head of H. A. Moore & Company, Ltd., 21 Paper Street, London, E. C. 1, England, and for many years has been active in the distribution of American toys in England and throughout the British empire.

### "WINKY" ANIMALS BY NATIONAL STUFFED NOVELTY

National Stuffed Animals Co., Inc., of 24 West 25th Street, New York City, are featuring "Winky," a stuffed animal with flashing electric eyes. You merely pat this interesting toy and it instantly responds with a series of intermittent flashes, which can be repeated by the child at will. An elaborate electrical display of the entire "Winky" line is planned for Room 879 at the McAlpin during the Fair. Dealers will also be supplied with electrical demonstrators by this enterprising firm. In addition to the electric eye toys a newly designed line of stuffed animals with and without costumes will be shown for the first time at the Fair. Then there is a full line of rolling eye animals that sleep when you lay them down and awaken as soon as they are restored to a sitting position.

### 30 NEW NUMBERS BY PLATT & MUNK

The constantly growing Platt & Munk line has again been substantially enlarged for the coming year. Thirty interesting new numbers have been prepared, all closely adhering to the policy of this firm to offer the utmost in quality and value. New ideas galore are to be found in a wide variety of Picture Books, Cut-Out Books, Paint and Crayon Books, Linen Books, Toy Books, Boxed Books, etc. All are described and illustrated in P & M's new catalog.

### NATIONAL DISTRIBUTION FOR HOBBY-TOT RIDING TOYS

Hugh Chalmers, Jr., President of the Pontiac Spring and Bumper Co., Pontiac, Mich., announces the following distributor appointments: Riemann-Seabrey Co., Inc., 1107 Broadway, New York City, and Standard Toy Agencies, 718 Mission St., San Francisco, Cal. Hobby-Tot Spring Riding toys are now on display at both of these addresses, and feature famous Walt Disney characters, Mickey Mouse, Donald Duck and Pluto the Pup.

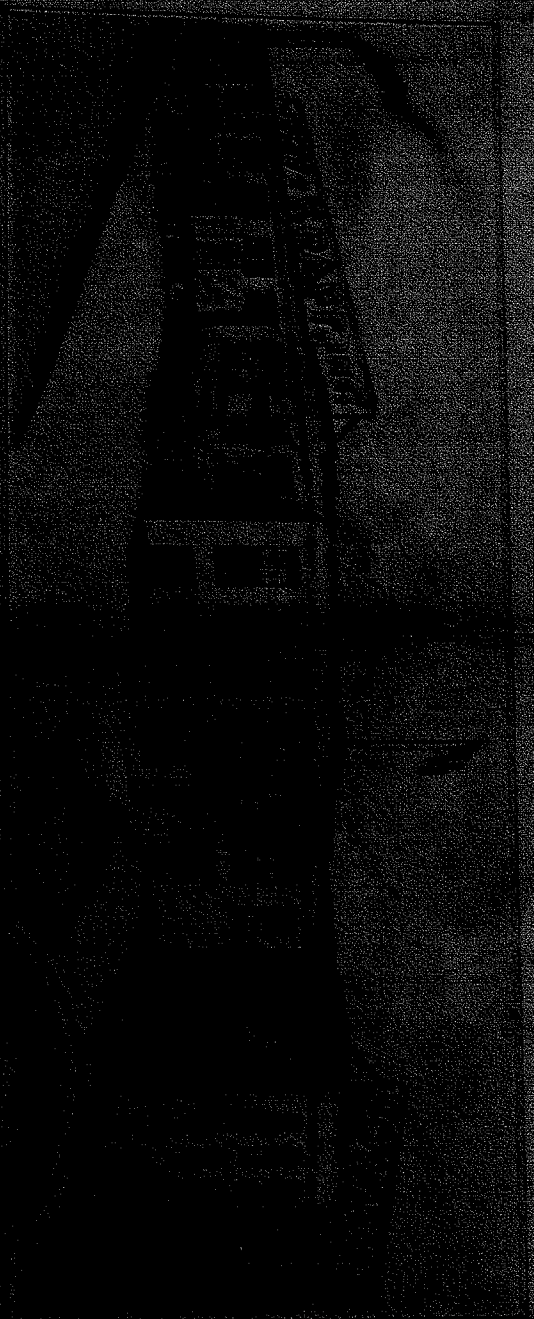
1938

Est. 1938

Letter pages  
come from  
Ms. Brackett.

Toy Kraft - Roger Haycock 2/3/04 Disc #0499631

# William TOY KRAFT Constructional Optimalists

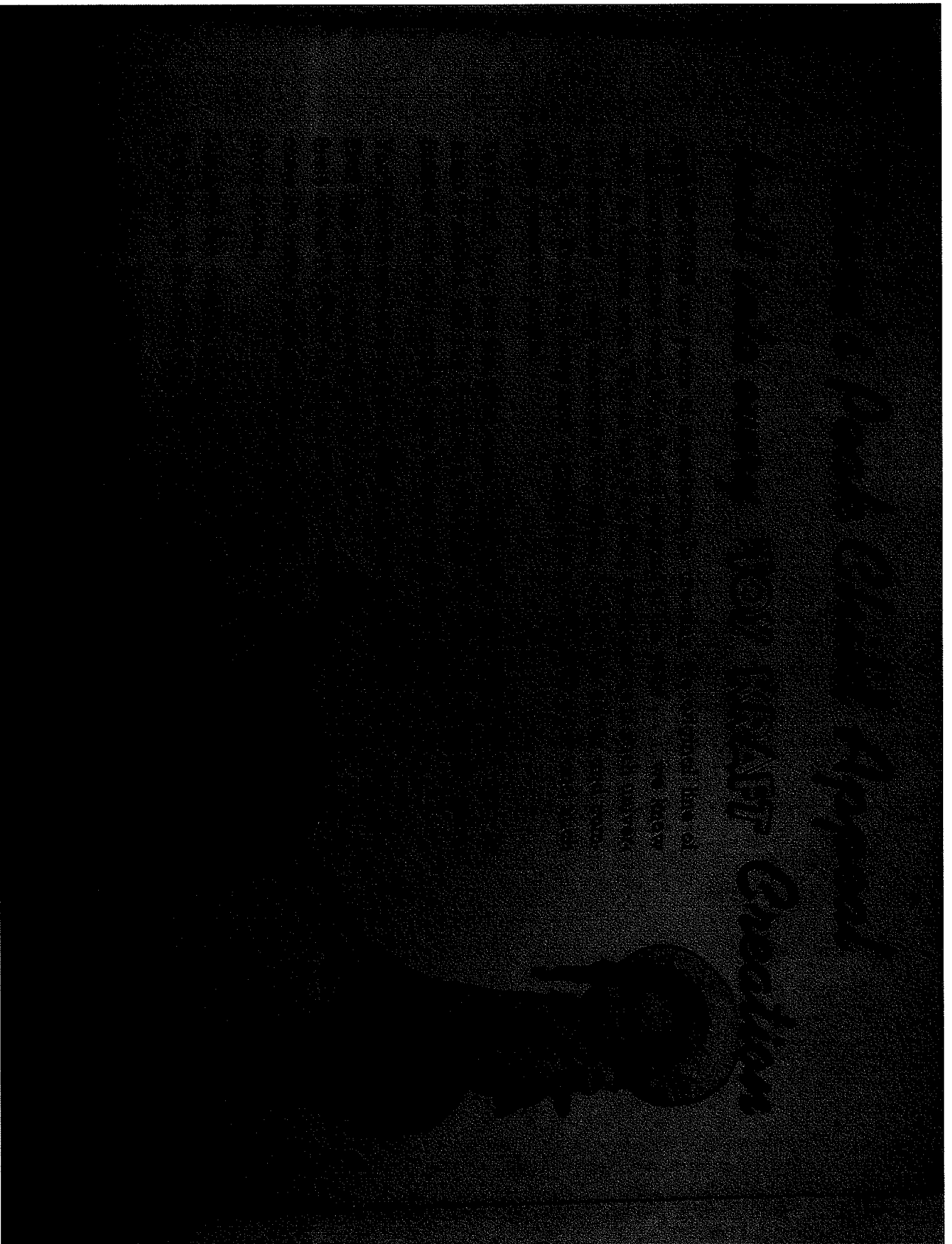


These Toy Kraft houses of William  
Kraft are completely modern and  
completely and modern and  
working machines to house your  
family. Furthermore, Toy Kraft has a  
building, building and a building  
constructed and the building  
has a complete building house  
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