

5-1940

Summertime is Playtime!

and here are health-building playthings that sell



Now is the time to display the famous Mengel outdoor toys—the items that increase your sales volume in the summer months. These practical, health-building toys appeal to parents and children alike. Write for catalog and prices today.

MENGEL DANDEE SLIDES

Made from the highest grade selected hardwood. Attractively colored with red side rails, green ladder and braces and natural wood sliding surface. A consistent popular seller.

MEDART JUNIOR GYM SETS

A patented plaything that makes a hit with every child. Sturdy construction throughout. Selected kiln dried materials used. Finished in a combination of bright red and green. An excellent value.

MENGEL TOYS ARE ON PERMANENT DISPLAY AT

RIEMANN-SEABREY CO., INC.
1107 Broadway, Cor. 24th St.
New York, N. Y.

T. STEWART & CO.
31 Bedford Street
Boston, Mass.

J. F. BRIDGES & CO., INC.
224 South Michigan Blvd.
Chicago, Ill.

THE STAND
210
San Francisco

MENGEL Playthings

JUST FOR FUN
THE MENGEL CO., 1900 NORTH MARKET ST. ST. LOUIS

TOY KRAFT TOYS

NOW...

BETTER THAN EVER
in GREATER DEMAND

THE ever popular line of Toy Kraft creations in sturdily built, well designed and beautifully hand painted toys now is better and more complete than ever... for it has been augmented with new items for all seasons of the year.

You'll find peak child-appeal in every Toy Kraft toy.

See our complete line of year-around makers for you, on display at our Show Rooms, or at our factory.

TOY KRAFT INC.

WOOSTER, OHIO

New York Show Rooms...516 Fifth Avenue

We will appreciate your courtesy in mentioning PLAYTHINGS.

FOUND EVERYTHING
AT THE FIFTH AVE

W
Th
kn
dis
H
qu
se
•
a
/
r
t



PLAYTHINGS When writing to The Fifth Ave

of children is one way of creating widespread interest in this merchandise. In salespeople's talks with customers, by signs in the displays, and in all advertising, it is important to stress the fact that there are toys which will aid in the physical development of the children.

Advertising Plans

A generous use of advertising will insure a satisfactory volume of sales. In one of the first ads featuring outdoor playthings, make price incidental and emphasize the health-building characteristics of the merchandise.

Advertising of outdoor playthings, in the newspapers and in circulars, will produce good results if concentrated in the period immediately before and during Easter week, when the children are enjoying a vacation from school.

High Unit Sales

For the first time since Christmas, dealers are faced with an opportunity to make high unit sales by drawing attention to doll carriages, express wagons, bicycles and velocipedes. Give prominence to these items in all advertising and, for the best results, run one ad on these items exclusively, giving special prominence to several playthings attractively priced. Stores that have convenient payment plans should feature this fact in their advertising.

High unit sales are always a source of satisfaction to toy buyers. Giving velocipedes, doll carriages, express wagons and bicycles the most prominent positions on the selling floor will promote the sale of these items. Interest can be aroused in high-priced toys by featuring a different item each day as a "Spotlight Special," showing only one item—attractively priced—on a stand illuminated by a spotlight.

Department Decoration

Give prominence to the "Play Outdoors" theme on the selling floor by grouping all outdoor playthings together. Display kites, tops, marbles, jump ropes, balls and jack sets on one counter, with a sign reading: "Take home a low-priced plaything to make the children happy and encourage outdoor play." Show roller skates at various prices on an adjoining counter. And steel-toys-to-ride, as well as push and pull toys, should also be included in this section. A spring-like atmosphere can be attained by covering the counters with flowered crepe paper, placing trellises against the pillars and wall shelves, and hanging colored balloons overhead.

Hot Houses and Dolls

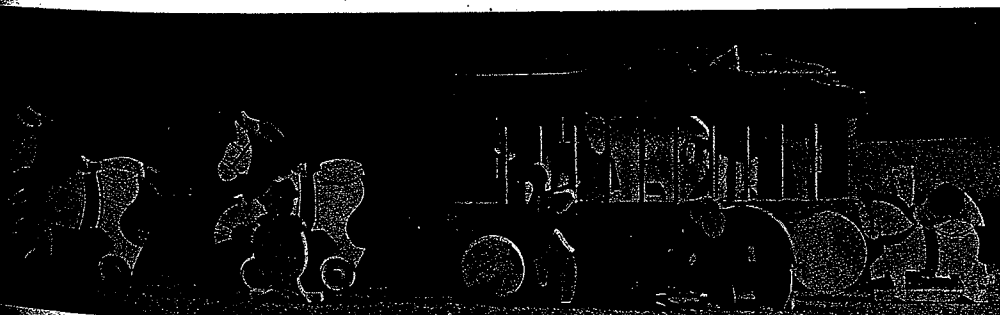
Hothouses, plant sets and dolls, while not outdoor playthings, do experience a good demand upon the arrival of spring. Hothouses and plant sets appeal to young horticulturists who want to start their seeds indoors for transplanting later in the season. It is a good plan, in displaying this merchandise, to show plants growing in the hothouses, so that customers may see that the sets actually work.

New doll carriages mean new dolls. Stimulate interest in dolls by showing them in their new spring outfits. Dolls will attract more attention if shown in doll carriages, in express wagons, leading pull toys by strings, or peering into hothouses.

Window Displays

The importance of window displays must not be overlooked in promoting spring toys. Feature all types of outdoor playthings in the windows and change the displays frequently. Showing toys on a revolving platform will attract attention to a window, as will also dramatized displays.

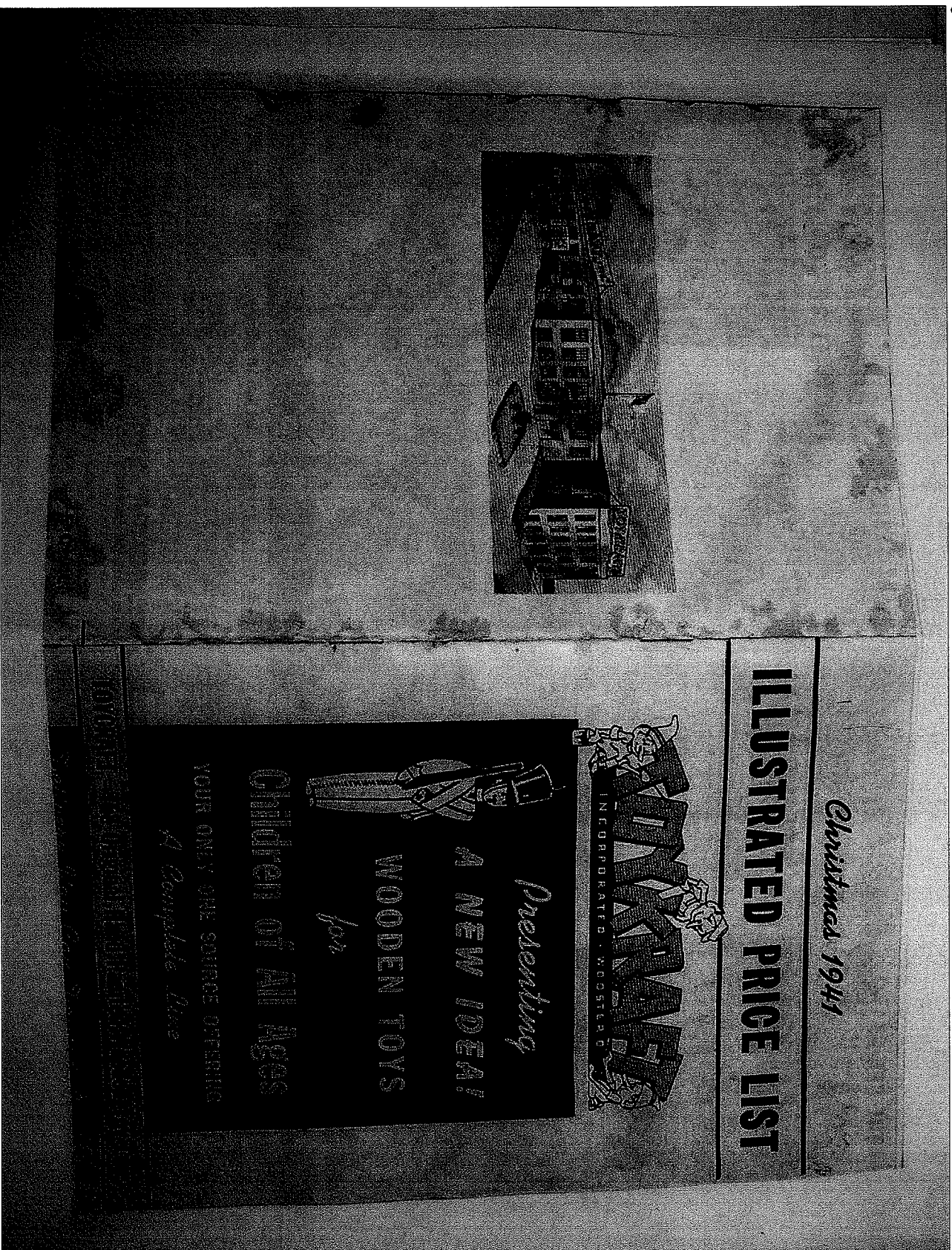
We are convinced that a year 'round market exists for toys. As one specific example, we point to the March of Sales.



MIKE WMLC

Toy Kraft - ~~_____~~ 2/3/04 Disc #0499631

1941



P1010115_105.jpg

5010

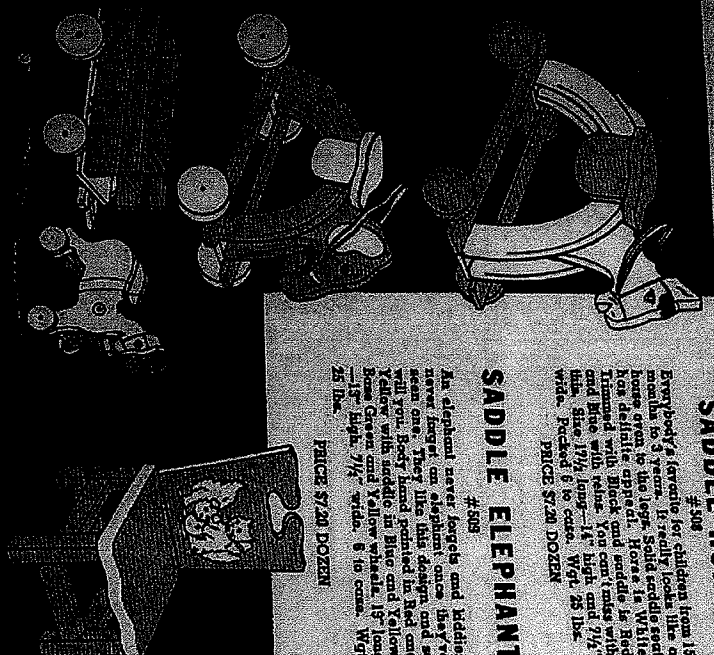
THE SERIES
500 (CONT.)
7a Retail FROM \$1.00 TO \$1.29

SADDLE HORSE
#508

Everybody's favorite for children from 15 months to 3 years. It really looks like a horse given to the legs. Solid colored seat boots available in the legs. Horse is white horse delfin captured. Horse is Red Trimmed with black and saddle is Red and blue with red. You can't ride with this. Size 1 1/2, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100. Price \$29.95 each.

SADDLE ELEPHANT

An elephant never forgets and hiddies never forget an elephant once they've seen one, they like this design and sell you. Body band painted in Red and yellow with saddle in Blue and Yellow. Bone Green and Yellow wheel. 19" long - 15" high. 7 1/4" wide. 8 to come. Wgt. 25 lbs.



EXPRESS MAIL

The following information is for your information only. It is not intended to be used as a basis for a decision to purchase or sell securities. The information is not a recommendation, offer, or solicitation of an offer to buy or sell securities, nor is it intended to be used in connection with any such transaction. The information is not a guarantee, warranty, or representation of any kind. The information is not a contract, and it does not create any legal relationship between the parties. The information is not a substitute for professional advice. The information is not a recommendation, offer, or solicitation of an offer to buy or sell securities, nor is it intended to be used in connection with any such transaction. The information is not a guarantee, warranty, or representation of any kind. The information is not a contract, and it does not create any legal relationship between the parties. The information is not a substitute for professional advice.

TINY TOT CHAIR

PRICE \$7.00 DOZEN

...A COMPLETE LINE FOR ALL AGES

and Red = 2 Yaps in One

New **TOYS for GIRLS**



Suzanne

SHU-FLY FOR DOLLS
Regardless of dialects, the world won't go to pot until little girls tire of playing Mammy to their dolls. Meanwhile, they'll like this rocker. Hand decorated. Size 15" x 12" x 8 1/2" high. Packed 8 to case. Wgt. 20 lbs.

***Dolly* HANNOCK**

A no-kind-of-dolly toy parked in illustrated display box that leaves no question as to its purpose or appeal. Heavily constructed knock-out in dark blue. Decorated in white with decals. Packed 12 to a carton. Wgt. 15 lbs.

POLICE \$175 DOZEN

Kangaroo & Baby
AN ACTION PULL TOY

Everyone says, "Ah, isn't it fine," when they see it in action. A different conclusion would make people smaller than their words. Hard decisions, I guess it is called. Wg. is like
 every one else.

トビ
Double Decker

DOLL BED
 Bed Time comes with a Doll Bed, a Doll and a Doll House. The Doll Bed is made of soft, plush material and is perfect for your little one's bedtime. The Doll House is made of wood and has a roof that can be removed. The Doll is made of soft, plush material and is perfect for your little one's playtime.