



The Standard Toykraft Dinner at the Mirror Room, Hotel St. George, Brooklyn

STANDARD TOYKRAFT PRODUCTS CELEBRATE SILVER ANNIVERSARY

The more than one hundred employees and officials of Standard Toykraft Products, Inc., gathered for an evening of celebration and gaiety at the Mirror Room, Hotel St. George, Brooklyn, New York, December 18th, to commemorate the establishment of the firm twenty-five years ago by Sol Lubet. Way back in 1916 Mr. Lubet started out to make toys with the firm conviction that toys of an

educational nature would be the thing of the future. He has never deviated from this policy and each year more and more items in the arts and craft field were developed and added to the line until today Standard Toykraft Products is regarded as outstanding for the educational scope of the many toys that bear its name. In 1935 Standard Toykraft Products was merged with the Ullman Mfg. Company

and the combined lines of these two well known firms gave the trade an even more prolific source of supply for items of an art and craft nature. In addition to Mr. Lubet all the other officials of Standard Toykraft were present at the evening's festivities, including Reuben Marx, J. Ullman, I. Strassburger and the various members of the popular Standard Toykraft sales staff.

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FISHER-PRICE EASTER TOYS

Bunny Drummer, the action wood toy shown elsewhere in this issue is one of eighteen toys shown in the 1942 Spring and Easter Fisher-Price catalog just off the presses. There are many entirely new items as well as such famous volume producers as The Quacky Family which swept the country from coast to coast last year. Bunny Drummer No. 512 has a colorfully lithographed figure perched on enameled wood base and cart. His paws hold little mallets which hammer alternately on painted wood disc. No. 715 Peter Bunny Engine is already a prime favorite in the early buying. It has a big six wheeler engine with a large ringing bell, wood cab and coal tender shaped and lithographed in life-like detail.

For a complete line to capitalize on the volume possibilities of Easter, interested buyers should see the Fisher-Price line now in their salesroom, 200 Fifth Avenue or write for their catalog today.



Jean Rosenberg

"ROSIE" OF LOUIS WOLF

Jean Rosenberg—"Rosie" to hundreds of toy people throughout the country brings to a close her activities with Louis Wolf & Co. Inc., with the retirement of this firm.

During her many years experience—perhaps even more years than she would care to own up—Rosie has acquired an enviable reputation as one of the most expert creditmen in the toy industry and her

opinion has frequently been sought and always respected by a vast number of toy manufacturers and importers.

She has also proven herself a competent executive as office manager and bookkeeper not only with Louis Wolf & Co., Inc., but with the old Bing Corporation.

It is Rosie's present intention to take things easy and lead the life of a dentist's wife (for in private life she is the wife of Dr. S. H. Springer) but were a tempting offer to come her way she might be persuaded to reconsider.

And we might add if anybody took advantage of her services they would be acquiring tops in her field.

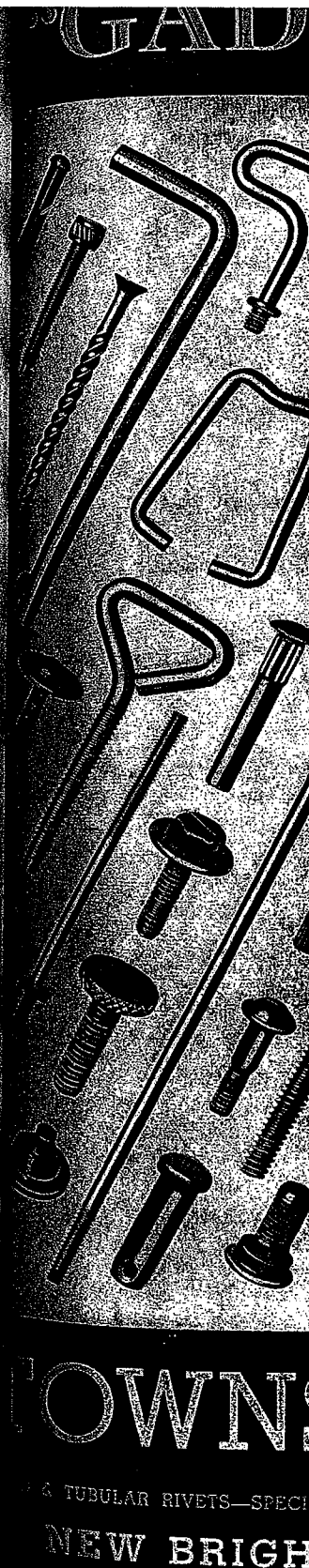
GOOD MAN OPEN FOR POSITION

World wide conditions have also affected Joe Funk. For twenty years he has been with two of the leading import toy houses—B. Illfelder & Co., and Louis Wolf & Co., Inc. Through the years he has served these two houses faithfully and efficiently as shipping clerk and head of stock; he is an expert in the handling of samples both for showroom and road lines, as well. Mr. Funk's services are available, and any house that gives him consideration will get a valuable man. He can be contacted through PLAYTHINGS.

American Toy Fair

March 9 to 21

New York City



1942

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TOY KRAFT EASTER TOYS

for EASTER 1942



THE SMART NEW EASTER ITEMS COME FROM TOYKRAFT

No.	ITEM	Package	Wgt.	Year Cost Per Doz.	Suggested Retail Price
752	Bunny and Fence	24 to case	18 lbs.	\$2.00	\$ 3.99
753	Bunny and Egg Cart	24 to case	20 lbs.	2.80	3.99
754	Rooster and Egg Cart	24 to case	20 lbs.	2.80	3.99
755	Goose and Gosling Cart	12 to case	36 lbs.	3.40	7.50
756	Red Rooster Cart	12 to case	18 lbs.	6.50	8.99
757	Bunny Box Wagon	24 to case	20 lbs.	3.60	4.99
758	Bunny and Cart	24 to case	20 lbs.	3.25	4.50
759	Rooster and Cart	24 to case	20 lbs.	3.25	4.50
760	Egg Leader	24 to case	25 lbs.	7.00	8.99
761	Mama Bunny Push Cart	12 to case	18 lbs.	7.00	8.99
762	Dapper Dan Push Cart	12 to case	18 lbs.	5.00	6.99
763	Duck and Slat Cart	24 to case	20 lbs.	2.80	3.99
764	Bunny and Slat Cart	24 to case	20 lbs.	2.80	3.99
772	Bunny Duck Cart	6 to case	16 lbs.	13.20	14.99
773	Eggpress Box Car	Boxed Individually	5 lbs.	11.50	16.99
774	Bunny Eggpress Wagon	Boxed Individually	6 lb.	12.60	17.99
775	Action Bunny Wagon	6 to case	18 lbs.	10.30	14.99
776	Saddle Bunny	6 to case	18 lbs.	8.00	11.99

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