

Estimate — 1943

**The Series 300**  
to Retail  
Up to \$1.00

NO.	ITEM	Packed	Weight	Suggested Retail	Toy Cost Per Box
301	Horse and Cart	1 Doz.	20 lbs.	\$ .69	\$4.20
302	Wiggly Dog	1 Doz.	15 lbs.	.89	5.40
303	Wiggly Cat	1 Doz.	15 lbs.	.69	4.20
304	Doll and Hammock	1 Doz.	20 lbs.	1.00	6.00

**The Series 400**  
Selling from  
\$1.19 to \$1.59

NO.	ITEM	Packed	Weight	Suggested Retail	Toy Cost Per Box
400	Dinosaur Box	1/2 Doz.	15 lbs.	1.39	9.60
401	Apple Wagon	1/2 Doz.	20 lbs.	1.19	7.20
402	Army Telescope	1 Doz.	30 lbs.	1.39	9.60
403	Doll, Star Fly	1 Doz.	20 lbs.	1.39	8.40
404	Pig Gun Set	2 Doz.	20 lbs.	1.39	8.40
405	Army Tank	1 Doz.	20 lbs.	1.19	7.20
406	Boxing Wagon	1/2 Doz.	18 lbs.	1.39	9.60
407	Saddle Horse	1/2 Doz.	25 lbs.	1.39	9.60

**The Series 500**  
70% Sell  
from \$1.95 to \$2.59

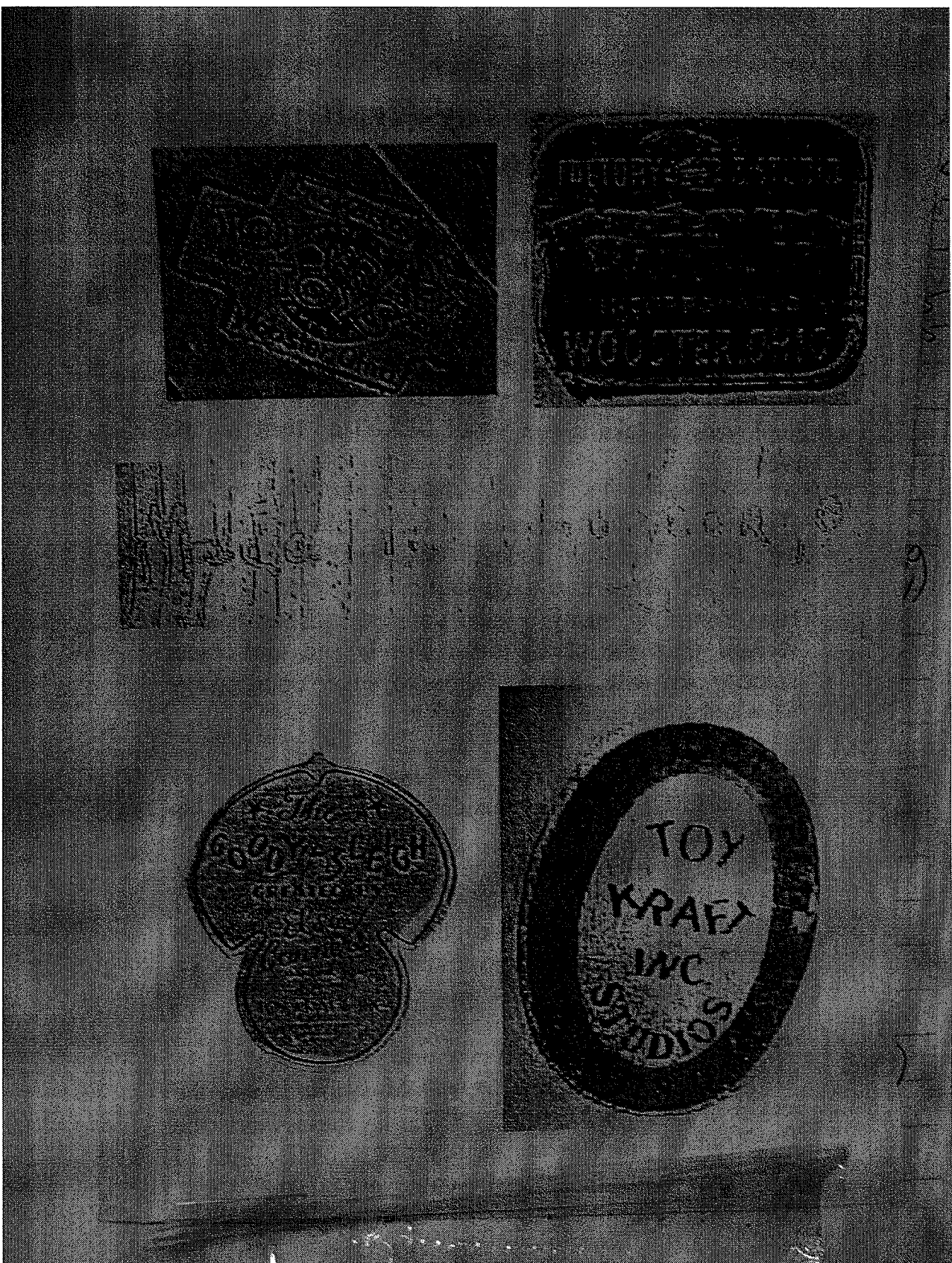
NO.	ITEM	Packed	Weight	Suggested Retail	Toy Cost Per Box
501	Sand Pail Truck	1/2 Doz.	25 lbs.	2.39	1.30
502	Pig Train Set	1/2 Doz.	30 lbs.	2.39	1.30
503	Talk Along Circus Cries	1/2 Doz.	20 lbs.	2.59	1.30
504	Saddle Horse	1 Doz.	25 lbs.	1.95	1.00

**The Series 600**  
70% Retail from  
\$2.75 to \$3.59

NO.	ITEM	Packed	Weight	Suggested Retail	Toy Cost Per Box
601	Barn Set	Individual Box	5 lbs.	2.95	1.40
602	Steering Horse	3 Items	18 lbs.	2.95	1.50
603	Rocking Horse	3 Items	18 lbs.	2.95	1.50
604	Auto Transport	1/2 Doz.	20 lbs.	2.95	1.40
605	Vegetable Barrow	2 Items	14 lbs.	2.75	1.20

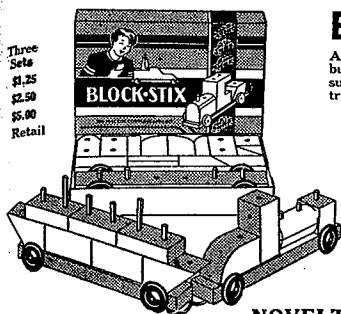
**The Series 700**  
Retailing from  
\$3.95 to \$5.95

NO.	ITEM	Packed	Weight	Suggested Retail	Toy Cost Per Box
701	School House	Individual Box	8 lbs.	4.95	2.50
702	Neck's Ark	Individual Box	10 lbs.	3.95	1.85
703	Sand Box	Individual Box	11 lbs.	2.95	1.40
704	Circus Wagon	Individual Box	10 lbs.	3.95	2.00
No. 901	Airplane Hangar	Individual Box	10 lbs.	6.95	3.50



P1010004\_004.jpg

4C11



Three  
Sets  
\$1.25  
\$2.50  
\$5.00  
Retail

## BLOCK-STIX

A wood pull toy construction kit that builds timely toys—tanks, aircraft carriers, submarines, ships, trucks, locomotives, trains, autos.

## FLAG-STIX

The famous wood construction toy that builds the Flags of the world in their true colors.

**SORRY!** We cannot accept any more orders for 1944 delivery.

On Display at Leading Wholesalers

NOVELTOY CORP., 215 N. Racine Ave., Chicago 7, Illinois



Two  
Sets  
\$1.25  
\$2.50  
Retail

## FEWER AND BETTER

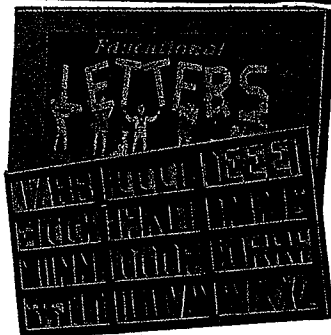
While the number of new games has been curtailed, the quality and the profit for you are higher than ever.

### UNCLE WIGGILY'S CIRCUS PARADE RAGGEDY ANN and ANDY TRAIN

Two delightful floor puzzles that keep children busy for hours.

MILTON BRADLEY COMPANY, Springfield 2, Mass.

200 Fifth Avenue 811 So. Wabash Avenue  
New York 10, N. Y. Chicago 5, Ill.



Root  
Educational Letters

## Till We Meet Again

by correspondence, handling your welcome orders, or at Toy Shows, we just want to be sure you don't forget us, or the fact that Root Educational Toys are old stand-bys and "sell every day in the year." That's something we both can look forward to, when Peace comes.

### THE A. I. Root COMPANY

MEDINA  
OHIO

QUALITY  
TOYS  
★ ★ ★

12 W. 21st ST.  
NEW YORK

# HINGEES?

America's Newest Sensation

## ARE ON THE WAY

KING · LARSON and McMAHON

179 NORTH MICHIGAN AVENUE CHICAGO 1, ILL.  
NEW YORK SHOW ROOM—RM. 363, 200 FIFTH AVE.

### "MERIT" Looks Ahead!

While doing the best job we possibly can at present to supply our old customers with

### "MERIT"

### STUFFED TOYS

we are also looking ahead to the happy day when we can add new business friends to our list of satisfied customers.

MERIT TOY CO., Inc.

Factory and permanent showrooms:

627 Broadway, New York, N. Y.

Producers of "Toys of Merit"

### Toy Kraft Toys Sell Everywhere

Outstanding Items Include

★ FRIENDS in the DARK

★ VITAMIN FAMILY

### TOY KRAFT, INC.

WOOSTER, OHIO

New York Showroom:  
Fifth Ave. Building, Room 457



The name to fix in your mind for

SCIENTIFIC TOYS  
EDUCATIONAL TOYS  
MUSICAL TOYS  
CONSTRUCTION TOYS

For further particulars write to  
**LEWYT CORPORATION**  
70 Broadway, Brooklyn 11, N. Y.

1944—PLAYTHINGS

127