

MAKE 1938 YOUR BANNER YEAR

with **Auto-Magic**

REG. U.S. PAT. OFF.

\$1.00 Model is shown below. Includes new, improved Picture Gun; bigger box (6¼ by 9¼) in four colors; 3 Films—84 views; one dimensional "Theatre".



PICTURE GUN

Pat. 2,100,008 . . . Others Pending

**NEW, IMPROVED GUN
BIGGER OUTFITS
HANDSOMER PACKAGES
GREATER VALUE THRUOUT
FASCINATING NEW FILMS**



\$1.50 Model is shown above. Includes new, improved Picture Gun; new giant box (10¼ by 12¼) in four colors; 7 Films—196 views; complete folding Theatre, with a supply of printed tickets.

New Auto-Magic Films are ready—Sets Nos. 125, 135 and 145. They include Miggy Match and Toby Toothpick; America's National Parks; Tom Sawyer, Daniel Boone, and Rip van Winkle. Laughs, scenic wonders, thrilling adventures.

STOCK THE NEW AUTO-MAGIC FILMS.

STEPHENS PRODUCTS CO., INC., Sales Office, 19 E. 47th St., New York

Branch Office: 160 NORTH LA SALLE STREET, CHICAGO

Buyers OF SLATES AND BLACKBOARDS

This is to state that THE H. G. CRESS COMPANY of TROY, OHIO, being centrally located in the United States, is definitely in the Natural Slate business and that every order booked on Natural Slates will be delivered.

The officials of the Company have just returned from the mines and have positive assurance of delivery on the many carloads purchased.

Any one spreading malicious propoganda that we cannot deliver will please take warning.

THE H. G. CRESS COMPANY

614 West Water Street
Troy, Ohio

TWO POPULAR STANDARD TOYKRAFT ITEMS

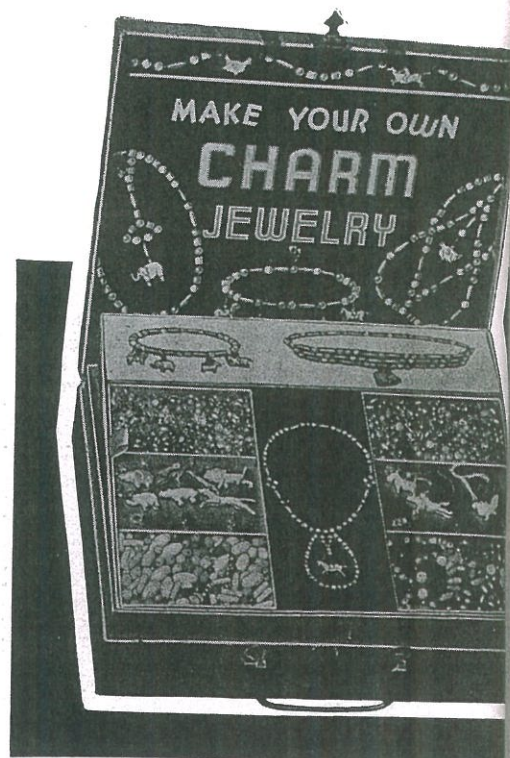


Standard's Airline Suitcase Painting Set

STANDARD TOYKRAFT'S DELUXE CHARM JEWELRY SETS

For those desiring the very finest sets possible to make in their popular line of Make Your Own Charm Jewelry, Stan-

ard Toykraft Products, Inc., are offering special quality numbers. The accompanying illustration shows their No. 373 Make Your Own Charm Jewelry Set, which retails for \$2.25. The entire outfit is packed in a beautiful air luggage case, with the contents attractively displayed. This case can be used as a traveling bag and is sturdily constructed with a hinged cover. The materials for making Charm Jewelry are placed in an individual tray, partitioned into several compartments. This distinctive outfit makes a flashing and brilliant counter display. Each set has four compartments, with a large variety of select quality beads, metallics and pastel colors, in assorted sizes and shapes. Ten ivoryette and other finish charms, an assortment of clasps, a large variety of designs for making Charm Jewelry, as well as needles and stringing floss, are to be found in the lower section of the box, with an additional supply of designs. Make Your Own Charm Jewelry continues to be one of the most successful items ever designed and placed



Standard's Popular Charm Jewelry Set on the market by Standard Toykraft Products, Inc.

KITTAY FEATURES OUTDOOR ITEMS

The popular Kittay brothers, Messrs. Phil, Harry and Ely, of B. Kittay & Sons, toy wholesalers, say that the current spring season has been one of their busiest in many years. This is no doubt due to their far-sightedness in gathering and featuring an extensive line of seasonable items. One of their star sellers is the "Ski-Hi" top, an action toy that intrigues young and old alike. Official tournaments have been held in many cities throughout the country, and the Messrs. Kittay report a brisk demand for this popular item. Another Kittay special is their Kaysons Outdoor Badminton. Made and priced to meet current market conditions, this interesting number has been exceptionally well received.

ROTH SELLS FOR SAYCO DOLL CORP.

Andy Fleischaker, sales manager of the Sayco Doll Corp., announces that Gene Roth, formerly with the Allied Purchasing Corp., has been appointed to the Sayco selling staff. Mr. Roth's experience in the role of buyer places him in a position to tackle the selling end with a full and sympathetic knowledge of the buyer's problems. He is very enthusiastic over his new connection with the Sayco Doll Corp., and is looking forward to covering intensively a wide territory. Mr. Fleischaker says that the Sayco line for 1938 offers innumerable novelty promotion specialties at popular prices, and this enterprising concern is looking forward to a busy and active summer and fall season.



A LaMode Studios Creation

"SNOW WHITE & THE 7 DWARFS" LAMPS

The colorful line of children's lamps, inspired by Walt Disney's feature picture, "Snow White and the Seven Dwarfs," and manufactured by LaMode, Studios, Inc., is proving to be an exceptionally good seller wherever displayed. As will be noticed from the accompanying photograph, the base of the lamp consists of a realistic reproduction of one of these immortal Disney characters. Made of "Modeware,"

a new plastic material impervious to chipping or cracking, they are hand-painted in full colors and are washable with a damp cloth. The shades are of quality parchment, with beautifully printed reproductions of scenes from the picture in bright colors. All cords and plugs are of standard approved quality, and everything entering into the design and construction of these unique lamps is of the finest obtainable.

ASHMEAD HAS THREE LINES AT FURNITURE MART SHOW

During the Summer Market at the American Furniture Mart, Chicago, next month Harry H. Ashmead, direct factory representative, with headquarters in Columbus, Ohio, will show in space 528 of the Mart the Richmond School Furniture Company's line of blackboards, the Eastman Manufacturing Company's line of blackboards, the Eastman Manufacturing Company's line of desks and table sets, and the Les Brown Co. line of upholstered juvenile chairs and rockers. In addition to these he will have a sewing stand made by The Toy Kraft Co. The "Litho Plate" and "Velvo Plate" patterns are included in the Richmond offerings, the latter style being in colors on the low priced numbers and the child being able to use white chalk on both sides of the writing surface. The Eastman range has been improved this year by the introduction of a maple finish. Anticipating the two weeks' Summer Market at the Furniture Mart, that opens on July 4, Mr. Ashmead plans to be in Chicago the week of June 6, for appointments with local buyers who deferred placement of orders during the Toy Fair.

EASTMAN LINE

DESKS—CHAIRS—TABLES

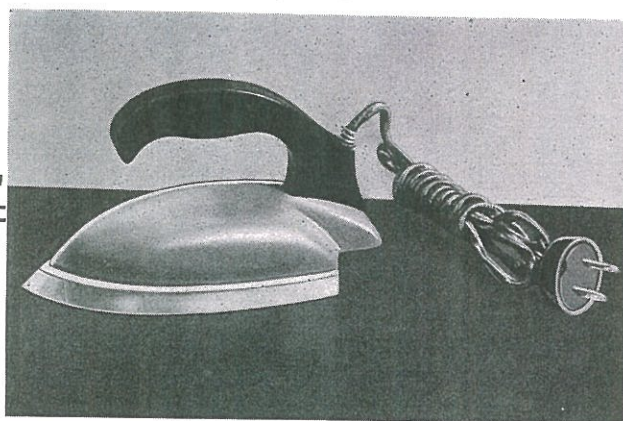


AGAIN WE OFFER
NEW FEATURES
 IN SETS TO SELL AT
POPULAR PRICES

Complete line shown at
200 Fifth Avenue, New York
 AND
American Furn. Mart, Chicago

EASTMAN MFG. COMPANY, INC., UNION CITY, PA.

STREAMLINE ELECTRIC
 MODEL *Retail \$1.00*



★
**UNDERWRITERS
 APPROVED!**

The Complete Line of
TOY ELECTRIC AND PLAY IRONS
heretofore made by
DOVER APPLIANCE COMPANY
is now being manufactured by
WOLVERINE Supply & Mfg. Co.

New merchandising plans by Wolverine will extend the market on
 Toy Irons to include models at every price for every age child.

WOLVERINE SUPPLY & MFG. CO.
 FACTORY: PITTSBURGH, PA.

● **New York Sales Offices: 200 Fifth Avenue**
 Room 436 **Phone: GRamercy 5-3453**



by

The Spotlight

Robert M. Cready

SOCIAL SECURITY

SOME TIME AGO, Congress passed what is known as the Social Security Act. This covered taxes on salaries for various purposes, including old-age pensions, unemployment relief and a number of other projects. The name of the Act is comprehensive enough; Social Security sounds fine. One would naturally believe that it meant that people would, in some way or other, be secured against the pangs of hunger or the lack of shelter arising from unemployment or old age. These taxes are by no means insignificant. Most of them are paid by the employer, but the employee, under this Act, makes a contribution to at least one part of this so-called Social Security, and that is the Old Age Pension. Similar laws are on the statute books of many states, and payments under these state laws are, to a certain extent, deducted from the payments to the federal government. Having achieved Social Security by means of these taxes, most of the states and many of the cities collect sales taxes of various kinds for welfare and relief purposes. Just now, the City of New York is trying to think up some additional activities which can be taxed so as to raise more money for these purposes. At the same time, there is a movement going on for the collection of a large fund to be distributed through various charitable organizations. The basic excuse for most of these taxes, as well as the plea for contributions, is made on the ground of the extensive unemployment.

FOREIGN TRADE WEEK

SO, WITH TAXES to pay month after month, with new taxes looming on the horizon and no indication whatsoever of any taxes being abandoned, we stage what is known as Foreign Trade Week. We must build up our business with other coun-

tries, whatever happens. Perhaps the most usual reason given is to prevent war. If we do a large trade with all the different countries in the world we will reduce the chances of war. I have been reading quite a lot in the papers about wars that are now going on and those that seem to be in prospect. A few weeks ago, it looked as if we might have war in Europe within twenty-four hours, and it was only by some miracle of diplomacy or some stiffening of backbone that this war was averted. I do not think that any amount of additional foreign trade or breaking down of tariff barriers will have much effect on the wars now in progress, or would have any effect whatsoever on the war which is threatened because certain people in one country speak the language of another and want to adopt the political methods of the other.

PROPAGANDA

JUST AT THE TIME when the administration of New York City was demanding additional taxes to take care of those people who are out of work, a Syllabus on Foreign Trade was gotten up for the High School Division of the Board of Education of the City of New York. This was prepared by the High School Coordinating Committee of the New York National Foreign Trade Week Committee and the High Schools Principals Association, with the co-operation of the Bureau of Foreign & Domestic Commerce, the Chamber of Commerce of the United States and the Port of New York Authority. In this precious document the following paragraph appeared, "All of us are attracted by new and novel things; also, we believe that imported goods are better than our own." In another paragraph this surprising statement appeared, "Some countries over a period of years, have developed special aptitudes and skills, which combined with their natural advantages have enabled them to excel in the manufacture of certain articles. (1) United

States exports automobiles, sewing machines, typewriters, etc. (2) United States imports watch movements from Switzerland, cameras and microscopes from Germany, tweeds from England, toys and novelties from Japan." So, here we have the New York City administration begging for money to take care of the unemployed and, at the same time, teaching in the high schools that imported goods are better than our own and that Japan has special aptitudes and skills and also natural advantages which enable her to excel in the manufacture of toys and novelties. Perhaps similar stuff has been taught in the schools of other cities. I wonder how those pupils whose fathers are out of a job and perhaps accepting public relief, will feel when they are told that we should increase our imports of the very things which their fathers might be making for home consumption.

SILLY STUFF

A LEADING Metropolitan newspaper, which is a member of a syndicate, carried six special articles during this Foreign Trade Week in an effort to show how much we were dependent upon imported merchandise. There was a story about automobiles, with a list of materials used in their production. These materials included tungsten, antimony, manganese, vanadium, diamonds for drills, platinum for something or other, cobalt, and many other things, and it showed that a large proportion of these materials were imported. One of the things left out was steel, which, unless I am very much mistaken, is a very important part of an automobile. Just listen to this: "Though we are the best-dressed people in the world and our garment-producing industries are greater than those of any three other nations put together, this patriotic self-denial would reduce us so closely to nudism that few of us could venture beyond our front doors." It goes on to say that while we raise plenty of cotton in this country, we import the long-staple necessary for making the kind of thread with which our clothes are sewed. As a matter of fact, we produce plenty of long-staple cotton to make all the thread necessary for all the clothes to clothe the entire world. It was stated that we could not play tennis unless we imported the catgut from Japan, or some other country. A well-known columnist—F. P. A.—called attention to the fact that catgut is not used to make tennis rackets. We use sheep-gut, and it comes from our own sheep. I am using a few of these statements as an illustration of the lengths to which certain people are going in order to convince us that we must necessarily buy things abroad.

WHY SEND JOBS ABROAD

A GREAT DEAL is said about the necessity of buying merchandise abroad in order that the foreigner may be in a position to pay his debts to us. If this is the case, we would have to import a good many billion dollars worth of merchandise more than we

(Continued on page 60)



●
New
and
Exclusive
Reversible
Black
and
White
Boards
●



Litho Plate EDUCATIONAL BLACKBOARDS

There is money for you as well as satisfied customers in handling LITHO PLATE Easel and Wall Blackboards. The complete Blackboard Line makes any Toy Department worthwhile money. Make a note to include both LITHO PLATE and VELVO PLATE Boards in your Toy Purchases for this year.

SUMMER MARKET

July 5th to July 16th

Space 528

AMERICAN FURNITURE MART
CHICAGO

On Permanent Display
Throughout the Year
200 FIFTH AVENUE—ROOM 408
NEW YORK

RICHMOND SCHOOL FURNITURE CO.
Muncie, Indiana

LONE RANGER RANCH OUTFITS

"Heigh-Yo Silver!"



With the Lone Ranger, the idol of all Young America, his horse Silver and Tonto the faithful Indian, it is no wonder that our new LONE RANGER SETS and ITEMS are selling like wild fire! Don't miss them.

THE NEW GANG BUSTERS LINE

is a real depression buster. Ask about the sensational new \$1.00 set, including Pearl handle gun and holster, wallet, badge, etc.

Many Other Fast Sellers
Featuring
Cowboy Suits, Fur Chaps,
Pistol Holster Sets, Outfits,
Watch Fobs, Hats, Wallets,
etc.

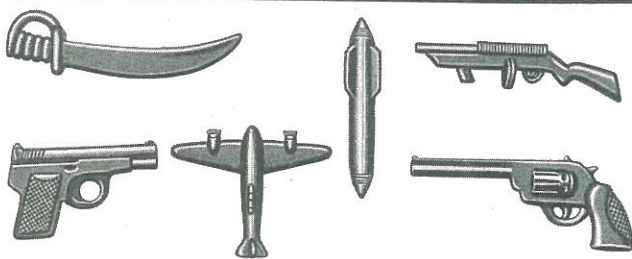
VISIT
OUR
SHOW-
ROOM

For Immediate Business

Nothing beats our many up-to-date new items, priced right for year 'round sales.

WRITE
FOR
PRICES

FEINBERG-HENRY MFG. Co., Inc.
Show Room
1107 Broadway New York, N.Y.

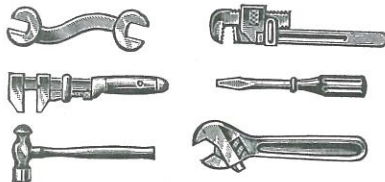


They Retail for One Penny ... and HOW THEY DO SELL

Midget Army Tools . . . six of them . . . each retailing for one penny. Made of cast iron, nicked finish. Sizes vary from 1½" to 2" long. Packed assorted 6 items . . . packed bulk 2 gross in a carton, 5 gross in a case.

Midget Mechanics' Tools . . . also retailing for one penny each. Finished and packed the same as the Army Tools.

Both are quick turnover items . . .
get a supply from your jobber.



ARCADE MFG. CO.
1204 Shawnee St.
FREEPORT, ILL.

ARCADE CAST IRON TOYS

THE SPOTLIGHT

(Continued from page 59)

import in order to make any real dent in foreign debts to us. As a matter of fact, foreign nations who manage to have a balance in their favor are not paying their debts to us but very often are buying their own defaulted securities at exceedingly low prices. It is certainly a fact that we need to import a great many materials which are not produced in this country. There will never be any difficulty about our getting these materials. We can pay for them, if necessary, with real money, which seems to be unusual in foreign trade. As long as great numbers of our own people are out of work, it seems to me that we should exert every effort to make jobs in this country by purchasing American made merchandise, rather than going abroad to get similar merchandise which is made by workers on a much lower wage basis.

THE REVENUE ACT of 1938 is now a law. It contains many new provisions and seems to be more complicated than ever. There are, however, several good things about it. In the first place, the

THE NEW REVENUE LAW

tax on sporting goods, which affected many manufacturers of toys and games, has been abolished. This nuisance tax ends on June 30th, 1938. Goods on which title has passed prior to that date are subject to the tax. After that date the tax is not levied. There has been a very decided amelioration of the undistributed profits tax. There are also a number of new provisions for figuring capital gains and losses. Perhaps the law will be allowed to stand for the two years mentioned therein, but we have already been warned that efforts will be made to change many of the provisions as soon as possible. I think, however, that the ten percent sporting goods tax is definitely out of the way for a long time to come.

THE WAGE and Hour Bill is nearly ready for final action. The minimum wage will undoubtedly be fixed at twenty-five cents an hour, with a possible provision for a differential in southern

WAGES AND HOURS

states. There will be a gradual increase until a minimum rate of forty cents an hour will apply. It seems to me that this law should have little effect on prices, at least during the first two or three years. Twenty-five cents an hour on a forty-four hour week basis means \$11.00 a week, and certainly this does not appear to be an unusual wage. We have heard of manufacturers whose minimum wage rates were well over fifty cents an hour, sending out warnings that in case the Wage and Hour Bill should be passed it would be necessary to increase their prices. Manufacturers of quality merchandise should not be at all alarmed over the twenty-five cents an hour minimum wage law.

NEW USES FOR FARM PRODUCTS

I HAVE ALWAYS been interested in the uses of farm products, other than for food. The soy bean is an outstanding example. It is stated that the Ford Motor Company used twelve million pounds of these beans for enamel on their automobiles during 1937. The oil from these beans is used in many other ways, including something like three thousand gallons a day in the foundry. The meal itself is used in the manufacture of moulding compound, paper sizing and gaskets. Now comes a story of a commercial motor fuel containing corn alcohol. This fuel is not a substitute for gasoline but is blended with gasoline and is said to provide a higher power content than the ordinary gas. A scientist has worked out a method of using milk in the manufacture of a plastic with many uses. Tung oil is now being produced to a comparatively limited extent in this country, but undoubtedly the product could be raised on many farms throughout the South. Perhaps in time it will be unnecessary to curtail production by leaving certain acreage idle. The farmer who learns to diversify his crops is much better off than one who accepts a government subsidy for letting part of his land lie idle.

WHICH UNION

LABOR TROUBLES are becoming more and more diversified. It is no longer a question of wages and hours or of agreements between employer and employee. There is a fine cat and dog fight going on between the unions themselves. The other day an opera performance had to be cancelled after the audience had assembled, because of a dispute between two different unions as to which should have the jobs. The maritime unions tied up a lot of shipping for a day, simply to show their power. The plan was to show the power to the other union, rather than to the employers. It seems a pity that when there is work to be done at good wages and decent hours the workers throw away the chance for jobs by fighting among themselves.

SPECIAL SALES REDUCING INVENTORIES

FOR A NUMBER of weeks past, many large stores and syndicates have been staging special sales for which special merchandise was bought. Groups of buyers would come to town with their order books out and their pencils sharpened. Advertisements have appeared in the newspapers, calling on manufacturers to submit their samples. Of course, price was the ruling argument. If a manufacturer would sell cheap enough he could find a buyer. It would appear that very few manufacturers have responded to the lure with new goods. The opinion is widely held that, as soon as the demand for seasonable goods shows any signs of increase, there will be a scramble to place orders which can be filled in time for wanted delivery dates.



Because they are always Easier to Sell, your one best baby walker - stroller buy is

TAYLOR-TOT

Made exclusively by THE FRANK F. TAYLOR CO., INC., Norwood, Cincinnati, Ohio

Profit Makers in Every Toy Department

The name tells—and the name sells! Effanbee Dolls, known the world over can always be sold at a legitimate profit!

Every buyer knows at least a number of Effanbee items. But here's a reminder:

DY DEE BABY

The World's most human doll.

CHARLIE McCARTHY

EXCLUSIVE WITH EFFANBEE. A number of sizes and prices. One to retail as low as 50c.

AMERICA'S CHILDREN

Superb little portrait dolls.

CLIPPO

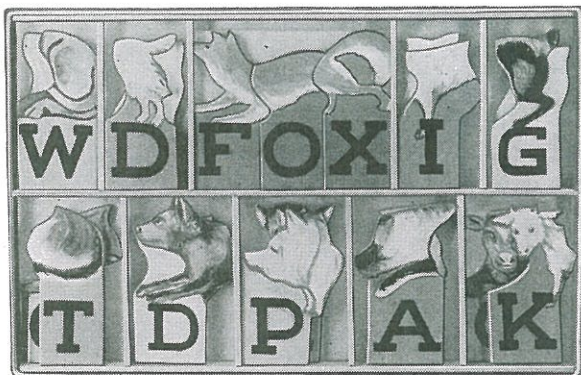
A rascal of a marionette that all the children will want.

Write for full particulars.

FLEISCHAKER & BAUM

200 FIFTH AVENUE, NEW YORK, N. Y.

**A
N
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A
L**



• **LETTERS**

• *A New Root Toy Show Sensation*

• Pictorializes the spelling of names of familiar animals. Enchants while it teaches. Just what dads, mothers, aunts and friends want for "presents" for little tots. Beautifully finished and boxed. Rings up quick dollar bills.

OTHER ROOT "Every Day in the Year" SELLERS

EDUCATIONAL LETTERS • MAK-A-KIT SERIES • TEE-GEE BLOCKS • MAGIC BLACKBOARD • ANAGRAMS
TOYLAND MECHANIC • 3-BEAR ADDING BOARD

THE A. I. Root COMPANY
MEDINA, OHIO
QUALITY TOYS

New York Display: 12 West 21st St., New York City

WYANDOTTE TOYS

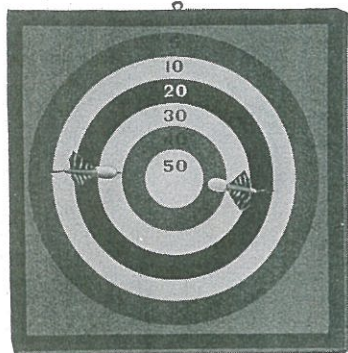
ARE GOOD AND SAFE

MUSICAL TOPS
MECHANICAL TOYS
LITHOGRAPHED TOYS and GAMES
POPGUNS and PISTOLS
STEEL TOYS
HOLSTER SETS - TARGET GAMES

ALL METAL PRODUCTS CO., WYANDOTTE, MICH.

New York Office:

Room 534—200 Fifth Ave. Phone GRamercy 5-6047



**"APEX"
DART GAMES**

Consistent year 'round sellers in Toy, Adult Games and Sporting Goods Departments.

"APEX" Darts

can be supplied separately.

Send for catalog.

APEX MFG. CO., 136 W. ELM ST., NORRISTOWN, PA.

They Say -
by

THE PLAYTHINGS OBSERVER

THAT Marion Stringer, of Selchow & Righter, who lays claim to the adult jackstone championship, and Miss Linsley, also of Selchow & Righter, issue a challenge to compete against any other team of two people in a game of "Jacks." The scene of the contest will be Lynn's Pharmacy, and the losers buy the winners sodas.

* * *

THAT Charles Kleinhaus, of The Kleinhaus Store in Lafayette, Ind., is seventy-five years old, and on July 4th will observe his sixty-second year of continuous association with the toy industry.

* * *

THAT the Toy Knights are planning to hold a moonlight sail up the Hudson in the near future.

* * *

THAT considerable interest is being evidenced in the model trains shown at the Toy Fair; and not a few toy departments are planning to install model train sections.

* * *

THAT quite a number of toy buyers are planning to visit the New York toy market in August and September.

* * *

THAT the PLAYTHINGS list of Toy Fair Visitors will be ready for distribution shortly.

* * *

THAT the month of July will find many toy buyers enjoying a vacation.

* * *

THAT salesmen representing game manufacturers are sending worthwhile orders to their home offices.

* * *

THAT toy dealers should encourage their customers to enjoy a safe and sane Fourth, by featuring harmless playthings for the occasion.

* * *

THAT the Safety Campaign being conducted by the Cycle Trades of America will undoubtedly reduce accidents considerably and make the bicycle even more popular.

* * *

THAT millions of children will soon begin their Summer vacations, thereby providing a fertile market for all types of outdoor playthings.

We will appreciate your courtesy in mentioning PLAYTHINGS.