



HALSAM plans for the post-war future include new and startling toys that will have the in-built quality and freshness so proverbial of Halsam.

Today's line of blocks, logs, bricks, checkers and dominoes are being built and distributed in as great a volume as war conditions permit.

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AIME DES BIENS FEATURES WALT DISNEY PULL TOYS

The accompanying photo shows several of the six new Walt Disney pull toys currently being featured by Aimé Des Biens of Monterey Park, Calif. Realistically re-

gives them a natural feel and appearance, while hand processing in six colors imparts a further life-like appearance. Mounted on barrel shaped wheels 1½" in diameter, these



Three Popular Disney Characters in the Aime Des Biens Line

producing Pluto, Donald Duck, Mickey Mouse, Thumper, Dumbo and Carioca, each toy is made of double thick 1½" material. A thick rayon flock covering

pull toys have lateral stability. Mr. Des Biens states that the line is now in full production and orders for holiday delivery are being expected.

SAM WEISMAN OPENS NEW FIFTH AVENUE SHOWROOM

On the afternoon of August 15th together with a host of friends and acquaintances in the toy business, Sam Weisman, popular factory representative, celebrated the opening of his new showroom, Room 209, Fifth Ave. Building, New York. Mr. Weisman entered the toy business in 1935 as a manufacturer. Several years ago he decided to capitalize on his knowledge of toy merchandising and devote his time solely to representing toy manufacturers. Formerly located in Room 961, Fifth Ave. Building, Mr. Weisman found his business growing to such proportions that it became

necessary for him to seek larger space to properly display his growing list of toy lines. At the present time his organization consists of himself, his secretary, Helen Goldberg; Al Rubinstein, who covers the Metropolitan District, and Louis J. Frieder who travels the eastern territory. Mr. Weisman states that he has further expansion plans in mind for the future which include the acquiring of a representative in Chicago, San Francisco, and Atlanta, thereby putting him in a position to give a complete and thorough national sales service.



Some of the Guests Who Attended the Opening of Sam Weisman's New Showroom

FAMILY PET MO

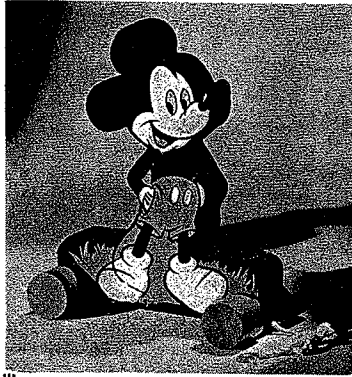


Dora Zarovich, Prominent Design

Animals that have been made life may be included among why Dorzar Toy Studios, in a short period of time come to as one of the leading stuffed facturers. Dora Zarovich, artist and designer, in creating for the firm injects realism work by sketching animals from familiarizing herself with their features and natural poses. The items in the Dorzar line are of this capable designer's visit where she studies and sketches for hours on end.

CONSTRUCTO BUI

Constructo No. 125 is a low construction set that contains over pieces of a tough, laminated paper with a steel-grey paper. Manufactured by the Constructo Co., 121 Varick St., N. Y. the Constructo set builds skyscraper, a play-size doll house, a piece toy village, or dozens of other models. The method of building is so simple that even a very small child can build. An easy-to-follow instruction book is included with each set. A companion set is Constructo Super Build that builds models with mechanical parts. It contains over 350 building wheels and 16 wooden dowel pins. It builds substantial models that children can play with, such as a model railroad, trucks, airplanes, a crane with pulleys, etc. Each set is packed in an eye-catching box, 22"x13", and includes vivid action photographs, an 12 page 8"x15" instruction book. The Constructo Co. also offers



new!
WALT DISNEY CHARACTER
PULL TOYS

We've transformed the famous Disney characters into the cutest, most appealing Pull Toys of the year.

Covered with Velvety Rayon Floss and hand-processed in six colors—each one a little gem of artistic perfection.

Now, before you place your final holiday orders, plan to promote these delightfully different Disney creations. Write or wire for prices and details.

AIMÉ DESBIENS
 362 W. Garvey Blvd., Monterey Park, Cal.

still \$2.50
 for a fine
 Single Room
 with Bath

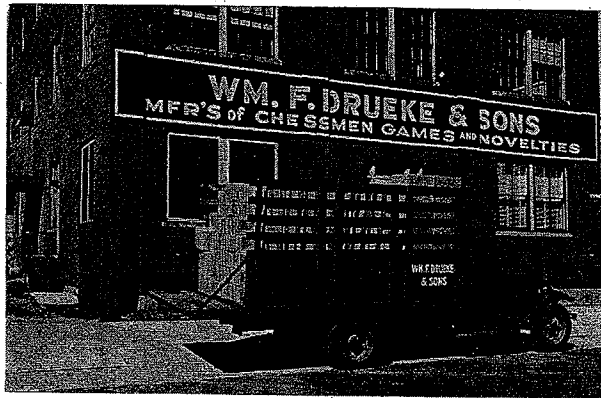
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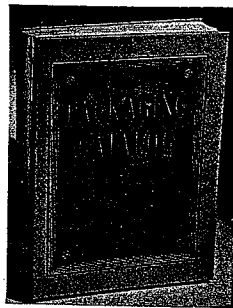
Druke Games Leaving the Factory for Members of the Armed Forces

OVER A MILLION DRUEKE GAMES TO THE ARMED FORCES

The accompanying photograph shows a typical truckload of 25,000 games leaving Wm. F. Druke & Sons factory at Grand Rapids, Michigan, heading for distribution to members of the Armed Forces.

Since the beginning of the war Druke has delivered over a million games to service men and women, and today these popular entertainment sets can be found in every theatre of war.

Letters received from service men and women stationed around the globe, enthusiastically recommend Druke games, including the pocket size variety, as being sure to furnish an hour or so of relaxation from the monotonous grind of combat service. The majority of service letters mention chess, checkers, cribbage, roulette and Play-A-Way sets as the most widely used games.



1944 Packaging Catalog.

**NEW PACKAGING CATALOG
 FEATURES RECONVERSION**

Reflecting the new interests of the thousands of packagers who put America's merchandise into all types of containers, the 1944 Packaging Catalog is keyed to the theme of reconversion. This encyclopedia of packaging is usually a bellwether for the activities of America's largest packagers. The 1944 edition is therefore especially noteworthy as it projects the great wartime advances of packaging into the postwar era. The entire first section of the catalog is devoted to the subject of reconversion in all of its ramifications. Noteworthy is an article by a WPB official, outlining a time-table for the reconversion of various materials to peace-time uses.

Although the catalog contains only the basic, solid, reliable data upon which packagers can make definite plans, enough new material has been gathered during the past year to make at least 60% of the current

issue completely different from anything that has appeared before. All of the wartime progress in packaging, including the many new uses of paper, the new protective wraps and coatings developed for global warfare, the new shipping packages and devices—all of this material is consolidated in the 1944 catalog.

Outstanding among the new material is: Eleven Articles on Planning for Reconversion; Blue Print for the Packaging Department; Hazards Encountered by Packages; Entire Chapter—Packaging for Government Orders; New Importance of Paper in Packaging; Specialty Flexible Containers; New Importance of Glass; Pictorial Review of Closures; Merchandising the Glass Package; Progress and Research in Can. Manufacture; Entire Plastics Chapter; New Developments in Adhesives; Functional Packaging Methods; Applying Thermoplastic Coatings; Maintenance Problems; Shipment of Freight by Air; Package and Product Display in the Store. Interest in the new edition has reached an unusual level of activity. Many thousands of copies have been sold in advance of publication, proof positive that packagers are not only willing but anxious to plan intelligently for a sound postwar economy. The new catalog is 9"x12", contains more than 750 pages (more than 100 pages over last year's edition), is case-bound in tan leatherette. Price, \$2.50 per copy; foreign, \$3.50.

An Appropriate Christmas Gift
 is
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 FLYING MODELS**

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**SIX NEW
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All-wood—Laminated construction—Parts ready-cut.