

Trade Notes

Now it's Associated Hardware Stores

Besides a change of location the Chain Hardware Stores, Chicago, lately has altered its title. Removing from 312 S. Clark Street, to larger office and sample room accommodations at 325 W. Madison Street, this group of thirty-six individually owned and operated retail hardware stores in the metropolitan area now functions under the name of Associated Hardware Stores. Such change of name was decided upon because it was believed the word "chain," as applied to merchandising outlets, was becoming increasingly unpopular with the public. The Associated Hardware Stores is a cooperative group, in the sense that permanent buying sample rooms for the convenience of its member stores are maintained at its headquarters, with sample lines of leading manufacturers on display, with group purchasing facilities. This sample arrangement includes a large range of toys handled by hardware shops. Another service provided is a bi-monthly, 4-page, 2-color, illustrated form circular prepared in the executive office, featuring seasonal items, with retail prices, and with respective names of the dealers prominently printed thereon, that are sold to members in quantities as desired. A total of one-hundred thousand copies is the average printing run. The stores taking these circulars distribute them themselves. Harvey I. Cohn, merchandise manager, is in charge at the Associated Hardware Stores headquarters.

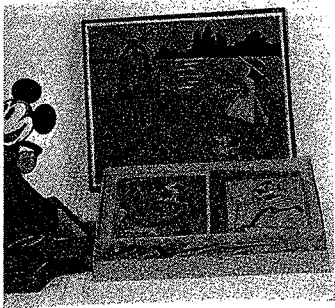
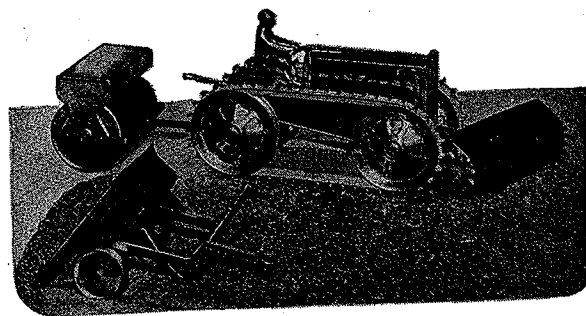
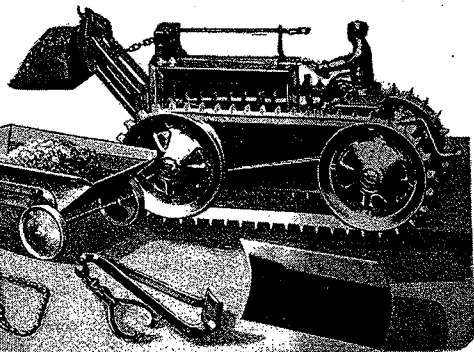
Louis Greenberg in Europe

Louis Greenberg, of the firm of Louis Greenberg & Son, Inc., recently sailed on the S. S. Bremen for an extended trip through the European markets, buying novelties, toys, etc. He expects to spend about three months abroad. Mr. Greenberg is accompanied by Mrs. Greenberg.

Animate Tractor Attachments

The Animate Toy Co. have designed their 1931 line of Accessory Sets, containing Animate Climbing Tractors and Attachments, to give more value for the money than ever before. Two of the new sets are shown here. They are the Sweeper Set and the Loader Set, each retailing for \$2.50. In the Sweeper outfit a model "B" tractor is furnished with a detachable whirling brush of real bristles. Driven by the powerful tractor, the brush spins rapidly and sweeps a clean path through sand, snow, bits of paper, etc. A roller and a dump cart have been added to this set, built with the same strong, durable construction and attractive finish for which Animate products are known. In the Loader Set the tractor is equipped with elevating arms. To a plate on the front of the arms, three different tools may be fastened by a simple slide. There are no bolts or nuts to lose. A bulldoze-scraper pushes dirt or sand into a pile. The scraper is then removed and a shovel inserted. The shovel can be raised or lowered and automatically dumps. A derrick with a chain, grab-hook and tongs will lift all sorts of things. A big dump cart trailer is also included. Another outfit is the Snow Plow Set. A big snow plow attached to a tractor, will clear a smooth path through drifts of snow, sand, sawdust, etc. The plow can be raised, lowered or detached in a jiffy. A scoop is furnished for heaping the snow in a pile, and a dump cart is also included to carry the load away. This is also a \$2.50 seller. A Highway Set, replacing last year's Big 4 Combination, retails at \$3.75. Instead of four toys, six are now included in this outfit. All are used for cleaning and maintaining a highway. They are a nickel plated model "B" tractor, a snow plow attachment, a genuine bristle sweeper, a scraper, a scoop, and a dump cart. All these sets are, of course, packed in attractive, substantial boxes.

1931 Models of Animate Accessories



J. W. Spear & Sons

On the left of the photograph is the Mouse Ring Game. It is one in a series of colored quoits of composition made and tossed over Mickey Mouse's nose. Mickey Mouse is made of card-board composition, gaily painted. Each set comes in a brightly colored box. Mickey Mouse stands 8 inches high, and the set retails for 50c. Fluffy Wool Pictures, on the right of the photograph, consist of a brightly colored perforated card with numerous strands of various colored threads with beaded tips, which permit easy pulling through the card perforations. In this fashion ten woolly pictures can be made. It comes in two sizes, to retail at \$1.00. Other items to be seen in an extensive display will be Rainbow Chess Sets, Table Tennis, Mickey Shouting Game and Stencil Set, and the complete line of Kindergarten and Educational Toys.

Wedding Bells For Annette Schear

Shortly after this issue of PLAYTHINGS have left the press, the wedding bells will ring for one of the most popular charming young ladies in the trade. Her name is Annette Schear, and she is the sister of one of the gentlemen who compose that well known toy-firm Schear and Schrader. Since Schear & Schrader have been in business, Miss Schear has looked after the office and attended to the red and one other important things that need looking after in a rapidly changing import business. Her husband hails from the Pacific Coast, and his name is Sam Ginsburg. We are sure that the many friends Miss Schear has made during her connection with the trade wish the young couple happiness and success.