

The Spacious and Modernly Equipped Factory—Plant No. 1—of the Haskelite Manufacturing Corporation, Grand Rapids, Mich.

Hasko Mystic Board the Result of an Idea

Those of you who remember the finely woven plots of Horatio Alger or the long articles in the home town paper "Local Boy Makes Good" will find its counterpart on this page. This is the success story of an idea, a product, and a man. The idea was a fortune telling game combined with a practical serving tray. The man was Walter F. Gibian of the Haskelite Manufacturing Corporation of Grand Rapids, Michigan, and Chicago, Illinois.

Five years ago Haskelite was doing a moderate business in a comparatively small line of plywood trays. Today, they are among the leaders in the field with a large line of trays and appliances that are nationally advertised all year around. "My first idea," said Mr. Gibian, "was to take serving trays out of the luxury class and to make a fine molded tray on a mass production basis that could be put within the easy reach of everybody's pocketbook."

From here the line began to grow and today the familiar Hasko and Haskelite trademarks are on trays wherever fine

trayware is sold. Nearly three years ago Mr. Gibian conceived the mystic tray-game combination idea. Production was increased but output was surpassed many, many times. Something had to be done to meet the ever increasing demands for this sensational new game, and out of necessity came the new Hasko Mystic Board, fine plywood beautifully lithographed and made in three different types and sizes. From first appearances it seems that the new Mystic Board will be equally as successful as its big brother the Hasko Mystic Tray. "This year," says Mr. Gibian, "we will be producing about four million trays of all types." "But, what about the toy business?" this reporter asked. "Like a first love," Mr. Gibian replied, "I can never quite forget the business I started out in. Some day perhaps I will bring out something entirely new and startling in the toy field." And if you knew this man who has made a great idea work, you will see a little twinkle there that makes you wonder whether or not he *already* had the new

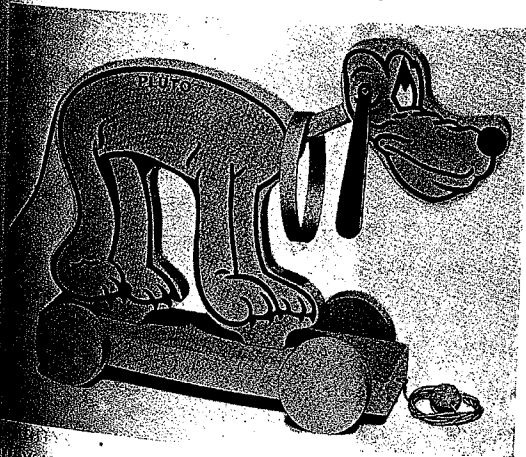


Walter F. Gibian

idea in the back of his mind.

In the meantime, advertising schedules have been keyed to last year's allotments on the complete line of Hasko Trays and production facilities are being speeded up as rapidly as wartime conditions will permit.

Balantyne Offers Disney's Pluto



In their new Pluto, the Pup, the Balantyne Mfg. Co. are offering the first of a series of Walt Disney character pull toys which they are developing. Made in accordance with the strict Balantyne quality standards, this new Pluto is a pull toy with many distinctive features. The body is made of 1-inch thick solid lumber, dressed down to 3/4-inch thickness, while the back is formed to simulate the appearance of a dog's back and to prevent injury to the child. The perfectly rounded wheels are mounted on hardwood dowels for axles, drilled through the center of the platform for additional strength. The wheels are mounted on eccentric, causing Pluto to lope along in his characteristic way when pulled and making his ears swing in delightfully realistic fashion. The finish consists of three coats of the finest chestnut brown lacquer over carefully sanded wood, while the design is imprinted by means of a bronze die plate, hydraulic press method. The eyes are artistically painted in with lithographer's white enamel ink. Pluto, the Pup, as well as the popular Balantyne crawling turtle and P-45 B Special Automatic Pistol, are on display in the showroom of Leo Strauss, Fifth Avenue Building, New York.