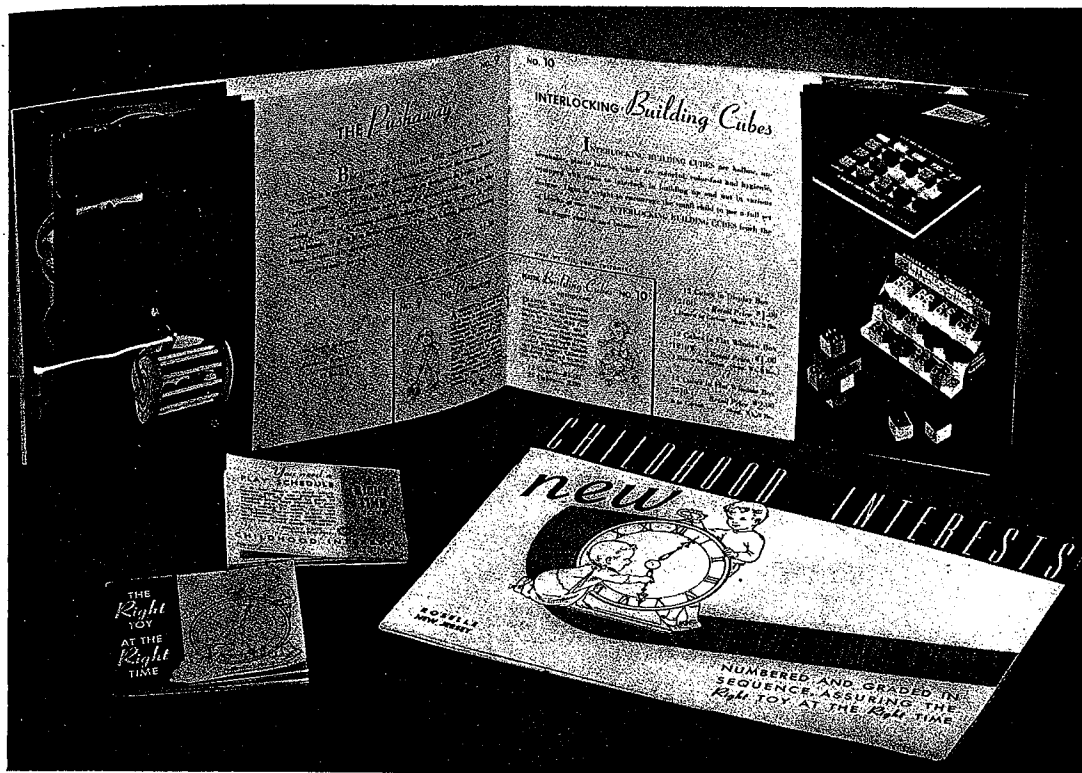


SEQUENCE TOYS ★ THE RIGHT TOY AT THE RIGHT TIME ★ SEQUENCE TOYS



## EXPANDING YOUR MARKET

\* It is the policy of Childhood Interests to do a 100% selling job. We are dedicated to the principle that it is our responsibility to move our "sequence" toys off the dealers' counter and into the hands of the consumers. Childhood Interests is expanding your market by mailing an interesting toy booklet to a large and select number of parents, by inclosing the booklet "The Right Toy at the Right Time" with each of our items, and by conduct-

ing an educational publicity campaign designed to create a demand for Childhood Interests toys. Further, our recently published catalog contains many valuable selling suggestions for the buyer and his salesforce. Write today for our catalog and copy of "The Right Toy at the Right Time" booklet. For fast selling toys at a full margin of profit stock the complete Childhood Interests line.

**Childhood  
Interests**  
INCORPORATED  
ROSELLE, NEW JERSEY

SHOWROOM—ROOM 515  
200 FIFTH AVENUE, NEW YORK CITY

CHILDHOOD INTERESTS, Roselle, N. J.

Gentlemen:

Please send catalog, discount sheet and prices on your sequence of graded Plastic and Wood Toys for young children.

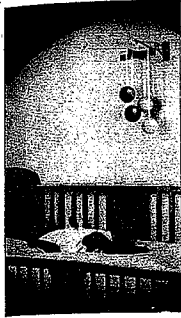
Buyer \_\_\_\_\_

Store \_\_\_\_\_

Address \_\_\_\_\_

When writing to Childhood Interests, Inc., will you please mention PLAYTHINGS?

JULY, 1941—PLAYTHINGS



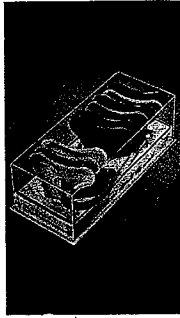
**1  
CRADLE  
COMPANION**

The Baby's very first toy. Consists of four cellulose plastic balls, 2 pink and 2 blue, hanging on ribbons from a baby blue crosspiece. In gift box. Retail Price \$1.00



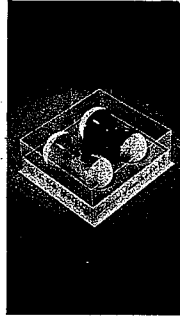
**3  
TEETHING BEADS**

Playplax for beads, and Vinyon, a plastic cord, make these the ideal, hygienic teething beads. In delicate and completely fast colors. Rigid acetate container. Retail Price \$1.00



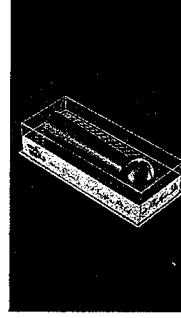
**4  
TRI-CORNERED  
JINGLES**

Nine plastic three-cornered jingles, scientifically shaped to fit into the baby's mouth without distending it. Strung on sanitary surgical rubber. In acetate box. Retail Price \$1.00



**5  
THE RAIN RATTLES**

Shaped to fit the baby's grasp and sold in pairs to encourage use of both hands. Made of plastic, smooth, sanitary and colorful in rigid acetate box. Retail Price \$1.00 set



**8  
RHYTHM STICK**

A beautiful blue plastic handle with stainless steel bell. Baby will keep time to piano or radio—excellent foundation for rhythm. In rigid acetate box. Retail Price 75c

## CHILDHOOD INTERESTS *Can Deliver Promptly*

Large and modern manufacturing facilities, and an ample supply of plastic and wood materials places us in a position to make *immediate deliveries*. • Find out now about Childhood Interests' line of sequence toys. Sales tested, "Right Time Toys" that offer a full margin of profit. • Each toy has a definite purpose in a *Planned Play Program*. Toys are numbered in sequence, thus providing the baby and young child with a balanced toy diet. • A miniature catalog is attached to each numbered toy. Thus the mother is acquainted with the order and description of each item and is certain to visit the store at regular intervals throughout the year.

Send for Catalog P 8 showing our complete line.

**CHILDHOOD INTERESTS, Inc.**

SHOWROOM—200 FIFTH AVE., NEW YORK  
PLANT & OFFICE—ROSELLE, NEW JERSEY

**9**

**THE PUSHAWAY**

A wonderful seller—has eye appeal—a "first love" of the child, and is sturdily built. Has double handle for better balance. Natural finished wheels decorated in red. Retail Price \$1.50

**10**

**INTERLOCKING  
CUBES**

Interlocking Building Cubes are hollow, practically unbreakable, plastic blocks. In assorted fast colors. Equipped with studs to interlock in building. 12 in display box \$1.00

**11**

**THE PULLBOAT**

A non-tipping pulltoy. Rolls on concealed balls. No possibility of the cord becoming entangled with the wheels. Colorful, non-toxic lacquer. Individually boxed. Retail Price \$1.00

**14**

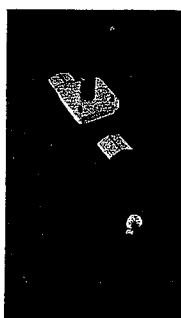
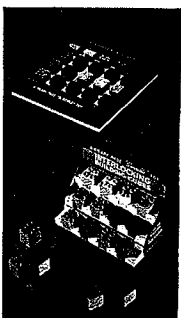
**PLASTIC  
SAND MOLDS**

Plastic sand molds are rust-proof, and there is no danger of torn fingers because of sharp edges. Four molds in assorted colors, and one plastic scoop. Individually packed in attractive gift boxes. Retail Price \$1.00

**16**

**TODDLER'S  
WIND INSTRUMENT**

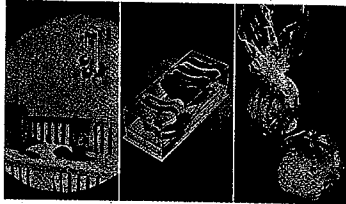
A whistle constructed of beautifully finished hardwood. Its primary purpose is for chest expansion, and the tone is adjusted so that it will not be shrill or objectionable in the house. Specially shaped mouthpiece which can not hurt the child's mouth. Retail Price 75c



# "Right Time Toys" Are Year 'Round Toys

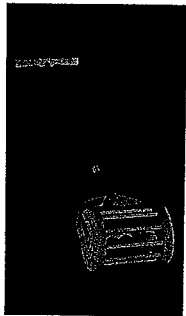
They Are on the Counters of

Toy Departments  
 Infants' Wear Sections  
 Specialty Shops  
 Gift Shops  
 Toy Jobbers  
 Dry Goods Jobbers

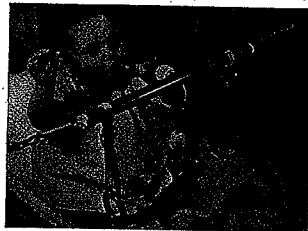


They Have been Featured in

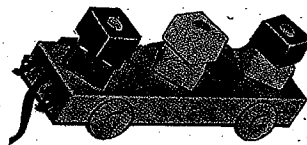
House & Garden  
 American Home  
 House Beautiful  
 Parents' Magazine  
 Mademoiselle  
 Baby Talk



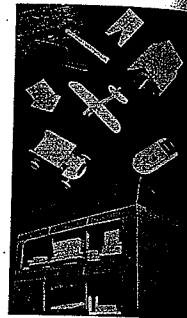
**PUSHAWAY**  
 \$1.50 retail



**CRADLE GYM**  
 \$2.00 retail



**TWISTER PULL TOY**  
 \$1.00 retail



**HOBBY LUMBER YARD**  
 \$2.00 retail

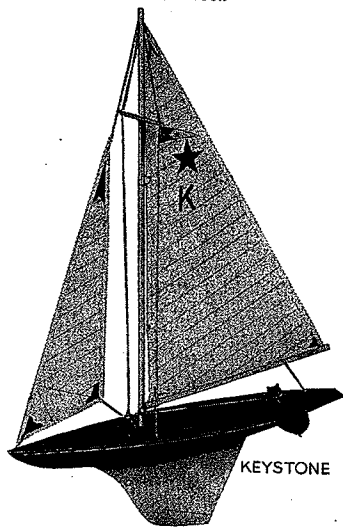
Booking Now  
 For Spring Delivery

**CHILDHOOD INTERESTS, INC., ROSELLE, N. J.**

New York Showroom: Room 515, 200 Fifth Avenue

## KEYSTONE BOATS

FOR 1943  
 READY SOON



KEYSTONE

**KEYSTONE MFG. CO.**  
 151 HALLET ST. BOSTON, MASS.  
 NEW YORK SHOWROOM: 200 FIFTH AVENUE



## Season's Greetings

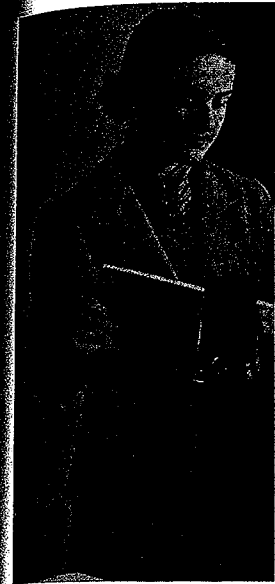
AND the hope that the year to come will bring victory to our gallant forces and a full measure of happiness to our many buying friends.

*Irving Glantz  
 Emanuel Glantz*

**EXPERT DOLL & TOY COMPANY**

19 W. 21st St.

New York City



A *Mu*

A "must" for every kind and quantity of the goods to meet a need that you keep in mind which materials are you get into the Merchandise Mart to your community in Chicago's Market, January

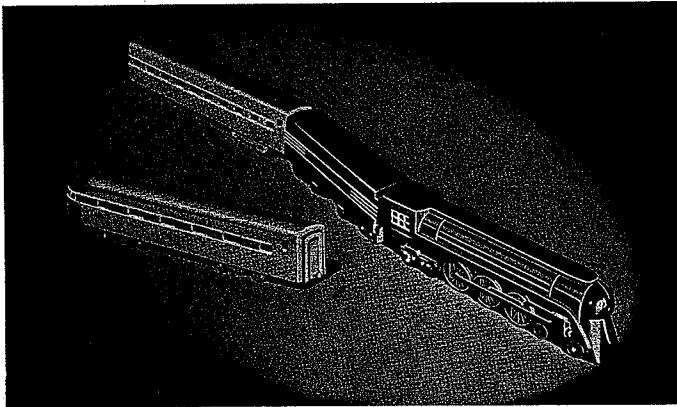


HOM

**The M**

ARSENAL OF SUPPLY

# "Right Time Toys" FOR SPRING



## NEW PLASTIC STREAMLINER THE FIRST PLASTIC TRAIN

A four piece train made entirely of plastic. Patterned after the latest model streamliners on the leading railroads. Set consists of an Engine and Tender molded in blue plastic, and a Pullman and Observation car of red plastic. All pieces are detachable. Overall length 20½ inches. Weight 8 lbs. to a dozen.

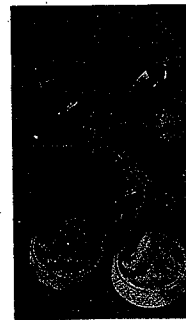
Retail Price \$1.00

Plastic and Wood Toys Especially Desirable for Spring and Summer use by Children in the Toddler Age Group—Priced to Stimulate Immediate Sales—Ready for Quick Delivery.

### BUILDERS TAKE-APART TOYS

(not illustrated)

Made of Hardwood. Highly polished natural Finish. Wheels in Red. Tractor and Oil Trailer ..\$2.00 Tractor and Lumber Trailer .....\$2.00 Sedan and Tourist Trailer \$2.00 Take-Apart Train ....\$3.00



### PLASTIC SAND MOULDS

Plastic sand moulds are rust-proof, and there is no danger of torn fingers because of sharp edges. Four moulds in assorted colors, and one plastic scoop. Individually packed in attractive gift boxes.

Retail Price \$1.00.



### TODDLER PULLBOAT

A non-tipping pull toy. Rolls on concealed balls. No possibility of the cord becoming entangled with the wheels. Colorful, non-toxic lacquer. Individually boxed.

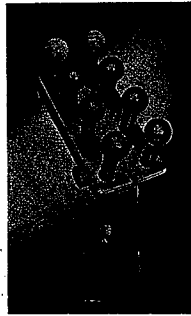
Retail Price \$1.00



### TODDLER FREIGHT TRAIN

Hardwood construction four piece floor train with wheels. Cars finished in bright colors with non-toxic paint. Pieces are detachable. Length, 30 inches.

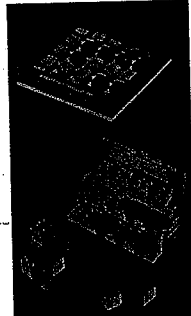
Retail Price \$2.00



### TODDLER PEGBOARD WAGON

A quality pull toy with natural hard wood base 12" x 5", red wheels and pull cord. Eight 4" removable pegs colored red, blue, yellow and green with 1½" balls to match. Packed 1 doz. to carton.

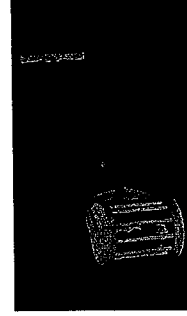
Retail Price \$1.50



### PLASTIC INTERLOCKING CUBES

Interlocking Building Cubes are hollow, practically unbreakable, plastic blocks. In assorted fast colors. Equipped with studs to interlock in building.

12 in display box  
Retail Price \$1.00



### THE PUSHAWAY

A wonderful seller—has eye appeal—a "first love" of the child, and is sturdy built. Has double handle for better balance. Natural finished wheels decorated in red.

Retail Price \$1.50

New York Showroom  
Room 515  
200 Fifth Avenue

## CHILDHOOD INTERESTS, Inc.

FACTORY  
ROSELLE,  
N. J.

When writing to Childhood Interests, Inc., will you please mention PLAYTHINGS?

MARCH, 1942—PLAYTHINGS



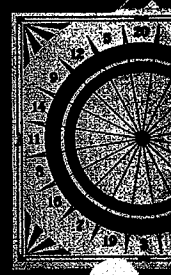
NEW  
STYLES

NEW  
NUMBER

TO THE PUBLISHERS

Change the dates if  
run it as the '42  
we can repeat our  
conditions, should  
vince responsible  
that we're "tool"  
for '42!

ASK YOUR JOB



DART  
FACTORY and MA

# NEW "Right Time Toys" for '42

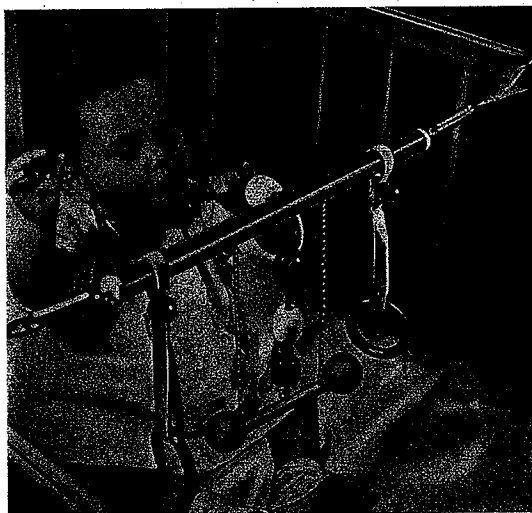
## THE *Cradle-Gym* TRADEMARK

A progressive exerciser for the development of arm, leg and body muscles of children from 4 months and up. Consists of horizontal bar, trapeze, swinging rings, and climbing rope. The pieces, made of hard wood and plastic, are finished in attractive colors. The Cradle-Gym fits all standard size cribs.

**OUTSTANDING PROMOTIONAL POSSIBILITIES  
GOOD PROFIT MARGIN ASSURED**

PACKED 1 DOZEN TO CARTON

**RETAIL PRICE \$2.00**



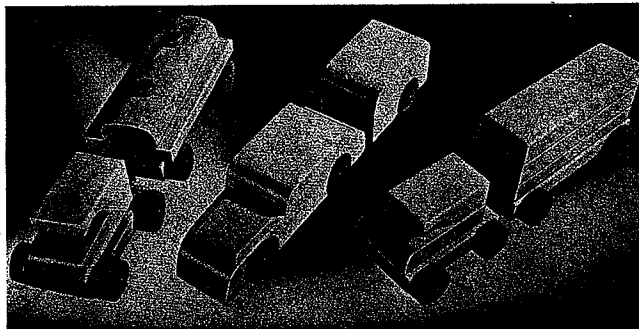
### TODDLER PEGBOARD WAGON

A quality pull toy with natural *hard wood* base 12" x 5", red wheels and pull cord. Eight 4" removable pegs colored red, blue, yellow and green with 1 1/2" balls to match. Packed 1 doz. to carton. Retail price \$1.50.



### PLASTIC SAND MOLDS

Plastic sand molds are rust-proof and there is no danger of sharp edges. Four plastic molds in assorted colors, and one plastic scoop. Individually packed in attractive gift boxes. Retail price \$1.00.



### BUILDER TRANSPORTATION FLEET

Three *take-apart* toys with exceptional play value for children from 2 to 4 years. Constructed entirely of *hard wood*, with

beautiful natural finish. Concealed dowels permit the removing and assembling of the various units. Overall length 13 inches. Packed 1/2 dozen to carton. RETAIL PRICE \$2.00 each.

See our full range of plastic and hardwood "Right Time" toys, including new fast selling playthings for 1942. On your Toy Fair itinerary make sure to include a visit to

**CHILDHOOD ROOM**  
**INTERESTS** 515  
INCORPORATED 200 5th  
FACTORY: ROSELLE, N. J. Avenue  
N. Y. C

CHILDHOOD INTERESTS, INC., 200 Fifth Avenue, New York, N. Y.

Gentlemen:

Please send me your 1942 catalog and price list of plastic and hard wood "Right Time" Toys.

Buyer's Name ..... Dept. No.....

Store .....

Address .....

When writing to Childhood Interests, Incorporated, will you please mention PLAYTHINGS?

FEBRUARY, 1942—PLAYTHINGS

19

W  
 YESTERDAY      TODAY      TOMORROW

# WOOLNOUGH

CREATORS OF MASTERPIECES IN PLUSH

*The Foremost Name in Quality Stuffed Toys*

**W**e regret our inability to accept any more orders for 1944, but we are looking forward to the time when improved material and labor conditions will permit us to again accept orders from new as well as old accounts.

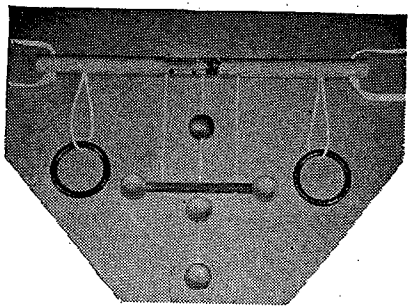
**F · W · WOOLNOUGH CO., INC.**  
 ROOM 555      Established 1907      200 FIFTH AVE.,      NEW YORK, 10, N. Y.

Advertise . . .

## THE CRADLE GYM

(U. S. Patent No. 2,327,253)

**For Direct Results—**



Looking for something to pep up your sales—Now? Try the "Cradle Gym"—Sells at \$2.00. An exerciser for infants from 3 months to 1 year.

The most popular gift item for infants.

We will furnish advertising mats gratis upon request and back up your ad with quick delivery of any quantity needed to fill your orders.

**CHILDHOOD INTERESTS, INC.**  
 200 FIFTH AVENUE      FACTORY  
 NEW YORK 10      ROSELLE, N. J.

Newly Styled Quality

## WOOD TOYS

PRE-WAR QUALITY—BRIGHTLY COLORED  
**GLOSSY FINISH**

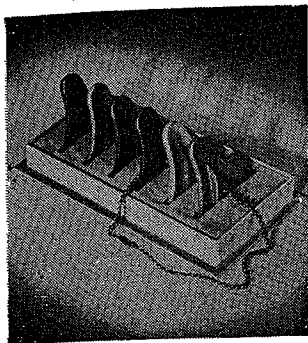


**A Superior Line to Sell at Medium Prices**

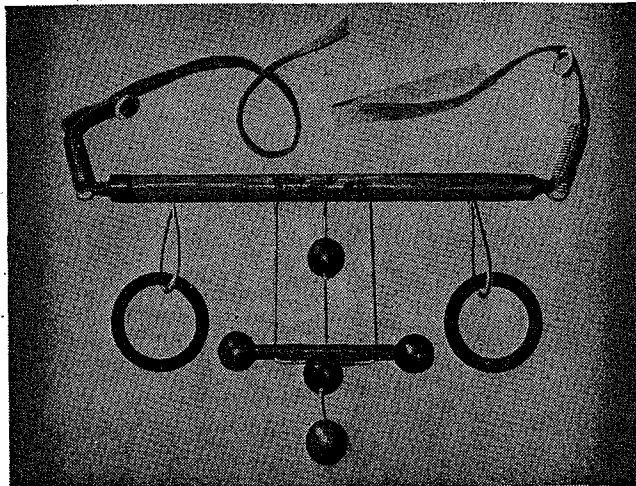
**Streamlined Trucks and Wagons**  
**Streamlined Sand Wagon**  
**Sand Pails**  
**Horse & Chicken Carts**  
**Jeeps**  
**Miniature Carts**  
**Pull Toys**

We are now in full production of what many leading toy buyers tell us is the finest wood toy line in the medium price field. Unsurpassed in modern design, beautiful finish and perfect workmanship. For BETTER wood toys . . . keep in touch with

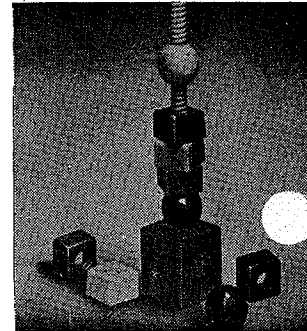
**CALIFORNIA WOODCRAFT CO.**  
 formerly WOOD PRODUCTS, Inc.  
 1305 E. Valley Blvd., El Monte, Cal.  
*Creators of The Original, Famous Commando Gun*



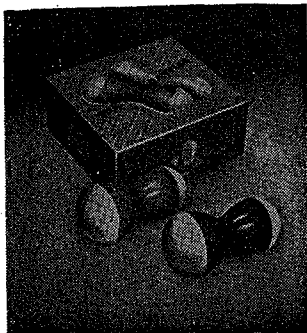
No. 4 Jingle Teether



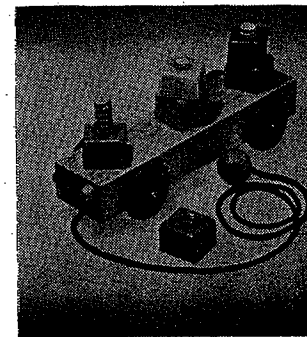
No. 3 Cradle Gym



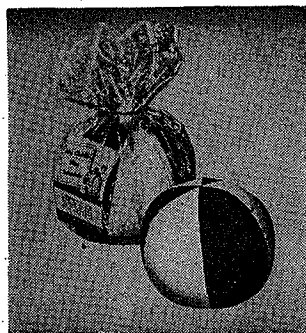
No. 19 Color Tree



No. 5 Rain Rattles



No. 18 Twister Pull Toy

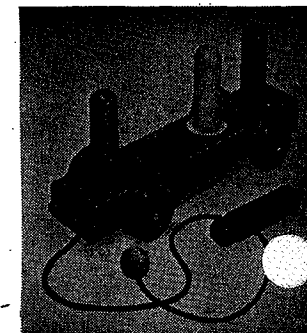


No. 6 Creeper's Ball

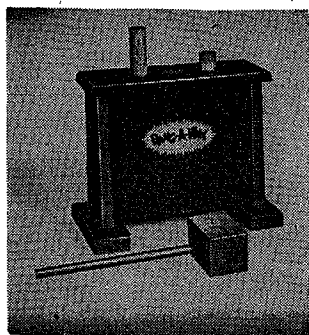
*Presenting  
A Preview!*

## THE SPRING LINE OF RIGHT-TIME TOYS

Consistent quality assures a consistent demand for Right-Time Toys. Only the finest of Hardwoods and durable Plastics, combined with attractive, sanitary, Non-Toxic colors are used in their manufacture. Always look for the "Childhood Interests" Trade Mark ... it is your assurance of Quality and Dependability.



No. 17 Peg-a-way



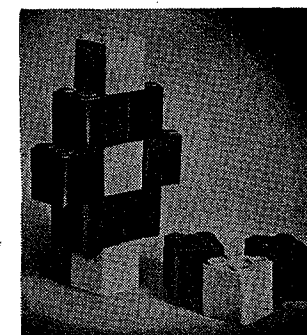
No. 11 Bangaway

*Prompt Deliveries On  
Immediate Orders*

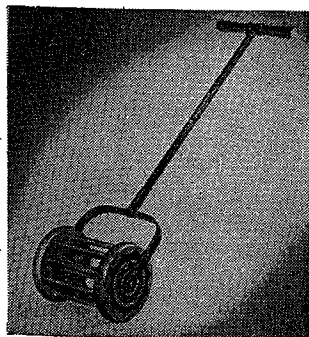
**CHILDHOOD INTERESTS, INC.**

Roselle Park, New Jersey

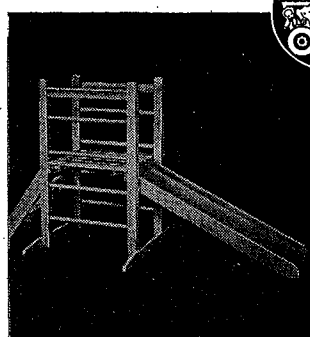
Permanent Exhibit — 200 Fifth Ave., N. Y. C.



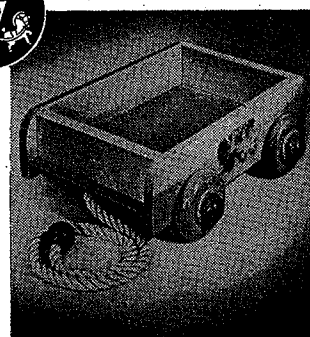
No. 16 Baby's First Blocks



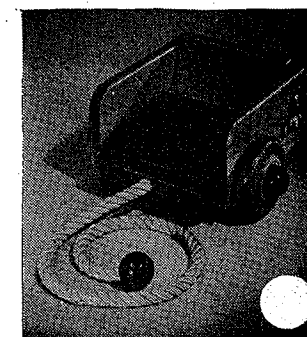
No. 12 Pushaway



No. 13 Toddler Gym



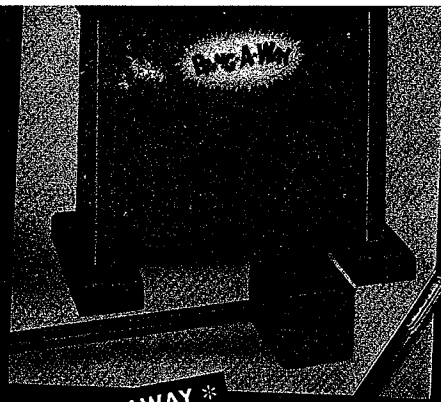
No. 14B Toddler Cart



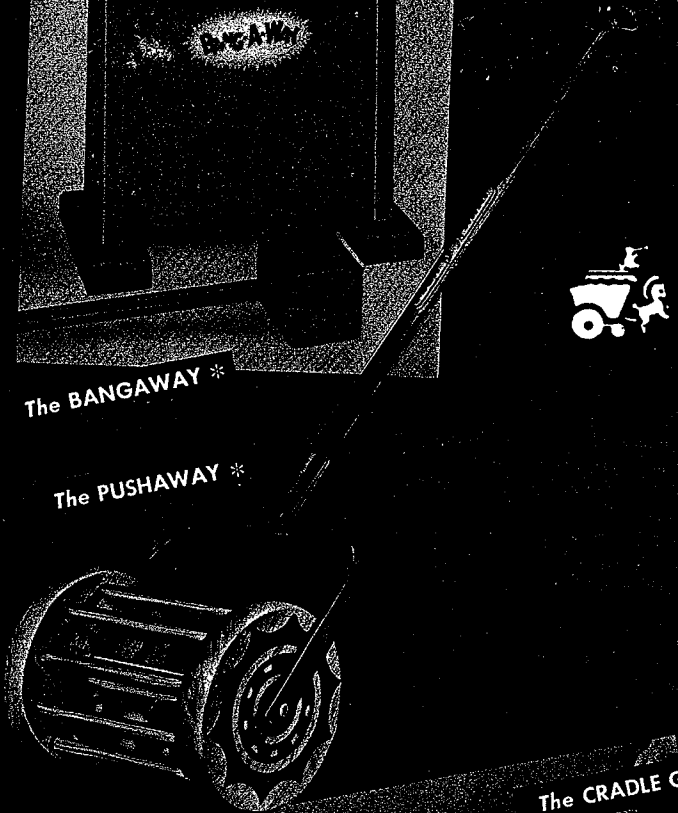
No. 15 Baby's First Cart

Jan - June  
1945

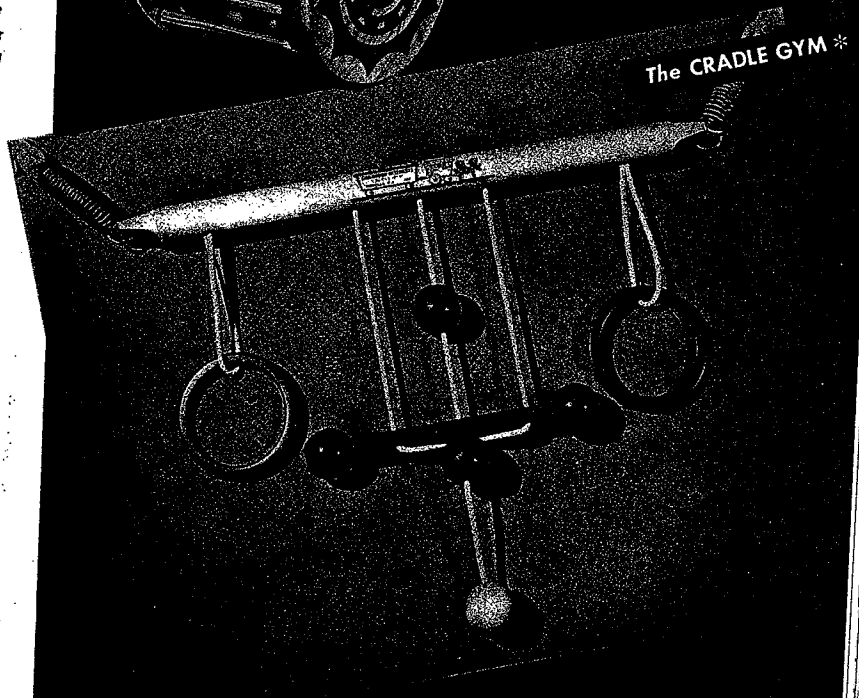
# RIGHT-TIME TOYS



The BANGAWAY \*

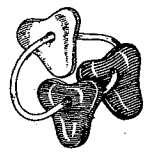


The PUSHAWAY \*



The CRADLE GYM \*

A Program of Toy Development for the Infant, Creeper, Toddler and Builder Stages of the Child's Play Life!



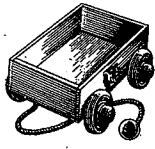
NO. 4  
JINGLE TEETHER



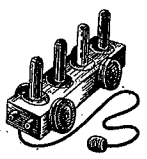
NO. 5  
RAIN RATTLES



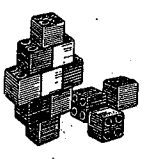
NO. 6  
CREEPER'S BALL



NO. 14  
TODDLER CART



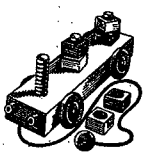
NO. 15  
THE PEGAWAY



NO. 16  
PLASTIC BLOCKS



NO. 17  
COLOR TREE



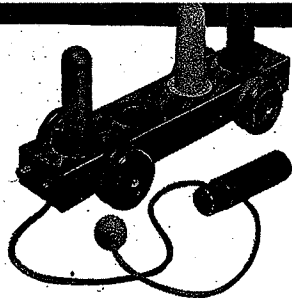
NO. 18  
TWISTER PULL TOY

## CHILDHOOD INTERESTS, INC.

ROSELLE PARK, NEW JERSEY

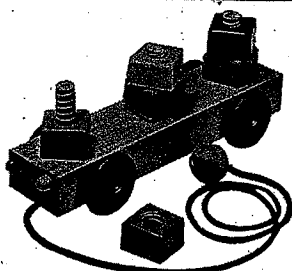
★ *Permanent Exhibit* ★

200 FIFTH AVENUE, NEW YORK - Room 515



**No. 17  
THE PEGAWAY**

Hardwood, natural finished base, with removable, brightly colored Pegs and Plastic Rings in matching colors. Double truck wheels, heavy pull rope.



**No. 18  
THE TWISTAWAY**

Natural, finished Hardwood, with three upright, spiral threaded dowels, each fitted with vividly colored Plastic Nuts. Bright red wheels, heavy rope.

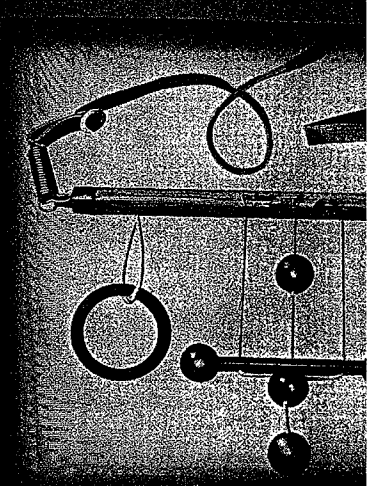
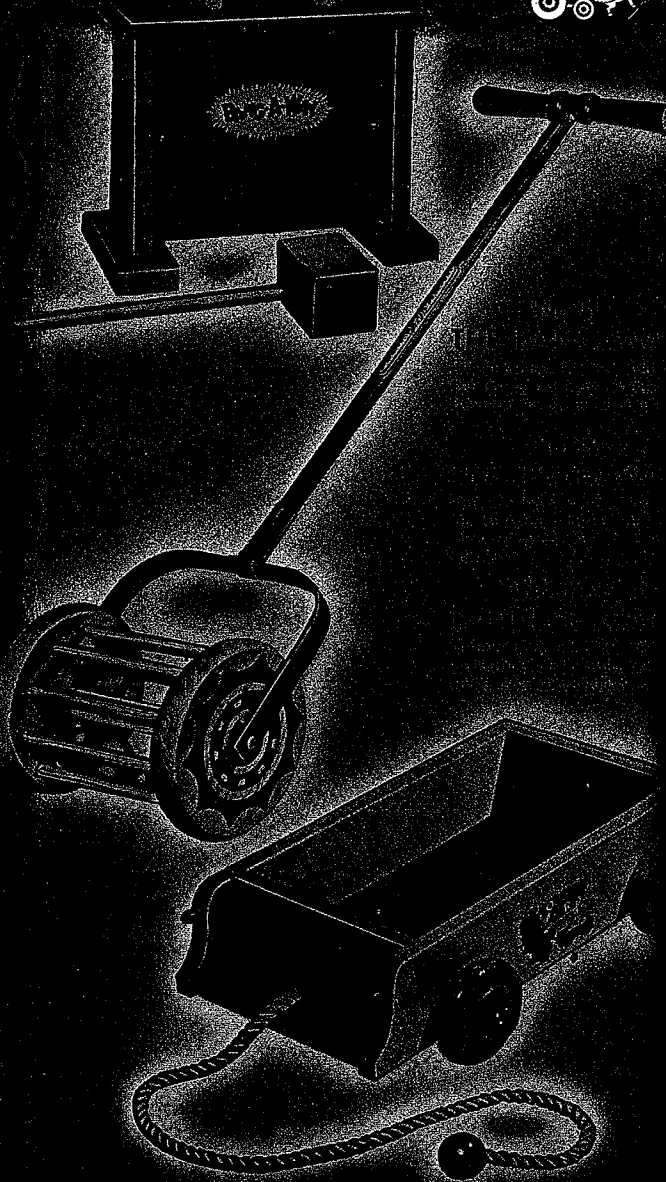


**The PLAY SCHEDULE**  
Helps You To Sell  
**RIGHT-TIME TOYS**

In addition to being included in every RIGHT-TIME TOY package, thousands of these attractive Play Schedules reach your customers yearly through national advertising. This helps to build good will for RIGHT-TIME TOYS... and means extra sales for you.

# Consistent Quality

CONSISTENT  
**RIGHT-TIME**



CHILDHOOD INTERESTS, INC., Roselle Park, N. J.

Permanent Exhibit - 200 FT

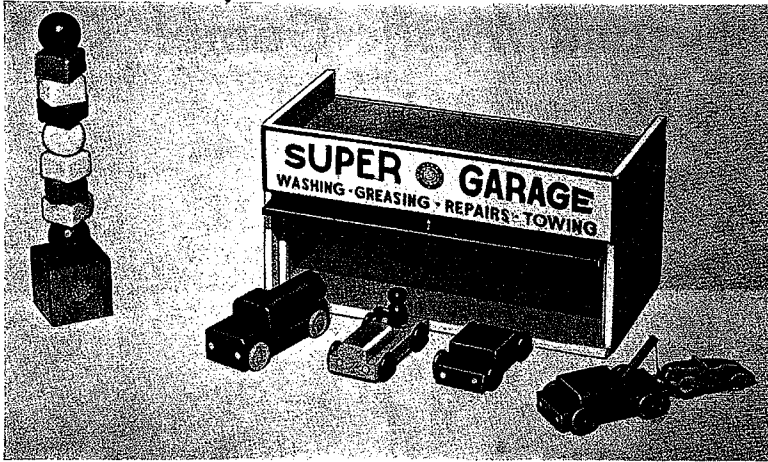
Start your letter right: "I saw your ad in PLAYTHINGS."

JULY, 1945—PLAYTHINGS

JULY, 1945—PLAYTHINGS

We will ap

**New Additions To The Line Of "Right Time Toys"**



**POPULARLY PRICED**

	Doz.	Sm. Lots.
\$1.00 Items..	\$6.85	\$7.20
1.50 " ..	9.90	10.50
2.00 " ..	13.20	14.00

**ORDER TODAY**

**SUPER GARAGE**  
\$2.00 Retail  
11x6x5" with lifting door — 4 Hardwood Autos.

**TWISTER PUZZLE**  
\$1.00 Retail  
8x2 3/4 x 1" W. Plastic Cubes.

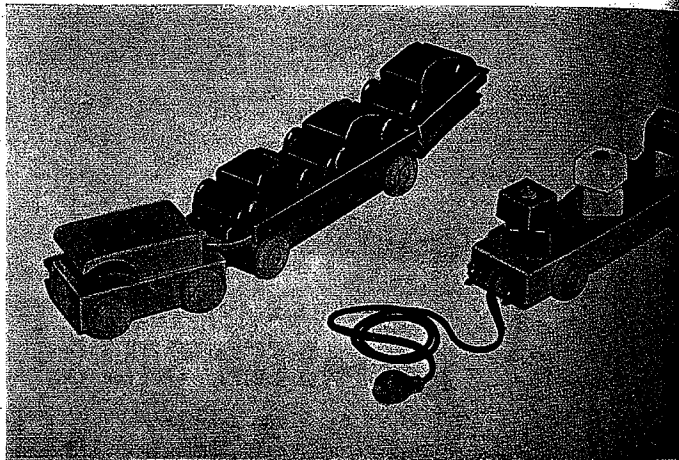
**THE COLOR TREE**  
\$1.00 Retail

Plastic and Wood segments on 2" Wood Cube. Height 10".

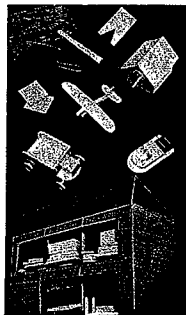
**Plastic Toys for Infants**

**\$1.00 Retail**

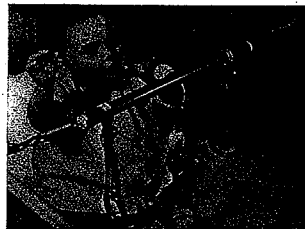
- CRADLE COMPANION
- TEETHING BEADS
- TRI-CORNERED JINGLES
- RAIN RATTLES
- RHYTHM STICKS
- TWISTING TOY



**AUTO TRANSPORT**  
\$2.00 Retail  
15x2 1/4 x 2" Hardwood  
Finished in bright colors.

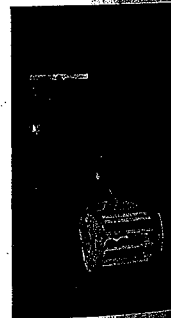


**HOBBY LUMBER YARD (\$2.00 retail)**  
Construction toy for boys of six years or over. Sells well in toy departments, hobby shops, and hardware stores. Proven pulling power as mail order item. Contains material to build the items illustrated. Complete with saw, hammer, vise and all necessary small parts.



**CRADLE GYM (\$2.00 retail)**

Body builder for children three to eighteen months. Adaptable to any crib or play pen. Important promotional item.



**PUSHAWAY (\$1.50 retail)**

A wonderful seller. Has eye appealing design. Well built. Double handle. Affordable for Toddler. Natural finish roller, other parts in red and blue.

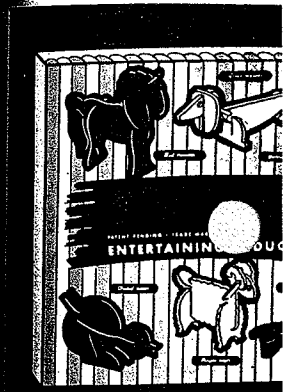
*Write For Catalog*

**CHILDHOOD INTERESTS, INC., ROSELLE, N. J.**

New York Showroom: 515, 200 Fifth Avenue  
Midwest Representative: Chas. Carroll, Merchandise Mart, Chicago

**TO BOLLS**  
"S"  
**UNLI**

**PROVEN FAST**  
They  
**MULTI-COLOR**



**SLOTT**

**DISPLAY** guarantees of sales. Besting animals boxes, Slott endless jum one such ill is shown to

**TOY BUYER**  
CONTAINED CC  
111 WEST  
When writ

EMBER, 1942—PLAYTHINGS