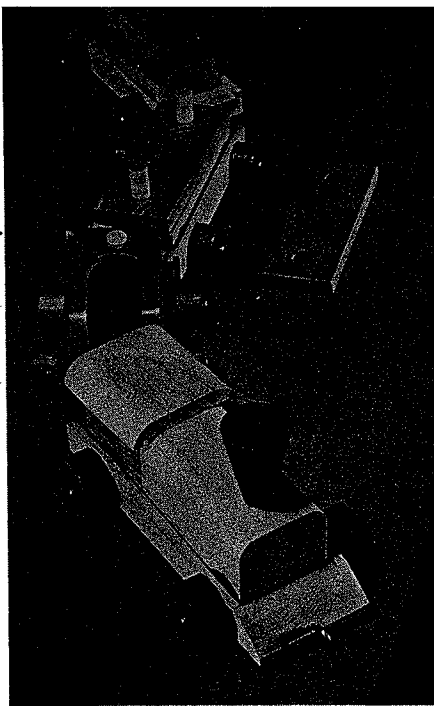


a new Parcheesi patriotic contest. All \$1.00, \$2.00 and \$5.00 Parcheesi games will be banded with a red, white and blue band, the uppermost side of which calls attention to the Parcheesi Patriotic Jingle Contest. On the back of the band, full details are given regarding this contest. The firm will give \$50.00 in cash prizes every month beginning September 1, 1941 and ending April 1, 1942, to the writers of the best patriotic jingles. The jingles must be no more than eight lines, and must mention the word "America". Four contestants may write on the reverse side of each band, but only one prize is given to a band. Any jingle coming in prior to September 1st, will be judged during the month of September. This contest will be advertised in the American Weekly and other media during the months of November and December. Attractive red, white and blue window streamers, small red, white and blue envelope stuffers and give-away circulars will be furnished free. The company states that no additional work on the part of the sales clerk is necessary. Full details are given on the band, and all the clerk has to do is sell the Parcheesi Game. A similar contest in 1935 stepped up the sales of Parcheesi 25%, and inasmuch as this contest covers a patriotic and timely theme, the response is expected to be even greater than the initial contest.

CARROM INTRODUCES "SUBSIDY"

War at sea, minus all of its horrors and destruction, is exemplified by "Subsidy," another new game conceived and devised by Charles U. Deaton, inventor of "Gusher," both of which are being manufactured by Carrom Industries, Inc. "Subsidy" introduces an entirely new idea in game competition, and makes it possible for everyone of the eight players, or less, participating to be in on every play of the game. It is said to be a game that appeals to the sporting instinct of adults and the imagination of children. The game board has a double panel surface showing a map with seas, channels, bays, ports, and navigable inlets. A boat is provided and the object of the game requires that a player propel his boat through these mine-infested waters from one port to another according to instructions he receives from headquarters. The boat is so constructed that it has two concealed flags, blue and red. The danger zone is equipped with movable magnets and as the boat enters the danger area one or the other of the two flags will suddenly appear. If the blue flag shows up it means that the ship has sunk a submarine. If, however, the red flag appears it indicates that the ship has been struck by a submarine, and is disabled. That calls for an S. O. S. It is impossible for the players to determine just where the "magnet mines" are planted, thus adding interest and suspense to the play. After each game the board is shaken, the magnets redistribute themselves and danger points in the shipping lanes are in entirely different places.



Childhood Interests' Take-Apart Train

CHILDHOOD INTERESTS SHOWS EXTENSIVE LINE

Childhood Interests, Inc., of Roselle, N. J., are now showing their new line of graded Sequence Toys in their recently opened showroom—Room 515 Fifth Avenue Building, New York City. The items in the line designed by noted child experts, are made mainly from plastics and wood and are intended for children from six months to six years old.

Some of the items over which visitors to the showroom have become enthusiastic are the plastic Interlocking Building Cubes, plastic teething beads and tri-corner jingles, the Hobby Lumber Yard, the Take-Apart Train and the Builders' Supplies set.

Harry E. Miller, president of the firm, in a recent interview with a PLAYTHINGS representative had the following to say: "I am well pleased with the splendid reception given our line by the buyers in the short time it has been available to the trade. We are making it our policy to assist dealers in every way possible to enjoy a quick turnover on our line. The first effort in this direction is the inclusion with all our toys of a catalog which illustrates our entire line and tells the mothers why the toys are especially suitable for their children. In addition, our toys are for the most part being boxed in primrose and blue containers, so that customers will be able to readily identify any of our Sequence Toys. We have also published a catalog for the trade which contains many good selling points for use by the salespeople. We will gladly mail this catalog to all interested buyers. Having for several years been in a business where I came into direct contact with mothers. I learned to know the types of toys they want for their children. As a result of this experi-

The Childhood Interests showroom, charge of Mildred B. Strohm, is an excellent example of modern display. The walls of the room are painted dusty rose, which make a fitting background for the plastic and wooden playthings, many of which are finished in their natural colors. Fluorescent lighting is used to dispel shadows and give a daylight effect.

Of interest to buyers in New England is the fact that the line of Childhood Interests will be on display at the Par House, Room 330, in Boston, during New England Toyman's Week, June 23rd to 27th. Hilary Page, noted child author and formerly a manufacturer of toys in England, will be on hand to welcome the buyers.

AMERICAN CHARACTER DOLLS

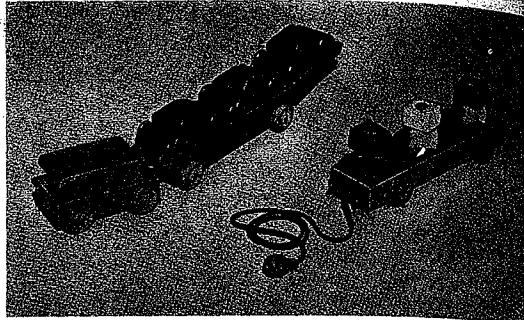
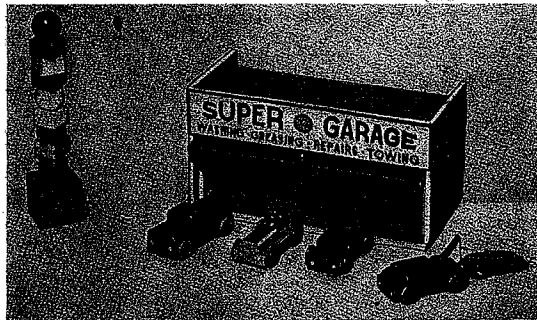
J. Brock of American Character Doll Corporation states that the sales force consisting of Mark Harris, Jimmy Vysco and E. A. Kahn are meeting with a splendid reception from the trade. He further stated that in addition to the fact that customers are being constantly added, many old customers of the firm recognize that despite the popular prices, the quality styling and construction of this year's dolls are noteworthy. An invitation to see the American character line of dolls at 125 Fifth Avenue, New York City, is extended to the trade.

UNIQUE PACKAGING FOR ROOT LETTERS

A recent addition to the line of Educational Letters made by The A. I. Root Co. of Medina, Ohio, is "Pail o' Letters." This \$2.00 retailer 63 letters and 10 numerals, all enameled, are packed in a transparent parent pail. Another innovation in Educational Letters this year is the introduction of lower-case cut-out letters. These are available either alone or packed with capital letters. Another Root item continues in the best-seller class is the "Traffic Project," a top that has high play value and at the same time teaches "safety" better than scores of warnings. It retails for \$1.00. The A. I. Root Co. has a New York office at 12 W. 21st Street.



A. I. Root Pail o' Letters



Four New, Popularly Priced Numbers in the Extensive Line of Childhood Interests

**THREE TOYS RETAILING AT \$2.00
ROLL UP BIG SALES**

Childhood Interests, Inc., report that among the outstanding numbers in their line are three items retailing at \$2.00. One of them, new in the line, is the Super Garage, 11 x 6 x 5", which features a lifting door, and comes with 4 hardwood autos in brilliant colors. The Auto Transport, another new \$2.00 item, consists of truck and trailer finished in natural colors.

Three coupes come with the set, and the trailer has an adjustable ramp for loading and unloading cars. The Hobby Lumber Yard, which proved a sensational seller last year, has been reduced in price to retail for \$2.00. This construction set is ideal for boys from the ages of 9 to 13. It comes complete with hardware and materials for building a bird house, airplane, truck, and a boat. Blueprints for building the various items are also included with

the set. New dollar items getting attention from buyers are the Color Tree and the Twister Pull Toy made of plastic and wood. Wm. A. Finnerty, sales manager for the company, says that he is well pleased with the reception being given the Childhood Interests line; and that the demand for \$2.00 merchandise is indicative of a trend on the part of parents to buy better toys for their children. The line is on display in the Fifth Avenue Building.

**A NEW TOY ITEM INTRODUCED
BY AN OLD FRIEND**

Elsewhere in this magazine you will find an announcement introducing a new toy item. This item, the Hasko Mystic Tray, is being placed on the American market by an old friend. You no doubt know the Haskelite Manufacturing Corporation well. This name has long been known in the department store field. Over five million Hasko and Haskelite trays are said to be sold in department stores every year.

Now the name Haskelite is known all over the world because Haskelite is devoting the major portion of its efforts toward the war industries. On land . . . Haskelite material is used in medium tanks for the United Armed forces. At sea . . . Motor Torpedo and other combat boats. In the air . . . Innumerable Military Trainers. Haskelite has indeed gone to war and is doing its share toward helping to win the war. In the home, Haskelite trays are still serving millions of satisfied housewives.

With face turned toward the future, the Haskelite Manufacturing Corporation is also progressing into the game and toy business and as time passes, so will Haskelite expand these lines and add more and more toys and games to their list. This new member of the Haskelite family, the Hasko Mystic Tray, is made in two sizes and fills a definite need for dealers. The Specialty Division, which also includes all toy and game items, is under the direction of Walter F. Gibian, who has long been known to toy dealers all over America. Dealers will be happy to know of this, another step forward by Haskelite, and to know that Walter Gibian is behind these attractive items.

In line with their usual policy, they are backing up these items with a gigantic national advertising campaign in *Life Maga-*

zine, Good Housekeeping Magazine and other national publications. Smart, forceful ads will appear in these magazines and appeal to upwards of thirty million readers. These ads are appearing during the four best selling months of the year. . . . Starting with a half page in the September 28th issue of *Life*, the campaign carries on each month, closing with a half page December 7th.

**DOUBL-GLO
CRYSTAL GARLANDS**

Paper Novelty Mfg. Company, whose salesrooms are in the Fifth Avenue Building, New York, have shown remarkable inventiveness and ingenuity in the production of various types of holiday ornaments and decorations through the use of substitute materials. Time and time again something which has been considered essential in the manufacture of this type of merchandise has become unobtainable by manufacturers of civilian goods. For instance, there is the well-known garland line in which various metals were always considered to be absolutely essential. The Paper Novelty concern is now showing the "Doubl-Glo" crystal garlands made from Owens-Corning "fiberglas" yarn. Tinsel garlands, which are made of copper, are out for the duration. Many people consider the substitute to be even more durable and decorative than the original material. On going through the extensive line of the Paper Novelty Mfg. Company, many other instances of successful substitution present themselves.

CONCORD TOYS

Concord Toy Co., Inc., has just issued a handsomely illustrated catalogue of their complete line of popular priced toys, games and pastimes, copy of which will be gladly

mailed to buyers. The Concord line is an unusually extensive one and includes such popular items as paint, sewing, slate, crayon, chemistry, tapestry, embroidery and luncheon sets as well as table tennis, ring toss, yo yo's, package items and numerous others. All of the items are attractively packed in colorful eye-catching display boxes. This firm has been operating at full capacity during the current year and are in a position to make immediate delivery from stock. The complete line is on display at the New York City showrooms, 895 Broadway.

**TWO TIMELY BOOKS
BY MERRILL PUBLISHING CO.**

The Merrill Publishing Co., 350 N. Ogden Ave., Chicago, reports a good demand for two of their books with time appeal. "Victory Volunteers Paper Dolls" offers 10 grown-up boy and girl dolls on die-cut board covers, with uniforms for men and women in our armed forces, Civilian Defense and other branches of war services. "Warplanes, Tank and Jeeps" is a book filled with 68 new and exciting action pictures of the U. S. Army in action. The pictures show all the latest types of equipment in simple outline for coloring or painting. Both the "Victory Volunteers Paper Dolls" and "Warplanes, Tanks and Jeeps" are being heavily stocked by buyers in anticipation of large holiday sales.

**DO YOUR PART
BUY
U. S. WAR BONDS**

SEPTEMBER, 1942—PLAYTHINGS

Fifth Avenue Building.

Little PLAS

**NOW AVAILABLE
Deliveries
Being Made Daily**

Little Hostess plastic tea set made of heavy quality durable plastic. Brilliantly colorful. Embossed motif. Attractively packaged in four-color lithographed box. An open set on the counter acts as a powerful self-salesman. Available in services for two, four or six.

No. 5000. MUSICAL CH
Set of 4 lithographed nested blocks
in each. Fascinating to

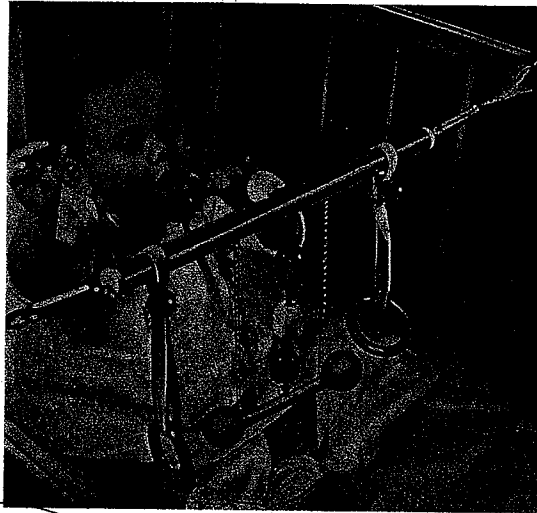
IRWIN

SEPTEMBER, 1942—PLAYTHINGS



Mason & Parker Blackboard

Right: Childhood Interests Offer a New Idea in a Child's Exerciser. The Cradle-Gym, for Infants of Four Months and Up, Aids in the Building of Strong Leg, Arm and Body Muscles and Holds a Child's Interest for Hours on End



**MASON & PARKER
READY FOR TOY FAIR**

The Mason & Parker Mfg. Co. is all set with a handsome big display in the Riemann, Seabrey showrooms at 1107 Broadway, New York, awaiting the opening of the Toy Fair. This concern combines one of the oldest established names and reputations in the toy business with one of the most modern machinery setups and up-to-date production methods in the industry. During the Toy Fair, Wm. M. Chapman, president and general manager of Mason & Parker Mfg. Co., will be present at the Riemann, Seabrey, salesroom to work with the staff of the latter firm in showing buyers the extensive Mason & Parker line. Some of the popular numbers in this line are blackboards, table and chair sets, pool tables, desk and chair sets, twin bunk beds, chairs, rockers, high chairs, rocking horses, tool chests, bassinets, toy chests, work benches, trunks, and doll furniture.

**NEW ELECTRIC
GAME LINE READY**

The nationally advertised line of popular "Jim Prentice" Electric Baseball, Football, Basketball, and Hockey games are now ready for inspection at Room 405, 200 Fifth Avenue, New York City, with Monroe Osten and Jerry Shainman on hand to welcome Toy Fair visitors. Combining electric action, play value, and dependable quality, with plenty of sales appeal "Jim Prentice" Electric Games are said to be scoring a big hit on game counters everywhere. West Coast representative is William E. Collin, 656 S. Los Angeles Street, Los Angeles, California. Representatives in Baltimore are Samuel E. Cann and Robert B. Poole, 2311 N. Charles Street.

**Toy Wholesalers
Dinner and Dance**

**Hotel New Yorker
Wednesday, March 11**

Tickets—\$5.00

**CHILDHOOD INTERESTS SHOWS
EXTENSIVE LINE OF "RIGHT TIME TOYS"**

The showroom of Childhood Interests, Room 515, Fifth Avenue Building, New York, holds many pleasant surprises for Toy Fair visitors both in the way of new items and prices. Many new numbers have been added to their line of plastic and hard wood infants' and educational playthings. All of the new toys have been designed for purposeful play, and make splendid additions to the already popular playthings which are intended to be used in sequence.

Outstanding among the new items is the Plastic Streamliner, a four-piece train made entirely of plastic. Patterned after the latest model streamliners on the leading railroads, the set includes an engine and tender molded in blue plastic, and a pullman and observation car of red plastic. All pieces are detachable, and the length overall is 20½ inches. Attractively packaged, the Plastic Streamliner retails for \$1.00.

Outstanding in the infants' lines is the new Cradle-Gym. The gym is designed for use by children from four months up, and fits any regulation size crib. It consists of a parallel bar, swinging rings, trapeze and a climbing rope, the parts being made of plastic and wood in attractive primary colors.

Other new items in the line include the Transportation Fleet consisting of three take-apart hardwood automotive toys, a pegboard wagon, plastic sand moulds, and several numbers in take-apart floor trains with and without wheels.

Last year Harry E. Miller, President of Childhood Interests, fostered the idea of producing a line of playthings to be used in sequence by the children. Starting with the month-old infant, toys were offered for the various stages of development through which a child passes. This idea met with instant approval on the part of the public with the result that considerable publicity was accorded the line; and stores featuring

the merchandise reported strong sales. Familiarly the playthings are referred to as "Right Time Toys," and the 1942 items combined with last year's popular numbers make up a line of toys which definitely aid in the proper development of children.

Childhood Interests have also done much to develop plastic playthings; and as the result of their efforts last year won the major award in the annual competition sponsored by "Modern Plastics" magazine.

In attendance at the showroom during the Toy Fair will be Harry E. Miller, Wm. A. Finnerty, Dick Everett, Miss Letitia H. Ross, Louis A. Metz, Meyer Frank and Milton Moses.

**NANCY ANN MOVES
INTO NEW FACTORY**

Nancy Ann, originator of the Storybook Character Dolls, has just moved into her new factory at 1298 Post Street, San Francisco. Her new plant is a large three-story building with streamlined departments completely equipped with every facility for producing her lovable and much desired Storybook Dolls for youthful collectors. Little girls everywhere collect Nancy Ann dolls as a hobby to keep abreast of their brothers who collect airplanes or engines. The growth of the Nancy Ann business has been phenomenal. It was only five years ago when this talented woman gave up her career in motion pictures to devote her entire time to the development of her hobby and the manufacture of her creation, the Storybook Character Dolls. Nancy Ann is a genius with small dolls and her love for them is reflected in the devotion of her splendid organization of skilled workers.

**Toy Knights
Banquet**

**Hotel Astor
Saturday, March 14**

Tickets—\$7.50