

# A Live Proposition

---

---

THAT is what we have for all those interested in an educational novelty for children.

A little effort, with our co-operation, will pay big returns. Full particulars gladly furnished on request.

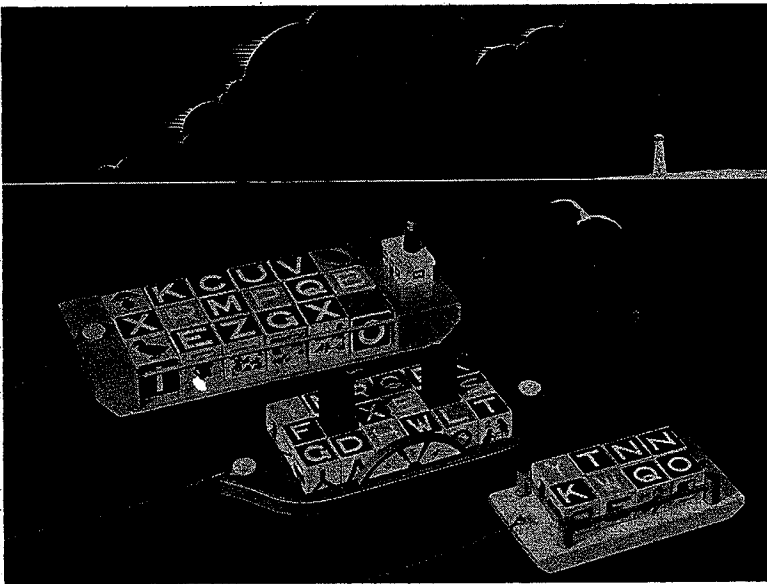
---

---

## THE EMBOSSING CO.

Albany, New York

*New York Salesroom, 377 Broadway*

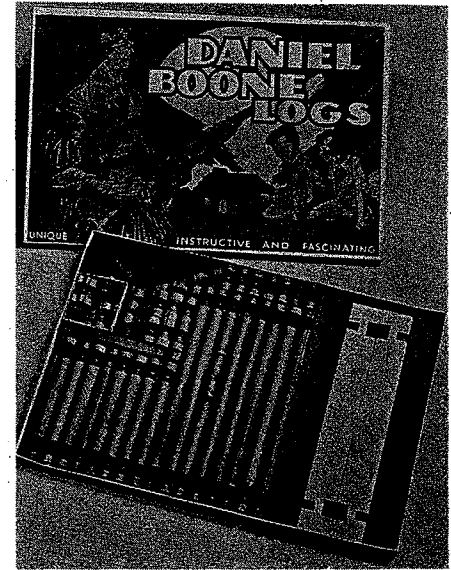


*The Alphabet Fleet Gets Ready for a Good Sale*

**EMBOSSING COMPANY'S ALPHABET FLEET**

Because there has been continual and insistent demands for a new pull toy, packed with A. B. C. Blocks, The Embossing Company is offering the Alphabet Fleet. At present, the Fleet consists of three boats—a barge, a scow, and a show boat. All are loaded with embossed letter Blocks—all are thoroughly enameled and soundly built.—Retailers: \$1.00, 50c. and 25c. Outstanding among the Embossing Company's "Toys That Teach" are large sets of Symbolo,

developed in consultation with Grace Langdon, Ph.D.; new picture Blocks and Building Sets, combining the Dr. Allan Block with Bricks. In the game field, are bigger and better Bottoms Up, plus a handful of action games. In one, called Ring Toss, you pitch rubber discs onto numbered stacks—in another, Stick Stack, you try and balance sticks on top of a stack—and in the third, "Sock-O" which the Company assures us is "more fun than three drinks and lots noisier" you try and make a penny by being quicker than the dealer, when he throws a 7 or 11.

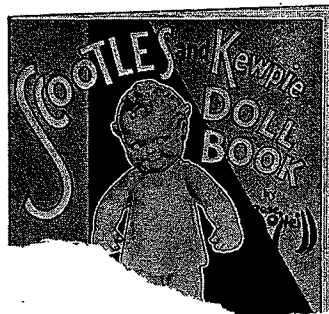


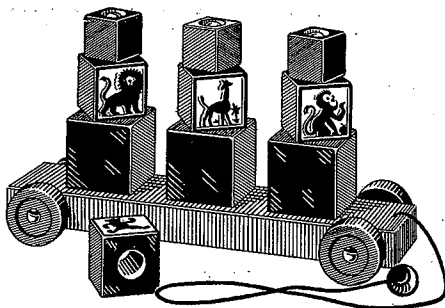
**CRANE SHOWS DANIEL BOONE LOGS**

The newly designed and packaged Daniel Boone Log sets will be displayed at the Toy Fair in Room 440, McAlpin Hotel. The House of Crane of Indianapolis has been announced as exclusive sales agents by the manufacturer of these popular log sets, Pioneer Toys, Inc., of Johnson City, Tenn. The newly designed sets include new packages and instruction books featuring the historical background of Daniel Boone and the pioneers, with simple explanatory details as to how the sets may be used in the erection of pioneer cabins, forts and many other construction designs. Daniel Boone Log sets include a special patented feature which permits erection of models so sturdy that they may be lifted and moved, and from all indications these popular toys are in for a season of increased sales. The House of Crane is announcing a special merchandising plan back of the direct sales of Daniel Boone Log sets, of which will await the Toy Fair. The plan includes ad-

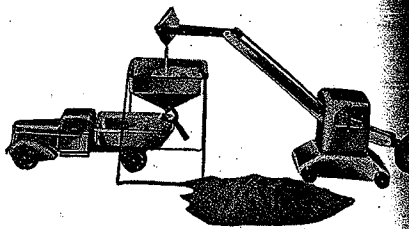
**KAPLAN FLOWERS AT THE FAIR**

It wouldn't be a complete Toy Fair without the genial Al Jacobs of Kaplan Bros., known manufacturers of Artificial Flowers, was on hand with his gorgeous blooms. This year he will be at the fair where the largest line of holiday decorative





Left: Embossing Company's Circus Pull Toy



Right: All Metal Products' No. 402 Highway Construction Set

### TOYS FOR TODDLERS

Here is a colorful little toy called the Circus Pull Toy for the toddlers designed especially for kids from one to three years. It is a simple hard wood pull toy designed to teach youngsters alternation of size, with cubes graduated from 1½" to 2½", also manipulative skill for the dowels have to be inserted in the holes before blocks can be piled on them. Small children will delight in the frisky little wooden animals embossed on both ends of the 1¾" cubes. Manufactured by the Embossing Co., Albany, N. Y.

### FULL PRODUCTION AT MOLLY-ES FACTORY

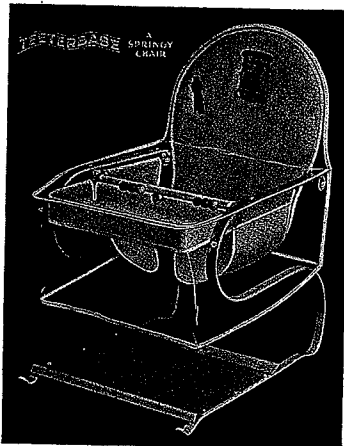
Mollye Goldman, well-known doll and doll clothes stylist, reports that the large Molly-es plant has been operating at full production since the Toy Fair. Mrs. Goldman emphasizes the fact that every order is being delivered when promised and states that extensive preparations have been made to insure "on time" deliveries on all Fall and holiday orders.

### SKATES FOR DOLLS

S. B. Novelty Company of 636 Broadway, New York City, specialists in doll accessories, have recently brought out a new line of dolls' ice skates and adjustable roller skates, with keys. This firm reports a wide demand for these items as well as their line of ski and pole outfits. Sales Manager Levin states that they are equipped to turn out over 300 styles of doll shoes. New items are being constantly added to this extensive line.

### SENECA MFG. CO. INTRODUCES PLAY CLOTHES

The Seneca Mfg. Company, recently organized to manufacture a complete line of play clothes, has opened a showroom in Room 1208, 1107 Broadway, New York City. The president of the new concern is A. Eidenberg, who has been actively connected with the play clothes business for over fifteen years. Associated with Mr. Eidenberg are Sam S. Fox and Walter Kleiner, also veteran play clothes men. The new Seneca firm is featuring a trademarked line of "Yip McCoy" cowboy suits in addition to an extensive variety of Indian, policeman, mountie and soldier suits. Mr. Eidenberg and his associates report that they have already booked a substantial volume of business and are looking forward to a busy Fall and holiday season.



### TEETERBABE SUPPLIES DEALERS WITH UNIQUE SELLING HELP

A plio-film cover for the Teeterbabe Spring Chair is now being supplied to dealers, free of charge, by the manufacturer, The National Production Company, Detroit, Michigan. The plio-film cover, while protecting the Teeterbabe against becoming soiled, is transparent, permitting quite as clear a view of the Teeterbabe as if it were out in the open. It is being welcomed by dealers because it does away with the frequent renewals of the floor sample.

### NEW BRAITLING CATALOG

The new catalogue of Fred K. Braitling, Inc., Bridgeport, Conn., is now available. Featured prominently are the "True" family of "Real People Dolls." These are the flexible doll house dolls which were introduced last year, the line having been greatly improved and enlarged for the coming season. The scale runs the same—one inch to the foot—especially designed for the standard doll house furniture. Men are 6" tall, women 5½" and children 4½". These dolls are now made with life-like moulded hands and arms, moulded in one piece with the head and shoulders, but still retaining the remarkable flexibility which has always featured them. The Braitling line of overstuffed doll house furniture is also scaled one inch to the foot. The various pieces are covered with attractive, printed percales in red, green, yellow, rose, blue, maroon, black and white.

### GOOD DEMAND REPORTED FOR HIGHWAY CONSTRUCTION SET

The All Metal Products Co., of Waukegan, Mich., point to their No. 402 Highway Construction Set as one of the winners in their extensive line which is turning up good sales for dealers this summer. The set includes a super scoop shovel 11 inches high, on a metal base which is 7 inches by 6½ inches; and the overall length is 20 inches when the crane is fully extended. Only a slight movement of the simplest imaginable centralized control is required to make the shovel scoop, raise high in the air, swivel completely around and dump at any desired point. The set also includes a heavy gauge steel dump truck 11¼ inches long, and a sand hopper 7 inches high, made of heavy gauge steel. Sand pours out of the hopper and into the truck automatically when the truck backs under the hopper and hits the release lever. The stand stops pouring when the truck is pulled away.

### NEW MUSKETEER FENCING GAME

Feature Products of 35 Maiden Lane, New York City, are offering "Musketeeer Fencing Game," a safe and fascinating combat game that provides fun and action galore. Here is a new kind of pastime for boys, girls and adults that completely satisfies their desire to indulge in a spirited fencing bout and enjoy all its thrills in absolute safety. The game consists of a full sized mask of pressed blue buckram lined with soft flannel, a sturdy fibre board shield stencilled in aluminum, on which appears a bulls-eye and various other numbered areas for the scoring of points, as well as penalty areas. The foils are made of flexible reed tipped with soft rubber suction cups which slip out and stick to the shield whenever a successful thrust is made. It requires 275 points to win and the action is fast and furious—the score going up and down because of the penalties. A quick move, a twist of the fingers and the point is scored. Speed and coordination—not strength—are important. Of course, when a bulls-eye is scored the game is instantly won. Three games out of five wins the match, which is played on an area measuring approximately three feet wide by 10 to 20 feet long. Clubs, camps, schools, etc., should prove splendid outlets for this harmless pastime. The complete set, including mask, shield and foil, together with a book of rules, comes packed in an attractive display box and retails for \$1.50. Block House, Inc., is showing this interesting line at their New York showrooms, 1107 Broadway.

## Toy Buy Profitable

fastest selling

Walt Disney's Mickey Duck, and Walter Lantz and Meany, Minny and Leading Cartoon Char.

Numerous other

## NEW CO

Westerns, and N your custom



MEANY

## Fun +



No. 1 JOCKEY (Patented)

Action and color. The sound strong and durable. Weigh airplane wheels, ball-tipped. List price, 50¢.

Write Us Further Info

## RUMSE