

**LORETTA YOUNG'S THE SUBJECT  
VARIETY COLORING BOOK**

Loretta Young, star of stage, screen, and radio, is the most recent celebrity from the "Family of Show Business" to join the Saalfield Publishing Company's "Family of

Loretta Young is the subject of a big new coloring book to be released by the Akron, Ohio, Saalfield Publishing Company.



Saalfield Publishing Company, publisher of children's books, games and a wide variety of activity items.

Included in full-color, this eye-appealing realistic doll book, titled "Loretta Young Paper Dolls," measures 10 3/4" by 7 1/2". It consists of two sturdy, board-cut covers, one with eight full-color pages of costume changes. In addition, the book contains 48 pages of actual scenes from Loretta Young's movie and TV shows, designed to color.

The Saalfield Authorized Edition is priced at \$2.50 and is packed to the dealer.

For a complete description of Saalfield's complete line of children's books, obtainable by writing to the Saalfield Publishing Company, Saalfield, Ohio.

**TOYS PROMOTED HEAVILY  
BY CONSUMER MEDIA LAST YEAR**

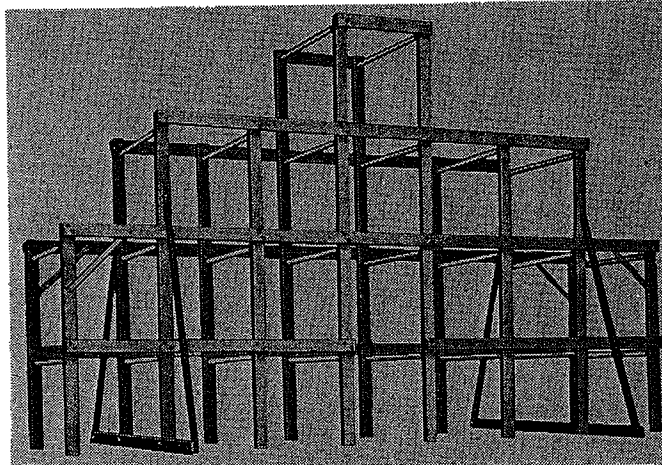
Fisher-Price Toys Division in Evanston, Ill., reported an increased and varied advertising program for 1955 with a full-page advertisement in *Life* magazine and in the *Farm* magazine.

"With a purpose," a new feature in the "Jingle" line, has added bright colors to the sets providing constructive play for the association. The increased advertising, as well as the educational advertising, has been given top-billing in this advertising program.

Advertising has been increased to stimulate sales at the dealer level. In the national magazines, the number of ads increased from 25 to 44 "young parent" ads, covering over 20,000,000 readers have seen this one phase alone, it is

promotion was achieved by the Toy Guidance Council in the "Toyland Express." More "Jingle" toys, by having been featured in the leading toy consumer magazines, increased the coverage of the market by more than 35 mil-

# Goshen's Castle Climb a Replica Of the Popular School "Tower"



1956

The Castle Climb, a product of The Goshen Mfg. Company, Goshen, Ind., is said to bring the ever-popular school "tower" to the home play yard, providing safe and healthful off-the-street play for a whole neighborhood. Thirteen feet long and 8 feet high, it needs no anchorage and can be moved easily whenever necessary.

Built of selected, clear ladder-grade wood, the Castle Climb has varnished rungs. Its frame is weather resistant and finished in red enamel. The entire unit retails for about \$65.

## Two New "Jubilee" Toys Brought Out by Fisher-Price Toys, Inc.



Fisher-Price Toys, Inc., presenting its 25th year of wood action toys, is introducing two new "jubilee toys" in its 1956 Spring and Easter catalog just released. At the left in picture above is #472 "Jingle Giraffe." Made of sturdy Ponderosa pine with full-color lithographs laminated to the body, "Jingle" bobs up and down with his spring tail wagging and the shiny nicked bell ringing. The #464 "Gran'pa Frog" is of similar construction and makes a "croak, croak" sound as the rear legs flip-flop around with a most realistic action. Both toys are priced to retail at 79¢ east; 85¢ west.

More new pull and push toys, several described as being of a truly novel design nature, are promised by the firm when the balance of its 25th jubilee line is unveiled

at the Toy Fair. Copies of the new Spring and Easter catalog are available on request from Fisher-Price Toys, Inc., East Aurora, Erie County, N. Y.

**HORWITH JOINS MATTEL  
AS DIRECTOR OF FINANCE**

Ted W. Horwith has joined Mattel, Inc., as director of finance it was announced recently by Cliff Jacobs, sales manager of the firm. In his new post, Horwith assumes control of all financial and legal matters for the toy company, which is the largest on the West Coast.

Before joining Mattel Horwith was secretary-treasurer for Pacific Mercury Television, and prior to that was associated with Southern Pacific Milling Company in the same capacity.