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## **The ONLY One-Floor YEAR-ROUND TOY CENTER in America!**

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● The vast five-acre Fourteenth Floor of The Merchandise Mart is not only the acknowledged toy center of the Middle West, but it is the *only* convenient single-floor market operating for toy buyers' benefit every single business day in the year.

Toys, like other lines, have not only their seasons, but their style changes and new trends *between seasons*. The alert toy buyer who shops the year-round Mart Market every chance he gets is sure to see the latest ideas, fresh from the factories of more than a hun-

dred creative leaders in the industry. Sweetening his stock with these new items, he creates, in his locality, a reputation among parents and children of always being "first with the latest." Such a reputation builds a business.

Buyers who realize the insufficiency of semi-annual market trips, and buyers who appreciate the money and time-saving location of this Mid-West Market, are thronging our Fourteenth Floor every weekday in the year. No wonder the list of permanent exhibitors is also growing steadily.

**THE MERCHANDISE MART**  
*The World's Biggest Buying Center • Wells Street at the River*  
**CHICAGO**