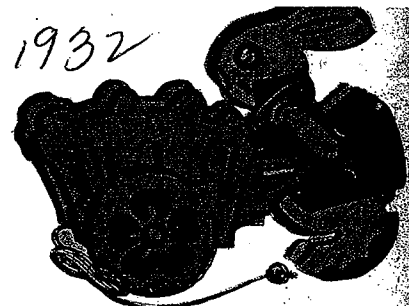
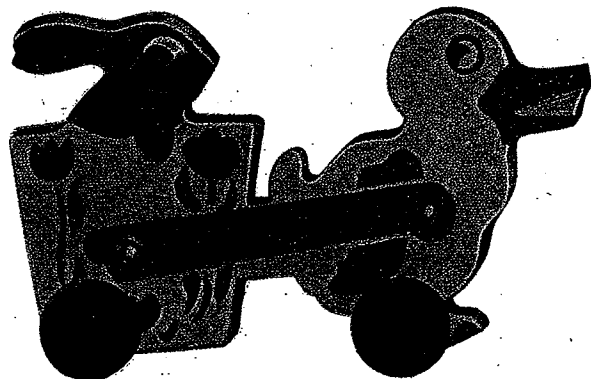


BUMPA ACTION TOYS

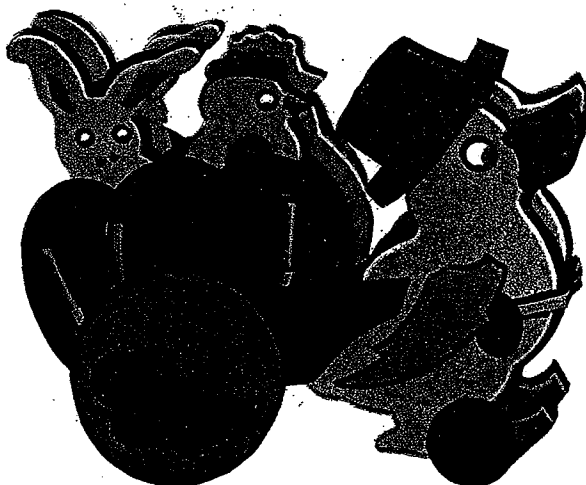
Easter and Valentine Novelties for filling with candy and toys. These are handsome display numbers that attract, appeal and sell — the most desirable merchandise for Toy Departments, Gift Shops and Novelty Stores



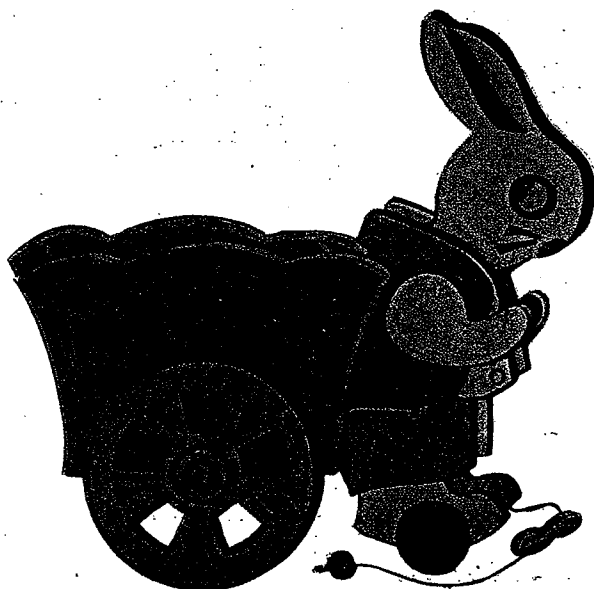
B-511



B-102



B-260



B-1002

Valentine Novelties

*B-261 MY SWEETHEART — Heart Design pull toy, 5½" long, 5½" high. Retail, \$0.25

B-262 LOVE'S VALENTINE — Heart and Cherub design pull toy, 7¼" long, 5¾" high. Retail, \$0.25

*B-529 CUPID'S LOVE CHARIOT — Large size pull toy, 12" long, 8¾" high. Retail, \$0.50

B-530 CUPID'S THRONE OF HEARTS — Cupids and Heart design, 8" long, 10" high. Retail, \$0.50

EASTER TOYS

B-102 BUMPA EASTER SERIES — Bunny and Chicken, Chicken and Duck, Duck and Bunny, Duck and Chicken; size 4 x 6½". Retail, \$0.10

B-104 BUMPA EASTER EGG HOLDERS — Egg rests securely in curve of bird's tail. Four subjects: *Hen, Mr. Bunny, Mrs. Bunny, *Rooster. Size 4" wide, 5½" high. Retail, \$0.10

B-260 BUMPA PEEP AND PETER SERIES — Three subjects: Chicken; Rabbit and Duck; Duck, Chicken and Rabbit; Rabbit, Chicken and Rabbit; pull cart toys; size 7½" long, 6" high. Retail, \$0.25

B-511 BUMPA ACTION CART SERIES — Carts pushed by animals which bounce up and down as cart rolls. Two subjects: Peter Hopper (rabbit) and Ducky Waddles; size 9½" long, 7¾" high. Retail, \$0.50

B-525 BUMPA RAINBOW SERIES — Two subjects: *Rabbit and Hay Cart, Duck riding; Duck and Hay Cart, Chicken riding; size 11½" long, 9" high. Retail, \$0.50

B-575 BUMPA ACTION CONTAINER SERIES — Two subjects: Cart with movable Rabbit on side; *Cart with movable Rooster on side; figures move up and down as cart rolls; size 7¼" long, 7" high. Retail, \$0.50

B-1002 BUMPA ACTION CART SERIES — Large size carts drawn by animals that nod and move their legs and wings. Two subjects: Benjamin Bunny; Ducky Daddles; size 13¼" long, 11½" high. Retail, \$1.00

B-1004 BUMPA BICYCLE SERIES — Cart toys drawn by animal with movable joints. Two subjects: *Cock of the Walk; Dapper Dan; size 10" long, 10" high. Retail, \$1.00

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Write for catalog of the complete line of Bumpa Toys for every occasion.

*These numbers are illustrated in color on preceding page.

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(See Pool & Billiard Tables)

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Milton Bradley Co., Springfield, Mass.
Cadaco-Ellis, 1446 Merchandise Mart, Chicago, Ill.
Parker Bros., Inc., Salem, Mass.
Selchow & Righter, 200 Fifth Ave., New York.

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American Mfg. Concern, Falconer, N. Y.
American Slate Works, Slatington, Pa.
American Toy Works, 200 Fifth Ave., New York.
N. D. Cass Co., Athol, Mass.
National School Slate Co., Slatington, Pa.
Richmond School Furniture Co., Muncie, Ind.
Riemann, Seabrey Co., Inc., 1107 Broadway, New
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Childhood Interests, Inc., Roselle, N. J.
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Fisher-Price Toys, Inc., East Aurora, N. Y.
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Holgate Bros. Co., Kane, Pa.
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Playpal Toys, Inc., 1800 East 30th St., Cleveland,
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Playskool Mfg. Co., 1750 N. Lawndale Ave.,
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A. L. Root Co., Medina, Ohio.
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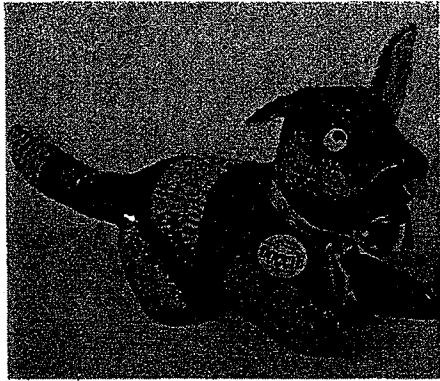
We will appreciate your courtesy in mentioning PLAYTHINGS.

DECEMBER, 1942—PLAYTHINGS

Best Bets

Continental Toy & Novelty Co., Inc.

"Famous Radio Dogie," the pathetic and comical canine known to youngsters wherever radio is known, is the newcomer featured this year by this company. He is 18" long, 10" high and, when his tail is squeezed, produces a familiar bark. Other numbers shown in the Continental display covered all requirements in the stuffed toy line, with particular emphasis being placed by the manufacturer on the popular-priced numbers for the jobbing trade and quantity buyers.



Helvetic I. & M. Corp.

This imported Swiss whistling figure, in hand-carved wood, represents a Scotch Highlander with bagpipes. He whistles the familiar Scotch tune, "The Campbells Are Coming." This is well made and is sold with a life-time guarantee. Priced from \$35.00 to \$50.00, this is a department store item. Other Helvetic products show this same whistling figure in West Point Cadet and Boy Scout.



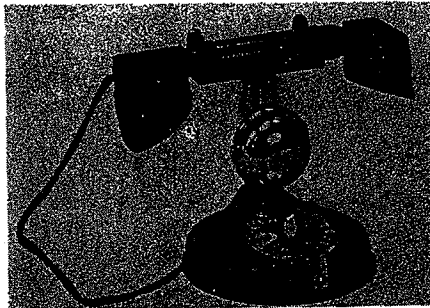
1930

Bumpa Toys

This is a new line of toy novelties for boys and girls. Sam and Henry, which is illustrated, retails at 50c. The mule acts in the way a mule should by kicking up his heels and trying to wreck the cart, while Sam drives in the most energetic manner. This line includes many items from tiny animals to a complete Noah's Ark De Luxe with 32 colored animals.

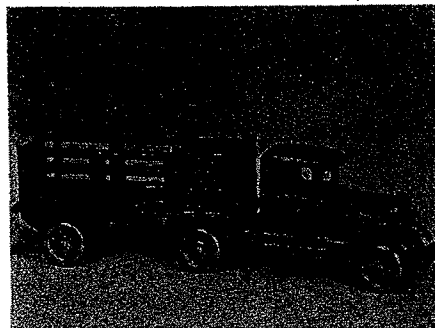
N. N. Hill Brass Co.

Duplicating in every detail the latest French-type house telephone was the number featured by this company in their display at Riemann, Seabrey Co., Inc. It is highly finished in enamel and nickel and is made in sizes to retail at 25c, 50c and \$1.00. Shown along with this were the bell toys, complete line of telephones, reins and ringing bells of every description.



The A. C. Williams Co.

The Coast-to-Coast Truck, with trailer body, is 10 3/4" long and 3" high, comes with assorted red, green and blue bodies, at prices from 25c up, and sell to chain stores, jobbers and the department store trade. The products of this company include iron toys of all kinds, which sell at from 10c to \$1, as well as a line of hammers, hatchets, etc.



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