

# WATCH YOUR KID PICK OUT TOYS FINISHED IN D.H.R. TOYNAML

that makes your toys as sales attractive  
after Christmas as when put on.

Be it wood, fibre or metal; air dry or  
bake; brush, spray or dip.

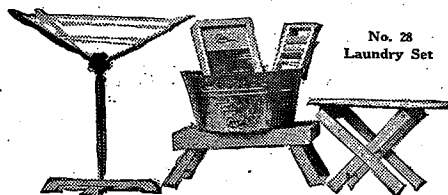
Put your problem up to

## DENNY, HILBORN & ROSENBACH

MAKERS OF TOY PAINTS

PHILADELPHIA

CHICAGO



No. 28  
Laundry Set

### Here You See a Few Items



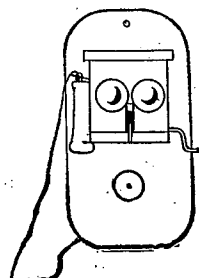
No. 93 Aeroplane

to show the wide variety and splendid assortment of

### WOODEN TOYS MANUFACTURED IN OUR OWN FACTORIES

*300 NUMBERS TO SELECT FROM*

### QUALITY TOYS AT POPULAR PRICES



## THE N. D. CASS CO.

ATHOL, MASS.

Write For  
Latest Catalog

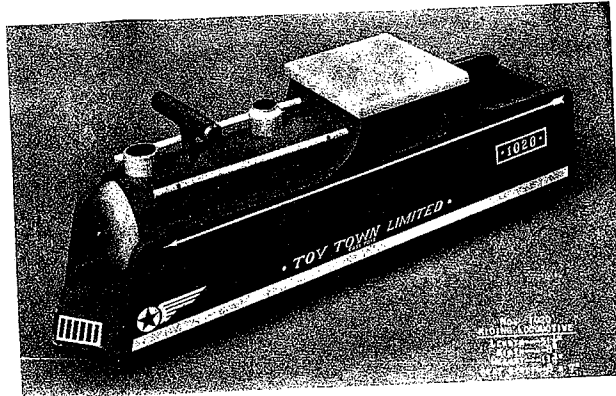


Kindly mention PLAYTHINGS when writing to advertisers.

SINCE 1898

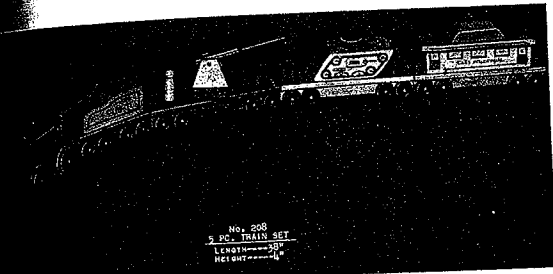
# CASS WOOD TOYS

*We're Busy  
On  
Two Fronts*



## THE HOME FRONT

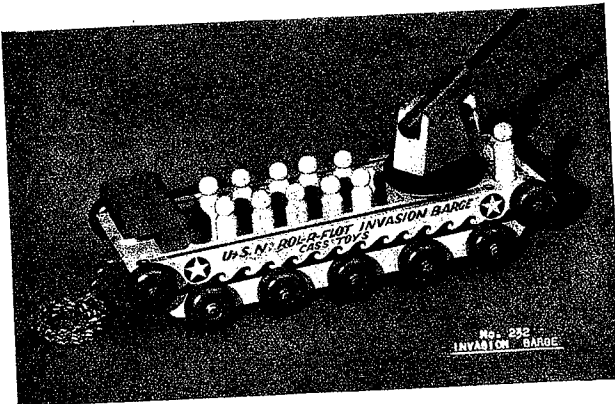
Thanks to your cooperation—in spite of present difficulties—our popularly priced, individually boxed military toys and train sets will be as widely and equitably distributed as is humanly possible under existing conditions.



## THE WAR FRONT

As we're backing the attack by devoting the major portion of our extensive manufacturing facilities to Uncle Sam. And when it's over over there, our enlarged plant with additional modern equipment will enable us to serve you better than ever.

CASS WOOD TOYS have been featured by America's leading wholesalers and retailers for three generations.



*Buy War Bonds!*

# N. D. CASS CO.

W. F. Cass, General Manager

Factories: Athol, Hingham, Somerville, Mass.

Showroom: Room 314, 200 Fifth Avenue, New York 10, N. Y.

When writing to N. D. Cass Co., will you please mention PLAYTHINGS?

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1942

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**BACKGAMMON**  
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 g Co., Albany, N. Y.  
 ers, Inc., Salem, Mass.  
 ghter Co., 200 Fifth Ave., New York.  
 o., Inc., 200 Fifth Ave., New York.

**BADMINTON**  
 Works, 200 Fifth Ave., New York.  
 y Co., Springfield, Mass.  
 y & Toy Co., Evansville, Ind.  
 , Inc., 200 Fifth Ave., New York.

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 sed Steel Corp., 133 St. & Cypress  
 York.  
 Products, 2714 LaSalle St., St.

**BANKS**  
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 N. J.  
 Toys, East Moline, Ill.  
 & Novelty Corp., 200 Fifth Ave.,  
 Co., 7704 S. Halstead St., Chicago,  
 Co., 425 N. Clark St., Chicago, Ill.  
 hompson Mfg. Co., 200 Fifth Ave.,  
 Co., Freeport, Ill.  
 Products Corp., 600 W. 58th St.,

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 ey Co., Springfield, Mass.  
 stries, Inc., Ludington, Mich.  
 Game Co., Inc., Holyoke, Mass.  
 ers, Inc., Salem, Mass.  
 s, Inc., 200 Fifth Ave., New York.  
 apply & Mfg. Co., 200 Fifth Ave.,

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 Co., 4537 Fulton St., Chicago, Ill.  
 Game Co., Inc., Holyoke, Mass.  
 Games, 2714 La Salle St., St.  
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 Co., 37 W. 37th St., New York.

**BEAD TOYS**  
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 ey Co., Springfield, Mass.  
 el Sons & Co., 200 Fifth Ave., New

s Co., Kane, Pa.  
 Thompson Mfg. Co., 200 Fifth Ave.,  
 bers, Inc., Salem, Mass.  
 g Co., 1750 N. Lawndale Ave., Chi-  
 Co., Inc., 200 Fifth Ave., New York.  
 Co., 37 W. 37th St., New York.

**BELL AND CHIME TOYS**  
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 Brass Co., 39 Skinner St., East  
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**BICYCLES**  
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DECEMBER, 1942—PLAYTHINGS

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THE UTMOST IN STYLE  
 AND QUALITY FOR  
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If it's Stuffed Animals—we make them.  
 PLUSH AND FUR  
 ALL PRICE RANGES  
 Arrow Fur Company, Inc.  
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Complete New Line  
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 Write for Catalog  
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High grade, popular priced stuffed toys  
 suitable for every class of trade.  
 Write for Samples and Prices.  
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 186 W. 21st St. N. Y. City

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Call to See Our Large Display of  
**TOYS and GAMES**  
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 COMBINATION BATH AND TABLE  
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 BABY BATHINETTE CORPORATION  
 ROCHESTER, N. Y. -- Sole Builders  
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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.

**BLACKBOARDS**  
 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  
 York.

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 (stone)  
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 Childhood Interests, Inc., Roselle, N. J.  
 The Embossing Co., Albany, N. Y.  
 Fisher-Price Toys, Inc., East Aurora, N. Y.  
 Halsam Products Co., 4114 Ravenswood Ave.,  
 Chicago, Ill.  
 Holgate Bros. Co., Kane, Pa.  
 The Judy Co., 101 Third Ave., N., Minneapolis,  
 Minn.  
 Tom McGinty, 200 Fifth Ave., New York.  
 Playpal Toys, Inc., 1800 East 30th St., Cleveland,  
 Ohio.  
 Playskool Mfg. Co., 1750 N. Lawndale Ave.,  
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 A. I. Root Co., Medina, Ohio.  
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 York.  
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 Doll House Furniture and Accessories  
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by BRITTLING  
 Doll Shoes, Socks and Wigs  
 New styles, new designs to fit all the  
 latest dolls and the old favorites, too.  
 FRED K. BRITTLING, INC.  
 BRIDGEPORT, CONN.  
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## For POOL TABLES

BURROWES  
 Also Desk Sets  
 and Tennis Tables  
 Room 514  
 Fifth Ave., Bldg.  
 New York City  
 THE BURROWES CORPORATION  
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## CARPENTER

HOLIDAY TYINGS  
 DAINTEWAVE EVERBRITE  
 Ribbons, Cords and Garlands  
 Many beautiful new numbers. Made of Tinsel,  
 Rayon, Viscos and Cellophane.  
 CARPENTER MFG. CO.  
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## N. D. Cass Co.

Table and Chair Sets  
 Chairs and Rockers  
 Blackboards  
 Ironing Boards  
 High Chairs  
 Bassinets  
 Beds, Cradles  
 Rocking Horses  
 Nursery Chairs, Seats  
 Metal Wardrobe  
 Trunks  
 Aeroplanes  
 Beach Chairs, Suit  
 Cases  
 See Our New Novelty Table Line  
 Factory: Athol, Mass.  
 Room 314, 200 Fifth Ave., New York

We will appreciate your courtesy in mentioning PLAYTHINGS.

**"GIVE YOUR TOYS A BRIGHT FUTURE"**

WITH

**TOYNAML** 1922

Increases your sales

Gloss lasting

Colors permanent

Finish economical

For Wood, Metal or Fibre

**TOYNAML sprays, brushes or dips**

PUT YOUR PROBLEM UP TO

**DENNY, HILBORN & ROSENBAACH**

TOY PAINT SPECIALISTS

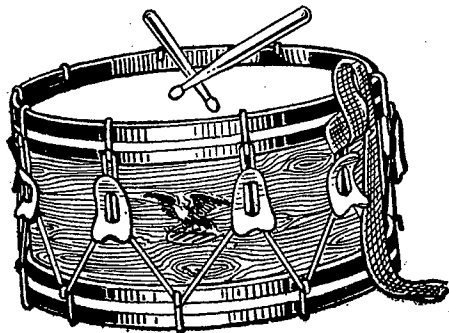
PHILADELPHIA

CHICAGO

**THE N. D. CASS CO., Athol, Mass.**

New York Salesroom: 200 FIFTH AVENUE, Room 412

**TWO OF OUR NEW LEADERS**

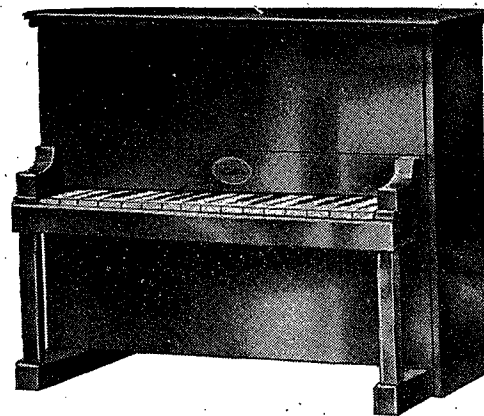


**CASS DRUMS**

Unbreakable—Waterproof

Ebony Finish Sticks.

Can be Tuned Like a Regular  
High-Priced Band Instrument.



**CASS PIANOS**

With Ivory Keys.

Patented Construction Insures  
Perfect Action and Durability.

**SEND FOR OUR NEW CATALOGUE—JUST OFF THE PRESS**

Kindly mention **PLAYTHINGS** when writing to advertisers.

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# The Complete Cass Line of Popular Wooden Toys

will be at the

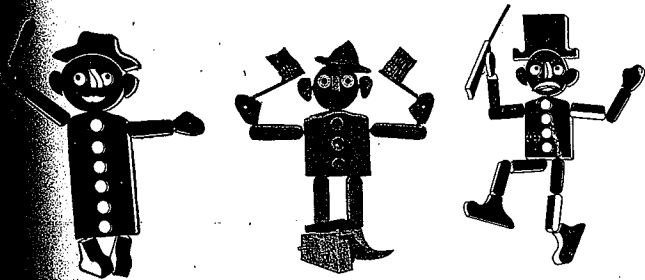
## FEBRUARY TOY FAIR

Hotel Breslin, Rooms 714-16

New and important additions have been made to our  
REGULAR POPULAR PRICED LINES OF  
BLACKBOARDS, TOY TRUNKS, AUTOMOBILES,  
IRONING BOARDS, KITCHEN CABINETS,  
WASH SETS, BATTLESHIPS and TANKS,  
BLOCK LETTERS and BUILDING BLOCKS,  
TOY AEROPLANES  
ROLLER CHIMES

In fact, our complete line of 10c, 25c, 50c, 75c, \$1.00, \$1.50, \$2.00, \$3.00  
and \$5.00 toys will be more attractive than ever before.

### The Funny Face Family



The toy that never grows tiresome, which has proven the real seller among the specialties this last season, will be on hand to welcome everyone. This Toy has proven it has the popular appeal to make it a consistent seller and will go stronger than ever next season.

WOODEN TOYS—LOOK TO THE CASS LINE FOR THE NEW,  
LIVE ONES.

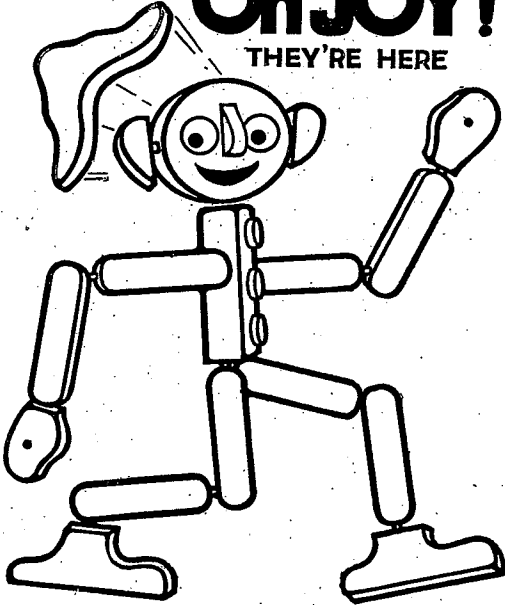
# The N. D. CASS CO., Athol, Mass.

Kindly mention PLAYTHINGS when writing to advertisers.

1920

133

**Oh JOY!**  
THEY'RE HERE



# THE FUNNY-FACE FAMILY

THE TOY THAT NEVER GROWS TIRESOME

**N. D. CASS CO.**  
ATHOL, MASS.

## "FLO-FLO OF THE FOLLIES"

Height 18 Inches

Finest flesh finish known to Doll Buyers. Wears a wig, a veil, a heavenly smile, and a variety of ravishing marabout trimmed costumes, cut in the mode.

"That man Kirsch," said a big Doll Buyer the other day, "is the Ziegfeld of the Doll World. As a Picker of Peaches he is absolutely in a class by himself."

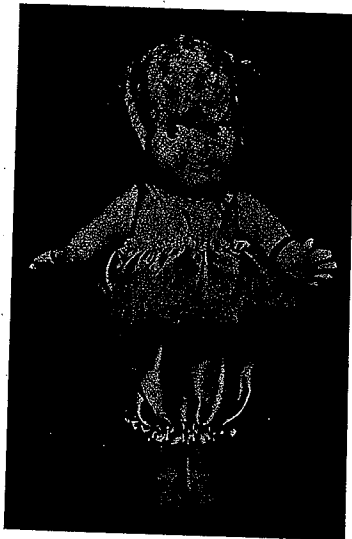
FLO-FLO WILL BE BOOKED SOLID FOR THE DOLL CIRCUIT

Secure your bookings while there is still time. CATALOGUE ON REQUEST

**S. K. NOVELTY COMPANY, Inc.**

Now in New and Larger Quarters at  
391 WATKINS ST.  
BROOKLYN, N. Y.

Phone Glenmore 9955



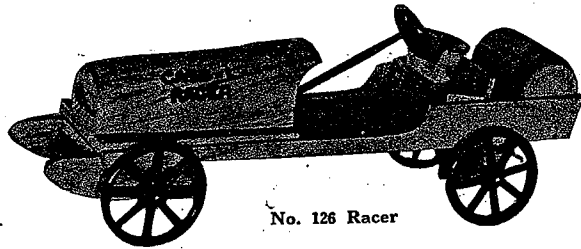
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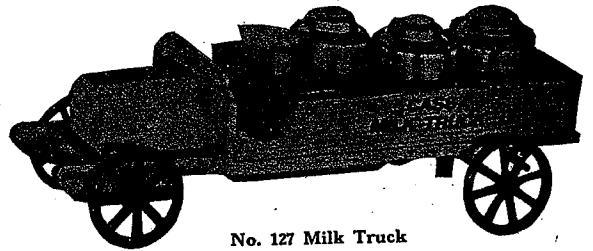
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ASS  
TOYS

SELL  
LIKE  
SUGAR



No. 126 Racer



No. 127 Milk Truck

HIP! HIP! HOORAY!

# Mechanical Toys

That really work

Made of Hardwood. Highly varnished finish. Strong and Durable.

Will run about 150 feet. We guarantee the springs.

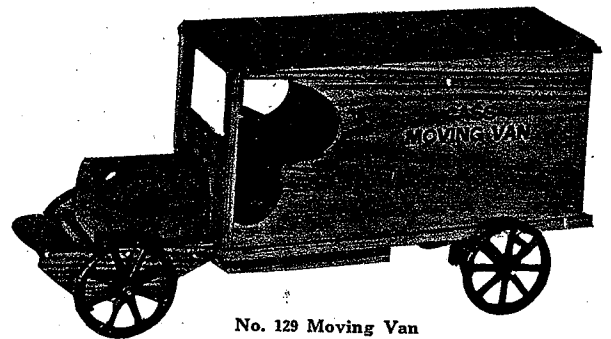
These items have proved to be wonderful sellers everywhere.

Why worry about Import when you can be sure of delivery on these numbers?

ALL BIG DOLLAR SELLERS



No. 128 Grocery Truck



No. 129 Moving Van

## THE N. D. CASS COMPANY

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HOTEL BRESLIN  
29th Street and Broadway,  
New York, N. Y.

TOY  
FAIRS

HOTEL MORRISON  
Clark and Madison Sts.,  
Chicago, Ill.

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We are now preparing entirely new lines of

**High Grade Toy Trunks for Department Store Trade**

**High Grade Wardrobes**

**Animal Cars and Noah's Arks**  
WITH LARGE ANIMALS

**Gunboats with Torpedo Guns**  
HANDSOMELY LITHOGRAPHED IN FIVE COLORS

## N. D. CASS CO.

ATHOL, MASS.

THE OWENS-KREISER CO.

Selling Agents

THE STROBEL & WILKEN CO.

# Starlite Sparklers

ARE THE SAFEST TOY  
FOR THE FOURTH OF JULY

Ask your Jobber for the

# Starlite Sparklers

THE MOST ATTRACTIVE PACKAGE

SELLS AT SIGHT

If you want to have the proper Sparkler insist on the  
**Starlite Brand**

**STARLITE MFG. CO., 90 Wall St., New York**

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of

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CASS

# The Market Place



**ROUNDUP**  
GENUINE  
LEATHER HOLSTER SETS  
WITH  
REPEATER ACTION  
CAP PISTOLS

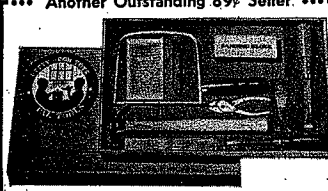
MADE BY  
CARNELL  
MFG. CO., INC.  
BROOKLYN N. Y.

NEW YORK SALES OFFICE:  
200 FIFTH AVENUE  
ROOM 1280

**GREETING CARDS**  
Smartly Styled Christmas Card Box Assortments—Cabinet Assortments New Birthday and Everyday Line featuring HUMOROUS Cards.

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239 West 66th St., New York 23, N. Y.

... Another Outstanding 89¢ Seller ...



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**THE N. D. CASS SALES CO.**  
REAL SLATE BLACKBOARDS  
And Wallboards—Compo Blackboards  
And Wallboards

Adult's & Children's Beach Chairs, Sailboats, Table & Chair Sets, Chairs & Rockers, Musical Rocker, Doll High Chair—Cradles—Bassinettes, Wood & Metal Doll Trunks, Suitcases, Riding & Rocking Horses, Shoofties, Toy Chests, Pull Toys, Toy Planes and Spinetts.

Factories: ATHOL, MASS.  
Room 314, 200 Fifth Ave., New York 10, N. Y.

**F. C. Castelli Co.**  
Eric Ave. & F St. • Philadelphia 34, Pa.

**DURABLE ALL METAL TOYS**  
Suitable for both Playroom and Out of Doors

Wheelgoods  
Rock-R Swings  
Table & Chair Sets  
Tumble-Proof Rockers

THE **"ROSS"** LINE

The World's Finest  
Chain-Drive Tricycles—Bicycles  
Manufactured by  
**CHAIN BIKE CORP.**  
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EVERGREEN 7-1688

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McKinnon Leather Products Corp., 511 E. 164th St., N. Y. 56, N. Y. (Basketballs)  
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N. Y. Toy & Game Mfg. Co., 200 Fifth Ave., New York 10, N. Y.  
Arthur Piser, 200 Fifth Ave., New York 10, N. Y.  
Pressman Toy Corp., 1107 Bway, N. Y. 10.

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Walco Bead Co., 37 W. 37th St., New York 18.


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Bar-Zim Toy Mfg. Co., Inc., 930 Newark Ave., Jersey City 6, N. Y.  
Milton Bradley Co., Springfield, Mass.  
Saml. Gabriel Sons & Co., 200 Fifth Ave., New York 10.  
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Newton & Thompson, Inc., 200 Fifth Ave., New York 10.  
Parker Brothers, Inc., Salem, Mass.  
Playskool Mfg. Co., 1750 N. Lawndale Ave., Chicago, Ill.  
Russell Mfg. Co., Leicester, Mass.  
Stahlwood Toy Mfg. Co., Inc., 601 W. 50th St., N. Y.  
Transogram Co., Inc., 200 Fifth Ave., New York 10.  
Union Novelty Co., Inc., 38 W. 21st St., New York 10.  
Walco Bead Co., 37 W. 37th St., New York 18.

"Designed by Character"  
**REALISTIC STUFFED ANIMALS**  
**CHARACTER NOVELTY CO.**  
Showroom: 200 FIFTH AVENUE, N. Y.  
Factory: 50, NORWALK, CONN.

**J. CHEIN & CO.**  
744 BROAD STREET  
NEWARK, N. J.  
**LITHOGRAPHED METAL TOYS**  
N. Y. DISPLAY  
200 FIFTH AVE., NEW YORK 10, N. Y.  
ROOM 228

**READ PLAYTHINGS EVERY MONTH**

**CHRISTY MFG. CO.**  
Makers of the famous  
**Christy Kitten**  
"the personality puss."  
MADE OF REAL FUR  
Priced for volume sales.  
P. O. Box 487  
Fayetteville, N. C.



**CISCO KID and PANCHO**  
"OFFICIAL" MANUFACTURERS OF CHAP SUITS, SPURS, CUFFS, LARIATS AND: GUN AND HORSE SETS  
**CISCO KID LEATHER & METAL PRODUCTS CO.**  
OLYMPIC & CENTRAL • LOS ANGELES 21, CALIF.



**WIGGLY SNAKES**  
(15 Inches Long)  
with realistic wiggle, and firm flexibility, vividly and attractively painted. Retailers from 10¢ to 25¢. Immediate shipment.  
**CLATOY PRODUCTS, INC.**  
109 Fulton St. Manufacturer Boston 18, Mass.



Lithographed Metal  
DOLL HOUSES AIRPORT NOISEMAKERS and TIN HORNS!  
GAS ST. SAND TRUMP  
N. Y. Office: 200 5th Ave., OR. 5-1570  
**T. COHN**  
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**COLBER QUALITY TRAIN ACCESSORIES**  
G, B, L, O, CON, REC  
**COLBER MANUFACTURING**  
IRVINGTON, NEW JERSEY



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FACTORY REPRESENTATIVE  
AMERICA'S MOST WANTED  
6432 CASS AVE., DETROIT

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**COLMO TOYS**  
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**COLLEG PLAY COSTUME BANQUET FLA**  
COLLEG FLAG & A COLLEGEV  
716 Chestnut St  
200 Fifth Ave



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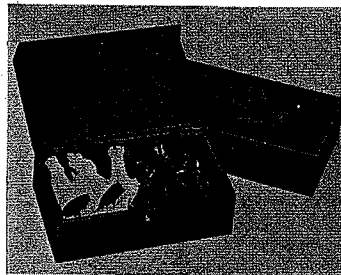
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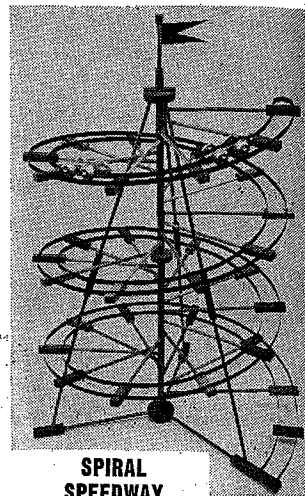
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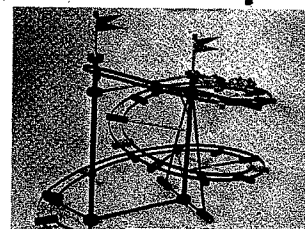
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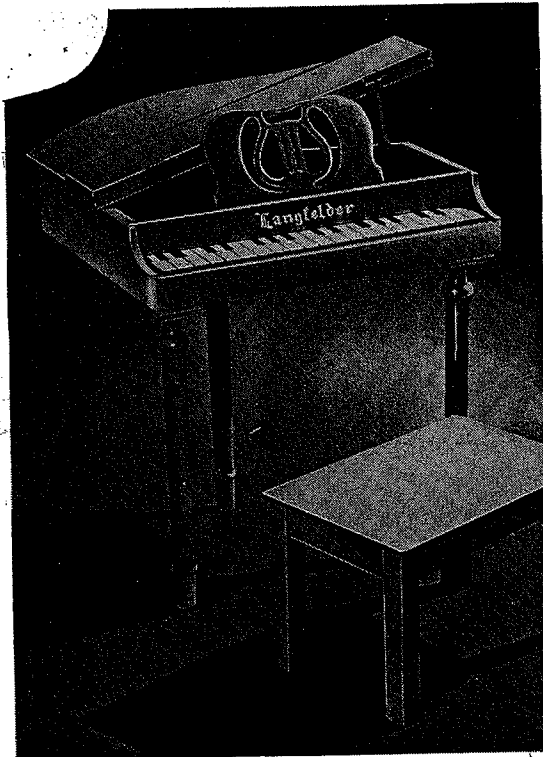
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