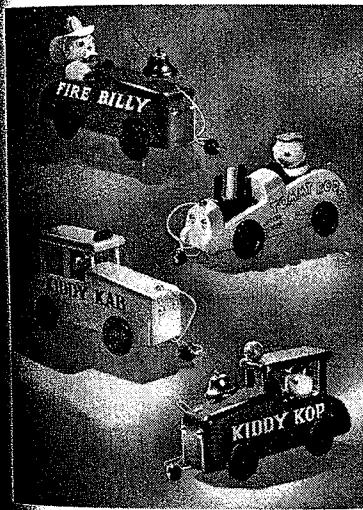


NEW COLORFUL LINE OF ACTION TOYS

Combining life-like noise, action and colorful eye appeal, the new Century line of action pull-toys is designed for the age group to which the largest proportion of toy sales is made, the age from 2 to 8 years. Century has utilized its long experience gained in manufacturing quality products from fine cabinet woods, to design and produce a new line of wooden toys that are free of sharp edges and are safe for children to use. Only non-toxic, non-fading paints are used.

All the toys in the Century line are miniature reproductions of objects which are of great interest to our modern children.

The Tommy Rod is a miniature hot-rod, with pistons that move up and down, and an excited driver that jumps around in the seat. This toy features a realistic noise which resembles a miniature racing motor. The Kiddy Kab is a reproduction of a speedy cab with sound effects like a real



Ad

ARRANBEE DOLL CHOSEN



Vera Ellen, MGM glamorous dancing star, is shown with Nanette. Miss Ellen is co-starring with Fred Astaire in MGM's current technicolor musical, "Belle of New York."

Selecting Arranbee Doll Company's Nanette as the doll she loved the best, Vera Ellen, MGM's glamorous dancing star, gave hundreds of these beautiful dolls to crippled children across the country as part of a recently completed personal tour.

Although Vera Ellen's tour was made in conjunction with the opening of MGM's current technicolor musical, "Belle of New York," in which she co-stars with Fred Astaire, Miss Ellen found time during her stay in each of eight major cities to personally visit crippled children to bring them a word of cheer and to leave with them a Nanette doll as a remembrance of her visit. Miss Ellen's lifelong

interest in dancing has made her intensely aware of the suffering that comes to little children who are physically handicapped.

Highlight of her tour came in her home town of Cincinnati where she was feted at a birthday party attended by more than four hundred handicapped children. Reversing the customary procedure of receiving gifts on her birthday, Miss Ellen insisted on presenting Nanette dolls to more than fifty children attending the party whose birthdays fell in February.

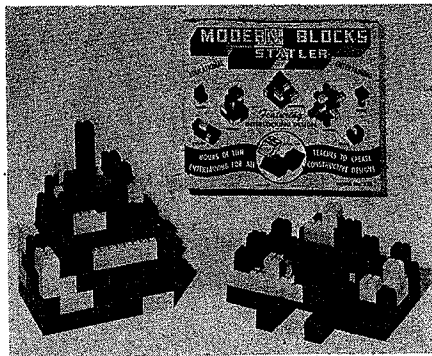
Other cities included in Miss Ellen's tour were: Cleveland, St. Louis, Memphis, Atlanta, New Orleans, Washington, and New York.

CARNELL ADDS NEW FEATURES

Among the many new features that have been added to Carnell's new Roundup gun and holster sets, as revealed at their showroom at 200 Fifth Avenue in conjunction with the opening of the Toy Fair, are adjustable belts in virtually the entire Carnell line.

The new adjustable belt takes its place along with the barktanned leathers as one of the important additions to Carnell's Roundup line, according to Stanley Breslow, president and sales manager of the company. "This belt greatly enhances the consumers sales potential of the Carnell product," he pointed out, "because it puts an end to the problem of fitting children of unusual girth."

The Carnell Roundup gun and holster line continues to teach you authentic styling, and bring you leathers and many other important features such as hip-slung holster, originated by the Carnell Company.



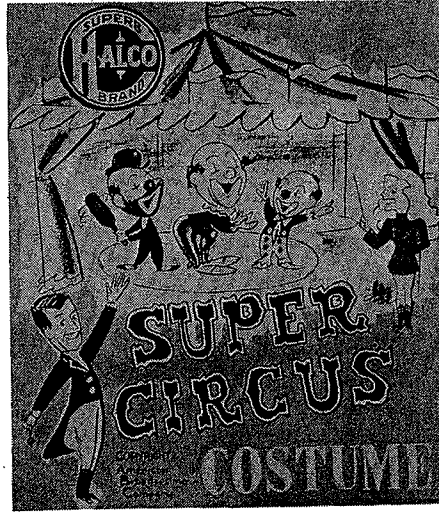
Edward I. Shurack, 220 Fifth Avenue, New York, eastern representative of the Statler Mfg. Co., has expressed confidence that the Modern Building Blocks will once again be available for all of 1952. Provisions have now been made with the raw material sources to provide at least an early revolving inventory. The blocks will be shown in Room 823, Hotel New Yorker, during the Toy Fair.

NEW MASQUERADE COSTUME LINE

One of the exciting displays at the Toy Fair this year will be Halco's first showing of its 1952 masquerade costume line which features famous Super-Circus characters and new Terry-Toon cartoon characters seen by millions of children on television and in the movies each week.

As one of the nation's leading creators of masquerade costumes, the J. Halpern Company of Pittsburgh believes this is the greatest costume scoop in years. Discussing these new 1952 Halco additions, Alfred Halpern, general manager of the company, commented: "I sincerely believe the presentation of these Super-Circus and Terry-Toon costumes in 1952 will produce the greatest impact ever made on Hallowe'en costume sales!"

Mr. Halpern bases his statement on the friendly bond which he points out exists between millions of American children throughout the nation and these popular characters and have made Super-Circus



and Terry-Toon characters household words today. Each week, millions of kiddies view Terry-Toon shorts at the movies—

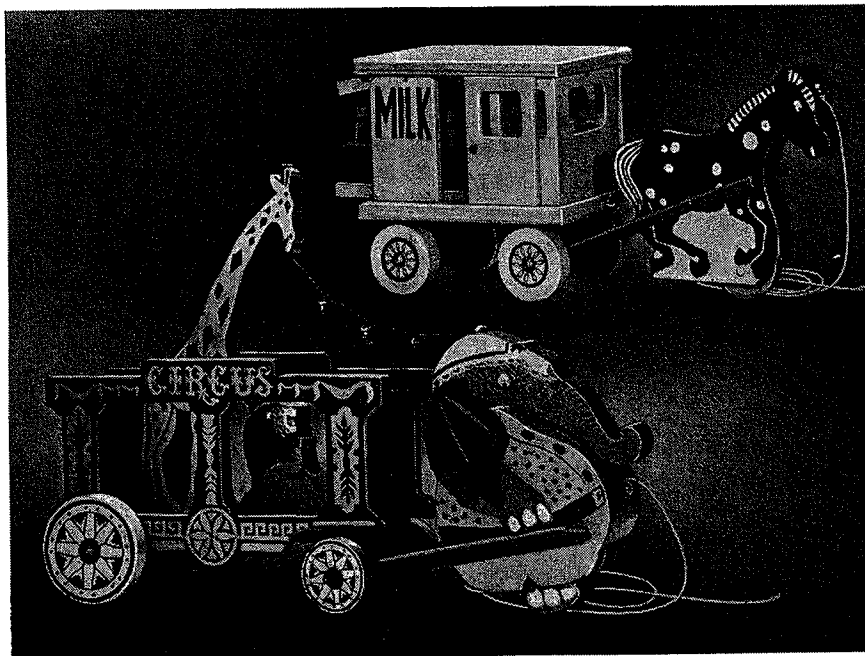
NEW CENTURY LINE OF COLORFUL ACTION TOYS

The Century Boat Co., Manistee, Michigan, manufacturer of a quality line of in-board and outboard luxury boats, has announced the manufacturing of a new line of colorful action toys, designed for the age group in which the largest proportion of the toy sales are made, the ages from two to eight years. Century Thoroughbred Toys are manufactured from sturdy woods, and the design is such as to avoid sharp angles or projections, or any detail of construction that may in any way be objectionable to the touch. The company says that the toys are absolutely safe, for even the youngest children, and only fast, non-fading and non-toxic paints are used.

The Milk Wagon is a realistic reproduction of an object which children see every day of their lives, and in which they are very much interested. The Wagon doors can be opened, to load and unload, the horse moves up and down in a natural life-like gallop. There are two milk cases

of six bottles each inside. The Circus Wagon is pulled by an elephant, and carries a giraffe in the van. The head of the giraffe moves, back and forward as the elephant bobs up and down. The bells ring and the elephant's feet give a good imitation of a natural pace, as the wagon is pulled forward. The toys are attractively packed and nationally advertised. They will be on display during New York Toy Fair in Room 700, Hotel New Yorker, and in Room 424, Fifth Avenue Building.

As direct factory representatives, the following firms bring to Century their long and active experience in the toy business and exemplify the policies of Century and the integrity of the presentation and the quality of production. Midwest: J. H. Eyerly Associates, Inc., 1442 Merchandise Mart, Chicago; eastern seaboard: Weinberg-Weil, 200 Fifth Avenue, New York; entire Southeast, the Dennis So., 1069 Briarcliff Road, N. E., Atlanta, Ga.



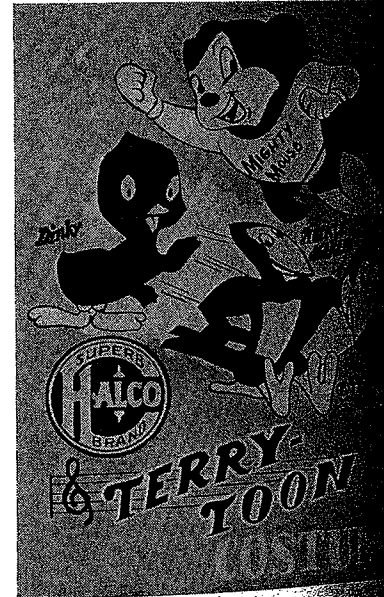
and millions more are riveted to sets every Sunday afternoon at 7:30 p.m. for Cliffy, the clown with his smile creased into his face through the big hoop and shout hallo, hallo. . . all you won-n-n people!"

Mr. Halpern also noted that the speak of these entertaining characters affectionately and the very thought of wearing them in costume, will arouse keen anticipation for Hallowe'en.

Another welcome note, Mr. Halpern emphasized, in presenting these popular costumes is the fact that they will be liberally priced for quick, profitable turnover in keeping with the policy of the brand.

The J. Halpern Company is planning an elaborate promotional program to maximize the sales potential of these new lines. Television publicity, national magazine advertising and other plans announced at the Toy Fair are now under way. The company is also gear up production facilities for the heaviest season in its history, to insure timely delivery.

In addition to these leading characters costumes, the company has also redesigned and enlarged its standard lines of children's costumes which feature story book characters and heroines, animal favorites and traditional Hallowe'en personalities. The value of the children's ranges will be retail from \$1.29 to \$4.98, will be



cambric line with rayon satin neckties \$1.98 retail. Also noteworthy for the return of adult and teen-age fans is Halco's lines because of the wide appeal of them.

To tie-in with the new costume line Halco has all new packaging with more appeal than ever. Truly striking, gay and colorful illustrations. Hallowe'en costume boxes will catch every shopper's eye—in fact they are outstanding counter double as counter and window display material.

Complete literature and details available from the J. Halpern Company, 215 Ave., Pittsburgh 22, Pa.

**CENTURY BOAT ANNOUNCES
NEW SALES PROGRAM FOR 1953**

Century Boat Company, Manistee, Mich., has announced a complete new sales program for its Toy Division for 1953. The addition of several new items, new competitive prices on the entire line, a more promotional sales aid activity and advertising program are projected. In addition, several improvements in the regular line have been announced.

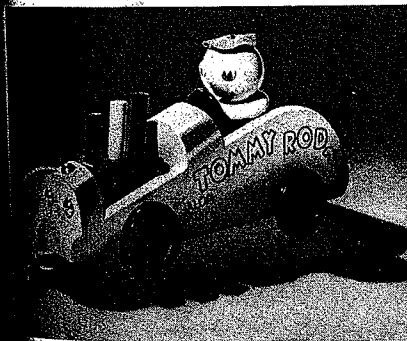
A new push toy, "Tuffy-Tug," which has "plenty of color and action," will be priced at \$1.50. The new "Chucky Choo-Choo" train, a new twist on an old idea, will go at \$2.

In another field a high quality portable desk and chair set will sell for \$9 retail. Ease of operation and attractive coloring are featured in this piece, the company states.

Several other items have been lowered in price. The "Tommy Rod" and "Fire Billy," two action push toys with interesting simplicity of design, have been reduced to \$2 retail.

Reported one of Century's fastest movers, the "Milk Wagon" has also been reduced, the new price will be \$3; and the "Circus Wagon," a sort of sister to the Milk Wagon, will carry a new price of \$3.50 for 1953.

For the older age group Century will continue offering its "Weav-O-Gram"



educational puzzle; and "Bankmaster," a combination picture puzzle child's bank.

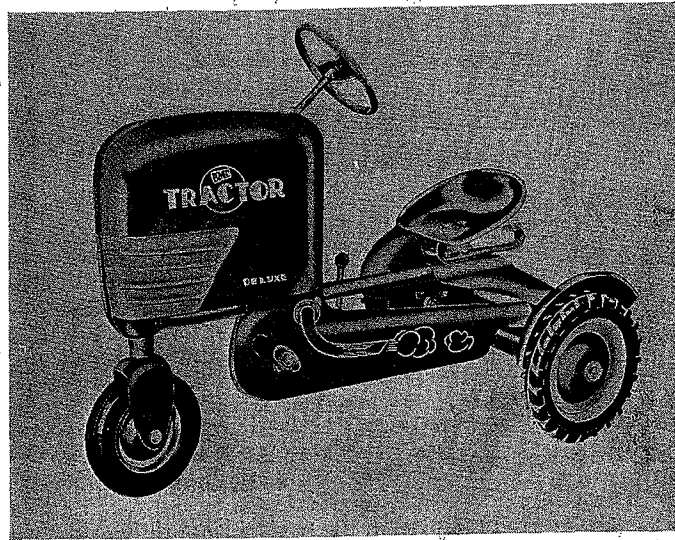
Continuing improvement of quality and simplicity of design with an eye to safety keynote the entire line, adds the manufacturer.

An increase in promotional activity on part of the Toy Division through the



of point-of-sale aids and direct being programmed, it is added, and city program pointed to feature and in the consumer press along with will be instituted.

**BMC Improves and Expands
Wheel Goods Line for 1953**



BMC states it is introducing the most diversified line of juvenile wheel goods in its history. In addition to the restyling and engineering improvements of its standard models, three new lines of automobiles and a De Luxe Tractor are now in production. All BMC bicycles and tractors, with the exception of the regular tractor Junior model, feature the BMC Knee Action.

The De Luxe Tractor has the new massive front fork which is also used on all the Senior and Junior heavy duty models. The hood and chain guard, though extra large, are streamlined and the rugged rear frame is designed with two step-platforms for a second rider. Mud guards cover both rear wheels. All BMC pull-type accessories can be attached.

The BMC Blue Streak, said to be among the lowest priced juvenile automobiles on the market, has ball bearings in pedal

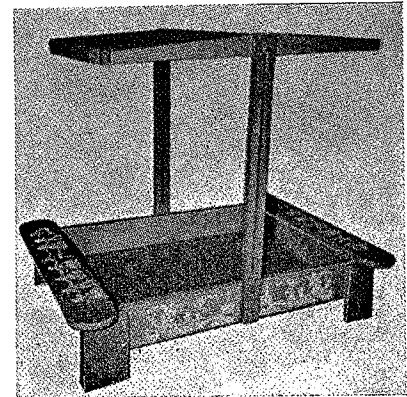
pull straps, and in the rear, axle supports that make pedaling easy. The extra-wide seat and adjustable pedals reportedly make it possible for the child to enjoy this model for a much longer period of time.

The Jet Liner Series of cars (eight models) offer, for the first time, chain-drive in the medium price range. These models are available with either semi-pneumatic or solid rubber tires.

The new Challenger automobile series (eight models) are pedal driven. These also have ball bearings in pull straps and rear axle hanger. Pedals are adjustable.

**EASTON "CHESAPEAKE" SAND BOX
LINE GEARED FOR BIG SEASON**

The Easton Manufacturing Company, makers of "Chesapeake" Sand Boxes once again is stressing quality construction and uniqueness of design coupled with fast turnover prices in its new '53 line. Easton Sand Boxes feature select kiln dried lumber, steel bottoms, gaily striped canvas awnings with plastic glazed finish for extra



life and beauty, glossy outdoor paint with silk screen designs plus many other features. The Easton line is permanently on display at the Julius Levenson showrooms.

**BLOCK HOUSE, INC., NAMED
SALES REPS FOR BLOCKBUSTERS**

A popular educational play item in the line of educational play material has been added to the assortment of toys and junior sporting goods on display at Block House, Inc., Room 406, 1107 Broadway, N. Y. City., newly-appointed sales representatives for Blockbusters, product of Brrr Products Company, Hasbrouck Heights, N. J.

Blockbusters have reportedly received unusual acclaim and publicity during their few short months on the market. Designed to meet the demand for school-type play material, they have been readily received in the homes since they combine light weight handling with heavy duty serviceability, states the manufacturer.

The Toy Fair will find them on display both at Block House, Inc., and Room 672, Hotel McAlpin, where old friends and new are invited to see a personal demonstration of the possibilities and play value inherent in the product.