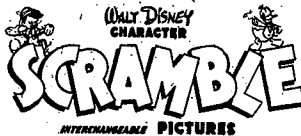


No. 195—The entire alphabet in color. Each letter with a different Walt Disney character plus extra vowels to make 42 letters in all. Can make more than 3000 words that stand in a special wood rack which comes in the box.



No. 150—WALT DISNEY'S 10 most lovable characters each in three parts that are interchangeable. They make a thousand different amusing combinations good for a thousand hours of fun.

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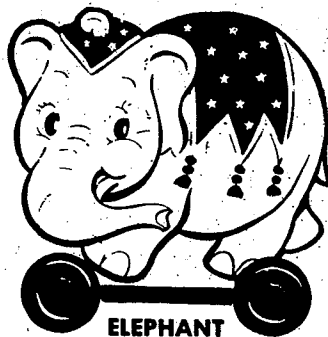
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Room 455—200 Fifth Ave., N. Y. C.  
**ROBERTS INDUSTRIES**  
SALISBURY, MD.



Wm. B. Coggin, Inc. of Chicago have just brought out an interesting assortment of new pull toys to retail for only 10 and 15 cents. Their No. 1500 line consists of four different animal characters—a camel, elephant, horse with dog jockey and a duck. Despite the low price of 15 cents retail, each toy is substantially made and colorfully finished. Their No. 1000 line retailing at 10 cents also has four different patterns—a pig, scottie, lamb and teddy bear. Both lines are packed two gross to the package, assorted, FOB Chicago. The entire Coggin toy line is on permanent display at the New York showroom of Max E. Brafman, 200 Fifth Avenue.

Wm. B. Coggin Introduces  
New Line of Low-Priced  
Pull Toys . . .



### GARDEL INDUSTRIES ANNOUNCES IMPORTANT PRODUCTION TIE-UP

Gardel Industries, 179 Wooster St., New York, whose "5 Darling Sisters" have created considerable interest in the field of miniature dolls, is going into immediate production on a new line under a novel arrangement. Always sticklers for original design and the subtle niceties of doll dress-making, the Gardel executives have just completed a liaison with an outstanding embroidery, stitching and pleating concern that up to now has concentrated on a successful line of ladies' dresses and gowns. As this organization has unusual machinery and facilities, employing more than two hundred workers on fancy embroidery and other costuming details, the Gardel folks are confident that they will now be able to produce doll dresses that will delight the trade.

Monroe Osten, who is displaying the line at 200 Fifth Ave., New York, states that Gardel dolls have met with a success this year beyond their most enthusiastic predictions, and prophesies an even more cordial reception for the dressmaking creations that the firm is now preparing under its new production plan.

### NEW SHACKMAN CIRCULAR

B. Shackman & Co. have just issued a new 8-page circular showing many of their best selling items which are now in stock. The name "Shackman" has always been synonymous with extensive lines of merchandise. The total number shown is almost bewildering, but one thing is always certain: a visiting buyer can find many attractive items suitable for his individual trade.

### EASTER PARADE AT IDEAL SHOWROOM

The Ideal Novelty & Toy Co. has an extensive display of 1945 Easter toys on view in their Fifth Avenue Building showrooms, including "Bunny Joy," a saucy soft toy that is all dressed up ready to join the Easter parade. There are a great many stuffed toys and beautiful bunnies reflecting novel and original ideas; funny, floppy, soft stuffed animals that retail from \$1.69 to \$7.98. Ideal's designers have come through with a variety of fanciful, whimsical creations that give their showrooms a gala appearance of spring these crisp fall days.

### SLEEPING BAGS AND STUFFED TOYS

After manufacturing thousands of down and wool sleeping bags for the Army during the past year and a half, Pacific Toy & Gift Co., Seattle, are preparing to resume full-scale production of their "Favorite" and "Lifetime" lines of stuffed toys. New items will be added to their lines, and distribution is being expanded to more adequately serve toy buyers in the Eastern and Middle Western states. An aggressive advertising and sales promotion program has already been started. The Pacific Toy & Gift Co. was established in 1941 and is said to be the West's largest producers of Stuffed Toys. Its lines are well established in the better stores throughout the West. Max Heitlinger and Mac S. Sprincin are partners in the firm.

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