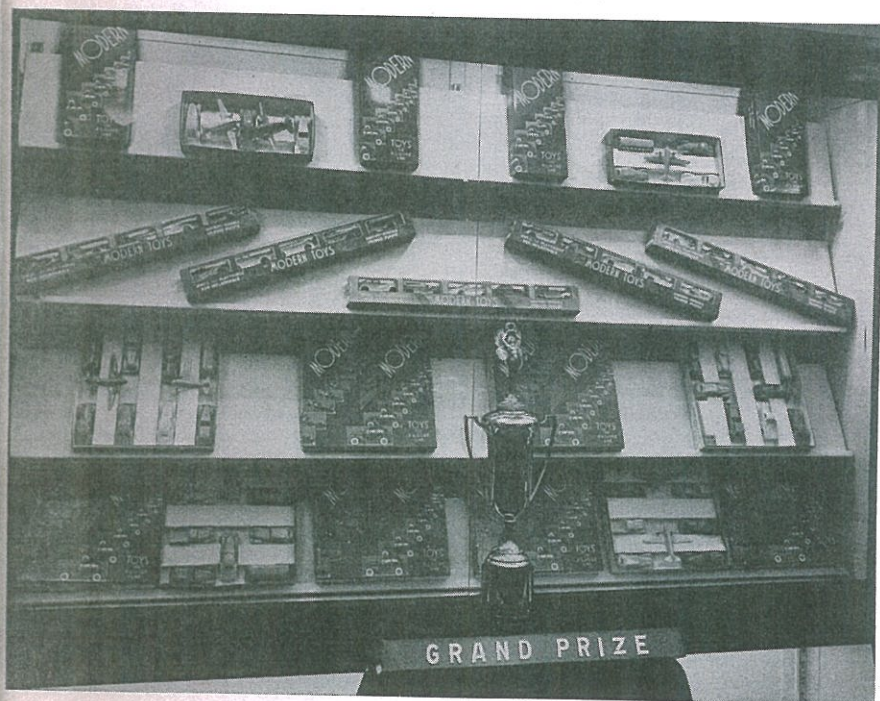


TOY FAIR PICTURES

The pictures in this section, many of which were taken at the Toy Fair, show not only a variety of new items, but also serve the purpose of suggesting ideas for installing good interior and exterior displays.



Above: This attractive display of dolls made by Fleischaker & Baum, was generally agreed by buyers who visited the Fair to be a most unusual and attention arresting installation. Similar displays may be installed by dealers as a means for promoting doll sales and brightening up the department for the summer season.



Left: Modern toys in modern packages are attracting considerable attention to the Kilgore line this year. The Kilgore Mfg. Co. have packaged their items in a manner guaranteed to give them sales appeal in counter and shelf displays. The picture shows how a number of their items may be displayed in a rather small space.

Right: A portion of the spacious showroom of Riemann, Seabrey, Inc., as it appeared during the Toy Fair. Especial attention is called to the manner in which the merchandise is displayed. Wide aisles separate the display fixtures making it possible for visitors to inspect the many attractive lines without crowding.

