

Steven Manufacturing Company's 4-Game "Pixie-Play-A-While"



Newest item in the line of Steven Manufacturing Company, 5929 St. Louis Avenue, St. Louis, is the "Pixie Play-A-While" four-toy assortment retailing for \$1.98.

The assortment consists of four of the firm's most popular sellers packed in a full-color litho-wrap box.

Hampden Specialty Products' Mickey Mouse Furniture Set



Hampden Specialty Products, Inc., Easthampton, Mass., are most enthusiastic over the prospects of their brand new Mickey Mouse juvenile furniture set making a big hit at the Toy Fair. It will be shown, along with all the other numbers in the Hampden juvenile line, at their exhibit in Rooms 761 through 763 at the Sberaton-McAlpin Hotel.

Hampden has come up with an interesting number by combining the timeless appeal of Walt Disney's Mickey Mouse with a new feature—a secret drawer. The firm feels that the idea of a compartment for the safekeeping of childhood's precious secrets, together with Mickey Mouse's well tested appeal, make a "really terrific"

combination.

Featuring the well known Hampden rugged steel construction, the new set is a real eye-catcher with brilliant checked gingham table top and seat covers; baked-on, chip resistant white enamel finish; and decorations showing a regular parade of Walt Disney characters in full color. The firm states that the attractive three-piece set is soil, water, alcohol and heat-resistant. Specially proportioned for youngsters, the table stands 29½" high with a 24½" top surface. The chairs are 24½" high with a rosy 10½ x 11½" seat. The entire set weighs 24 pounds. Hampden announces down-to-earth competitive pricing for this new Mickey Mouse folding juvenile set.

'54 SANTA'S PLAYTHINGS DEALER PROGRAM OFFERS SCHOLARSHIPS

Santa's Playthings "Scholarship Sweepstakes," a new plan designed to solve the most fundamental problem in toy retailing, that of getting potential customers into the store, will have its debut this winter according to Charles Canius. All costs of the program are borne by the Santa's Playthings wholesalers. Dealers and manufacturers pay nothing, it is noted.

The two-part giveaway (College Scholarship and Free Toys) will be a



Charles Canius and Arthur Yubin

strong incentive to all persons to visit Santa's Playthings stores where entry blanks can be obtained. Everyone will be eligible to win free toys, but parents or legal guardians will be especially attracted for they alone have the opportunity to win one of the many liberal College Scholarship Grants offered for their children under 14.

There is nothing competitive involved. Toy winners will be chosen in a simple lottery-type drawing in each store. Scholarship winners will be chosen in like manner at Santa's Playthings National Headquarters in the company of representatives from newspapers, radio and TV. A \$100 U. S. bond will be awarded to each dealer whose patron wins a scholarship.

A kit containing ad mats, counter displays, window streamers and publicity releases for local use will be provided for each store. A national publicity program will be launched in October alerting parents everywhere. Finally, it is planned to have the scholarship-winning children and their parents brought to New York to attend the scholarship-award ceremony to be held on an appropriate network TV program.

Mr. Canius reports that dealers with whom the program was discussed expressed great enthusiasm for it . . . especially since it required so little effort on their part. They all felt that the program provided an excellent opportunity for them to gain new stature in their neighborhood and increase their sales and profits, he advised.

RICH BECOMES DAD FOR 3RD TIME

E. M. Rich, Jr., vice-president of Rich Industries, Tupelo, Miss., became a father for the third time on January 1. The baby is Mr. and Mrs. Rich's first boy and is named Edward Mills Rich III.