

THE 1962 BRITISH TOY FAIR

Increased in Size and Scope.

Nearly 300 exhibitors will be displaying the very latest toys and games at the 9th. British Toy Fair, which takes place at Brighton from January 31st. to February 6th., 1962.

Brighton's leading sea-front hotels the Bedford, the Grand and the Metropole, and also the spacious Corn Exchange in the centre of the town will be filled with every conceivable kind of toy and game for toy buyers from all over the British Isles and also those from all parts of the world who visit the Fair to order for the market next Christmas.

Apart from being open for two days more than in previous years it is also being kept open on the Saturday and Sunday to enable busy toy buyers to visit the Fair during the week-end.

All buyers will be provided with a free car service between the various venues of the Fair and Overseas buyers are also offered free first-class rail travel to and from Brighton.

A record number of both Home and Overseas buyers is expected to attend the Fair. Already, apart from all parts of Britain, enquiries have been received from buyers in Australia, the U.S.A., Canada, South Africa, Germany, France, Holland, Belgium, Sweden, Switzerland, Portugal, and several other countries.

Among the many innovations in toys and games that will be presented at the Fair are included:-

DOLLS WITH ELEVEN DIFFERENT SAYINGS.

Mr. and Miss Chatterbox and Miss Tandy are three almost human dolls. Each of them speaks eleven different sentences, each one at the pull of a small cord. These include: "I am going to school", "Give me a kiss" and "Read me a story". Each doll has a different vocabulary and its owner will always be getting surprises as the sentences are seldom said in the same order.

(Combex, Ltd.,
Grand Hotel.)

TROTting THE MEXICAN WAY.

A grey donkey, mounted on a specially designed chassis so that it trots with the rider in his red Mexican stirrups as the toy is wheeled along will be shown for the first time at the Brighton Fair.

(Childsplay, Ltd.,
Corn Exchange.)

FOR THE YOUNG SCIENTIST.

"Optikit", scientific construction kits will be shown for the first time at the Fair. Each kit is designed to build a host of robust working optical instruments, including terrestrial and astronomical telescopes, micro and film projectors, viewers, microscopes, magnifiers, sextants, etc.

(Helio Mirror Co.,
Grand Hotel.)

THIRTY DIFFERENT GAMES IN ONE BOX.

A large box, which can act as a table on which to play games, and itself contains thirty games, is a new idea that will be seen at the British Toy Fair for the first time. It will be one that will appeal to parents as well, as all the games have to be put away when finished so as to form the box.

(Cavendish Distributors, Co.,
Hotel Metropole.)

DO-IT-YOURSELF PRESENT KITS.

Feltwork kits which enable youngsters to make presents for their parents and friends are being introduced at the British Toy Fair for the first time. The kit contains ready-cut felt shapes with holes for sewing ready punched and everything to make egg cosies, book markers and many other useful gifts.

(Atlas Handicrafts, Ltd.,
Hotel Metropole.)

THE ROCK-A-CART.

An entirely new type of toy which can be used either way up. Made of strong tubular steel with small rubber wheels, it can be a rocker, a cart, a swing or, with its two seats added, it becomes a see-saw.

(Minibrix, Ltd.,
Grand Hotel.)

MODEL YOUR OWN CIRCUS.

A modelling kit, with which a complete model of Bertram Mills Circus can be made, will be shown for the first time at the British Toy Fair. As youngsters can add as many circus animals as they like, it will probably mean some overcrowded rings!

(Roy Stewart & Co. Ltd.,
Grand Hotel.)

IN BRIEF:

Lifelike Koala Bears made in real kangaroo fur skin.
(Koala and Joey Toys,
Grand Hotel.)

"Twizzel Town" toys for the younger folk and many new additions to the "Swoppet" range.
(Britains Ltd.,
Corn Exchange.)

A horse racing machine - each player driving his own horse.
(Point-to-Point Ltd.,
Corn Exchange.)

Cyril, the Camel with the Hump, is among the several new Bendy toys at Brighton for the first time.
(Newfeld Ltd.,
Grand Hotel.)

For the budding racing motorist, the Stirling Moss racing track suit.
(J & L Randall Ltd.,
Hotel Metropole.)

Aquarama. A microscope incorporating a fitting for viewing "living" pond life and insect specimens in a test tube.
(F. Bing & Co. Ltd.,
Grand Hotel.)

Two-faced. Soft toys that change their expressions as their heads move and the light catches them at different angles.
(Merton Toys Ltd.,
Corn Exchange.)

Unique hand-made "Dangly" soft toys, all made by Scottish craftsmen will be seen for the first time at Brighton. The Edinburgh firm making them has not been started long, but is already exporting to many parts of the world.
(Reid Home Industries,
Grand Hotel.)

Nursery Quiz. A new method of teaching young children how to spell and identify everyday objects.
(Kay (Sports and Games) Ltd.,
Grand Hotel.)

With compliments:

Ronald Strobe, Press Officer,
British Toy Fair,
94, Hatton Garden,
LONDON, E.C.1.

Telephone: CHAncery 9158