

"The Gazette",

Montreal, den 25. Januar 1938

Boycott Threat Proves Feeble, As Japanese, German Toys Boom

Boycott, that vociferous threat heard so frequently on all sides today, appears in actuality to be not much more than a threat. And this fact of hard reality was revealed in—of all places—local toyland, where an atmosphere of dreamland and phantasy is popularly supposed to prevail.

This toyland was constituted by about half a floor of the Windsor Hotel where toymen (i.e. men who sell 'em) congregated from Germany, United States, Czechoslovakia, Japan, and other places for a display just closed. The toymen were here to take orders for Christmas, but it is Christmas of 1938. This appears to be the custom. One visit from Kris Kringle shows what to expect on his next year's round. This year the market was good and orders for 1938 are heavier.

But to get back to boycotting.

The debunking of the boycott was revealed by a survey which showed that much anti-Japanese talk has resulted in a 33 and a third per cent. increase in the sale of Japan-made toys. Furthermore, Jewish buyers were the largest purchasers of German-made toys,

despite anti-Nazism. "Made In Germany" was still the guarantee of a well-made toy, especially of toys which move. Other countries shared the honors among non-mechanical toys.

No description is possible of all the toys but more than toys were sold. One trader interviewed, amid an incessant whirring of mechanical drums and sundry raucous objections from a terrible tempered mechanical Donald Duck, pointed out punch-bowls, percolators and shaving mirrors for older children.

"Here is another interesting toy," continued the humorist, displaying a tin geranium with actual perfume in the bowl. But that is not all. Bending to inhale the fragrance, one is met with a stream of water in the face.

"Ha, ha," crowed the toymen, "we usually use ink — you're lucky."

There were more practical jokes, electrical shockers, telescopes which give you a black eye when you peer through them. . . popping snakes. . . leather sausages, which when bitten by the extremely gullible cry "mama."

Aug. 25/1/38