

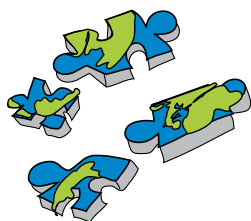


### Mark Your Calendars...

#### November is:

Child Safety Protection Month  
National Model Railroad Month

Week 3 is Game and Puzzle Week



- 8- Young Readers Day  
(second Tuesday of month)
- 13- World Kindness Day
- 15- America Recycles Day
- 16- Have a Party With Your Bear Day
- 24- Thanksgiving
- 25- National Parfait Day

### What's Happening in the Toy Industry...

## Survey forecasts record spending for Halloween

Americans are not letting a fragile economy scare them away from Halloween spending this year, according to a National Retail Federation Survey. Americans plan to spend a record \$71.31 on the holiday, up from \$66.28 last year and the highest the federation has found in 10 years of the survey. The breakdown includes the following expenses: \$26.52 on costumes, \$21.05 on candy, \$19.79 on decorations, and \$4.69 on greeting cards. More than two-thirds of those surveyed said the sluggish economy would not affect their spending plans. The survey of 9,374 Americans was conducted recently by BIG-Research in Worthington, Ohio.

*Columbus Dispatch, September 30, 2011*

## Ghosts

- European traditional beliefs in ghosts and haunted houses go back to ancient times. Although widespread during the Middle Ages. Such beliefs have tended to decrease since the Renaissance. However, belief in ghosts and related superstitions were stimulated by the growth of spiritualism and psychical research during the 19th century.
- Belief in ghosts was and is very common in ancient and modern societies in all parts of the world, in complex as well as simple societies. Such beliefs are essentially of two types: those concerned with harmful or vengeful ghosts and those dealing with the ghosts or souls of beloved persons, who may be helpful to the living.

## Toy of the Month



### Illinois Football Guys from Kaskey Kids

### Tip of the Month...

*Prepare NOW for a smoother Holiday season!*

Schedule a "shopping appointment" with your best customers early in the fall season - before Thanksgiving - while your inventory and product selections are at their best. Issue a personal invitation to come in before the store opens on a specific date. You or a sales associate can help them with their shopping list (or your own suggested list) without being distracted. Ask them to bring shipping addresses for their out-of-town recipients. Seeing your best customers early gives you time to react to their wish list and find those items that you do not have in stock. An early appointment also gives you the opportunity to let them know if something they have their heart set on has been discontinued or has sold out, and allows them time to make an alternate selection.

# October 2011 Deals



## Aladine/Vilac/Petitcollin:

- **Aladine Special:** \$300=N60. Expires December 1st 2011. The latest Aladine Catalog and products can be viewed at [www.aladine.com](http://www.aladine.com).
- **Aladine Year Round Terms:** Minimum order=\$150
- **Vilac and Petitcollin Special:** \$300=N60. Expires November 1st, 2011
- **Vilac and Petitcollin Year Round Terms:** Opening order=\$500. Reorder=\$300. FFA at \$1000. Vilac and Petitcollin product may be combined in the same order.

## Best of Best:

- **Please don't forget when you buy from Best of Best you get**



Albert's Insomnia with new score pad

no dollar minimum, No case packs, buy exactly what and how you need, one shipping location in the Midwest, one place to buy from over 90 vendors, and over 800 products to buy from.

- **Follow Best of Best on Facebook & Twitter !!!** Send us pictures of your store or events and we will post them.
- **Best of Best has a NEW and improved website:** Be sure to check out [www.bestofbesttoys.com](http://www.bestofbesttoys.com).

## Daron:

- **October Special:** \$500=N60 & FFA. Orders must be marked with "Oct Promo" and orders must ship in October. Expires October 31st, 2011
- **Year Round Terms:** Opening orders=\$150. Reorders=\$100. Can break case packs except on key chains and Hot Wings.

## Do A Dot:

- **October Special:** \$500=N60 & free merchandise to offset shipping, \$750=N60, free merchandise to offset shipping, & 30 free books (you choose), \$1200=N60 & FFA. Free Play Day kit on all orders over \$500. Must specify Play Day Kit on order to receive. Offer expires October 31st, 2011



Best selling Rainbow 6 pack

- **Year Round Terms:** \$200=1/2 freight offset, \$300=full freight offset. Opening order=\$150. Reorder=\$100

## Educational Insights:

- **Shelby's Spectacular:** \$500=N60 & FFA, \$1500=N90 & FFA, \$2500=N120 & FFA. Orders must ship at once. Please mark orders with promo code "bark." Offer expires October 31st, 2011
- **Year Round Terms:** \$500=N30 & FFA. Opening order=\$300. Reorder=\$125.

## Find It:

- **"Starry Night", the newest version of the bestselling Find It game,** has some real "star power"! This is the first Find It game to feature a custom star shaped container, adding a whole new dimension to game play. Starry Night will be available the first week of October
- **Starry Night Promo:** Free Freight on any cases of Starry Night only. Ends October 31st, 2011



Find It, New Starry Night

- **Year Round Terms:** Order in case packs of 12's. Can assort styles within the 12 pcs.

## Flick Football:

- **Exciting News:** Master Card is using Flick Football at tailgate

events around the country this year to promote NFL team logos on their credit cards. There will be 45 PRO FLICK FOOTBALL games with Master Card NFL team logos on the end zones at NFL games!!

- **Year Round Terms:** Minimum order=12 pieces.

## Haba:

- **Oct/Nov Promo:** \$350=N30 & 1/2 FFA, \$750=N30 & FFA, \$2500=N60 & FFA, \$5000=N90 & FFA. Offer ends November 30th, 2011

- **Baby Display Promo:** Purchase \$350 of Haba baby items that fit into Haba baby display #8651 (pacifier chains, wrist rattles, rattles with hangtags, etc). and receive the display for FREE. Plus the order ships FFA. Expires October 31st, 2011



Dancing Eggs from Haba is back!

- **Year Round Terms:** \$1500=N30 & FFA. Ask for details on POP Display Specials. Opening order=\$150. Reorder=\$100.

## Hohner:

- **October Special:** \$500=N30 & FFA, \$750=N60 & FFA, \$1000=N90 & FFA Expires Oct 31st, 2011

- **Guitar Special:** Buy 8 HAG 250SP guitars at master pack pricing and get a free in store demo guitar (limit one per store location). Buy 5 HO825 wood tone drums and get a free demo model (limit one per store location). Expires October 31st, 2011



Toddler Music Band, 5 pc, set

- **Year Round Terms:** Opening order \$50. Reorders \$25.

## Hotaling:

- **Year Round Terms:** Minimum order=\$100
- **Rack Restock Program:** \$200 or more of Papo figurines (characters and/or animals) will receive N60 & FFA. Customer must have a Papo display currently.
- **Hotaling Combined Line Program:** \$1000=N60 & FFA when ordering any combination of product lines (Papo, Djeco, Le Toy Van or WWF)



## Rack Programs:

- **Metal Rack Program 1:** \$2500 of Papo figurines (characters and/or animals)=N90, FFA, & Free #40005 lighted metal rack.
- **Metal Rack Program 2:** \$1250 of Papo figurines (characters and/or animals) =N60, FFA & Free #40005 lighted metal rack. Within 60 days of the first order being placed, another order for \$1250 must be placed for Papo figurines (characters and/or animals) which also qualifies for FFA & N60. Should the second order not be placed within 60 days, the rack and freight for the order will be billed.
- **Wooden Rack Program 1:** \$1500 of Papo figurines (characters and/or animals)=N90, FFA, & Free wooden rack (can choose from #40012 basic wooden rack, #39994 farm rack, or #39992 custom rack).
- **Wooden Rack Program 2:** \$750 of Papo figurines (character and/or animals)=N60, FFA, & Free wooden rack (can choose from #40012 basic wooden rack, #39994 farm rack, or #39992 custom rack). Within 60 days of the first order being placed, another order for \$750 must be placed for Papo figurines (characters and/or animals) which also qualifies for N60 & FFA. Should the second order not be placed within 60 days, the rack and freight for the order will be billed.

## Kaskey Kids:

- **Football Season is here...** Receive 10% off any order of Illinois Football Guys. With two big games in October...Illini vs Ohio State on the 15th and Illini vs Penn State on the 29th, they are perfect to use as the centerpiece for an Illini Tailgate or party. *Offer expires October 31st, 2011*
- **Year Round Special:** \$200=10% off if paid by credit card at time of purchase. *Ends December 31st, 2011*
- **Year Round Terms:** Minimum order=one case pack.

## Learning Resources:

- **Fall Promo:** \$500=N60 & FFA, \$1500=N90 & FFA, \$2500=N120 & FFA. Orders must ship by November 30th, 2011. Please mark orders with promo code: FALL 2011. *Ends October 31st, 2011*
- **Everyday Terms:** \$500=N30 & FFA. Opening order=\$300. Reorder=\$125.



Pretend & Play School

## Little Kids:

- **Fall Program:** \$500=N60 & FFA. Orders must ship by December 16th. *Ends December 16th, 2011*
- **Year Round Terms:** Minimum order=\$100

## Magnafiles by Valtech:

- **Year Round Terms:** Minimum order=\$100

## Neaf-Oh:

- **Special:** \$350=½ freight, \$750=FFA. FFA on Best Seller Bundle for new customers or returning customers from 2009 or prior. *Ends October 31st, 2011*
- **Special Pricing:** Street Racer A1276XX, \$8.00 (regularly \$10.00), Wheelie A1261X2, \$8.50 (regularly \$10.00), Lego City Fire A1388XX, \$8.50 (regularly \$12.50). *Ends October 31st, 2011*



Street car Racer Backpack

- **Year Round Terms:** Minimum order=\$100

## Patch/Lauri/Smethport:

- **October Promo:** \$500=N30 & FFA, \$1500=N60 & FFA. Orders must ship by October 31st. *Ends October 31st, 2011*
- **2011 New Games Offer:** Order a case of the new game "Love It Hate It" and receive a case at ½ price of one of these new games... Swivel, Farkle Frenzy, or 100 Wacky Things. Limit one free case per order. *Ends October 31st, 2011.*
- **Everyday Terms:** \$750=N30 & FFA, \$1500=N60 & FFA, \$3000=N90 & FFA. These terms may not be combined with other offers or promotions. Minimum order=\$150.

## Peaceable Kingdom:

- **Promo:** \$500=N30 & FFA. Must be for immediate shipping. May not be combined with any other special offers or terms. Mark orders with code: FFQ4. *Expires November 11th, 2011*
- **Stock up on stocking stuffers from Peaceable Kingdom...** Scratch & Sniff Novelty Stickers for only \$1.00 cost are selling like crazy and would make a great little treat in anyone's stocking this season. A variety of styles are available including the basic assortment, chocolate, fruit, and even ice cream!
- **2012 Valentine Dating:** Orders of \$500 or more in PK 2012 Valentines (shipped by Dec 15th, 2011) get March 1st, 2012 dating! Order either the Super Valentine Prepack Program featured on pg 2 of the Valentine catalog or the Valentine Heart Pack Prepack Program featured on pg 9 of the Valentine catalog and get FFA and March 1st 2012 dating. Orders must ship by Dec 15th, 2011. If ordering one of the prepacks then additional Valentine product may be added to the order for the terms. *Ends December 15th, 2011*



New Scratch & Sniff Yum Stickers

- **New Card Partner Program:** Purchase any PK card program and receive the following benefits... greeting cards are now 100% returnable for exchange at time of reorder (exchanges of up to \$150 at a time with a card reorder of equal or greater value, partners must return unsold cards to rep or PK at their expense), N60 on opening orders for NEW accounts, Free extra envelopes as needed, able to order in ½ dozens on \$3.95 retail cards, all new signage, and "Would you like a CARD with that?" buttons for all store employees.
- **Year Round Terms:** Minimum order=\$150.

### Pressman:

- **Year Round Terms:** Minimum order=\$150

### Ravensburger:

- **Fall Flyer Program:** \$500=N60 & FFA, \$1000=N90 & FFA. Expires November 30th, 2011
- **Children's Puzzleball Display Offer:** Order the NEW #83305 Children's Puzzleball display for \$396 and receive FREE FREIGHT on the entire order. The display



Worlds Largest Puzzle, Keith Haring: Double Retrospect, 32,256 pieces, 17'X6'

comes with 9 assorted styles of new puzzleball images for a total of 38 puzzles in all. This includes 3 new styles of the 24 pc puzzleballs, 5 new styles of 108 pc puzzleballs, and the new 180 pc puzzleball. Expires November 30th, 2011

- **Year Round Terms:** \$1000=N30 & FFA. Minimum order=\$100

### River Dolphin:

- **Year Round Terms:** Minimum order=4 cases
- **Hanging Character Display:** Get your zoomorphs hanging character display now. This is a simple display consisting of two pre-built zoomorph characters, one an actual character and one a morphed character. The characters

are glued together and hung on a thin but strong fishing wire. They can be hung straight out of the shipping package...no assembly required. Free with an order!

### Thames & Kosmos:

- **Fall Special:** \$500=N60 & 3%, \$1000=N60 & 5%, \$1500=N60 & FFA, \$2000=N60, 2%, & FFA. Orders must ship by Nov 30th, 2011. Special ends November 30th, 2011.
- **Year Round Terms:** Opening orders=\$200. Reorders=\$100. Case packs may be broken except for items with a unit cost less than \$10.

### ThinkFun:

- **Fourth Quarter Special:** \$750=N30 & FFA (promo code 11Q4750), \$1000=N60 & FFA (promo code 11Q41000).



NOW SHIPPING  
Hyper Swipe, the  
crazy game of  
popping patterns

Don't forget that pre-qualified Thinkfun Center accounts can place reorders of \$500 or more and receive N30 & FFA thru the end of the year (promo code 11Q4REORD). Expires December 31st, 2011

- **Year Round Terms:** Minimum order=\$150

### Three Cheers For Girls/Bliss/Baby Cheers:

- **Year Round Terms:** \$1250=N30 & FFA. Opening order=\$350 (if less than \$350 then must pay first order by credit card with a minimum of \$150). Reorder=\$100



Tie Dyed Lap Desk

### Toysmith:

- **Fabulous 4th Quarter Bonus Promotion:** \$250=N60 & FFA, \$500=N90 & FFA, \$1000=N90, 5%, & FFA, \$1500=N90, 7%, & FFA, \$2500=N120, 10%, & FFA. Orders must ship by December 31st, 2011. Promotion ends December 31st, 2011
- **Year Round Terms:** All items from the regular and 4M catalog may be combined to meet these terms. \$250=N30 & FFA, \$500=N60 & FFA, \$1000=N60, FFA, & 5%, \$1500=N60, FFA, & 7%, \$2500=N90, FFA, & 10%. Minimum order=\$100.



"Mr Bill!"

### Yomega:

- **Special:** \$500=N60 & FFA, \$1000=N90 & FFA. Expires October 31, 2011
- **Year Round Terms:** Opening order=\$250. Reorder=\$100

### Zoob by Infinity:

- **Year Round Terms:** Opening order=\$150. Reorders=\$100. Opening orders of \$250 or more receive a free Zoob demo unit. Reorders of \$200=free Zoob demo unit refill upon request, \$250=free Zoob Merchandising kit upon request, \$500=1 free case of Zoob 35 to offset freight, \$750=FFA, \$1000=FFA and 5% discount
- **Birthday Club:** Every store that registers with Zoob (provides name, birthdate, and email address of the store buyer) receives an additional 2.5% discount on all Zoob products ordered on their birthday. Only one Birthday Club member per account.
- **Annual Program Incentive—The Zoob Club:** Stores that reach \$3000 in cumulative purchases earn the following on every additional order they place during 2011 and for the first quarter of 2012, regardless of order size. FFA plus a 5% discount and an additional 5% discount during the month of December.

**Remember...** On all programs and specials credit must be approved. Also, on all FFA offers, if invoice is NOT PAID ON TIME, freight must be paid. Please consider these rules when placing orders!!

Thanks,

*Carle, Christy, Shauna, Carol, and Barry*



OFFICE (630) 493-4540  
 OFFICE (800) 726-3261  
 FAX (630) 493-4551  
 FAX (800) 726-4732  
[www.besttoysinc.com](http://www.besttoysinc.com)



Best of Best



Best Toys

November 11-12, 2011



Neighborhood Toy Store Day is a prime opportunity to showcase your expertise and the important role you play in the community: the difference you will find at an ASTRA neighborhood toy store.

November 19-20, 2011  
 Navy Pier, Chicago, IL



Experience the power of play at ChiTAG. Preview, play, all the new toys and games as well as favorite classics, and meet their inventors at America's largest toy and game fair open to the public.

ALADINE/VILAC/PETITCOLLIN  
 BEST OF BEST TOYS  
 DARON WORLDWIDE  
 DO-A-DOT ART  
 EDUCATIONAL INSIGHTS  
 FINDIT GAMES  
 FLICK FOOTBALL  
 HABA USA  
 HOHNER MUSIC

HOTALING  
 (PAPO, LE TOY, DJECO, WWF)  
 KASKEY KIDS  
 LEARNING RESOURCES  
 LITTLE KIDS  
 MAGNA-TILES  
 NEAT-OH !  
 PATCH/SMETHPORT/LAURI  
 PEACEABLE KINGDOM

PRESSMAN GAMES  
 RAVENSBURGER  
 RIVER DOLPHIN TOYS  
 THAMES & KOSMOS  
 THINKFUN  
 THREE CHEERS FOR GIRLS  
 TOYSMITH  
 YOMEGA  
 ZOOB BY INFINITOY