

1917



YOU know

what American toy makers are up against—material *shortage*, labor *shortage*, car *shortage*.

You know that almost \$1,000,000 worth of toy orders were *not* delivered last year.

You know what *you* were up against last fall.

And you know, now, the only thing that will put you on Easy Street *this* fall is EARLY ORDERS!

You know the answer—

Colonial Toys

Made (not promised) in America by Americans.

Delivered (not promised) all over America.

We have adequate materials and skilled labor.

Our superb 1917 line includes:

ZAIDEN Full Composition Sleeping Eye Dolls, Over forty dressed styles.

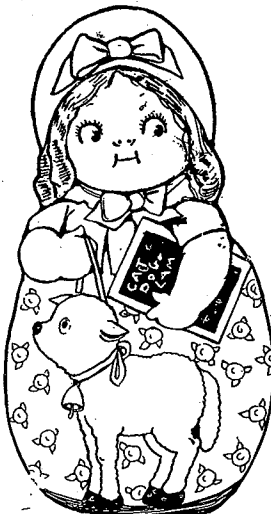
COLONIAL Horses and Wagons—strong composition horses, perfect in form and color, with true harness of imitation leather.

MINIATURE TOY FACTORY—The cleverest building toy on the market.

EXCLUSIVE SELLING AGENTS for those popular stuffed Doll Characters, created by the originator of the famous "Campbell Kids," the "**DRAYTON MOTHER GOOSE HUG-ME-TIGHTS**," retailing for 50 cents.

COLONIAL Noah's Arks and Animals—the best the world offers today.

Write for new Catalog and price lists.



Mary had a Little Lamb.

(c) G. G. Drayton. 1916



Colonial Toy Manufacturing Co. (Inc.)

352-362 West 13th Street

NEW YORK

1917



Colonial Toys

invite you to "The Breslin"

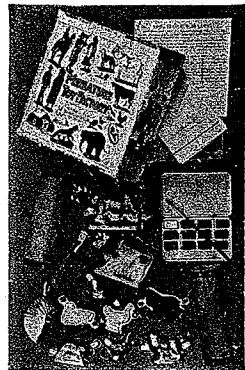
We are now ready to add something greater than production and delivery to Colonial reputation. In 1917 we intend to help you dealers sell Colonial Toys as you have never sold toys before.

Our 1917 selling plans include yours. We invite you to a conference at the Hotel Breslin during the Toy Fair.



Composition
Horses

Sleeping Eye Dolls



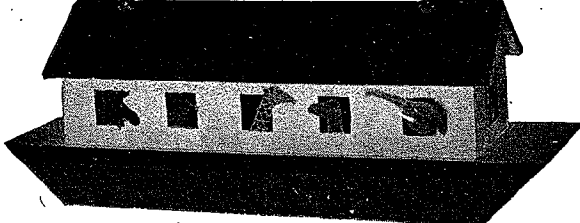
Splendid new numbers of the famous ZAIEN dolls. The construction of these "Sleeping Eye Dolls"—almost unbreakable, washable and exquisitely fashioned and featured—needs little introduction to American buyers.

Miniature Toy Factory

An educational toy whose popularity is increasing in leaps and bounds. Complete outfit of moulds, moulding material and paint box allows children to cast and decorate their own toys.

COLONIAL horses and wagons are perfect models. The horses are made of our composition and stand the hardest wear. Harness from imitation leather in black and tan and is minute in detail. Nickel chains and brass fittings used throughout. All usual horse colors. Nothing as fine has ever been produced.

Exclusive Sales Agents for "Drayton Mother Goose Hug-me-Tights"



Fifteen lovable "cozy-dolls," designed by Grace G. Drayton, creator of the "Campbell Kids." Stuffed with clean white cotton. This novelty doll is going to sweep the country like a prairie fire.

Retailing at 50c each

Copyright G. G. Drayton, 1916

Noah's Arks and Animals

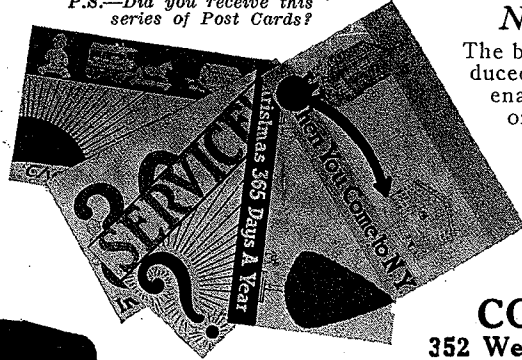
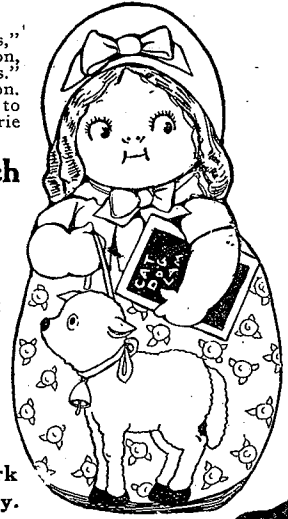
The best arks and animals ever produced. Hand painted in bright enamel colors. On nickel wheels or "Domes of Silence." Animals specially designed and hand sawed, each on platform. A practical American ark for American children.

When you're in New York come over to our factory.

COLONIAL TOY MFG. CO.

352 West 13th St.

New York



P.S.—Did you receive this series of Post Cards?

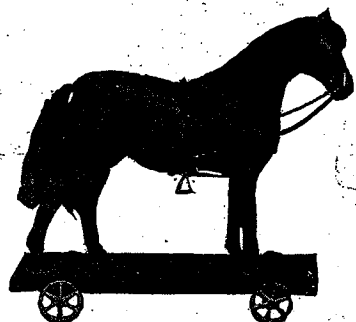


1916



The Zaiden Doll

Our new doll line comprises over 100 styles. All are full composition—full jointed hard to break dolls, with straight or bent legs. Most of them have moving eyes, eyelashes, teeth, and moving tongues. The new finish is a revelation.



Colonial Horses

THE FINEST HORSE EVER MADE. Each horse is an exact reproduction of the work of a famous sculptor. They are made of composition, with flowing mane and tail—mounted on wood platform with nickel wheels. The harness is of imitation leather and perfect in every detail. There are eight horse and wagon combinations.



Never was a toy factory called upon to meet such a situation as we have just passed through. Working 24 hours a day for eight months we were just able to meet all demands. But all orders were filled.

Now with floor space and equipment doubled and working to capacity we are producing toys for the world.



Colonial Toy Mfg. Co., Inc.

352-362 WEST 13th STREET
NEW YORK CITY

geared for instant sales!

... the perfect toy for crib, pop's car, play pen, carriage, high chair!

COMMODORE LUCKY BABY TOYS

*delightfully scented,
non-toxic vinyl,
soft, safe, washable*



Vinyl molded toys
in pink, blue, and yellow,
individually packaged in
cellophane bag with attractive
2 color label or 3 color
window display box. TREMENDOUS
PRICE AND PROFIT POTENTIAL!

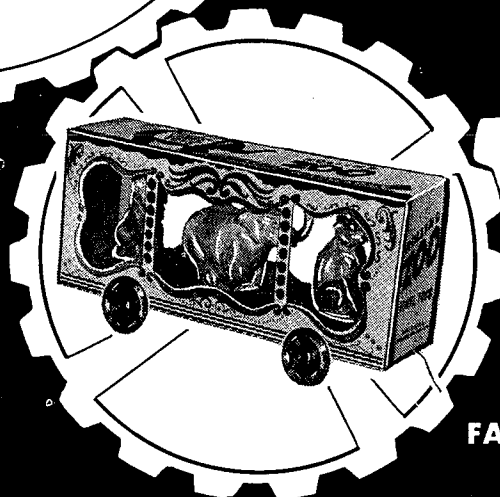
**STURDY METAL DISPLAY RACK
AVAILABLE FOR CELLOPHANED ITEMS.**

Revolutionary NEW ROLLING ZOO

Realistic functional package with
metal axle, rolling rubber wheels,
and draw string. Three vinyl
animals, approximately 4" high
comprise this action toy.

THERE IS NOTHING COMPARABLE ANYWHERE!

BE SURE TO ASK FOR
COMMODORE'S "SURE-FIRE SELLER"
COMPANION SET, THE 'ROLLING BARN'
AND OUR OTHER NEW ITEMS.



See America's
FASTEST SELLING LINE
at the
TOY FAIR

Hotel McAlpin • Rooms 749-751
Murray A. Damast • Sam Hollander

COMMODORE MANUFACTURING CORPORATION

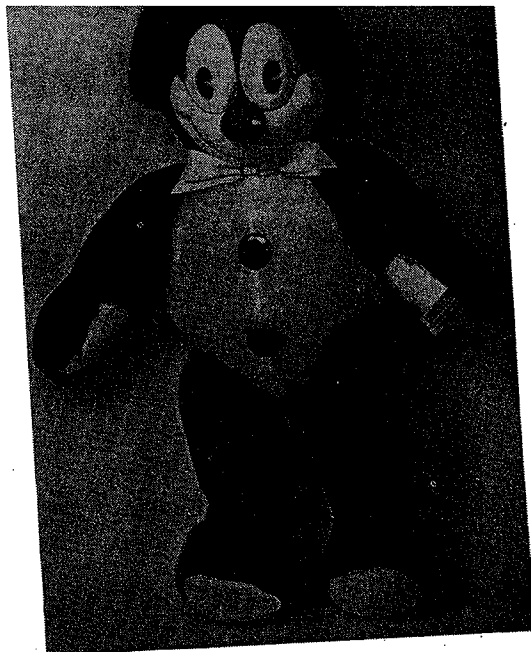
3913 Second Avenue • Brooklyn 32, N. Y. • STerling 8-2030

SALES REPRESENTATIVES
COLMAN & HIRSCHMAN
200 Fifth Avenue,
New York 10, N. Y.
(Room 1460)

Felix the Cat

DONS HIS
EASTER FINERY TO LEAD THE

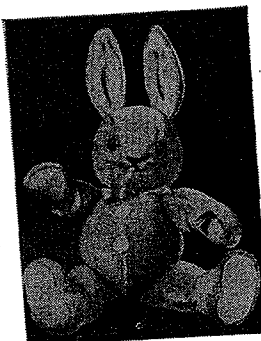
Coronet Easter Parade!



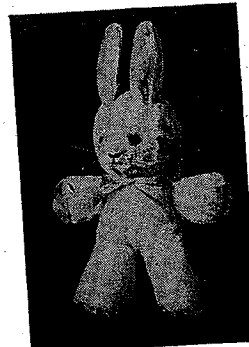
#477 - FELIX THE CAT, 15"; # 478, 20"; blue or pink jacket. Exclusive world manufacturing rights.



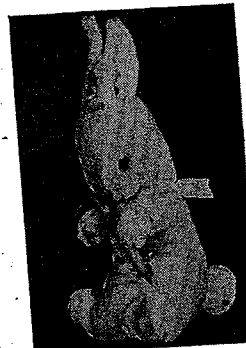
#1733 - BUNTO BUNNY, 14 1/2"; #1739, Big Bunto, 31 1/2".



#1877 - BONNY BUNNY, swinging arms & legs, 18 1/2"; #1878, 23 1/2".



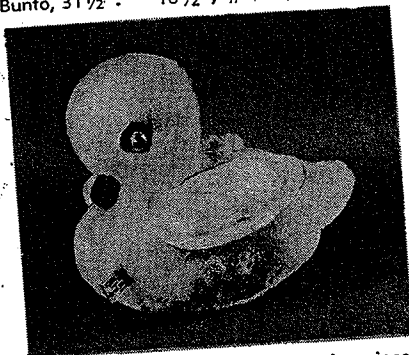
#1831 - BUSTER BUNNY, club arms & legs, 19"; #1832, 26"; #1833, 31".



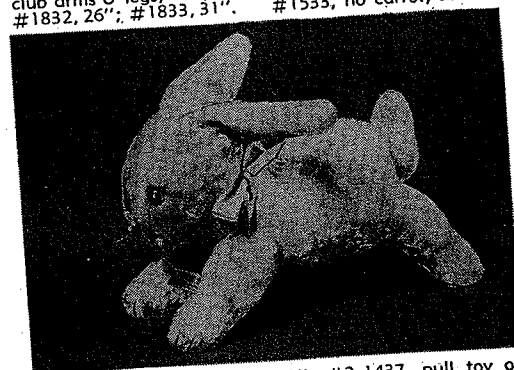
#1531 - PETEY RABBIT, 15 1/2"; #1532, 18"; #1533, no carrot, 25".



#832 - CHIPPER CHICK, bells in wings, luminous glass eyes, 9 3/4".



#732 - DOWNY DUCK, bells in wings, luminous glass eyes, 9 1/2".

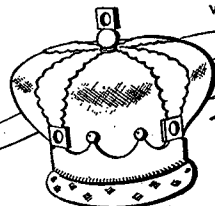


#1437 - FUZZY RABBIT, 13"; #2-1437, pull toy on wheels.



ALL CORONET CREATIONS:

- Are individually **CELLOPHANE SANITARY-SEALED** at the factory; all smaller creations are packed in open faced box.
- Carry a **LIFETIME GUARANTEE** Tag. Any adjustments are handled by factory - no trouble for the store.
- Are made of **LUSTRE PLUSH** and are **FLUFFILA-FILLED** - an exclusive, non-allergic, vermin resistant filling that's less than half the weight of ordinary toys.



MAC S. SPRINCIN,
Manager

Coronet
Toy Manufacturing Co.
"Playtime Pals for the Nation's Kiddies"

*Trade Mark Reg. U. S. Pat. Off.

1121 POST STREET
SEATTLE 1, WASHINGTON

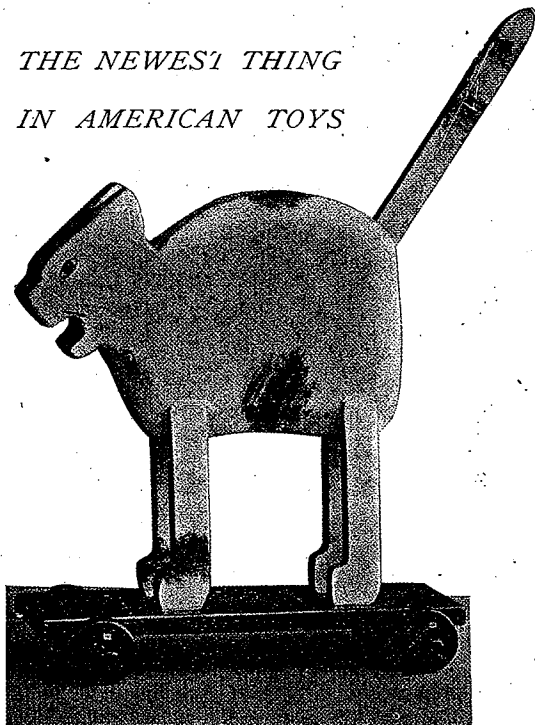
JANUARY, 1947-PLAYTHINGS

1906

LAYTHINGS.

The Craftsman's Guild Toys

THE NEWEST THING
IN AMERICAN TOYS



THE WOODEN CAT; WHITE,
WITH BROWN SPOTS
(TAIL RIGID FROM FRIGHT)
14 INCHES LONG

Copyright 1905, by The Craftsman's Guild

Do you want to sell these hand made toys?
If you do, write for our illustrated catalogue and
trade discounts.

These toys are "different."

They will make the best window display you
ever had.

They are brand new.

Do you want the agency for your city?

The Craftsman's Guild
HIGHLAND PARK, ILLINOIS.

is Buster Brown from cover to cover, and the child who is presented with one of these handsome editions can well consider himself fortunate. The children's interest in Buster never dies, and his annual



Published by Frederick A. Stokes Co.

appearance in book form is eagerly awaited in thousands of nurseries the world over. "Buster Brown's Pranks" continues the familiar series of brightly colored pictures drawn by the ever popular R. F. Outcault. Buster is ever up to new mischief, and is as fertile in good resolutions as in former years. Tige is still his faithful lieutenant. The book is fully illustrated in bright colors, and with the covers done in colors retails readily for 70 cents.

* * *

A new line of savings banks has just been placed on the market, and they are extra fine in regard to finish. They are made of steel, with oxidized finish, and are ornamented with very fancy raised-work designs. The line includes three sizes, to retail at 25 cents, 50 cents and \$1.00. Each bank is supplied with a key. Buyers who have seen this line say it is exceptionally good, and have placed liberal orders for the goods.

* * *

Every little boy in the land, and girl too, for that matter, will be delighted with the new Modeller just placed on the market, for it is one of the most interesting and instructive toys to be seen for some time. In the first place we will mention the manner in which it is put up, for it is most attractive. The set comes in a hard wood varnished, hinged box and will retail for \$1.00. Every box contains 8 moulds for moulding clay or putty. The moulds represent the heads of various animals. Also there are many different colored paints with brushes for painting the articles after they are moulded. Then with each set comes a number of cards upon which the moulded objects can be mounted and hung up if desired. The work is most fascinating, and will doubtless interest many of the older members of the family as well as the kids.

* * *

The manufacture of doll's wear in this country is steadily growing, and the trade is realizing more and more the necessity and advisability of handling