

EVERYBODY KNOWS

JOY

and

GLOOM

Creations of T. E. POWERS

The famous Cartoonist of the New York American

THESE DOLLS

are manufactured under special
license



T. E. POWERS JOY DOLL
Copyrighted 1912



T. E. POWERS GLOOM DOLL
Copyrighted 1912

\$8.00 Per Dozen

Orders filled in rotation

By arrangement with Mr. Powers these dolls will be given wide publicity through his cartoons in newspapers all over the country.



Red Eagle
Playsuits

ANOTHER SMASHING HIT

THREE PIECE INDIAN SUITS, \$4.00 PER DOZ.

For Boys and Girls. Sizes assorted 4 to 10 years made of Khaki Drill, trimmed with red fringe and colored soutache; Brass eyelets; full sized head gear with five feathers. Two pockets in jacket.

WE CHALLENGE COMPETITION ON THIS ITEM

SELIGMAN & BRAUN

SOLE MANUFACTURERS

508 Fourth Street

Hoboken, N. J.

Kindly Mention PLAYTHINGS When Writing to Advertisers.

"SAYCO" DOLLS

In Assortments of Original Styles

AT PRICES WHICH MEAN PROFITS
TO YOU AND SATISFACTION
TO YOUR CUSTOMERS



THEY COMBINE

Beauty - Quality - Service

"OUR GANG" DANCING DOLLS

Hal Roach's Juvenile Stars

"Farina", "Fatty", "Freckles", "Mary", "Jackie"

25,000 STORES THRUOUT AMERICA FEATURE
THEM IN WINDOW DISPLAYS

ONE MILLION ADORING CHILDREN WANT TO
HOLD THEM IN THEIR ARMS



"FATTY"

Are You Prepared to Supply Them?

WRITE FOR LITERATURE AND PRICES

FULL LINES ON DISPLAY AT OUR
FACTORY SALES OFFICE



"FARINA"

Schoen & Yondorf Co., Inc.

407 Wooster Street

New York

GOTTLIEB PAPER PRODUCTS MFG. CORP.

54-56 SOUTH SECOND ST., BROOKLYN, N. Y.

MANUFACTURERS OF

PAPER BELLS :: CONFETTI
PAPER GARLANDS :: SERPENTINES
AND PAPER SPECIALTIES

Gottlieb Paper Goods Have Been on the Market for 50 Years

We have just entered into the manufacture of Paper Bells and Garlands and if you have not as yet placed your orders, we would suggest that you write us for samples and prices, as our prices will be competitive. The shape of our Bells and Garlands is of the latest design and the paper employed in the manufacture of same surpasses anything on the market today. Our line is conceded by the trade to excel any line in the United States and is equal if not better than goods formerly imported. Samples and prices furnished upon request.



Whoa, There! Back up, Romeo! All Aboard

for Toyland. Only stop is at the World's Toy Center—Sole Agency for the Famous Bradley's "Substantial Toys." Fifty-two Toy Factories represented in this single permanent market. Doll Beds, Sidewalk Scorchers, Children's Vehicles, Destroyers, Tanks, Kiddie Villas, Teeter-Boards, Screened Cribs, Ivory Decorated Tables and Chairs and other Furniture Novelties. Write for literature and prices.

THE E. T. BURROWES COMPANY

Factories at PORTLAND, MAINE

New York Show Rooms: 200 Fifth Ave. (Fifth Ave. Bldg.) and 1097 Broadway, Street Floor

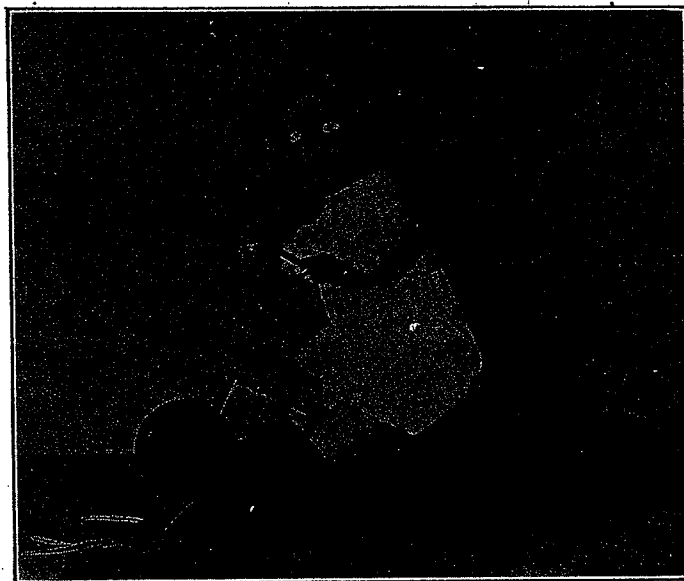
AMBERG DOLLS

THE AMERICAN STANDARD

AMBERG'S

"KOASTER KID"

(TRADE MARK REGISTERED)



Simple

Mechanically

Strong

Perfect

PROPELS ITSELF

A Positive Wonder! Every one says it will "sell on sight"!

RETAILS \$1.00

WE SUGGEST YOU "ORDER QUICK"!

We offer herewith a few of the characters we have created for this year. The names but suggest the variety of characters we produce—each an entirely distinct and individual one—together, THE MOST COMPLETE ASSEMBLAGE OF CHARACTERS TO BE FOUND IN BABY LAND.
"POUTY PETS," The Baby with the Come Hither Expression, in new sizes and costumes, \$.50 and \$1.00.
"TWILITE BABY"—Happiest of Youngsters.

"SWEETHEART"—Best of All.
"BEACH BOY"—A slick new one.
"PUDGIE"—Mighty cunning.
"LITTLE CHERUB"—A veritable angel.
"GOODY-GOODY"—The Innocent Mischief.
"BABY GLEE"—It jumps for joy.
and a hundred other numbers, including "SOLDIERS of All Nations"—each armed according to standard and bearing the National colors—fully equipped with guns, etc.

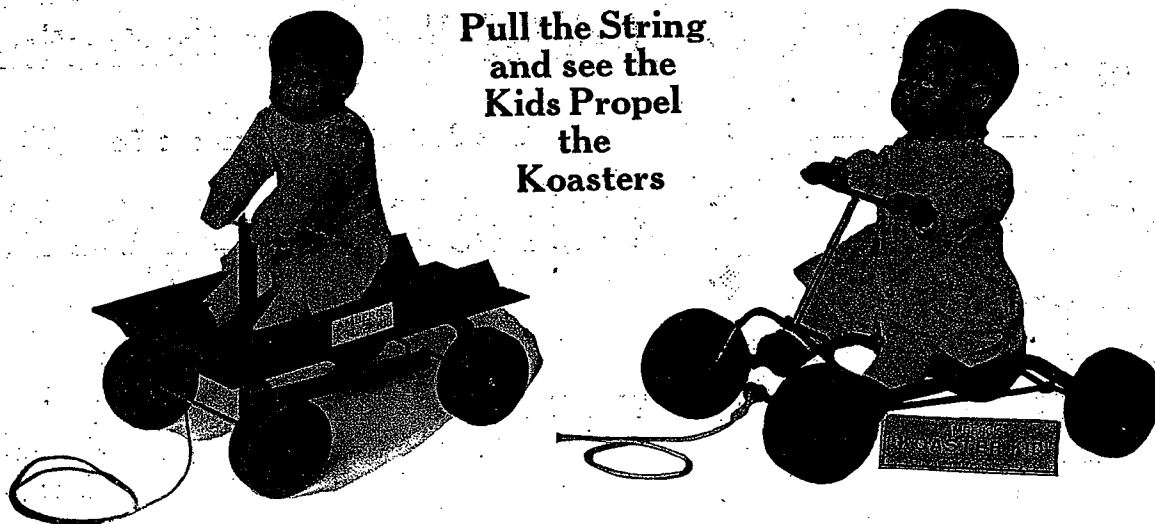
SEE OUR 50c. MA-MA VOICE DOLL!

LOUIS AMBERG & SON

32 Union Square, East (16th Street at 4th Avenue), NEW YORK

AMBERG DOLLS

THE AMERICAN STANDARD



AMBERG'S KOASTER KIDS

THE LIVEST TOYS OF THE YEAR

No. 3. An 11-inch doll with unbreakable head on a complete Pressed Steel Wagon—in assorted colors. 11 inches long, 11 inches high, at \$4.25 doz.

No. 5. An unbreakable 50-cent size, detachable kid on an all-steel constructed Koaster. 12 inches long, 11 1-2 inches high. Retail \$1.00.

CHARLIE CHAPLIN DOLL

THE WORLD | THE WORLD'S GREATEST COMEDIAN
THE ACE OF LAUGH CREATORS

LAUGHS
WITH
CHARLIE
CHAPLIN

Made exclusively by us by special
arrangement with

ESSANAY FILM COMPANY

Retail for 65c and \$1.00

The increase in orders is keeping up
with our continual increase in output.
Place your orders now as we are filling
them absolutely in rotation.

LOUIS AMBERG & SON 32 Union Square East
New York

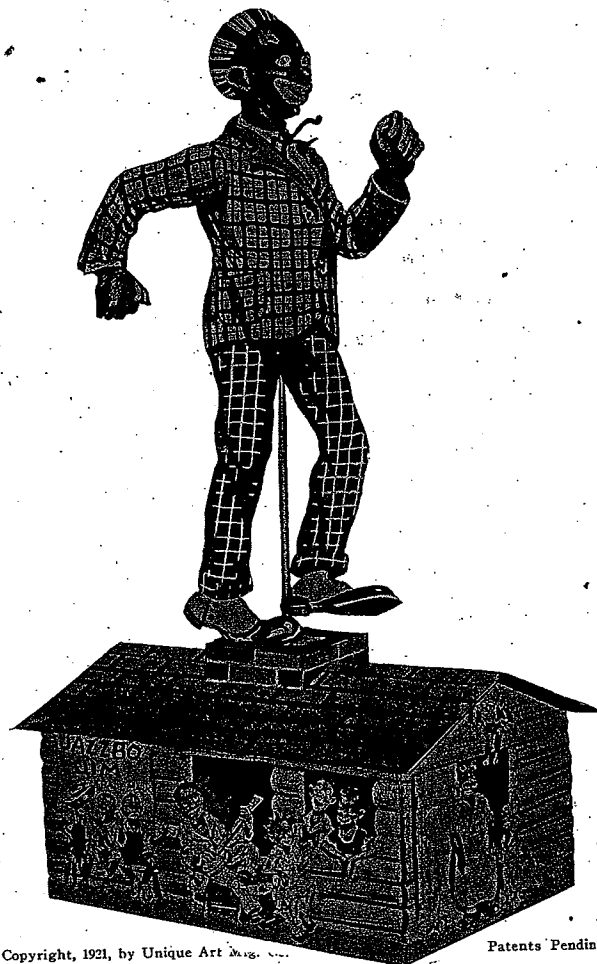


JAZZBO-JIM

TRADE MARK

"The Dancer On The Roof"

TRADE MARK



Copyright, 1921, by Unique Art Mfg. Co.

Patents Pending

The Greatest Seller because
it is the biggest value in a mechanical toy

EVERY PIECE GUARANTEED

UNIQUE ART MFG. CO.

60 SHIPMAN STREET

NEWARK, N. J.



LOUIS WOLF & CO.
(ESTAB 1870)
IMPORTED & DOMESTIC
DOLLS TOYS & CHINA
STAPLE HOUSE FURNISHINGS
FURNITURE SPECIALTIES
268-276 FOURTH AVE. AT 21ST ST.
NEW YORK, N.Y.

Jan - June
1923



"AUNT JEMIMA"



"AUNT JEMIMA"

(PATENTED)

YOU SHOULD SEE HER TODDLE

You should see the parasol.

You should see the "life-like look."

The most natural reproduction of a Southern Mammy ever put on the Toy Market.

A POPULAR-PRICE ITEM

EXCLUSIVELY SHOWN BY US



LEHMANN'S TOYS



WE HAVE THEM

Guaranteed Delivery—GUARANTEED PRICES

A Complete Line of Popular Numbers

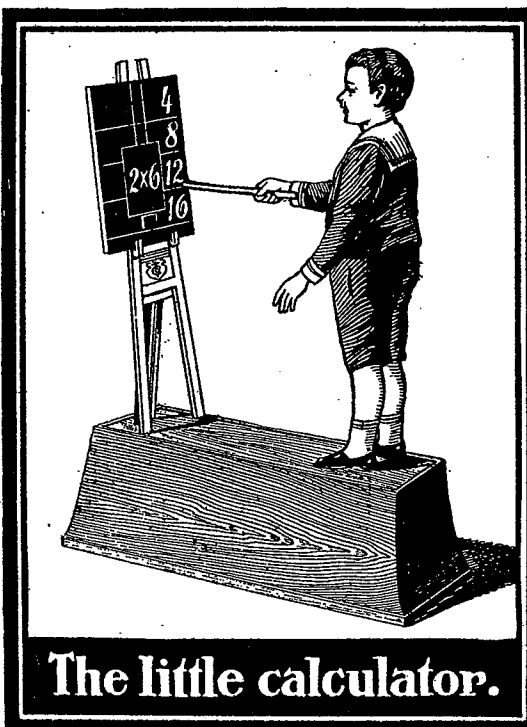
ANOTHER WELL KNOWN LINE

SPEARS GAMES

WE HAVE THEM—COMPLETE ASSORTMENT—
GUARANTEED PRICES

"THE LITTLE CALCULATOR"

The cleverest
mechanical toy
on the market.
You must see
this new toy to
appreciate its
novel features.

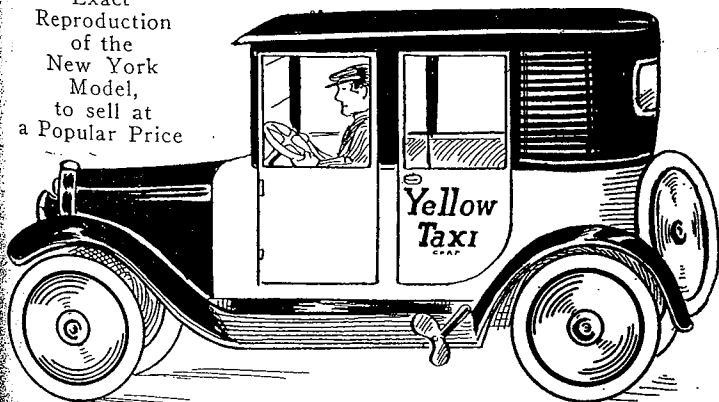


The little calculator.

YELLOW TAXI

MECHANICAL, and
BETTER THAN EVER

Exact
Reproduction
of the
New York
Model,
to sell at
a Popular Price



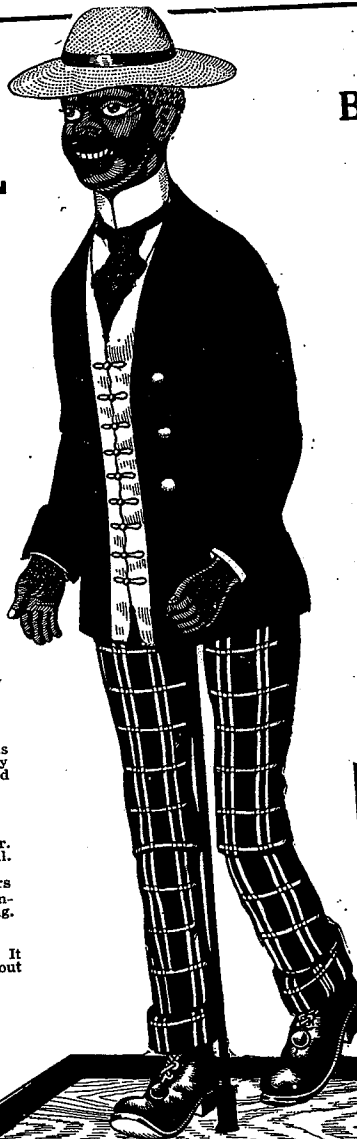
Feb - 1920

STRAUSS MECHANICAL TOYS

Here are some of our
popular numbers

- No. 400—Tom Twist
Turns innumerable somersaults
on parallel bars.
- No. 10—Kan-u-Katch
A delightful indoor and outdoor
toy, affords wonderful exercise
for young and old.
- No. 25—Trixo—
"The Climbing Monk"
A favorite with every child.
- No. 55—Jenny—
"The Balking Mule"
This toy's unique construction
produces a constant variety of
mechanical stunts.
- No. 40—Tip Top Porter
The most realistic walking toy
ever made.
- No. 53—Trikauto
(Trick Auto)
The sensation of the year. This
automobile does a great many
tricks while traveling forward
and backward.
- No. 51—Jackee—
"The Hornpipe Sailor"
Dances like a real Jolly Sailor.
Extremely amusing and comical.
- No. 52—Knock Out Prize Fighters
In this toy you have a real cham-
pionship bout with every winding.
- No. 54—Usania Armored Car
Another mechanical sensation. It
travels, fires a gun, puffs out
smoke and makes a report.

Our illustrated
and descriptive
catalog, telling
all about the
new things we
manufacture in
Mechanical
Toys, Tin
Horns, Stoves,
Kitchen Sets,
Tea Sets, etc.,
will be sent
upon request.



THE BIGGEST SELLING MECHANICAL TOYS IN THE WORLD

No. 50 Tombo, The Alabama Coon
Jigger. Jigs like a real "COON."
Extremely amusing and comical.
Simply release the lever and the
"COON" starts an old-fashioned
plantation breakdown.

The Alabama Coon Jigger stands
upon a richly decorated platform
in which there is concealed a
unique set of works. It repre-
sents wonderful value and is es-
pecially well made, beautifully
decorated and conveniently
packed in knockdown form—one
in a box 7 1/4 inches long, 5 1/2
inches wide and 2 inches deep.

A special ring lever on the side of
the box stops or starts the me-
chanism at will.

*Ferdinand
Strauss
Inc.*

Office and
Salesrooms

7 W. 22d St.
NEW YORK
U. S. A.

Factory
East Rutherford
New Jersey
U. S. A.

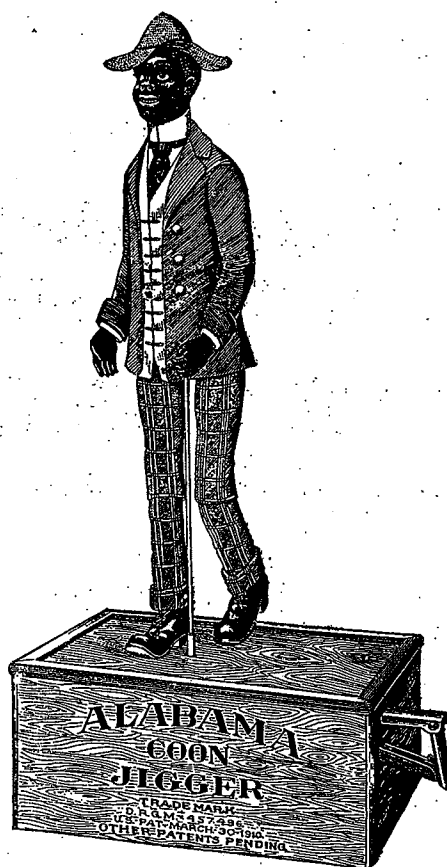
(ACTUAL SIZE)

Kindly mention PLAYTHINGS when writing to advertisers.

THE ALABAMA COON JIGGER

is a STRAUSS TOY and a
PHENOMENAL SUCCESS

**THE
MOST
POPULAR
MECHANICAL
TOY
OF THE
DAY**



**THE
DEMAND
FAR EXCEEDS
THE
SUPPLY
—
ORDERS
SHOULD BE
PLACED
NOW**

Actual Size 10½ Inches High

**RETAILS FOR HALF A DOLLAR
TREMENDOUS VALUE**

ILLUSTRATED TOY AND NOVELTY CATALOGUE SENT ON REQUEST

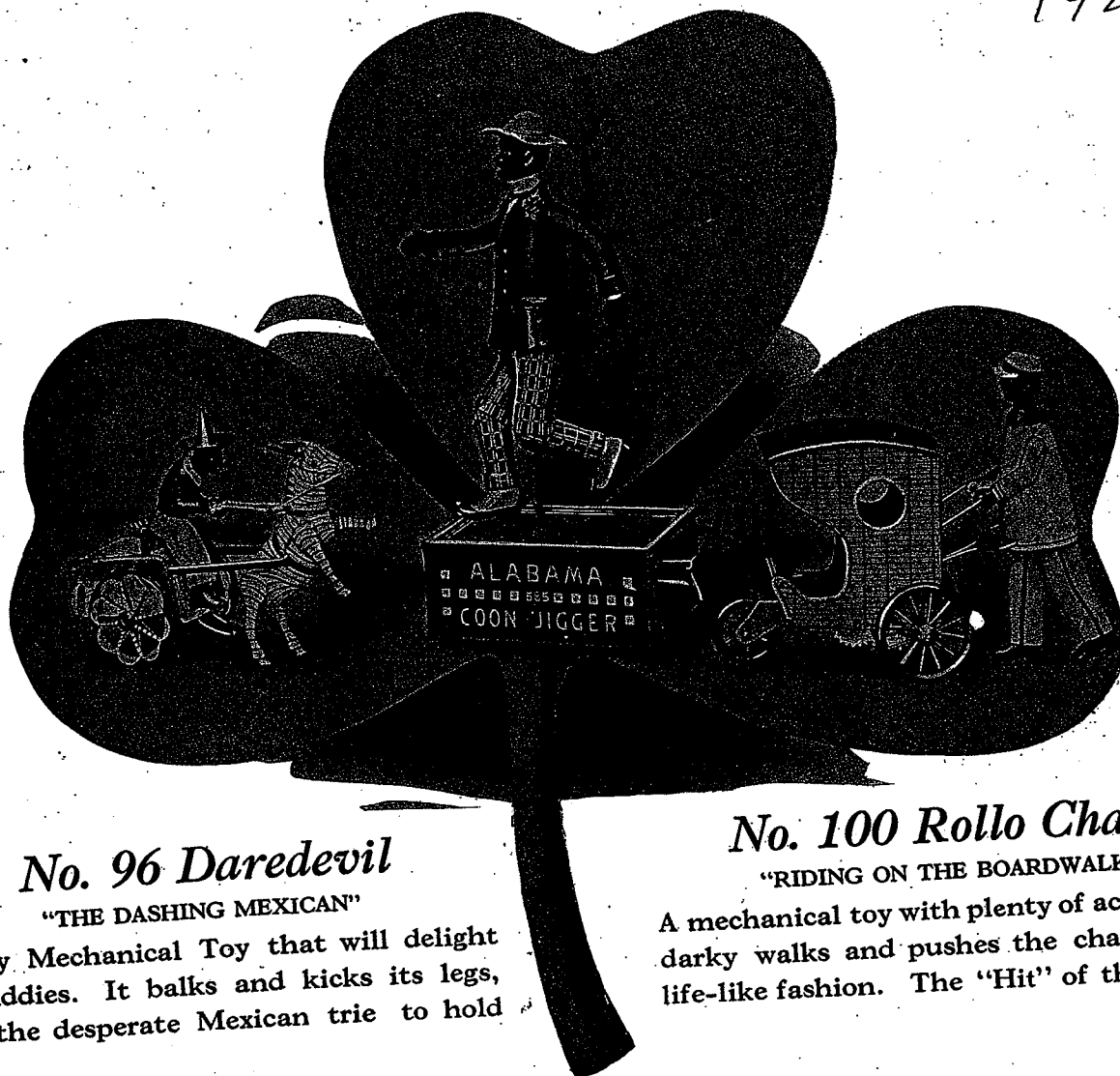
**STRAUSS MANUFACTURING COMPANY
355 BROADWAY
NEW YORK - - - U. S. A.**

Kindly Mention PLAYTHINGS When Writing to Advertisers.

Three Big Sellers of

STRAUSS MECHANICAL TOYS

1922



No. 96 Daredevil

"THE DASHING MEXICAN"

A lively Mechanical Toy that will delight the kiddies. It balks and kicks its legs, while the desperate Mexican tries to hold him.

No. 100 Rollo Chair

"RIDING ON THE BOARDWALK"

A mechanical toy with plenty of action. The darky walks and pushes the chair in real life-like fashion. The "Hit" of the season.

No. 50 Tombo

"THE ALABAMA COON JIGGER"

The original and only genuine "Alabama Coon Jigger" is known to every child. He has danced himself to fame in Toydom.

Write for our new catalog showing the latest Strauss Mechanical Toys, addressing Dept. 6-V.

GEO. BORGFELDT & CO. 16th Street and Irving Place NEW YORK

Sole Distributors for

THE FERDINAND STRAUSS CORPORATION

Kindly mention PLAYTHINGS when writing to advertisers.

Jan - June
1923

The ALABAMA COON JIGGER Family

Write for 1923
STRAUSS Catalog

STRAUSS
MECHANICAL
TOYS
"Known
the World
Over"



TOMBO



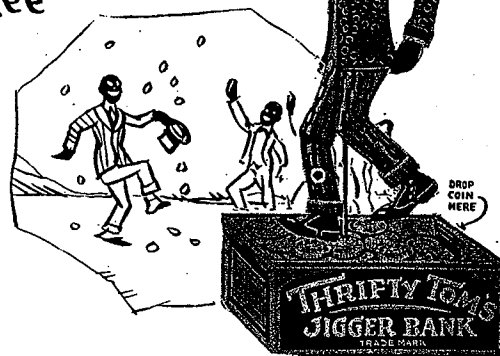
JAZZBO JIM



Jackee



DANDY JIM



THRIFTY TOM

THE FERDINAND STRAUSS CORPORATION
GEO. BORGFELDT & Co.

Sole Distributors

16th Street and Irving Place -- New York, N.Y.

Kindly mention PLAYTHINGS when writing to advertisers.

Jan. June 1923

Buy the STRAUSS Assortment—

Our Wonder Assortment

Packed ready for
delivery will show
your

\$26.80

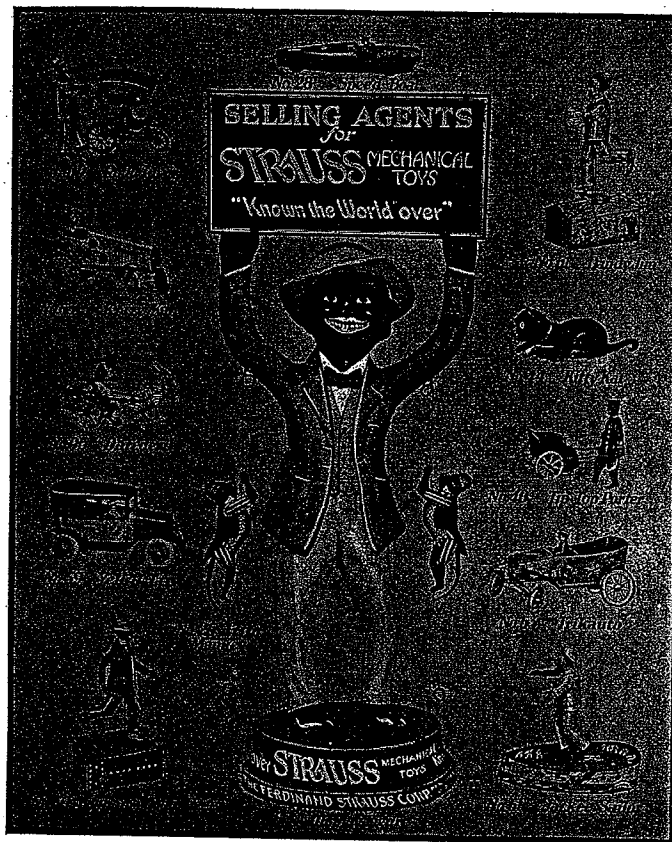
NET PROFIT

on an investment
of

\$50.00

containing 12 of the
leading and newest
STRAUSS MECHANICAL
TOYS, 13 dozen
in all, for \$50.00 the
complete assortment.

ASK YOUR JOBBER



FREE

With the first
shipment of the
assortment you
are entitled to the
Central Hand
Sculptured Dis-
play Figure 34
inches high,
FREE. Made of
special composi-
tion papier-maché,
artistically hand-
painted in beauti-
ful oil colors.

Value \$10.00

but Free with this
Assortment.

ASK YOUR JOBBER

—and it will SELL itself—

Call it Psychology, or Auto-Suggestion, there is something that "gets you" when you see the whole STRAUSS LINE in action, each ingenious conception with a special appeal of its own.

The variety of interest in the whole assortment in some way attaches itself to each individual toy, and effectually converts casual interest into active buying.

Keep the entire assortment filled and you will quadruple your sales.

1923 STRAUSS MECHANICAL TOY CATALOGUE
JUST OUT—SEND FOR IT

GEO. BORGFELDT & Co.

Sole Distributors for

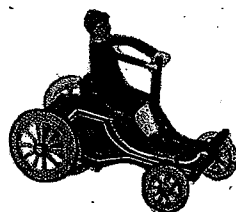
THE FERDINAND STRAUSS CORPORATION
111-119 EAST 16th STREET, NEW YORK

Kindly mention PLAYTHINGS when writing to advertisers.

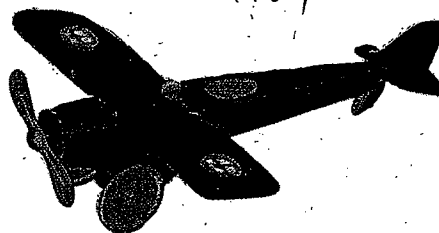
1924



No. 50
Alabama Coon Jigger
See his new steps? Watch
"Old Reliable" perform.
Size 10½ in. high.
Retails at 60c



No. 23—Kraka Jack
An energetic little fellow
who runs his car in a
circle or straight. Size
5½ in. long.
Retails at 50c



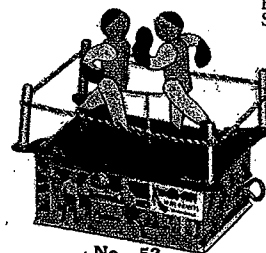
No. 80—Mail Plane
Whirr, goes the propeller as the Air
Mail speeds away. Size 12¾ in.
long.
Retails at \$1.00



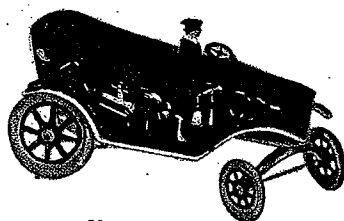
No. 51—Jackee Sailor
The happy Jackee dances a merry
hornpipe atop a swiftly moving boat.
Size 9½ in. long. Retails at 75c



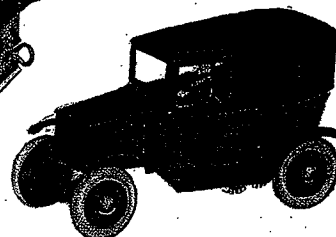
No. 95
Ham and Sam—The Minstrel Team
The new toy sensation, now playing
to "full houses" everywhere. Size
7½ in. high. Retails at \$1.00



No. 52
Prize-Fighters
Here is a real "slam-
bang" battle to thrill
the Kiddies. Size 6½
in. high. Retails at 75c



No. 53—Trikauto
Whirling, twisting, turning—runs
here and there and everywhere. Size
8 in. long. Retails at 50c



No. 59—Yell-O-Taxi
'Cab sir?' One can almost hear
the driver speak in this colorful re-
production of the real taxi. Size
7¾ in. long. Retails at 60c



No. 44—Kitty Kat
All the world loves this sleek
little Pussy with the big
green eyes. Size 8 in. long.
Retails for 50c



No. 25—Trixe—The
Climbing Monkey
Climbs up the string
and down again in
lively fashion. Size 8
in. long. Retails for 25c



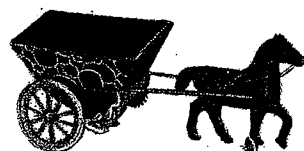
No. 55—Jenny—The Balking Mule
Kicks and rears, as she wildly tries
to upset the cart. Size 8¾ in.
long. Retails at 60c



No. 49—Texas Pete
Ride 'em Cowboy! A wildly
bucking bronco trying to
throw its rider. Size 6½ in.
long. Retails at 75c



No. 40—Tip Top Porter
The famous New York Central Por-
ter comes to life in this miniature
reproduction. Size 7 in. long.
Retails at 50c



No. 29—Pony Kart
A fast trotting, fast moving
item. Size 8 in. long.
Retails at 25c



No. 28—Speed Boat
Fast and far this speedy racing boat
travels. Size 9 in. long.
Retails at 25c

Attention Compelling, Easel Back, Display
Figure, 17 inches high, FREE with
this Assortment.

CONTENTS

Nos.	Articles	Quantities
25	Climbing Monkey	1 Dozen
28	Speed Boat	1 "
29	Pony Kart	1 "
44	Kitty Kat	1 "
23	Kraka Jack	1 "
40	Tip Top Porter	1/2 "
55	Balking Mule	1/3 "
59	Yell-O-Taxi	1/4 "
53	Trikauto	1/4 "

Cost to You	Retails At	You Receive
\$1.75	\$2.25	\$3.00
2.25	25	3.00
2.25	25	3.00
3.25	50	6.00
3.25	50	6.00
1.87	50	3.00
4.25	1.40	2.40
4.50	1.12	60
4.25	60	1.80

Nos.	Articles	Quantities	Cost to You	Retails At	You Receive
52	Prize Fighters	1/6 Dozen	4.75	.78	1.50
50	Coon Jigger	1/4 "	4.50	1.12	1.80
49	Texas Pete	1/6 "	5.25	.87	1.50
80	Mail Plane	1/6 "	7.50	1.25	2.00
95	Ham and Sam	1/4 "	8.00	2.00	3.00
Total amount received by Dealer					\$41.30
Total cost to Dealer					25.00

PARKER BROTHERS

INCORPORATED
12th Floor, Flatiron Building NEW YORK.

A FEW FAVORITES.



AUNT SALLY

Aunt Sally
is a
Popular
Favorite.

PRICE
50 cents



OLD DECK RING TOSS

The Original and Largest Selling Game
of its Class.

For Adults and Children... 50c. and \$1.00

BOX BALL

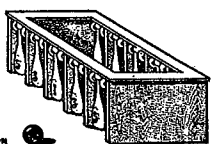
A Standard
Game,
Finely Made.

50 cents

BOX BALL

A GOOD
NEW
GAME

PARKER BROTHERS
MADE IN AMERICA
SALEM, MASS., NEW YORK & LONDON



THE LATEST CRAZE

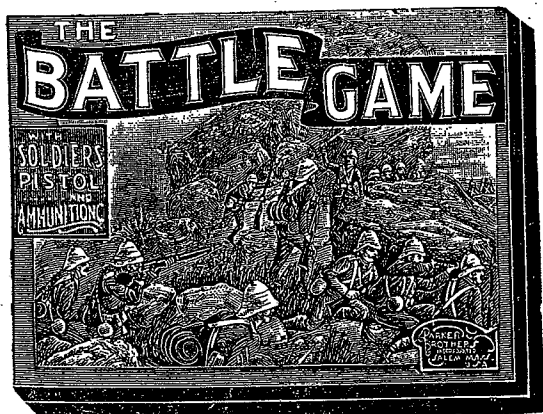
PIT

THE GREAT GAME

PIT

The Most Laugh-
able, and Great-
est Fun Making
Game in the
World.

50 Cents



BATTLE GAME

With a Company of Bright Soldiers, and
a Pistol that Shoots Wooden Ammunition.

Price 50 cents

ROOK CARDS

FLINCH

I'M A
MILLION-
AIRE

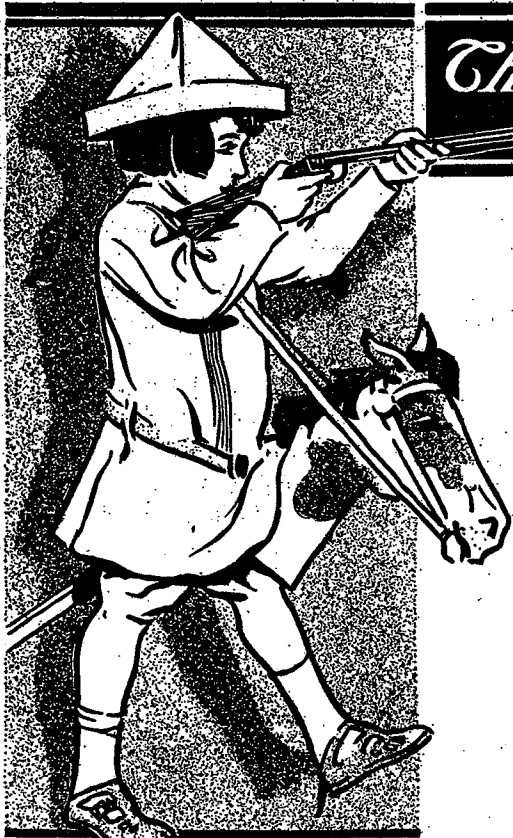
SCOOP

The Newspaper Game



All are Popular Sellers

The Little Daisy Pop Gun



is one of the most attractive toys for young children that has ever been offered.

A pop-gun that looks like a real gun. It has a nicked steel barrel, genuine walnut stock, is 15 inches long, and shoots a cork on the end of a string. Lots of noise and lots of fun for the little fellows.

It is sold everywhere for 25 cents—the biggest value that is being offered in toys at that price today.

Every child wants one as soon as he sees it. Parents buy it quickly, as it is amusing and entirely harmless.

Made just like an air rifle, in the famous Daisy factory, which makes more air rifles than all other concerns combined.

It is especially designed for the use of little ones too young to have a Daisy Air Rifle.

If you handle the Little Daisy Pop Gun, and a full line of Daisy Air Rifles, you are prepared for all ages. Order from your jobber. Full description sent on request.

Daisy Manufacturing Co.

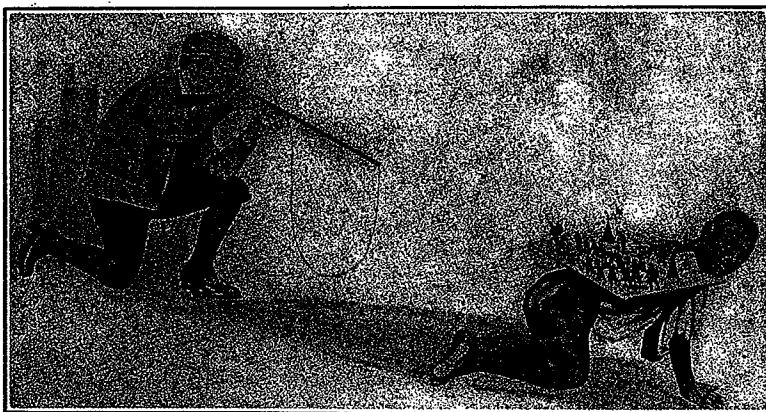
294 Union Street

Plymouth, Mich.

Largest Manufacturers of Air Rifles in the World

Our Military Game has a world wide reputation

Now manufactured on royalty in England and Germany for foreign markets. IT STANDS PREEMINENTLY IN A CLASS BY ITSELF.



Little Ebony—(anxiously) "Say, lil' white boy, am you goin' to shoot whar you am aimin' at?"
Little White Boy—"You bet your sweet life I am."
Little Ebony—"Ah reckon you better hol' dese here sojers yer own self."

Displays soldiers in lifelike attitudes, ready to be used as a game when taken from box.

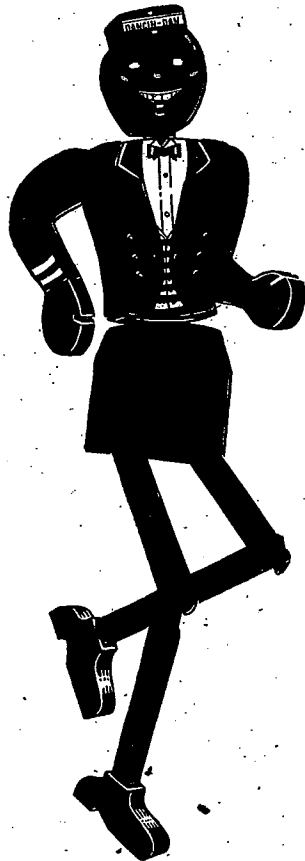
Remove gun from tray and pop away. In an instant soldiers stand up again ready for another volley. All figures can be removed and replaced on tray as often as desired.

During entire game soldiers never leave the card.

Packed lying down
Displayed standing

AMERICAN SOLDIER CO., Glendale, Brooklyn, N. Y.
 NEW YORK OFFICE: 381 BROADWAY, N. Y.

THE ONE AND ONLY WONDER WOODEN TAP DANCING MAN



Actual Height 11½ Inches

DANCIN-DAN

Who, in a few months earned the title—

**AMERICA'S NO. 1 FAMILY TOY
PRESENTS HIS TWIN SISTER**

DANCIN-DINA

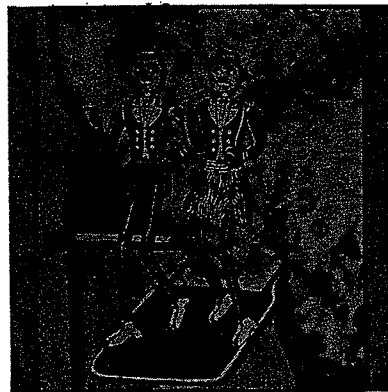
(—and the dance she does)
(puts new life in any party)

**THEY TAKE A BOW AS
DANCIN-DAN AND DINA**

(Trade Mark)

**The Tap Dance Team Supreme
WITH NEW FLEXIBLE HEADS AND HIPs**

FASCINATING FOR ADULTS
JOYMAKING FOR CHILDREN
(Copyright 1938 by Associated Syndicate)



Patents Pending.

NEW PACKAGING!

The twins with a special holder and one paddle are colorfully boxed as is DANCIN-DAN or DANCIN-DINA individually with a paddle. Designed by famous artists for new color, style and life-like action of head, arms, body, and legs.

SOLD NATIONALLY!

A list of stores and jobbers that reads like a "Who's Who" now sell these fascinating dancers. Ask about our action demonstrator offer.

ANYONE MAKES THEM DANCE

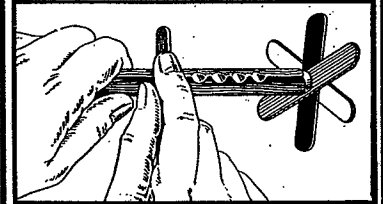
Simply vibrate the paddle rhythmically and they tap dance and do steps you've never seen before.

YEAR AROUND SALES

—Because Dancin-Dan and Dina provide hours of fun for adults as well as children in the home, with or without music, for parties, bridge prizes and gifts.

A NEW FUN ITEM!

GO-STIK
TRADE MARK
THE STATIC TRICK



IT GOES, BUT WHY IT GOES
NOBODY KNOWS.
Changes Colors and Direction. Attractively boxed 24 to a display carton.

FOR THE TOY FAIR AND PERMANENTLY SHOWN AT SUITE 405, 1107 BROADWAY, NEW YORK

When writing to Associated Syndicate, will you please mention PLAYTHINGS?