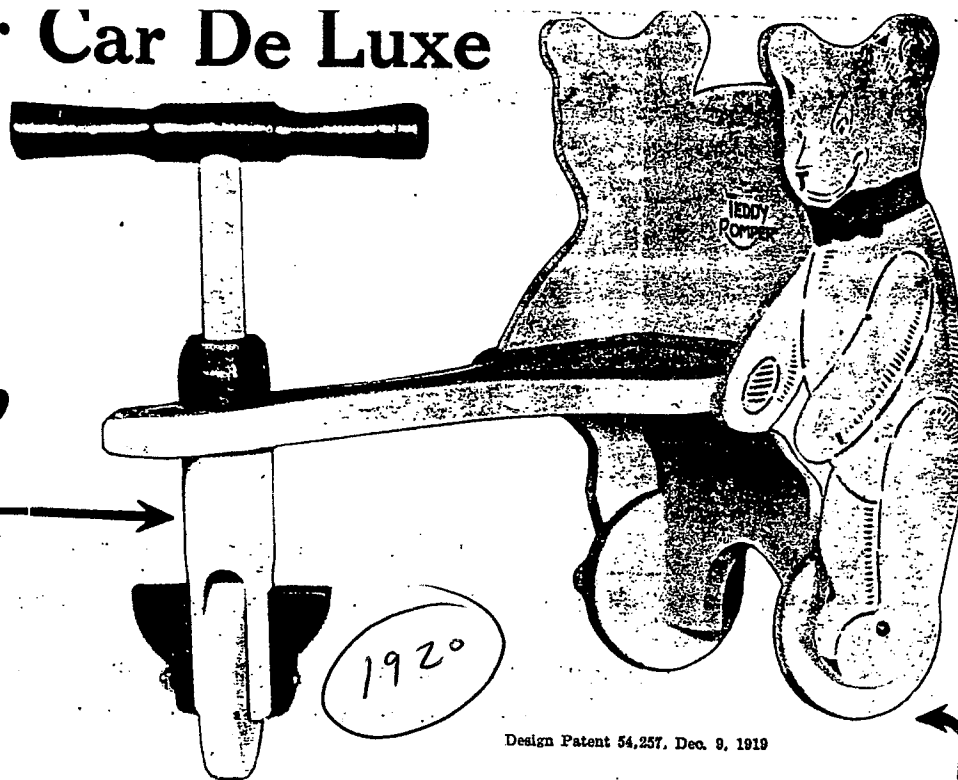


The Coaster Car De Luxe



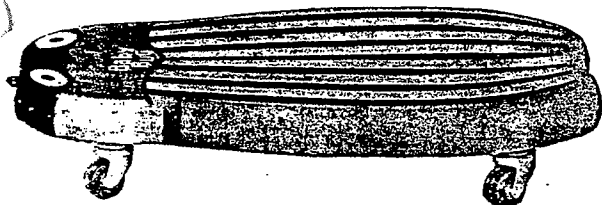
"TEDDY ROMPER"

*Immediate
Deliveries
if Desired*



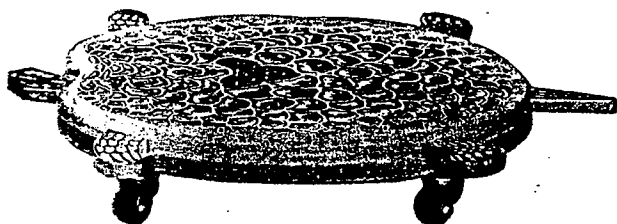
Design Patent 54,257, Dec. 9, 1919

This delightful, novel little car combines the joy of the Coaster with the charm of the Teddy Bear. and for this reason is irresistible in its appeal to children. Each of the two rear wheels is flanked by a standing Teddy Bear, as illustrated, and a back is provided so that the child may rest as well as romp. This is a distinctive feature which merits your consideration.



"BABY BUG"

These attractive little vehicles are designed primarily for the creeping child. The kiddies just flop down on them "belly-whopper" fashion and paddle all over the floor. Absolutely no danger of injury. Finished in pretty colors.



"TURTLE TOT"

The "Teddy Romper" has been riotously received by the kiddies and no dealer experiences any difficulty in selling this dandy little car.

The construction is substantial; the finish a beautiful white enamel with black and red trim.

Something New for the Toy Trade

Our hobby is to create new and original ideas for the toy trade. Only by seeing samples can you appreciate the wonderful merits of these toys. Every toy we ship is fully assembled. This means a great deal to the toy buyer at the present time.

Samples Sent Upon Request

THE TOY KRAFT CO.

Wooster, Ohio

DISTRIBUTORS:

GEORGE TURNER, 1418 Republic Building,
209 S. State St., Chicago

EDWIN E. BESSER CO., 41 Union Square,
New York

Watch Our Ad Next Month
The **WALKING DUCK**
will be introduced at that time

Kindly mention **PLAYTHINGS** when writing to advertisers.

October 1920



This Label

D.
N. Y.



Look For This La

TOY KRAFT TOYS

FOR GOOD LITTLE GIRLS AND BOYS

DUCKIE WALKER—it really walks—heads this group of four of the most wonderful action toys that have ever been presented to the trade. Little girls and boys from 1 to 5 years simply scream with delight when Duckie Walker makes his feet go pit-a-pat over the floor and the big folks shout with laughter at the noise he makes—so exactly like a real duck's quack. These four marvelous Toy Kraft Toys are made from carefully selected wood and finished in brightest colors with the best and most lasting of paints and varnishes.

They can't get out of order and are made for play in the house—on the veranda—on the lawn and sidewalk. They are toys for all the year. Duckie Walker comes into tremendous demand at Easter and Christmas.



Strongly made and securely packed all ready for play in durable individual cartons—easily stacked and kept clean until sold. Send now for full descriptive literature, samples and prices.



DUCKIE WALKER

6" long and 7 1/4" high and removable handle in two pieces 13" long. Startling colors in enamel. It actually walks, making its feet sound like a duck's quack. Sold in case lots of 3, 6 and 12 dozen.

BABY BUG

A real idea is behind Baby Bug. Very tiny tots slide all over the floor "belly-whopper" fashion, or if baby sits up she can just as well be pushed or pulled for a ride. Dimensions of toy—16" long, 9 1/2" wide and 2" high.



TEDDY ROMPER

The best toy of this idea ever made. Covered by patents. Made in enameled colors to the highest point in quality, beauty and lasting power. Even rain wouldn't hurt it. It has style and class that make little girls especially forget everything else. Dimensions of toy—19 1/2" long, 10 1/2" wide and 16 1/4" high.



TURTLE TOT

Something like Baby Bug, but has funny little legs, tail and head that are movable and add to the fun. Made in a striking color design after the pattern of the Alligator Back Turtle. Dimensions of toy—16 1/2" long, 13" wide and 2 3/4" high.



EASTERN REPRESENTATIVES

E. E. BESSER CO.

41 Union Square, New York

BAKER & BENNETT CO.

873-875 Broadway, New York

Look for "TOY KRAFT TOYS" at the Imperial Toy Show, February 1st to March 12. Room 268

Two Million Little Tots Made Happy

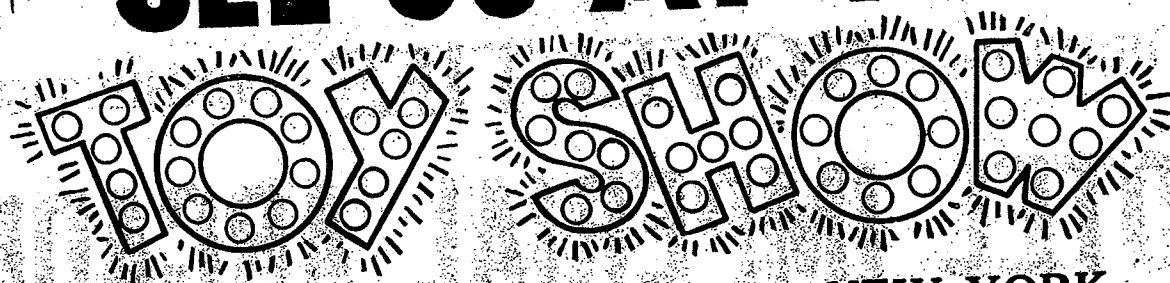
THE TOY KRAFT CO.

WOOSTER, OHIO.

Kindly mention PLAYTHINGS when writing to advertisers.

1921

SEE US AT THE



ROOM 268, IMPERIAL HOTEL, NEW YORK

T OY KRAFT room will contain one of the big acts at the show. Action toys for kiddies from 1 to 5. Toys that sell every month in the year. Toys that stand childish rough use. Made of selected wood in brilliant enameled colors that won't fade. Toys that don't get out of order. Toys that sell at a glance and arouse the envy of the neighbor's children. Toys with original ideas that even amaze the big folks.

DUCKIE WALKER

The Duckie Walker family will be one of the sensations at the show. They really walk, actually walk as ducks walk, making a noise like a duck's quack.



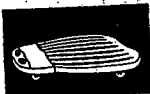
TEDDY ROMPER

A perfection of one of the greatest toy ideas ever invented. Covered by patents. The rear wheels are flanked by two standing Teddy Bears joined with a strong back to let little tots rest while they ride. Enamelled in a bright canary yellow. Dimensions of toy 19 1/2" long, 10 1/2" wide and 16 1/2" high.



BABY BUG

A toy for tots under three years. It is propelled "belly-whopper" fashion, or baby sits on it to be pushed or pulled. Only 2" high. No chance for bumps if baby rolls off. Dimensions of toy 16" long, 9 1/2" wide, and 2 3/4" high.



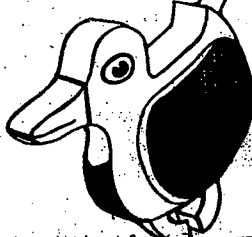
TURTLE TOT

Acts like Baby Bug but has funny head, legs and tail that move and add to baby's fun. Made in a brightly colored design, highly varnished. Runs on rollers. Dimensions of toy 16 1/2" long, 13" wide and 2 3/4" high.



All "Toy Kraft Toys" are packed securely in individual cartons—all assembled ready for play and keep clean until sold.

Eastern Representatives
E. E. Besser Company
41 Union Square
New York City
Baker & Bennett Co.
873-875 Broadway
New York City



THE TOY KRAFT CO.

WOOSTER, OHIO.

Kindly mention PLAYTHINGS when writing to advertisers.

My Little Lady's Dolly Stroller

New ~ Novel ~ Natty



By The Originators
of

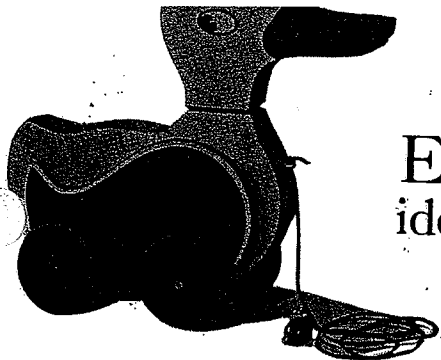


"The most charming toys for children we have ever handled" is what dealers are saying about the Dolly Strollers. They are simply irresistible.

The above picture is an exact color reproduction. Judge for yourself what an appeal they will make when placed in a conspicuous place in your store.

The body of the Dolly Stroller is $10\frac{1}{2}$ x $10\frac{1}{2}$ inches, plenty of room to hold the dolly, 14 inches high over all, 5 inch wheels and 26 inch handle. These Strollers are carefully constructed of high grade material and will last indefinitely. Each comes carefully packed in a separate carton. The sooner you can get a few of these on display the sooner you will realize the great demand there is for them and the consequent lucrative profit.

Write for a trial order.



Duckie Wheeler

Its enameled colors are brilliant and lasting—instantly catching the child's eye. It is made of carefully selected wood and put together to stand childish rough use.

A four Wheel Pull Toy. EASTER Special, Strong well built toy with moveable head, attracts every kiddie. Sells on Sight.

Size 10 inches x 8½ inches.

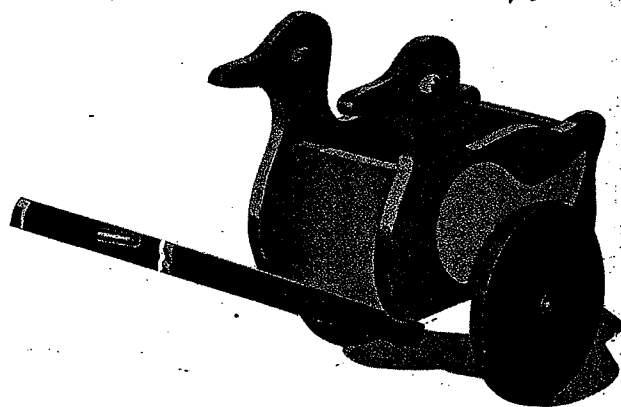
Finished in pearl Gray, or Rich Ivory body, with blue and red wings, orange trimmings, and orange wheels.

Packed in individual boxes. Sold in case lots of Two, Six and Twelve doz.

FOR EASTER

Every Toy Kraft Toy embodies a really novel idea for the entertainment of children from one to eight. They are all action toys, made up in beautiful and lasting enameled colors---em-
bracing the two great principles of child fascination.

Toy Kraft Toys are for play all year round—in the house—on the veranda—on the lawn or sidewalk. The Duckie Walker Family comes into tremendous demand at Easter as well as at Christmas

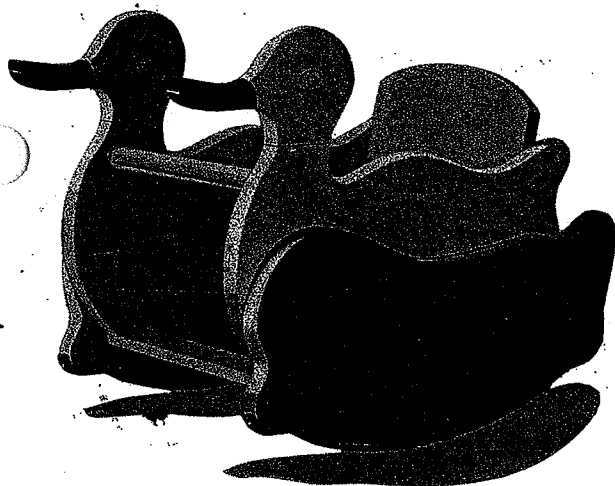


Duckie Box Cart

Real artistic Fancy Box Cart.

Height, 12 inches; length, 12 inches; inside box 4 inches wide, 4 inches deep and 8 inches long. Wheel 5 inches, Handle 26 inches long.

Finished in Yellow body with Blue wings, Orange Wheels, and trimmings. Packed ½ Doz. to shipping carton.



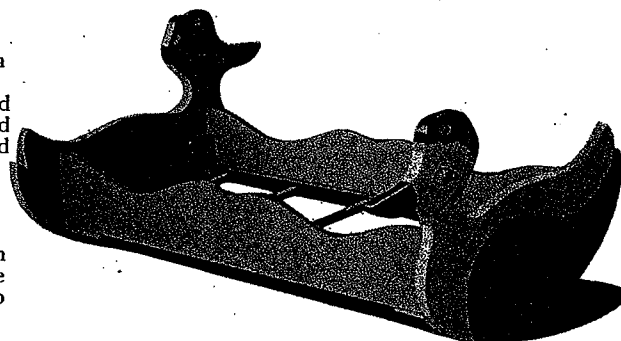
Nursery Shoofly

For the baby from nine months old up to two years. Size 27" extreme length 17" high and 14" Wide.

Rubber tires, making it noiseless and soothing, prevents marring of hard wood floors. Moveable Head, makes an original plaything for the child. Finished in two coats beautiful enamel, Ivory or White with blue wings. Orange bill and black trimmings. Packed in individual cartons for shipping.

Duckie Cradle Bed

Original in design. Rocks on the wings. Removable dowel bottom. Length 20 inches, Width 13 inches, Depth 3 inches. Finished in beautiful White enamel, with blue enamel wings, orange trimmings, and flowers. Packed Six to a shipping carton.



**Big
Value
Quick
Sellers**

DUCKARTOYS

Manufactured by

THE TOY KRAFT CO., Wooster, Ohio

Representatives

EDWIN E. BESSER CO., 35 E. 19th St., New York.
BAKER & BENNETT CO., 873-75 Broadway, New York.
FRANK J. FARNEY, 42 West 33rd. St. New York.

FRANK J. FARNEY, 227-31 W. Lake St. Chicago.
J. C. JONES, Palmer House, Chicago.
HARRY H. ASHMEAD, 420 West 5th. Ave., Columbus, Ohio.



"TOYCO" PENNY SQUAWKERS "TOYCO" TIP-TOP SAUSAGE SQUAWKER

80c Per Gross

Made in the Usual "TOYCO" Quality.
How Many Can We Send You?

Send Us Your Order at Once
For Prompt Attention.

THE TOYCRAFT RUBBER COMPANY
DEPT. PT
ASHLAND, OHIO, U. S. A.



MAGNETS

Their Magnetism Pulls
Steady, All-Year Sales

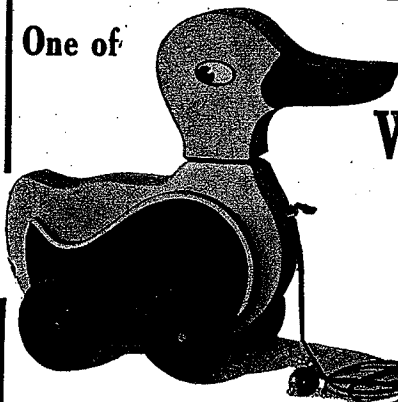
MADE IN
3 SIZES
12 TO A
PACKAGE

Children never fail to be attracted by a display of these powerful bright red magnets. Nothing to wear out, nothing to break.

ORDERS FILLED PROMPTLY

U. S. TOY COMPANY
BRADFORD, PA.

One of



BIG FIVE WHEELERS

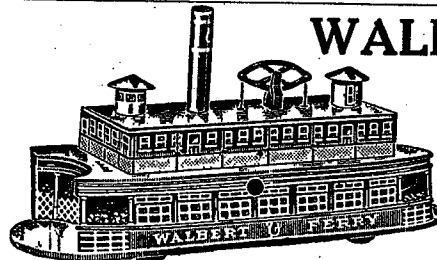
RABBIT
GOOSE
DADDY
MOTHER

DUCKY WHEELERS

Rapid Sellers, 75% Profit

Order NOW
for Easter

THE TOY KRAFT CO., Wooster, O.



WALBERT

O
Y
S

FERRY BOAT

THE FERRY BOAT automatically reverses direction when it strikes any object. It is substantially built and will give unlimited joy to children. It will run 80 feet if unobstructed. Other Walbert Toys include: The famous PITCH 'EM and PITCH 'EM WINKS, enjoyed by young and old alike; the WALBERT TRACTOR AND TRAILER; the reversible STREET CAR; The YANKEE TANK; and the SINKING BATTLESHIP.

For full information
write to:

WALBERT MFG. CO.
925-41 Wrightwood Ave., Chicago, Ill.

TRANSOGRAM CO., Inc.

BUSH TERMINAL

BROOKLYN, N. Y.

"GOLD MEDAL" TOYS

PLAYTHINGS THAT SERVE A PURPOSE

"GILT EDGE" HOLLY BOXES

MAKE YOUR NICE GIFTS, NICER

Room 215
Chas. S. Raizen

Hotel Imperial
Toy Fair, 1923

BALLOONS

OF EVERY DESCRIPTION
Always On Hand

ADVERTISING BALLOONS

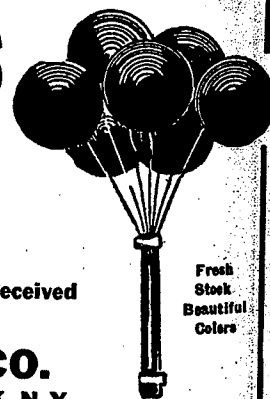
Your name and address and a snappy slogan on a Yale Balloon will bring the kiddies flocking to your toy store.

We Fill All Orders Same Day as Received

Write for Samples and Prices

YALE RUBBER CO.

15 EAST 17th ST. NEW YORK, N. Y.
Between Broadway and Fifth Avenue



Fresh
Stock
Beautiful
Colors

Tufhead Drums

*With the celebrated
Fabricyde Head*

The full line of these famous Toy Drums with the Real Drum Sound, positively unbreakable, may be seen at the Salesrooms of

The Owens Kreiser Co., 31 East 17th St.

Baker-Bennett Co., 873 Broadway

A. S. Ferguson Co., 48 East 21st St.

Meyer & Danziger, Inc., 114 East 16th St.

ASK
"PLAYTHINGS"
FOR A
TOY FAIR
DIRECTORY

Kindly mention PLAYTHINGS when writing to advertisers.

Jan - June 1923

A black and white photograph of a large collection of vintage toys, including a lion, a dog, a stork, a bear, and a horse, arranged on a dark surface. A small white tag with the number '1926' is visible at the top center. The toys are arranged in a dense, overlapping manner, with some toys appearing to be in motion or interacting with each other. The background is dark and textured, possibly a wall or a backdrop. The overall composition is a collage of various toy types, including animals, vehicles, and figures. The toys are made of wood and metal, with some having painted details. The image has a vintage, historical feel, likely from the early 20th century.



Mr. and Mrs. Ducky Hiker

Toy Kraft Toys for Easter Joys!

WHAT a happy Easter scene it will be for these fortunate children who are greeted by one of these ducky toy buggies.

There are Mr. and Mrs. Ducky Hiker and their visiting neighbors Mr. and Mrs. Bunny Hiker, all so quick and spry in their bright colored suits, ready to take their places with the very best in the Easter church parade.

Thus are the cute Bunny and Chick Kandy Kraft toys.

These are made so that dainty sandy surprises may be hidden away except the secret to be revealed when the top is opened.

All of these toys are of the original "Chuck Art" and created by the Toy Kraft company.

They are strongly constructed of solid wood, and artistically finished with high grade genuine enamel colors applied by hand - the living work of real artists.

If your dealer does not have them, we will send these toys in any address, carefully packed for \$1.00 a pair, cash or money order.

THE TOY KRAFT COMPANY
WOOSTER, OHIO

Bunny and
Chick
Kandy
Kraft Toys
\$1 Per Pair
Postpaid



Bunny Kandy Kraft

Mr. and
Mrs. Ducky
Hiker and
Mr. and
Mrs. Bunny
Hiker
\$1 Per Pair
Postpaid

Est. 1926

NEW YORK
215-219 FOURTH AVE.
AT 18TH ST.

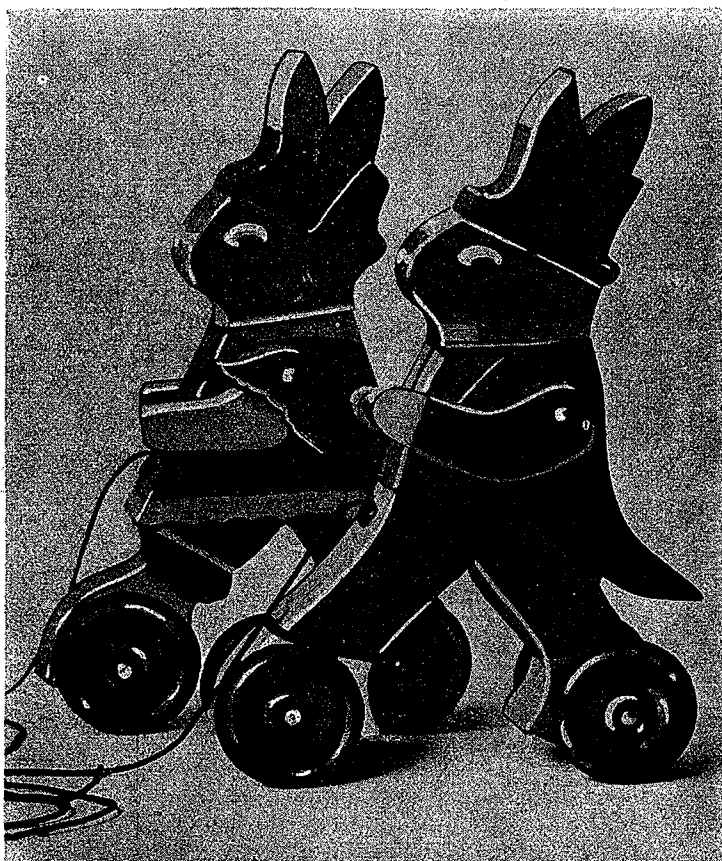
LOUIS WOLF & CO. INC.
(ESTAB. 1870)

IMPORTERS AND COMMISSION
MERCHANTS

BOSTON
SHOW ROOMS
27-29 OTIS ST.

They'll Hike Their Way Into Thousands of Childish Hearts Next Easter!

TOY KRAFT
TOYS



MADE IN
AMERICA

Mr. and Mrs. BUNNY HIKER

Two Clever New Additions to the Famous TOY KRAFT Line

(NATIONALLY ADVERTISED)

In "Child Life" and "Junior Home Magazine"

There'll be a big demand for this quaint pair of bunnies at Easter time, and it will pay you to place your orders early.

Some buyers say this is the most attractive Toy Kraft number introduced so far—and that's saying a lot, for the Toy Kraft line has proved to be one of the biggest toy successes of recent years. Mr. and Mrs. Bunny Hiker measure up to the Toy Kraft quality and art standards in every particular.

Hand-finished with high-grade lacquer in bright yellow, red, blue and pink. Each pair packed in neat box.

To retail at 25c, 50c and \$1.00.

IMPORTED & DOMESTIC DOLLS-TOYS-CHINA & HOUSEWARES

Kindly mention PLAYTHINGS when writing to advertisers.

"Toy-Kraft"

Toys for Easter Joys!

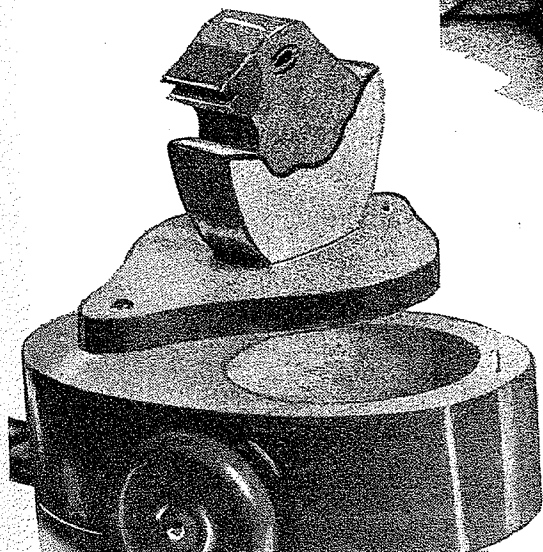
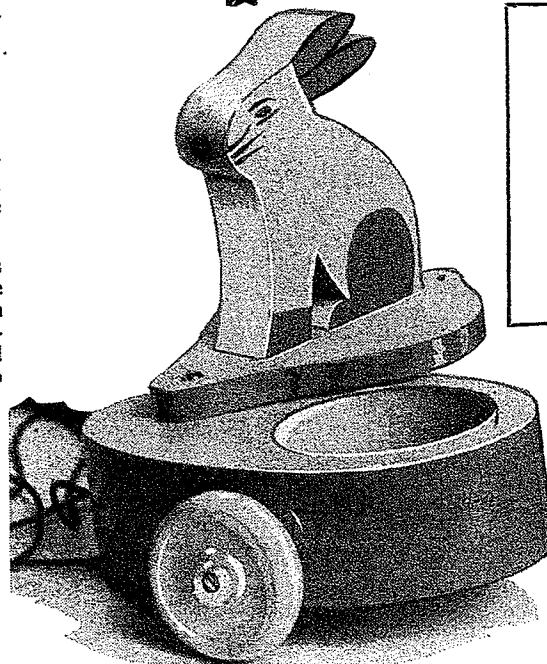
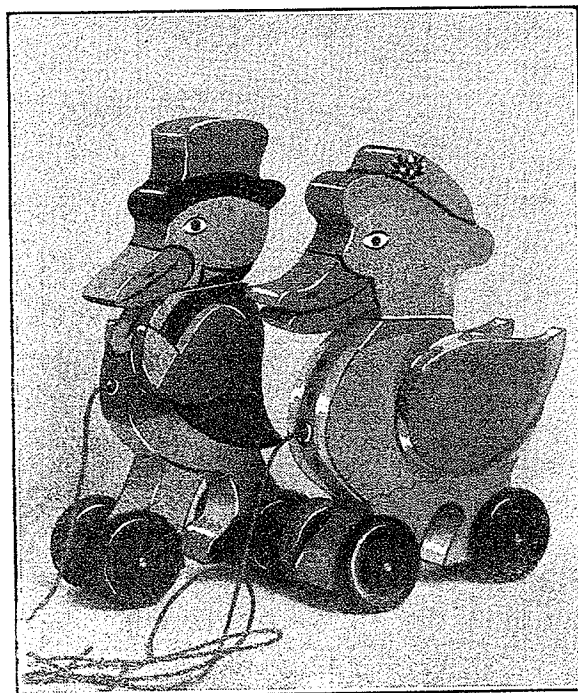
Under the above heading the numbers illustrated will be featured in the March issue of "Child Life" and "Junior Home Magazine"—the two most influential children's publications with a big combined national circulation.

Our advertising will go into many of the best homes of your town. Be ready to supply the demand it is sure to create. Ask your jobber about these and the other "Toy-Kraft" winners—or write us direct.

The illustrations show, at top:—Mr. and Mrs. Ducky Hiker (companion pair to Mr. and Mrs. Bunny Hiker). Center:—"Bunny Kandy Kraft." Bottom:—"Chick Kandy Kraft." These are all new patented numbers.

The "Kandy Kraft" toys are very clever, the movable top revealing a receptacle in which candies can be nested—a most appealing feature.

Do not be deceived by imitations of the "Toy-Kraft" line. The quality, originality and artistic finish of our toys can not be duplicated—it took us years to develop our hand finishes and to train artists to do this work.



ROOM NUMBER

122

HOTEL IMPERIAL
DURING TOY FAIR

Our National Advertising this year is planned to increase dealer demand—not to create mail order sales. We will however supply our toys direct where there is no dealer representation as the demand *must* be satisfied.

The
Toy-Kraft Co.