

Mr. and Mrs. Bunny Hiker



Mr. and Mrs. Ducky Hiker

Toy Kraft Toys for Easter Joys!

WHAT a happy Easter morn it will be for those fortunate children who are greeted by one of these darling joy-bringers.

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

Then see the cute Bunny and Chick Kandy-Kraft toys pictured below.

These are made so that dainty candy surprises

may be hidden in a snug little nest, to be revealed when the top is opened.

All of these toys are of the original "Duck Art" line 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 loving work of real artists.

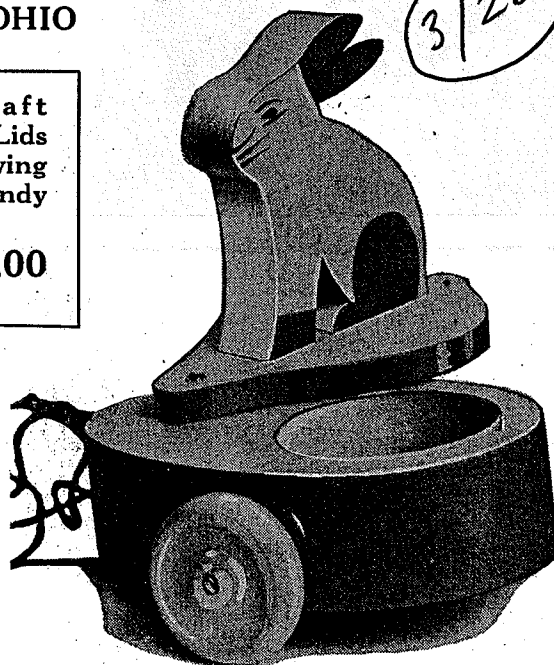
If your dealer does not have them, we will mail these toys to any address, carefully packed for \$1.00 a pair, cash or money order.

THE TOY KRAFT COMPANY WOOSTER, OHIO



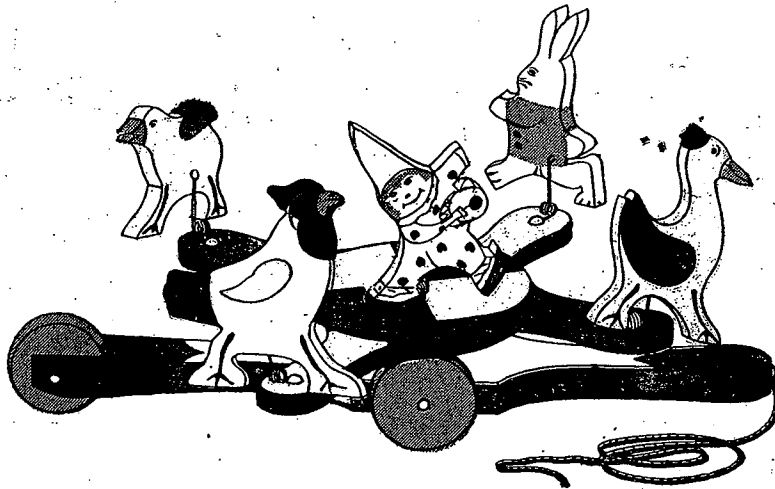
Kandy-Kraft
Toys With Lids
Open Showing
Space for Candy
"Nest"

Price \$1.00
per pair



3/26

Again TOY-KRAFT Leads!



Three of these unique numbers are illustrated here. Merry-Go-Wheeler" is the leader of the action line, and acclaimed one of the cleverest things we have ever done. It is just what the name suggests. The animal Merry-go-round revolves continuously when the toy is pulled along—a movement that will intrigue and delight any child.

The quaint galloping mule and cute jumping bunny progress with very natural action and are equally attractive.

The mechanical arrangement is very simple and strong in all cases, and the toys are made with wide wheel tread so that they are not easily overturned. These and many other new Toy-Kraft winners may be seen at the New York Toy Show in Room 122 Imperial Hotel

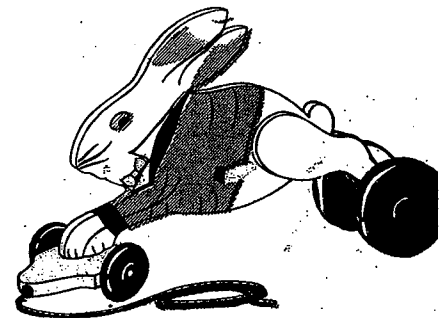
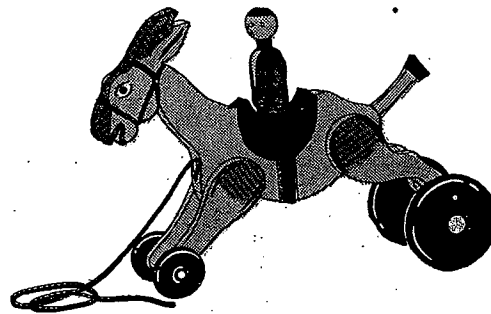
If you are not attending the show, ask your jobber about them and write us direct.

Toy-Kraft Offerings for 1927 set a new standard of originality beauty and value. First of all, there is the colored picture box, a section of which is reproduced on the other side of this sheet.

This box stands out as perhaps the most artistic and attractive toy package ever designed, and will undoubtedly be a powerful factor in increasing the sales of Toy-Kraft Toys.

Then there is the new Toy-Kraft line of ACTION TOYS, destined, in the opinion of some of the largest toy buyers, to be the hit of the year.

To the distinctive Toy-Kraft originality of form and unrivalled beauty of finish has now been added the powerful magnet of movement.



THE TOY-KRAFT COMPANY

FACTORY AND STUDIOS
WOOSTER, OHIO

New York Office — 200 Fifth Ave. The Fifth Avenue Bldg. Room No. 351

127

IT'S A KEYSTONE"



U. S. Patented
May 4, 1920
July 6, 1920
April 4, 1922

We Carry A Complete Stock

KEYSTONE MOVIEGRAPH

Equipped with Non-Inflammable Film

From \$5.00 Up to \$25.00

"THE STANDARD OF THE WORLD
FOR BOYS AND GIRLS"

Send for Our Catalog

N. SHURE CO.

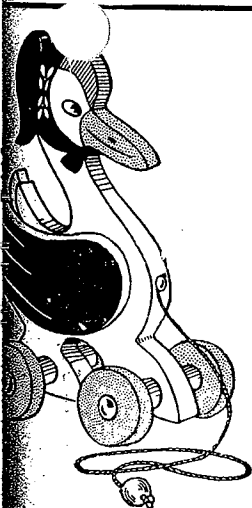
237 West Madison Street
CHICAGO, ILL.

1927

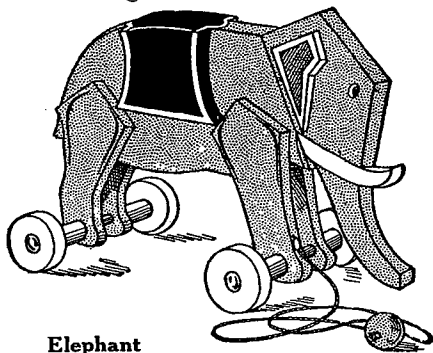
STOCK THESE POPULAR NEW NUMBERS FOR THE CHRISTMAS SEASON

**TOY KRAFT
TOYS**

Our "Hand Kraft" line of giant toys is one of the biggest hits of the year and will be in great demand this Christmas.



Mother Goose
No. 4096,
Size 11½" x 7"



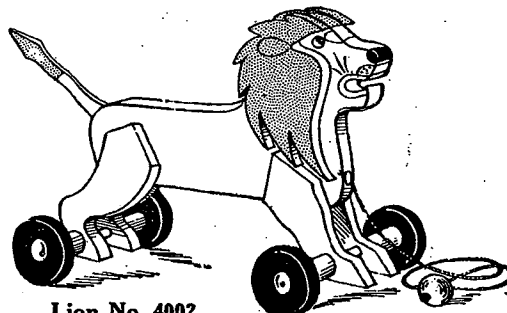
Elephant
No. 4000. Size 11½" x 9"

These toys possess the inimical Toy Kraft originality of form and glamor of color, with the added attraction of large size and non-tipping wide wheel treads.

They represent surprising values and splendid profit opportunities.

Ask your jobber about them now.

These toys will be featured in our Christmas advertising in "Child Life" the representative national magazine for children, which reaches hundreds of thousands of the nation's best homes.



Lion No. 4002
Size 10½" x 12"

THE TOY KRAFT CO.

General Offices and Studio

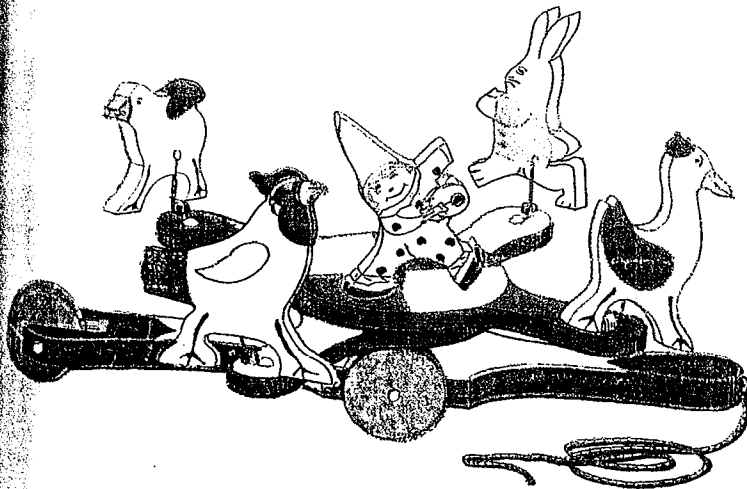
STER,

OHIO

Start your letter right: "I saw your ad in PLAYTHINGS."

Again TOY-KRAFT Leads!

1927

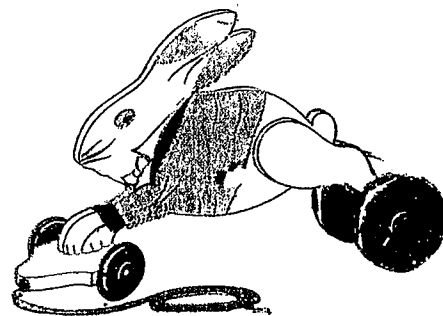
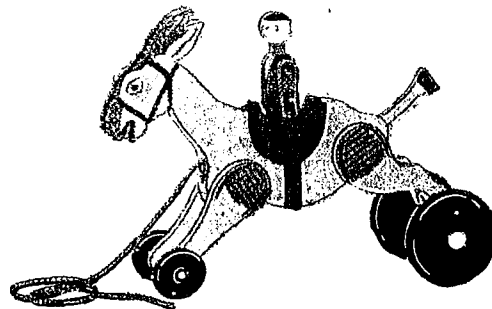


Three of these unique numbers are illustrated here. Merry-Go-Wheeler" is the leader of the action line, and acclaimed one of the cleverest things we have ever done. It is just what the name suggests. The animal Merry-go-round revolves continuously when the toy is pulled along—a movement that will intrigue and delight any child.

The quaint galloping mule and cute jumping bunny progress with very natural action and are equally attractive.

The mechanical arrangement is very simple and strong in all cases, and the toys are made with wide wheel tread so that they are not easily overturned. These and many other new Toy-Kraft winners may be seen at the New York Toy Show in Room 122 Imperial Hotel

If you are not attending the show, ask your jobber about them and write us direct.



Toy-Kraft Offerings for 1927 set a new standard of originality, beauty and value. First of all, there is the colored picture box, a section of which is reproduced on the other side of this sheet.

This box stands out as perhaps the most artistic and attractive toy package ever designed, and will undoubtedly be a powerful factor in increasing the sales of Toy-Kraft Toys.

Then there is the new Toy-Kraft line of ACTION TOYS, destined, in the opinion of some of the largest toy buyers, to be the hit of the year.

To the distinctive Toy-Kraft originality of form and unrivalled beauty of finish has now been added the powerful magnet of movement.

THE TOY-KRAFT COMPANY

FACTORY AND STUDIOS
WOOSTER, OHIO

1927



Here They Are!

Those New TOY-KRAFT TOYS We Promised You

... just in time for *Easter*, and so appropriate too!

We think these are really the most wonderful toys we have ever made, for they are not only quaint, original and beautiful, but have the added attraction of ACTION—movement—life!

First of all there is the farm yard merry-go-round pictured above.

We call it the "MERRY-GO-WHEELER" because the merry-go-round with its proud bunny, chick, rooster and ducky riders goes round, and round, and round all the time the toy is pulled along. What a happy time they are all having—and what a happy time every tot who receives one of these toys will have this Easter!

Then there's the "Galloping Bunny" who seems to have just this minute come up the rabbit hole from Wonderland with Alice!

When pulled along, he bobs up and down in the most natural way!

Both of these toys are hand-painted in the exclusive Toy-Kraft manner with high grade lacquers and enamels, and may be freely washed as often as necessary.

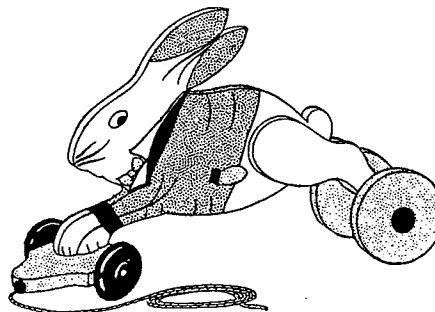
"MERRY-GO-WHEELER" is finished in blue, yellow, orange, red, black and white, while the "Galloping Bunny" comes in white, pale blue, yellow, red and black.

You can probably buy these toys locally, but if not, we will send them carefully packed in our beautiful new colored picture box (the most novel and beautiful toy box you ever saw) for the regular retail prices, namely \$1.00 for the "MERRY-GO-WHEELER" and 50c for the "Galloping Bunny."

Use the coupon printed below in ordering by mail.

THE TOY-KRAFT COMPANY

Factory and Studios, WOOSTER, OHIO



THE TOY-KRAFT COMPANY, WOOSTER, OHIO

Please send:

- ☐ One MERRY-GO-WHEELER, for which I enclose \$1.00.
☐ One GALLOPING BUNNY, for which I enclose 50c.

Name

Address

EA

soun
and
harm
expr
horri
musi
and
are
harm
Now
actu
and
scale
guag
fitted
ful,
of m
To

the
each
the
won
hove
his
man
Slav
on
bell
thei
Sch
mus
fore
est
pain
stre
har
poe
bea
grea
He
of c
Pic
farm
Dic
rain
see
anc
bes
hav
sur
to
jus

Wooster Toys And the Folks Who Produce Them

Keener's Run

By CHALRES SHUTT
The Daily Record's Special Correspondent

Carl Biechler and his brother Arthur of Pleasant Home called at the Chas. Shutt home last Wednesday.

George Gortner from southwest of Lattasburg and your scribe of the Run was to Pleasant Home last Wednesday afternoon with cream.

Mr. Fetter from south of West Salem was seen by your scribe down in this neighborhood filling some bridges that was pretty badly washed last Wednesday.

Two of the head men came out to Keener's Run to see about piping the Chas. Shutt well into the main line Thursday and on Friday two men fetched out the meter house and the pipe on Struck and on Saturday the men came out and laid the pipe but didn't get the meter house up. But Chas. thanks them for the tap they put in for him and for the place they put it. Chas. has his house pretty well piped and some time about the middle of this week he will be burning gas if nothing happens.

Guy Hottle of Pleasant Home was down to Chas. Shutt's plumbing. He came down Tuesday afternoon and started it and was there Friday and on Saturday Guy Hottle, wife and son Buster and Chas. went two Wooster. Saw Curt Kline from south east of West Salem, Ed Brown and wife of Lattasburg.

There was quite a good many people went to West Salem Saturday morning to see the new Ford which was shipped to Zahner and Martins garage some time Friday night. And your scribe thinks it is a dandy and Chas. thinks that he would have a car if he wasn't afraid to run one. That is the reason he hasn't got a car. He likes to ride in them but he hates to tackle one to drive it. He says if he ever got a car it would be a Ford.

Mrs. Karns from south west of Lattasburg, better known as Jennie Worst went to Wooster Friday and had an operation for atumer. Saturday afternoon.

Your scribe heard Tuesday that R. Dreilbeis butchered last week and they stuffed one casing that measured fifty-two feet. Coarse that hant as big as the one that Dr. Diddle said they stuffed. Dr. said that one was 32 feet but Chas. thinks that they panted about four together. John Bridenstine east of Lattasburg Butchered on Monday.

Curt Keener of Pleasant Home butchered Tuesday.

Dr. Diddle from south of the Run went to West Salem Monday to get shaved. He thought that he would

be better that would put his price up. It is wonder you went Dr. I would of thought you would of bin afraid that Chat would of cut out a skirt for you to ware and you would look funny walking around with a skirt on. Coarse you could drive abilly goat any how. With hair on or with-out, Dr. is a good fellow and all that if his feet dont truck. He said that is the way they growed and he wasn't gone to take time to change them.

Chas. Shutt has rheumatism in his right hip at this writing and he dont think very much of it.

Thomas Arnold and wife of Pleasant Home went down to Ralph Arnold north west of Lattasburg to butcher but Ralph didnt butcher and Tony got the team and wagon and hauled up two loads of wood. Tuesday.

George Worst of Pleasant Home was away Tuesday.

Robert Dismore, west of Muddy Fork, Vance McVicker, east of Pleasant Home, Orange Beagle of near Muddy Fork and Chas. Shutt were to Pleasant Home doing some shopping Tuesday.

Edward Bowman of Lattasburg needed fodder for Orange Beagle Tuesday afternoon.

William Martin from southwest of the Run went to West Salem on



ROOSTER



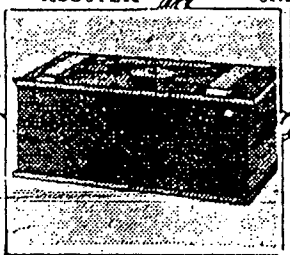
SAND PAIL



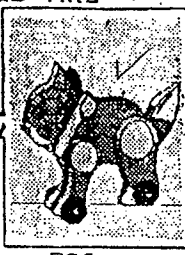
DUCK



LION



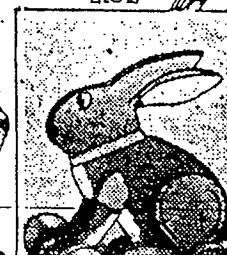
CLOTHES CHEST



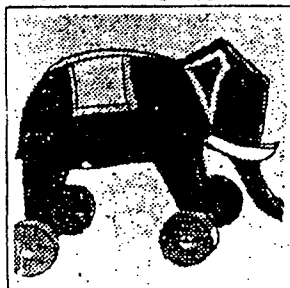
DOG



GEORGE HEISLER



RABBIT



ELEPHANT

RADIO Features

Tonight

The Red network will have the Seltzer Singers at 8, Sealey Air Weavers at 8:30, the Eveready Hour at 9, featuring Joe Cook, and the auction bridge game at ten. WJZ will have a Cook's travelog at 7:30, and will relay the Stromberg-Carlson Hour at 8, and the Continentals at 9. WTAM will have the red network features, following a program of talks at 8:30 and its silent hour. KDKA or WJZ will carry the WJZ features. WADC will have its dinner program at 8:30, an American Legion band at 8 and Daddy Dadd at nine.

Wednesday

The Red Network will have Great Moments in History at 8, an Aeolian recital at 8:30, Ipana Troubadours at 9, Goodrich Zipper orchestra at 9:30 and the grand opera Hansel and Gretel at ten. WJZ will relay the Champion Sparkers at 8, Sylvan Foresters at 8:30 and a Woodrow Wilson foundation dinner at 9, with Newton D. Baker as chief orator. The Columbia Chain will relay the Kolser Hour at 9 and the Columbia Phonograph Hour at ten o'clock.

The tax valuations in township as selected are influenced but slightly by urban land values or by the presence of industrial or public utility property.

The index number indicates the relative amount of tax from year to year. The index numbers of 1922 and 1923 are the same, which would seem to indicate that the peak of rising taxes has been reached.

The index of taxes expressed in terms of farm prices was 155 in 1924 as compared to 100 in 1913, or 81 in 1919, the peak year of the war



MRS. GEORGE HEISLER

ing W. S. Cline, Miss Mary Cline Mr. and Mrs. Paul Cline and children, and Mr. and Mrs. D. W. Butler worth and family of Ken more.

Mr. and Mrs. Nick Dannemiller had with them for the holiday, Dr. and Mrs. L. E. Stack of Locust, Dr. and Mrs. H. G. Griffin and babe, Mr. and Mrs. E. Debe and Miss Dannemiller of Charly house, Cleveland.

New Undertaker

Area Greaser of Webersville has purchased the undertaking establishment of Hartzler and Son, and will become active in the business as soon as he has completed a course in undertaking at Columbus.

Mr. and Mrs. Wayne Hartzler and Mr. and Mrs. D. Hartzler of Smithville have moved to Martinsburg, W. Va., where they will engage in the undertaking business.

Mr. and Mrs. John Flath entertained with a family dinner on Christmas day.

Young folks from the town, home from college for the holidays are: Verne Sharp, Don Galehouse and Ralph McKinney of O. S. U., Ralph Gantz and Ruth Ross of Wooster, Don Gantz of Westerville, George Hardgrove of Ann Arbor and Ellyabeth Bellah of Our Lady of the

Here are some interesting pictures of one of Wooster's prosperous industries, and one which comes into prominence especially at Christmas time because its output is toys. The pictures show Mr. and Mrs. George Heisler, who operate the Toykraft Company, Mr. Heisler being the company's sales manager, and Mrs. Heisler the chief designer and production manager. Over a million toys have been made in the year just closing, and an addition to the factory is now being built.

These pictures were snapped by Walter Nice, former Wooster man, and appeared in a recent issue of the Ohio State Journal. The pictures of toys are exact photographs of those made by the company.

Just before Christmas, between 10,000 and 15,000 toys were sent out free by the company to give happiness in places where Christmas cheer would otherwise have been thinly spread.



Lesson No. 6

Question: Why is emulsified cod-liver oil so highly recommended as food for nursing mothers?

Answer: Because it benefits the nutritional condition not only of the mother but of baby as well.

Mothers should keep vitamin-nourished with

SCOTT'S EMULSION

Advertise in Record



Are you one of those unfortunates who suffer with pain your muscles and joints, mostly called rheumatism, or you miserable, less efficient, suffering with your hours, ruining your sleep? You may have tried things without relief. We try S.S.S. For more than years it has been giving thousands of cases, as testified in unsolicited letters of gratitude. "I suffered from rheumatism for a good many years. At my joints would swell everything. Went to Hot Springs... then finally decided

Preservaton

Many a good game

Do not hesitate.

Weitzel I

Phone 260

You'll E W

Atw

THE R

Our Us

A dollar goes far transportation the

A tempting choice all properly con

Look them over--

You'll be fairly before have there

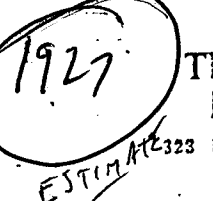
Come at once, for ped up quick.

Take-your pick, n and the car is yo

Hudson Coach

Dodge Coupe

Reo Truck



Buy a Labor

the Baby



Soft Rubber Bouncing Balls



Sanitary Washable

Lively Quality

Miller Rubber Balls Known From Coast to Coast

Colored Rubber Balls

The Color and Picture is in the Rubber (Not Painted). Retain their bouncing quality and keep fully inflated indefinitely if not badly abused. Assorted designs.

6-in. diameter. Shpg. wt., 1 1/4 lbs. 69K7733 87c

4-in. diameter. Shpg. wt., 3/4 lb. 69K7734 39c

3-in. diameter. Shpg. wt., 7 oz. 69K7735 10c

2-in. diameter. Shpg. wt., 5 oz. 69K7736 25c

1-in. diameter. Shpg. wt., 3 oz. 69K7737 59c

Educational White Rubber Balls

By playing with an educational ball baby soon learns the A B C's, numbers and animals. The designs are raised, so that each subject is distinct. The larger the ball, the better the designs.

3-inch diam. Shpg. wt., 8 oz. 69K7738 10c

4-inch diam. Shpg. wt., 1 1/4 lbs. 69K7739 25c

6-inch diam. Shpg. wt., 2 1/4 lbs. 69K7740 59c



Colorful Balls for Baby

The strong saten covers are made in bright, snappy color combinations. When the rubber bladder is blown up to fill the cover you have a very attractive ball. If bladder breaks, new one can be inserted. Shipping weight, 3 ounces.

Diam., 7 in. 69K7712 29c

Diam., 9 in. 69K7711 39c



Every Baby Loves a Whistle Ball

When squeezed it whistles. Good grade heavy weight rubber, in assorted designs. Diameter, about 2 1/2 inches. Shpg. wt., 4 oz. 69K7710 10c

Shooftys for Baby



Regular \$3.50 Values

These Galloping Ponies, \$2.59

Flat are rockers permit gentle swaying motion. Made of 3-ply hardwood, beautifully enameled in white, red and black. Can be washed without injury to finish. Red enameled wood play box for baby's toys. Height to tip of ears, 14 inches. Length, 36 inches. Width, 10 inches. 79K7551..... \$2.59

This Beautiful Swan Shoofty, \$2.79

Baby will enjoy the gentle swaying motion of this pair of white swans. Made from 3-ply veneer wood, beautifully enameled in white with yellow and black beak and light green trimmings. Complete with play box for baby's toys. Length, over all, 31 1/2 inches. Height, 15 1/2 inches. Width, 11 1/2 inches. 79K7556..... \$2.79

A Special Chime Value for 48c

The best chime value we have ever offered. Plays real music as it is pushed or pulled along. The metal chime barrels are shaped like the well known chime barrels and are finished in red, blue, yellow and natural white metal color. Width of chime barrels, over all, 8 inches; length of entire chime, over all, 22 in.; diameter, 2 1/2 in. 49K2400. Shpg. wt., 1 lb. 48c

The Waddling Daddy Ducky 42c

Wood beautifully enameled. Head can be moved from side to side. Top of head and wings are red and his wheels black. The single front wheel is set off center, making him waddle. He stands 7 1/2 in. high and is 9 1/2 in. long. A cord to pull is attached. Shipping weight, 1 1/2 pounds. 49K5470 42c



Here's Value \$1.10

Rockie Toddler \$1.10

Ideal Nursery Toy for Tots Every Baby Wants to Ride. Baby Can't Get Hurt.

Low, broad wood seat and wide are rockers of substantial wood beautifully enameled in white with red, yellow and black decorations. Seat, 4 1/2 inches high; total height, 14 1/2 inches; length, 21 1/2 inches. Shipping weight, 7 lbs. 79K7554—Special at \$1.10

ROUND CORNER SAFETY BLOCKS



40 BLOCKS 98c
1 1/4 in cubes

36 BLOCKS 39c
1 1/4 in cubes

The Biggest Values We Have Ever Offered

By a special exclusive arrangement we are able to offer to you at the same price (as last year), a larger quantity than ever, of the new fancy decorated, brightly colored, round cornered, safety A B C block. A big improvement over the old style. While playing the child becomes familiar with the alphabet and different types of animals and objects printed on the blocks. Made of lightweight wood two sides embossed with letters in the center of the new flange design, and enameled in colors. The other four sides have printed pictures, letters and numerals in colors. The child can build with these blocks also, so you have a combination of building blocks and A B C blocks. Two sizes:

Forty 1 1/4-Inch Blocks, 98c
We recommend this set for those who want larger blocks. Box, 9 1/2 x 7 1/2 x 3 1/2 inches. Shpg. wt., 4 lbs. 49K3663..... 98c

Thirty-Six 1 1/4-Inch Blocks, 39c
Value possible because of our huge purchasing power. Box, 5 1/2 x 8 1/2 x 1 1/2 inches. Shpg. wt., 1 1/4 lbs. 49K3662..... 39c

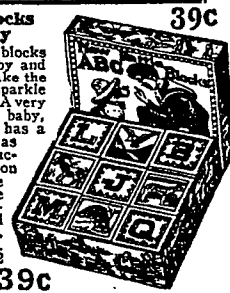


A B C Teacher, 47c

Will teach a child to spell and recognize words. Made of wood. Many are only one piece, making them stronger than those of more than one piece. Average 2 1/2 inches high and 1 1/2 inch thick. Complete alphabet. Shipping weight, 2 pounds. 49K3658..... 47c

Rattle Blocks for Baby

One of these blocks held up to baby and shaken will make the little eyes sparkle with pleasure. A very nice toy for a baby, as each block has a rattle in it, as well as attractive pictures on each side. The blocks are hollow, 1 1/4 inch wood cubes. In box, 5 1/2 in. square. Shpg. wt., 2 lbs. 49K3671..... 39c



Bell Reins for Baby to Play Horrie

Nickel plated 1-inch bells on decorated oilcloth. Well made; pretty colors. Brother or sister or even mother will drive as baby trots along like a pony, making music with the bells.

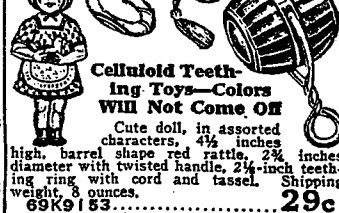
20-Bell Reins, Shipping weight, 1 pound. 49K2353..... 39c

8-Bell Reins, Shipping weight, 7 ounces. 49K2454..... 25c



Unlatch the Door and Hear Him Crow

Cage is wood with printed imitation tile roof and brick sides. Size, over all, 7 x 6 x 4 1/2 inches. Shpg. wt., 1 1/4 lbs. 69K9126..... 59c



Celluloid Teeth-ing Toys—Colors Will Not Come Off

Cute doll in assorted characters, 4 1/2 inches high, barrel shape red rattle, 2 1/2 inches diameter with twisted tassel, 2 1/2-inch teething ring with cord and tassel. Shipping weight, 8 ounces. 69K9153..... 29c



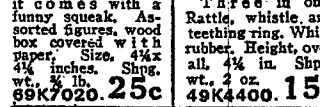
Seven-Bell Rattle

All babies like the sound of bells. Six 7/8-inch and one 1 1/4-inch bell, fastened on a black wood handle. Height over all, 5 inches. Shipping weight, 2 oz. 49K2480..... 12c



What's Inside Surprise Box

Unhook the lid, quick as a wink up it comes with a funny squeak. Assorted figures, wood box covered with paper. Size, 4 1/2 x 3 1/2 x 2 1/2 inches. Shpg. wt., 1 lb. 69K7020..... 25c



Chick in Egg

Three in one. Rattle, whistle, and teething ring. White rubber. Height, over all, 4 1/2 in. Shpg. wt., 2 oz. 49K4400..... 15c

Santa's TOY-KRAFT Christmas Specials

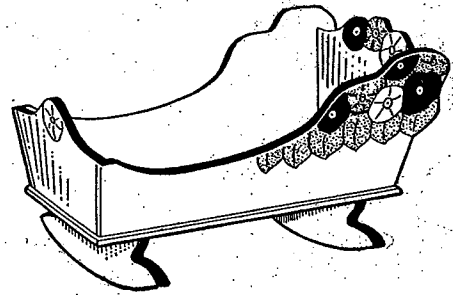
TOY-KRAFT CRADLE

Strongly made of selected pine lumber. Beautiful in shape and highly artistic in finish.

Color—Old Ivory with hand painted flowers in red, blue, green and yellow. Finest enamels and lacquers only used in decorating. Can be washed repeatedly without affecting the colors.

Size 14 inches long, 8 inches wide, 6 inches high.

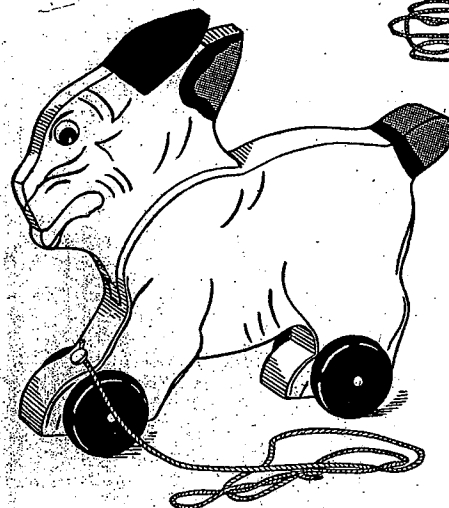
Price \$2.00 at any toy or department store, or sent direct from factory carefully packed and postage paid, on receipt of check or money order.



TOY-KRAFT CIRCUS HORSE AND RIDER

New and very clever. Sturdy dappled gray circus horse with quaint rider which can be removed at will. Made of selected pine lumber and hand finished with high grade enamels and lacquers.

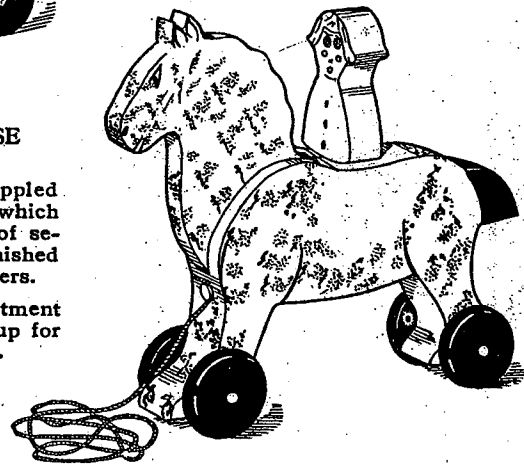
Price 50c at any toy or department store, or sent direct with Lion or Pup for \$1.00. Check, money order or cash.



TOY-KRAFT LION

A really life-like representation. Made of selected pine lumber and hand painted with high grade enamels and lacquers. Will stand lots of rough usage and may be washed as often as necessary without injuring the colors.

Price 50c at any toy or department store or sent direct with Circus Horse or Pup for \$1.00. Check, money order or cash.



TOY-KRAFT PUP

So life-like you can almost hear him bark! One of the most popular of our new numbers. Made of selected pine lumber and hand painted with high grade enamels and lacquers.

Price 50c at any toy or department store, or sent direct with Lion or Circus Horse for \$1.00. Check, money order or cash.

When ordering by mail be sure to list items clearly and write name and address plainly.

CF

By

THA

his
it one a
been r
sittingIt w
caravar
were sic
the oth
tures.distan
held or
one sidJerry
laid on
the knsignal,
walk a
and thThe or
the pea
and scoWin
annoye
he was
lost his

way ac

"I ca
he cha
on the
who wiNo
across
his shoBunc
Tell,"try ca
heads.and tl
carryin

the ba

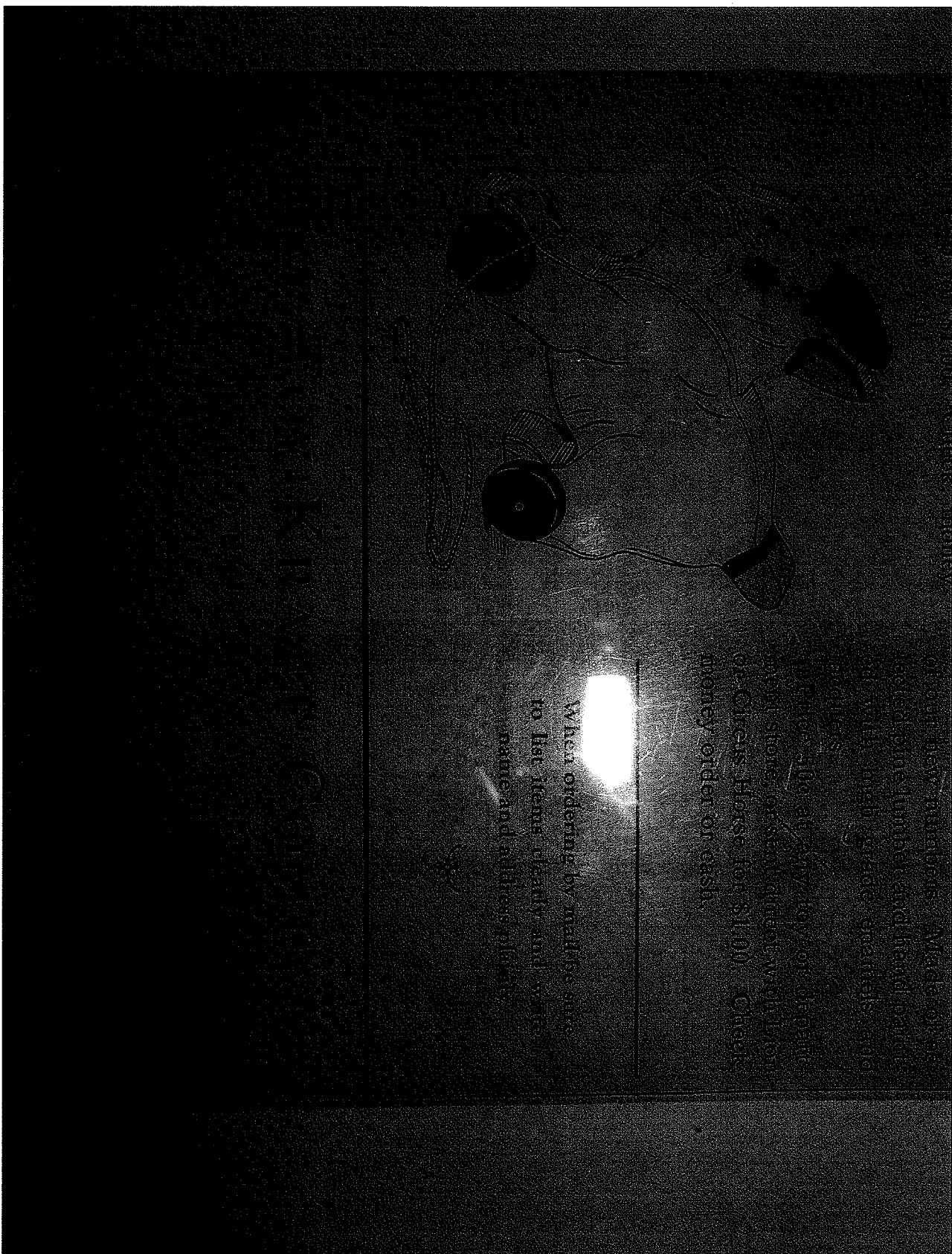
Ther
carryinhad a
the mcTher
apples
roasted

T

B

T ITT

1927



of our new business. Made of
needed give further and hand paint
at with each grade quantities and
prices all at any day of discount
most store or street corner with them
or check horse for \$1.00. Check
money order or cash.

When ordering, be made sure
to list items clearly and with
name and address clearly.

P1010021_019.jpg

1039