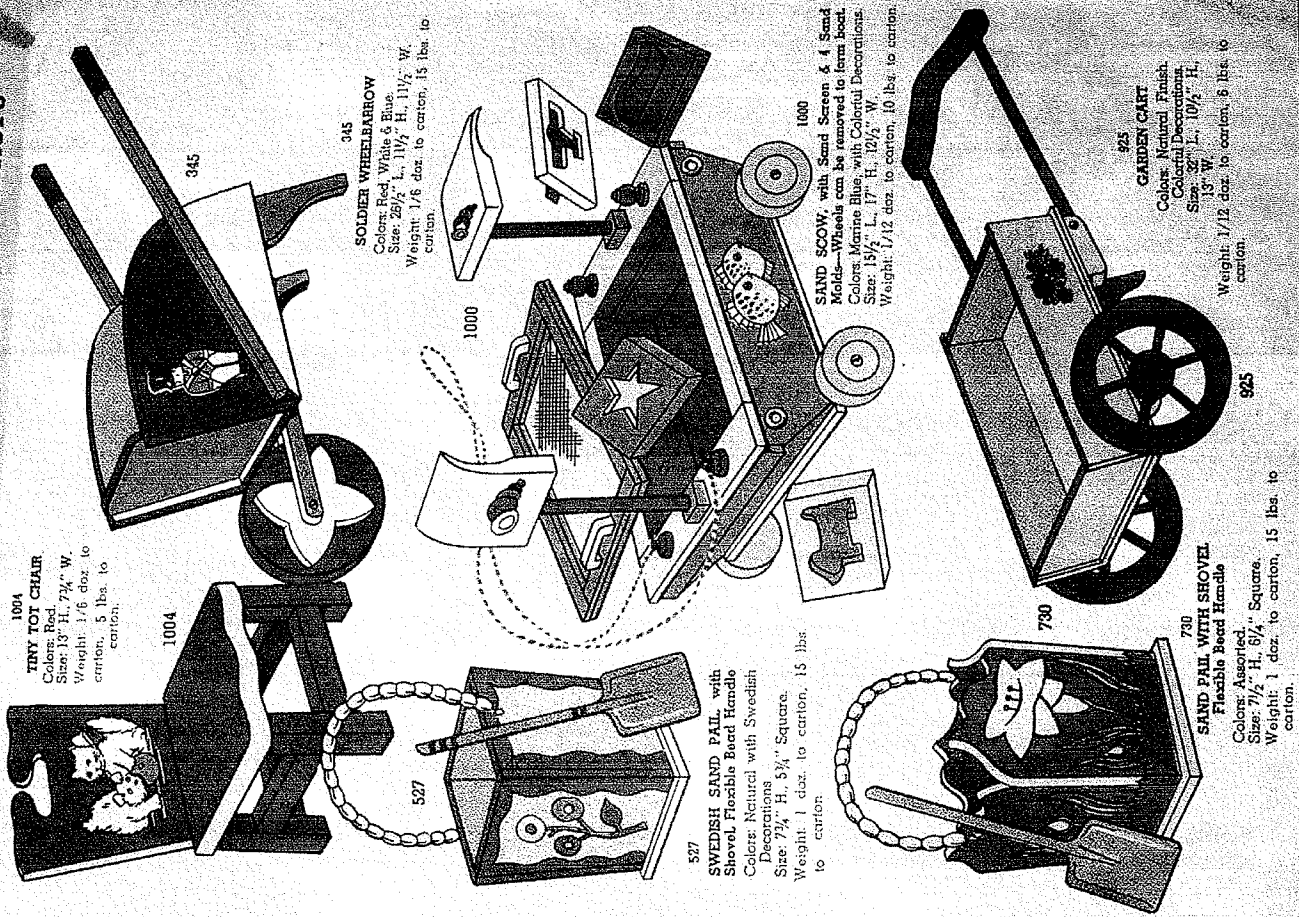
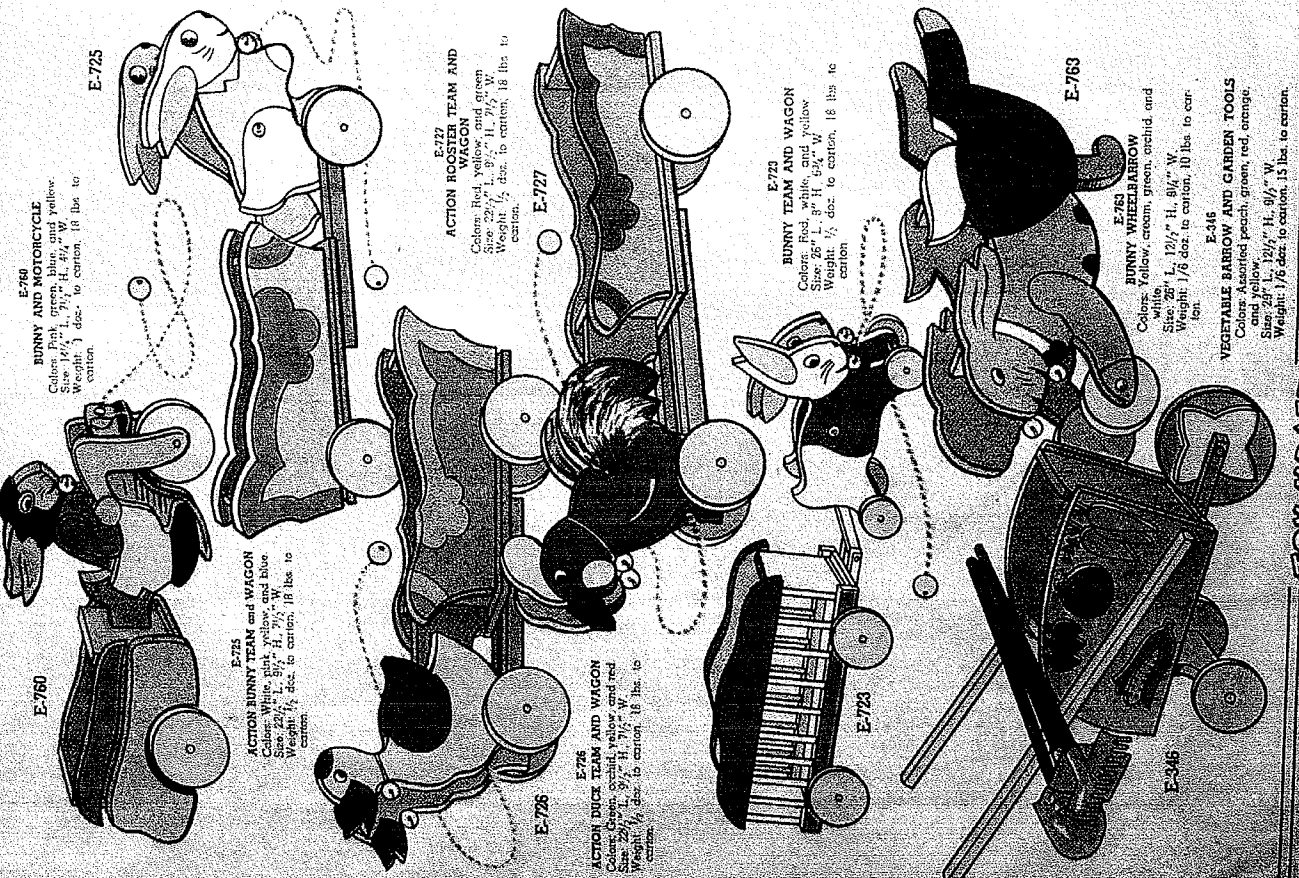


TOY KRAFT Year 'Round Profit Makers



TOY KRAFT

TOY KRAFT

1930

March 1930



1929 SALES A RECORD!

Why?

POPULAR PRODUCTS AT POPULAR PRICES!

VISIT OUR DISPLAY
ROOM 461, FIFTH AVENUE BUILDING

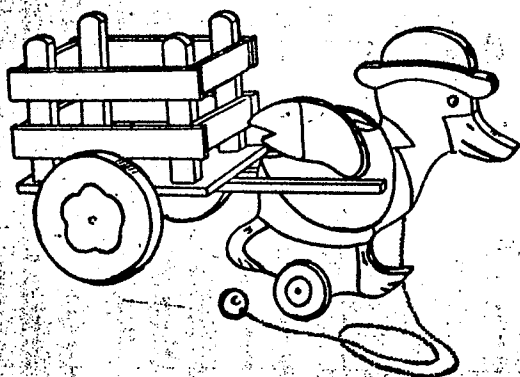
Picture Making Artistamps — Printers — Sign Writers

FULTON SPECIALTY COMPANY

Office: 200 5th Ave., New York City

--

Elizabeth, New Jersey



"No, Mary, there are no real red Elephants
or pink Rabbits with green sweaters, but
you think you'd like that little blue Duck
with the purple derby hat?"

A BIT OF BRIGHT COLOR, SOMETHING GAY AND IN PLEASING
ARRAY, "TOY KRAFT'S" HAND PAINTED WOODEN TOYS WITH
THEIR HIGHLY IMAGINATIVE FIGURES AND DRESS, FOR ALL
SEASONS, WILL BRING LIFE TO YOUR TOY DEPARTMENT AND
DELIGHT TO THE KIDDIES

THE TOY KRAFT CO.

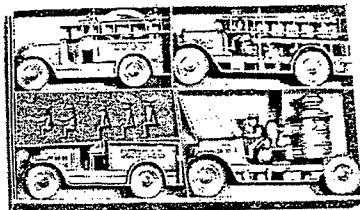
Factory and Studios: WOOSTER, OHIO

New York Showroom:
Room 457—200 Fifth Avenue

Palmer House, Room 703
During Chicago Toy Fair

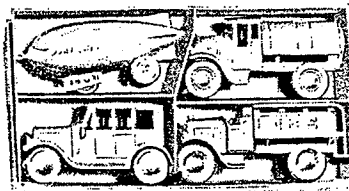
Four New Kenton Toy Assortments

Four cast iron toy assortments have been recently placed on the market by the Kenton Hardware Co., of Kenton, Ohio. These will afford every dealer an excellent opportunity for an interesting counter display which will result in more sales. One of them—the trailer assortment—was described in a previous issue.



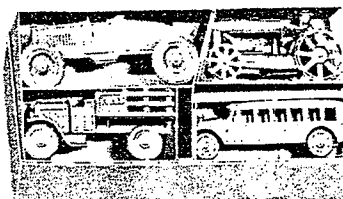
The fire department assortment consists of a red hook and ladder with removable ladders finished in blue. The yellow hose truck with imitation hose combines well with the flashy blue patrol. The gold trim on the red fire engine adds to its attractiveness.

A miscellaneous assortment comprises the fastest moving items of the Kenton line to provide added sales for every dealer stocking this box of toys. Low retail price is a feature pleasing to buyers. The Pony Blimp is yellow with bronze lettering and nickel plated wheels. The orange oil truck has red wheels with aluminum finished tires,



while the same tire finish is used to advantage on the blue taxi. The snappy red truck is made even more attractive by the large letters on the side which are finished in gold bronze.

Another group is announced, every toy in the assortment being a realistic miniature of the large model. The blue racing auto, the green tractor, the red speed truck, the orange motor bus are all attractively finished and of lasting construction.



All four assortments are described in a beautiful, five color booklet, just off the press. It will be sent to anyone desiring a copy.

"PRESIDENT'S SPECIAL" IS MODEL OF NEW YORK CENTRAL

The "President's Special" miniature train, manufactured by the American Flyer Manufacturing Co., 2219-39 South Halsted Street, Chicago, is modeled after the latest New York Central 12-wheeler. The locomotive is 20 inches long and has new features including the automatic ringing bell and power cut-out as well as twin reversible headlights and the American Flyer triple-accnt remote-control reverse.

The entire locomotive is trimmed in polished brass—a big American eagle is on the front platform, large guard rails on front and rear trucks, ladder, handrails, journal boxes, air tanks, double pantographs, headlights and bell plus individual brass windows, doors and louvers.

The car equipment includes four 19-inch strongly constructed car bodies, displaying heavy embossings throughout, and finished in a bright Rolls Royce Blue, sprayed-on enamel. Six-wheel high-speed trucks, are said to enable these cars to travel at high speed over switches, cross-overs and sharp curves without derailment. The set comprises a club car, diner, Pullman and observation car.

The track for this train set is 24 feet long, providing extra space for the addition of equipment. It is made up from eight curve sections and 12 straight sections.

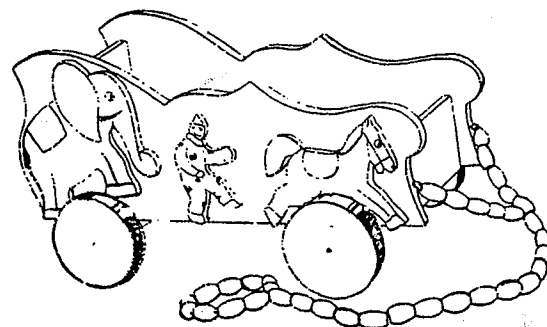
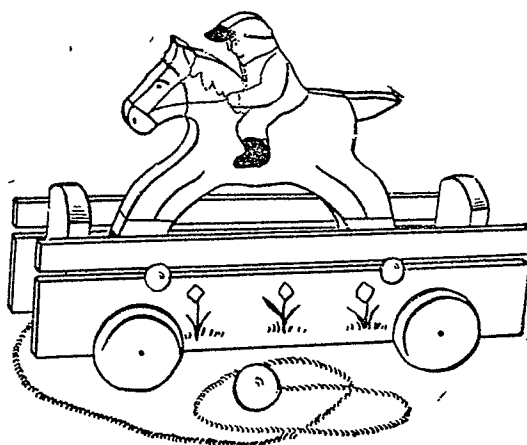
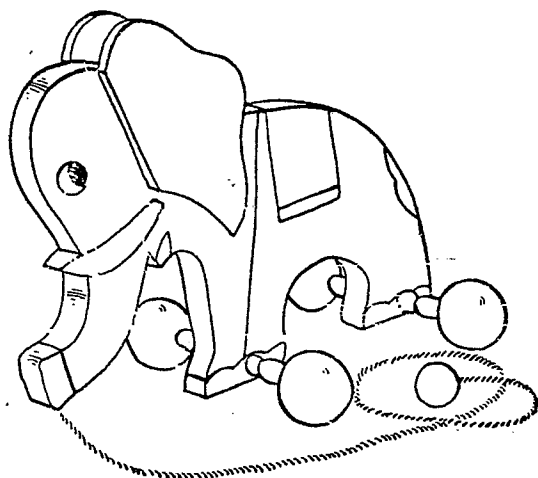
Toy Kraft Pull Toys With Applied Decorations

An unusually attractive line of pull toys for the tiny tot is that announced by the Toy Kraft Co., of Wooster, Ohio.

Known as the original hand painted line de luxe, these toys are of futuristic and modernistic design with the cut-out decorations applied on the sides.

These are action toys and the little wagons with their wooden wheels include the dolly stroller, circus wagon, Johnny Barrow and Mother Goose, as well as the action racer, the action hurdler and action goose. Larger action toys include Billy Boy, Bobby Boy and Horse with Jockey.

This colorful line must be seen to be appreciated.



The elephant, the action racer and circus wagon typical of the Toy Kraft line.

1930 ?



TWO S&H SPECIALS

TEE WEE HAND BABE. Slip the doll over your hand just like a glove. The thumb and middle finger fit into the arms and the first finger into the head. The voice fits into the palm. Now—they'll perform any lifelike movement with the startling realism of a real baby.

Send for Samples and Prices.

PEPPY PALS. Snap them together and they dance—Separate them and you have two individual dolls for regular play. Just hold the "PEPPY PALS" by the string so their feet touch the floor, turn on the radio or phonograph and you'll see all the latest dance steps, with a few original ones thrown in for good measure. And—for regular play purposes, the dolls can be unsnapped in a jiffy. Light in weight and strongly made with unbreakable cloth faces. "PEPPY PALS" are dressed in a wide variety of children's costumes cut in the prevailing mode.



Peppy Pals are fully covered by applications for U. S. Letters Patent and infringements will be vigorously prosecuted.

Size 12" x 12"—Retails at \$2.00. **PATENTED TEE-WEE HAND BABE, THE LIVING DOLL,** is fully protected by U. S. Letters Patent No. 1,651,738 and Design Patent No. 75,532. Other Patents and Canadian Patents pending.

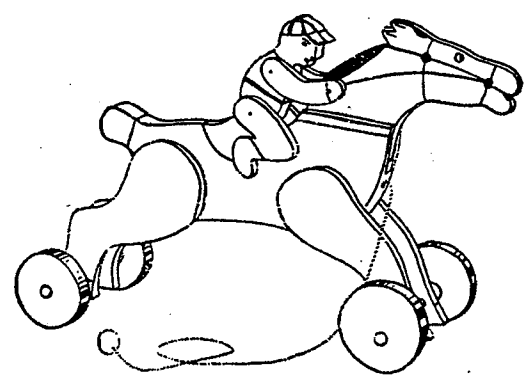
Manufacturers
S. & H. NOVELTY COMPANY
13 North Bellevue Ave.
Atlantic City, N. J.

Western Representatives
McCLELLAN & SIDEBOTTOM
49 Fourth Street
San Francisco, Calif.

TOY KRAFT TOYS

The Original Hand Painted Line—
DeLuxé

We feature here our No. 6001 Bobby Boy Horse Companion to our Famous Billy Boy Elephant.



Many other new and interesting numbers have been created, including: Three Real Action Toys, Four Toys of Modernistic Design—Five Painted "Applied" Numbers.

THE TOY KRAFT CO.
Factory and Studios
WOOSTER, OHIO

New York Office
200 Fifth Avenue

Miss K. M. Carstens

Puddle Duck Pool

"The Children's Bathing Beach on Your Lawn"



"Brings the Sea Side Home"

A summer article with plenty of sales appeal. **PUDDLE DUCK POOL** is made of heavy canvas supported by a collapsible pipe frame, beautifully enameled, is shipped in a carton. Appeals to every parent as an ideal amusement device for children. A real live item with a generous profit to you. Nationally advertised.

PUDDLE DUCK POOL
*The Cool Green Pool With
A Water Spray*

American Wading Pool Company
607 Wabash Building. Pittsburgh, Pa.

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Reader Interest is what you seek and Reader Interest is what you get when you advertise in the columns of



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1930

Toys of the year

ABACUS

TIP-TOE

GO-ROUND

GYM

DOUBLE TINKERTOYS

Did you see the attractive additions to the Tinker line at the Palace Hotel, during the Toy Fair?

May we send you a complete catalogue and price list, containing full descriptions, and illustrations of our entire line?

A letter will bring both.

The TOY TINKERS, Inc.
EVANSTON, ILL. U.S.A.

CARLTON DANK'S "Educational Joy-Toys"

Offer
Dealers and Jobbers Profitable
Year Round Sellers



Some of our
Big Hits!

The Boy-Toymaker
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Complete particulars and catalog sent on request.

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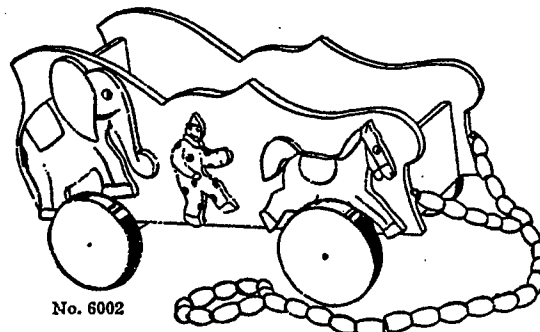
Manufactured by
M. CARLTON DANK TOY CORP.
465 Liberty Avenue, Brooklyn, N. Y.

TOY KRAFT TOYS

The Original Hand Painted Line Deluxe

CIRCUS TIME IS HERE

What could be nicer than a bright colorful Circus Wagon, with applied figures of the playful Elephant, funny Clown, and frolicking Pony, completed with a beaded handle of many colors.



We have many other numbers equally as attractive and interesting. Our Action Toys—Toys of Futuristic and Modernistic Design—Toys of Applied Art.

We Invite You to See Them

THE TOY KRAFT CO.
Factory and Studios
WOOSTER, OHIO

New York Office
200 Fifth Avenue

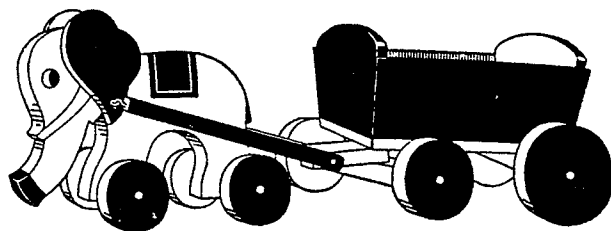
Miss K. M. Carstens

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TOY KRAFT TOYS

FOR THE

CHRISTMAS SEASON



ELEPHANTS IN CHARMING DRESS—HORSES WITH ENGLISH RIDERS THAT WON'T FALL OFF—APPLE CARTS WITH BEAUTIFUL RED AND YELLOW APPLES APPLIED—ATTRACTIVE NURSERY PULL TOYS, SOME WITH SIMPLE ACTION—WHEELBARROWS WITH GAY FLOWER DECORATION.

And many more PLAYTHINGS fashioned of wood and brightly colored paints that TINY TOTS especially would enjoy.

THE TOY KRAFT CO.

Factory and Studio: WOOSTER, OHIO

New York Showroom
Room 457—200 5th Ave.

Catalog and other information sent upon request.

You Can Make
Real Money Selling



BALSA WOOD

For Model Airplanes

Write For Our

\$25

INTRODUCTORY
ASSORTMENT

Includes all the sizes that the model plane builder needs. Every piece perfect. You can double your money on this assortment.

*Our Special Assortments for
Toy Dept's Make It Easy for You*

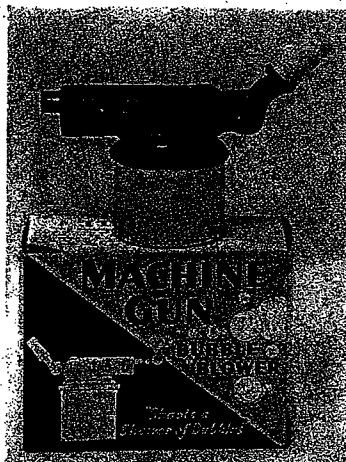
The young model fan "builds his own," and he needs BALSA WOOD. Our assortments, ready to cut in the right sizes, are just the thing for Toy Departments who want this profitable business. Easy to buy, easy to sell, and you double your money on every piece of wood. Get ready for the Fall Season now—write for our Introductory \$25 Assortment.

THE FLEISCHMANN TRANSPORTATION CO.

The Largest Distributors of Balsa Wood for
Model Airplane Builders in the U. S.

693 WASHINGTON ST.

NEW YORK CITY

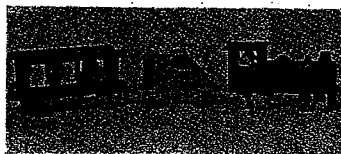


Dier-Thomas Corp.

This awesome looking Machine Gun is not nearly as fearsome as it appears in the picture because, as its attractive little display carton states, it "shoots a shower of bubbles." This Machine Gun Bubble Blower was the featured item in this display. It shoots a stream of colorful bubbles with unbelievable rapidity. Its exhibitor stressed its possibilities as a party favor for grown-ups as well as for children. Selling as a 25c number, it comes packed in a display box containing two dozen, or individually in the attractive two-color carton shown in the photograph. Of course, soap and complete directions are furnished in each box. It may be had in any one of three colors.

McKinnon Dash Co.

The pictured number is one of a large line of high-class Sporting Goods items made of leather which were shown in this display. Footballs with patented valve construction, Basket Balls embodying the same feature, Baseball goods, Striking Bags and Boxing Gloves were other numbers in a well rounded out line which is described by its manufacturers as offering the widest array of items of quality and price.



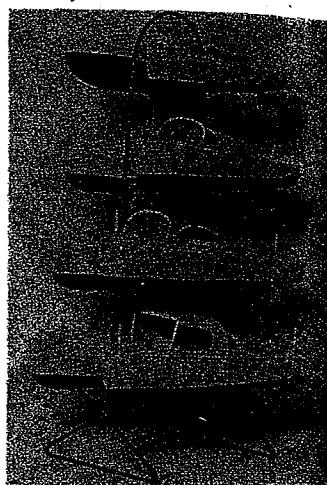
The Toy Kraft Co.

Featured at the McAlpin Hotel Toy Fair display was this Choo-Choo Train that carries a strange lot of passengers, characters with which tiny tots are most familiar. It is one of Toy Kraft's new toys this year and there are many more among the new numbers of The Toy Kraft Co. that are equally as fascinating. Humpty-Dumpty graces a bright red wagon and king's men all ready to try picking him up again; a Lion properly tamed is safely caged in a gorgeous Circus Wagon; and Mother Goose in a flowered bonnet proudly struts along with her market basket. There are Nursery Pull Toys with a fresh appeal in dainty shades of color, Carts and Wagons in attractive shapes and make-up for every season of the year and Sand Toys that will coax little children into the sunshine. Here are unusual values in Hand-Painted Wooden Toys, covering every price requirement through offering numerous numbers, in a suggested retail price range from 25c to \$2.50.



Essex Rubber Co.

Pictured here is an example of the line of Essex "World of Fun" playballs, which come in assorted colors and sizes to retail from \$1.00 to \$6.00. The manufacturers lay particular stress on the extra heavy double-ply rubber that is employed in making these playballs and they also point, as a selling feature, to the new patented all-rubber disappearing valve. These balls, which come in sizes to meet virtually any use, are guaranteed unbreakable. The Essex Swimming Tube shown in the photograph comes in three sizes and five assorted colors and retails at \$1.00 and \$1.50. They are individually packed in distinctive display boxes. Bridge Coaster Sets of green and yellow rubber and Rubber Quoits were also on display.

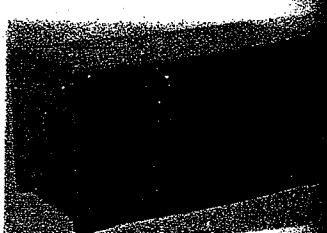


Shoe Form Co.

Pictured here is the display rack furnished gratis by the manufacturer with each initial order of assorted models of "Fairycraft" Speed Boats. These come in five sizes, with spring motors which have a record of a quarter mile in from five to eight minutes' time on one winding. Four sizes utilizing rubber bands for motor power were also displayed. An adjustable rudder, insuring return of the boats to their starting point, was prominently featured. These are extremely light in weight, being constructed of shell-like Fairylite and are extremely durable. A retail price range of from \$1.00 to \$7.00 is covered by these boats. The Chief Scout Canoe, made of the same material, in red or green, fourteen inches in length, retail for \$1.00, was also featured.

McGraw Box Co.

Typical of a line of Juvenile Chests made from Tennessee red cedar and Duco finish which permits them to retain their lustrous sheen after years of normal usage, is the number pictured here of the line shown at the Toy Fair by this company. The Toy Fair marked the initial showing of this line of walnut-finish Cedar Chests. Also on display were the metal-covered Trunks.



PLAYTHINGS—March

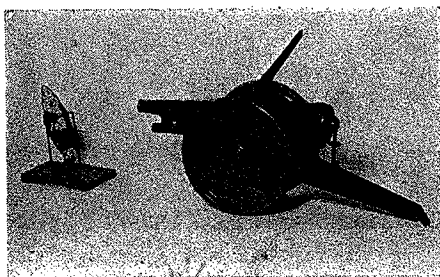


Ideal Novelty & Toy Co.

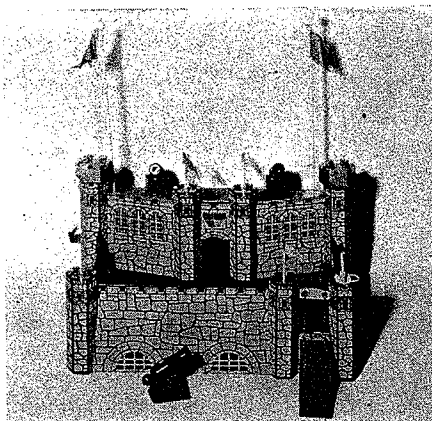
This winsome little Miss with her head on the side is Miss Flossie Flirt in her approved 1931 attire. Flossie Flirt, like her younger sister, Tickletoes, which will also be seen in this display, is now featuring the fact that she has life-like rubber legs as well as rubber arms, three voices and a swivel head, which allows her to cock it in the saucy manner shown in the photograph. Her rolling eyes permit her to look extremely bewitching and to achieve expressions before which the most hard-hearted buyer must capitulate. Tickletoes has a slightly older sister this year that has a mop of tousled curly fur hair and, as the manufacturer says, this older sister is "just made to cuddle, to fondle and to croon to sleep."

The Fox Company

These manufacturers of the popular double-barrel Play Gun have brought out a new number for 1931 under the title of the Fox Repeating Cannon. Colored navy gray with attractive red contrasts, this realistic number is 7 inches high and 18 inches long. It comes equipped with six balls and offers the opportunity for six uninterrupted shots at the target shown in the photograph. It is made to retail for \$2.50.



Hot Shots



Jacrim Mfg. Co., Inc.

This formidable looking number is the action Soldier Fort which will be seen featured in this display. It is 20½ inches by 16 inches by 11½ inches, has wood panels, solid wood columns, three siege guns, one rolling shooting gun with pellets, one defense gun and seven flag poles. Two of these flag poles contain a lowering and raising feature for the pennants shown. It is finished in simulation of gray stone, has a green base and a red roof. Note the draw bridge at the entrance. It contains a section in the rear for soldiers. The suggested selling price is \$5.00 on the item pictured and described, with others of a similar nature selling as low as \$1.00. Each Fort is packed in a test-proof container. In addition to various numbers in Wooden Horses and Wagons, the Jacrim Fleet will also be on display. These will include "Seaworthy" Sail Boats, "Victory" Sail Boats, "Flying Yankee" Motor Boats and "Tom Thumb" Toy Boats.



The Beistle Co.

This we would say was Mr. Rabbit, the male of the team of Mr. and Mrs. Peter Rabbit, attractive Easter novelties and decorations which are offered in two designs. They are twenty-four inches high, are made of cardboard in attractive natural colors and bright colored mesh tissue, and made to sell for 25c each. A complete line of Hallowe'en numbers, Valentines, Christmas Tree Novelties and life-size Santas of the same material and construction as the Peter Rabbit novelties described above, will also be found in this display.

The Toy Kraft Co.

The photograph shown here gives little idea of the wealth of color that is embodied this year in every number of this comprehensive line of Wood Toys. A particular feature that buyers will find in this exhibit is the adaptability of many of these hand-painted toys to year 'round sales. Whatever the season of the year, whatever the method of play—there will be found more than a few Toy Kraft toys to meet its requirements. The manufacturer has indicated a considerable insight in the necessity of vivid contrasts, in deciding upon the various color combinations.

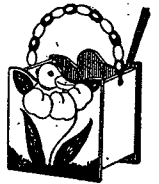
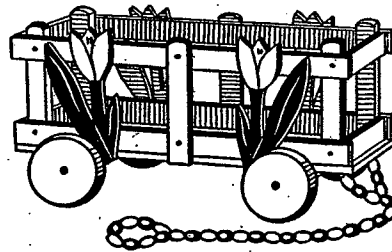


1931

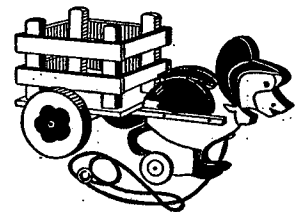
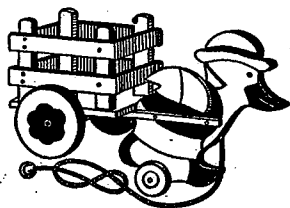
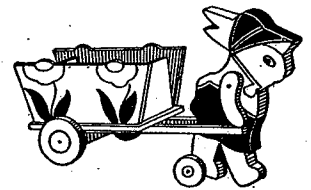
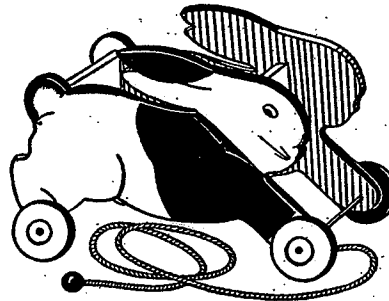
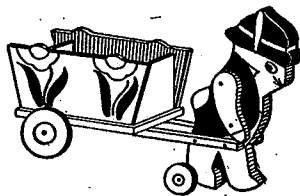
NOW IS THE TIME TO THINK ABOUT EASTER TOYS

TOY KRAFT

Breaks Into the Year With An Unusually Attractive Line



1931



There are more of Toy Kraft's Easter Toys to be shown, equally distinctive in design, and all delightfully springlike in color. They lend themselves beautifully for filling purposes and are sturdy and attractive playthings. An almost new line of Hand Painted Wooden Toys for the different seasons of the year is now on display in the New York Showroom, and there are lots of surprises for you.

THE TOY KRAFT CO.

New York Showroom:
Room 457—200 Fifth Ave.

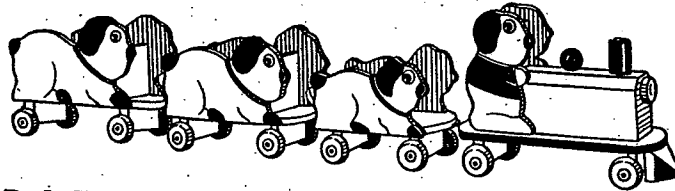
Factory and Studio
WOOSTER, OHIO

Hotel McAlpin—Room 9
During New York Toy F

One good turn deserves another—please mention PLAYTHINGS.

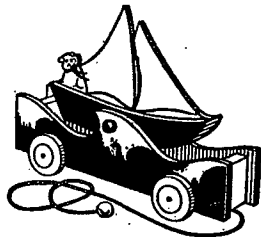
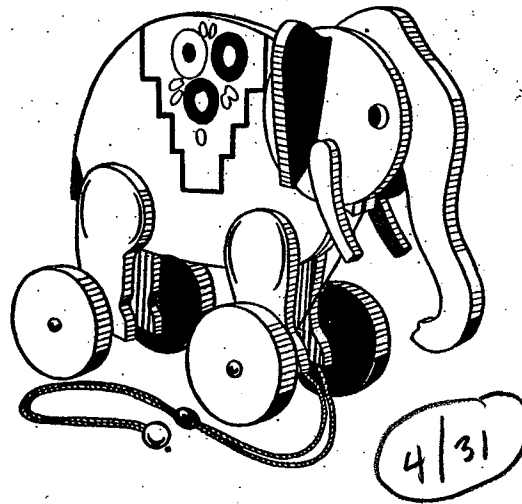
HERE THEY COME

TOY KRAFT'S HAND PAINTED WOODEN PLAYTHINGS
FOR SPRING AND SUMMER
THEY WILL HELP YOU PROMOTE YEAR 'ROUND SALES



No. 7050. Red, Yellow, Blue and Pink Pups make up the Doggie Train, a fascinating Sand Plaything for Tiny Tots.

No. 8000. A New Large Elephant with Moving Trunk and Flapping Ears, Dressed Up in Royal Colors, for the Kiddies who would become better acquainted with the Jungle Folk.



No. 433. For the Little One too young to sail a boat on the Briny Sea, a Sail Boat Action Toy that will keep him safely on Land.

These numbers are just a few of a Colorful, Sturdy and Practical Line of Playthings that has been made specially to fit in with the Various Seasons of the Year.

Samples of the Entire Line will be on Display both at the New York Showroom and the McAlpin Hotel during the New York Toy Fair, April 20 to May 2.

CATALOG AND QUOTATIONS FURNISHED UPON REQUEST

THE TOY KRAFT CO.

New York Showroom:
Room 457, 200 5th Ave.

Factory and Studio
Wooster, Ohio

Hotel McAlpin, Room 422
during New York Toy Fair

MARK WELL THE NAME

SCHOENHUT!

It is Virtually the Toy Buyers' Stamp
of Approval for Good Crafts-
manship in the Manu-
facture of Wooden
Toys

415 TOYS OF THE BEST QUALITY ALL LEADING SELLERS

If your order has not been placed, please write for catalogue and prices at once.

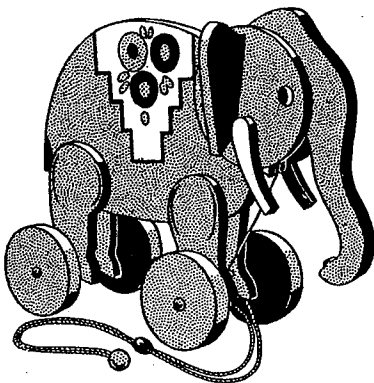
THE A. SCHOENHUT COMPANY

Sole Manufacturers

Established 1872

Philadelphia, Pa., U. S. A.

NEW YORK SALES OFFICE—215 Fourth Avenue, New York City



ELEPHANTS AND PUPS ARE GREAT
FRIENDS OF THE LITTLE FOLKS AND
TOY KRAFT'S ROLY POLY ELEPHANT
AND DOGGIE TRAIN WILL BE GREAT
FRIENDS OF YOURS IF YOU WILL PUT
THEM IN YOUR CHRISTMAS DISPLAY

It is not too late to place your Christmas
order. If you are not acquainted with
Toy Kraft's Hand Painted Wooden Toys,
let us fill a trial order for you and
prove how well these playthings sell.



1931

THE TOY KRAFT CO.

Factory and Studio: WOOSTER, OHIO

New York Showroom
Room 457—200 Fifth Ave.

Catalog and Quotations
Sent Upon Request

THE TOY KRAFT CO.

THE TOY KRAFT CO.

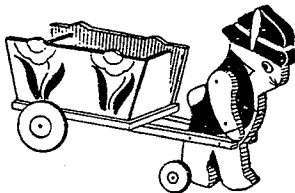
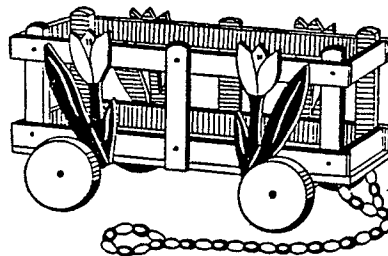
Start your letter right: "I saw your ad in PLAYTHINGS."

- 31

NOW IS THE TIME TO THINK ABOUT EASTER TOYS

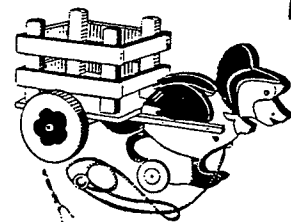
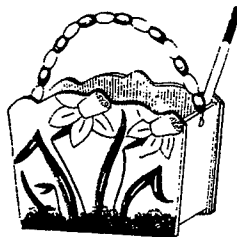
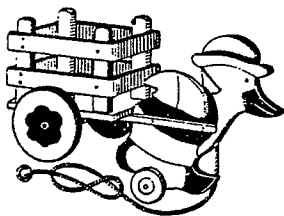
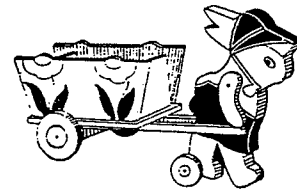
TOY KRAFT

Breaks Into the Year With An Unusually Attractive Line



**TOY KRAFT
TOYS**

Promote
Year 'Round Sales



FEB
1931

There are more of Toy Kraft's Easter Toys to be shown, equally distinctive in design, and all delightfully springlike in color. They lend themselves beautifully for filling purposes and are sturdy and attractive playthings. An almost new line of Hand Painted Wooden Toys for the different seasons of the year is now on display in the New York Showroom, and there are lots of surprises for you.

THE TOY KRAFT CO.

New York Showroom:
Room 457—200 Fifth Ave.

Factory and Studio
WOOSTER, OHIO

Hotel McAlpin—Room 920
During New York Toy Fair

One good turn deserves another—please mention PLAYTHINGS.

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