

ARTILLERY SET

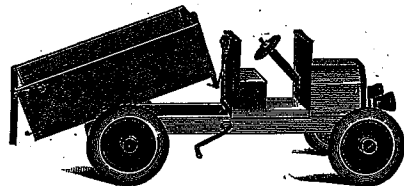
BOUNCING
CLOWN

THE H-K LINE Is Increased for 1918 By 13 NEW NUMBERS

ARTILLERY SETS
SPITFIRE CANNON
MACHINE GUN

'BOUNCING CLOWN
TRENCH MORTAR
SIX STYLES OF AUTOS
ANIMAL KUTUPS

WOOD BILDO
ELECTRICAL TOYS

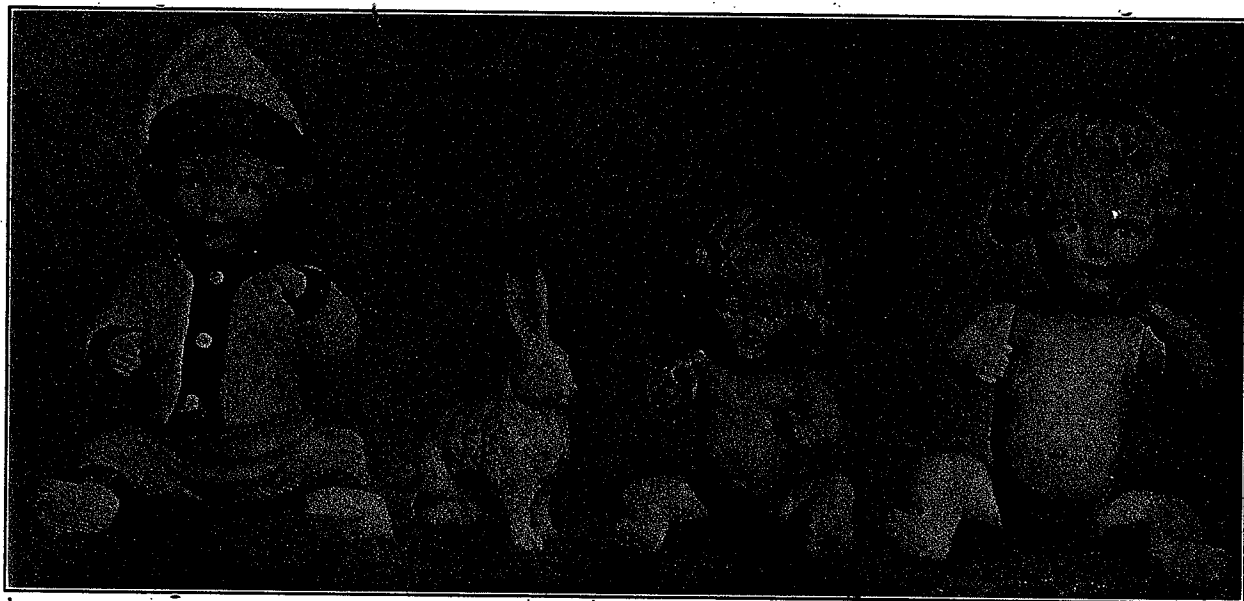


MOTOR DUMP TRUCK

THE H-K TOY & NOVELTY CO.

INDIANAPOLIS, IND.

HOTEL MORRISON, CHICAGO, APRIL 1st



The Lightest Weight Dolls in The World!

Full Wood-Fibre Composition—Jointed, Wigs, and the Finest Flesh Finish You
Ever Saw. Call, Phone, Write or Check Our Name in Your Note Book.

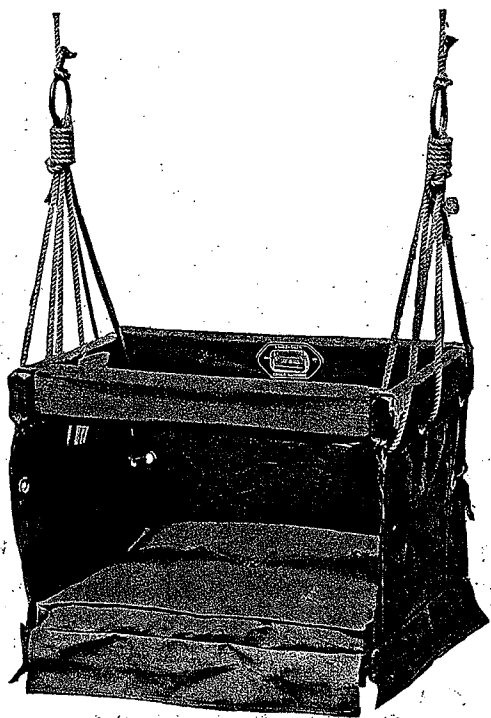
THE SEAMLESS TOY CORP'N., E. J. FRAENKELL 207-209 Wooster St., New York
Manager

MERCHANDISE, MARKETS AND MEN

A Monthly Crucible Containing the Latest Reports on New Toys, Market Opportunities and the Men Who Make Them.

A. C. Case, toy buyer for Ville de Paris, Los Angeles, Cal., was a recent visitor to the Playthings offices during his recent trip to the Metropolis. Excellent California conditions were reported and the thought was voiced that the state of the climate beautiful was offering quite a little fair for the home folks and the tourists. A. C. C. said that he had looked it over hurriedly and that everything seemed O. K. Now, gentle reader, this is a new slant for a Californian to take. As you know, most of 'em start the verbal fireworks whenever you, or they, mention that really wonderful land of the setting sun. But this blase air! Why, it's regular big town stuff. The world do move. Wake up, Manhattan!

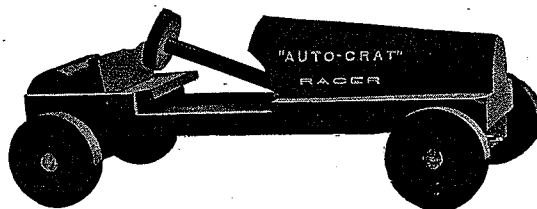
The U. S. Cabinet Bed Co. have just brought out a miniature couch hammock which they call the Hammock Baby Swing. It is made of duck, finished in



khaki, with wind shields and attachable mattress, and the same care has been exercised in the manufacture of this miniature couch hammock as in the regular line of "Adirondack" couch hammocks. It measures 12x12x15. This is a novelty in the line and the manufacturers state that it has appealed very much to the buyers to whom it has been shown so far, and that the sales have been exceedingly gratifying.

J. P. Fitzsimmons, formerly toy buyer for A. D. Matthews' Sons store of Brooklyn, N. Y., has accepted a similar position with Hillman's, of Chicago.

The Hampden Toy Co. have brought out a new line of toy vehicles called "Auto-Crats." There are quite a number of models, including trucks, storage vans, racers, sight-seeing cars, Jitneys, beautiful limousines, steam rollers, etc., all of which are finely finished in bright colors—such as red, blue, green, yellow, etc.—and trimmed in silver-colored hardware, and are very attractive. The vehicles are twelve inches long and are realistic reproductions of the large ones. They are not



mechanical. They are well made and will retail at fifty and seventy-five cents. The manufacturers state that so far these new toys have taken exceptionally well.

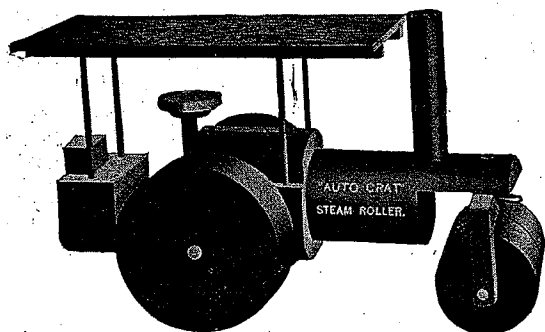
The Structo Manufacturing Company announce that early orders on Structo are coming in in a very satisfactory manner. The New Structo electric motor which is furnished with a number of the outfits is a very powerful one and has a number of exclusive features that make it especially adaptable to engineering outfits. The manufacturers also state that the Structo die-cast gears and key-seated shafting are making a great hit with the young engineers of the country, and the fact that the models operate smoothly and continuously makes this outfit a very strong accessory to electric motors. The 1915 outfits have been enlarged and improved, many new parts having been added. The building possibilities have therefore been greatly increased, and it is stated that the new instruction book will contain drawings of over 150 beautiful, clean-cut models, the construction of which embody correct engineering principles.

The Arcade Mfg. Co. have brought out a new windmill toy which they call the Holland Windmill. This is a reproduction of the old Dutch windmill so famous in Holland, and it requires only a breeze to start the mechanism and make the mill revolve rapidly. The mill is 15 inches high and has a steel tower finished in grey, black and white, with a crimson tower cap. The vane is painted blue with gold stripes and the revolving arms are white enamel. The manufacturers report that there is already a large demand for this new toy.

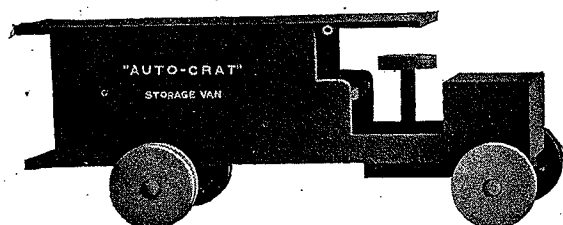
We are in receipt of a communication from Max Roth, of The Modern Toy Co., Inc., 141 Hinsdale Street, Brooklyn, stating that he is desirous of getting in touch with toy, doll and game manufacturers who will be interested in a movement to display their 1916 sample lines in a New York hotel that shall be selected as the one possessing the best location and other features necessary for a display of this nature. Letters on this subject will receive immediate attention.

been strung with four rubber bands, and a string is attached to this toy so that the boy can whirl it around his head. When he does so very pleasing chords are sounded, rising in key as the speed is increased and becoming a high pitched yet musical scream when the toy is whirling at full speed. This remarkable little toy can be sold at a nickel.

A new line of Toy Vehicles called "Auto-Crats" made in many models, consisting of Trucks, Storage Vans, Racers, Sight Seeing Cars, Jitneys, beautiful Limousines, Steam Rollers, etc., is attracting great



interest at this time. The line is beautifully finished in bright colors, red, blue, green, yellow, etc., trimmed in silver, making a most attractive line of toy automobiles, steam rollers, etc., which are sure



to appeal strongly to the youngsters. They are not mechanical but are strongly made to stand hard usage. The vehicles are twelve inches long and are realistic reproductions of the carriers they represent. The retail prices are 50 and 75 cents.

In "Excellc" the trade and public is offered remarkable talking machine value in an instrument playing the regular disc records. There is no spring mechanism, the turntable being operated by hand, but the price compensation is for that reason very great, the machine selling with excellent profit for a dollar, or perhaps a trifle less. "Victor," "Columbia" and the new and popular ten cent records can be used and reproduced with excellent strength and clarity of tone. Here we have a prac-

tical talking machine which will certainly become widely popular with the toy-purchasing public.

A juvenile extension dining table has just been placed upon the market. It is made of handsomely finished golden oak and is provided with a table-leaf to be inserted. Without the extra leaf the table is round and extended it of course has rounded ends. Four dining chairs go with it.

One of the well known makers of juvenile pool tables has recently brought out a new line which is attracting considerable attention.

"Exploding Battleship Builder" is the name given to an ingenious novelty that can be retailed at a quarter. The boat is of dreadnaught type and is carefully put together by means of blocks. When hit in a vulnerable place by a wood missile a metal spring blows up the ship in realistic fashion.

"Little Shaver" and "Big Shaver" are the names that have been selected for two unusually good all composition jointed character babies that are making a big hit with the trade.

A novelty of the genus shoofly is offered in a handsome line of chair rockers which when occupied by the youngster one leg goes on either side of a single wood horse set close to the chair rocker seat. This newcomer has many points of interest and should make a good appeal to the little people.

A very attractive newcomer is offered in a lawn swing for children that can be retailed at \$2.50. It is of the usual outdoor variety in which two children sit facing each other and moving by pushing the grated flooring and pulling upon the supporting uprights.

In "Caricatypes," a local house offers twelve grotesque character figures that cleverly satirize the modern dances. These odd figures have been the subject of articles galore in Sunday newspapers and magazines since last summer, and a more clever or timely satire on the modern dance craze would be difficult to conceive. Never before has the serious subject of sculpture been approached from the standpoint of the cartoonist in the same way



An "Irish Mail" Automatic



Another "Irish Mail"



Two of "The Cycle Kids"



"The Crawling Babies"

In the opposite column are pictured the new "Automatic Character Toys" which are creating a very sizeable stir in toy trade circles. As a matter of fact from present indications, they promise to be well up with the leaders in the ceaseless competition among playthings for popularity with the little people. All of these hand cars, velocipedes and wheeled platforms are sold with the famous "Can't Break 'Em" character dolls. A wide variety of dolls is used, babies, boys, girls, clowns, darkies, monkeys, etc., that go through some very interesting motions when these toys are pulled along by a string. For instance "The Irish Mail Kids," seated in neat little red trucks, work like Trojans, hand car fashion; "The Cycle Kids," astride their nifty little velocipedes, move their bodies from side to side and pedal like fury, and "The Crawling Babys," bob up and down in real creeping infant fashion.

These "Automatic Character Toys" will make an excellent window display for the spring or summer months and are found to liven up trade in those periods. Popular prices prevail.

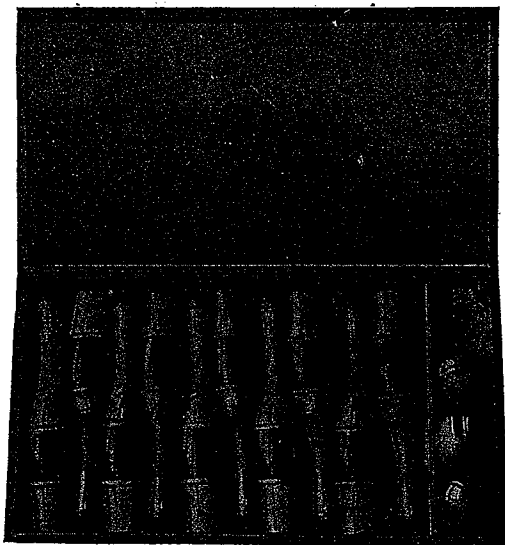
A noise maker possessing very novel features, is offered in a red and white striped cardboard horn set upon a red and white cardboard base. This base is in the form of a bellows which, when worked back and forth, produces some very loud and amusing screeches. This is a ten-cent seller.

New this month is a noteworthy line of mission furniture for dolls, the various numbers of which—a settee, straight chair, arm chair and table, can be sold at ten cents each. The various parts are all nailed securely in place, making very substantial toys.

A new and large line of lead soldiers has been brought out, showing a wide variety of walking and running soldiers, cavalymen, etc., to retail at very attractive prices. Many of the sets are offered with miniature army tents and pop guns so that war games can be played.

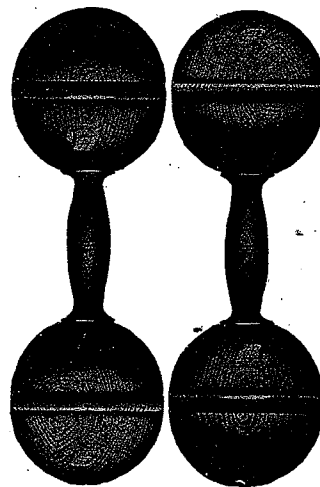
"Bolo" enters the game field with many features to recommend it. It is played exactly like the game of Bowls except the "Alley" becomes a square table 36 by 36 inches and the heavy, cumbersome 14 or 16-pound ball is changed to a light, rapidly spinning "Top" and the pins are inches high instead of feet. The "Top" is wound, set in the groove and

Ten Pins—Dumb Bells—Indian Clubs Base Ball Bats



Most
Attractive
Line for
1915

Write for price-
lists and descrip-
tive matter



THE SAGINAW WOOD PRODUCTS CO.
GAYLORD, MICHIGAN

GOOD MORNING

Have you seen the

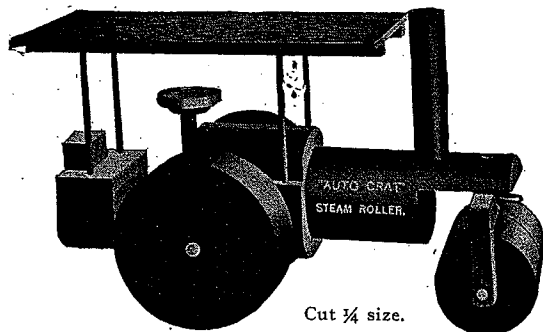
"AUTO-CRATS"

Trade Mark

They are here and appeal to every youngster. An all-the-year-round toy for out of doors or in the house.

Made in U. S. A.

They are a Princely Product and all made of wood, finished in beautiful colors and dashing in appearance. Not mechanical and never get out of order.



Cut $\frac{3}{4}$ size.

"AUTO-CRAT" line of toy vehicles.
MADE IN MANY MODELS, including Limousines, Sight Seeing Cars, Jitneys, Racers, Trucks, Storage Vans and Steam Roller.
Retail price 50 and 75 cents. Liberal discounts to the trade.

Order from your jobber or write us today
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Made only by

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PRODUCERS OF BOTH PLASTIC AND
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Carded and Packed to Meet Any Requirements!

Retail from 10c to \$1.00

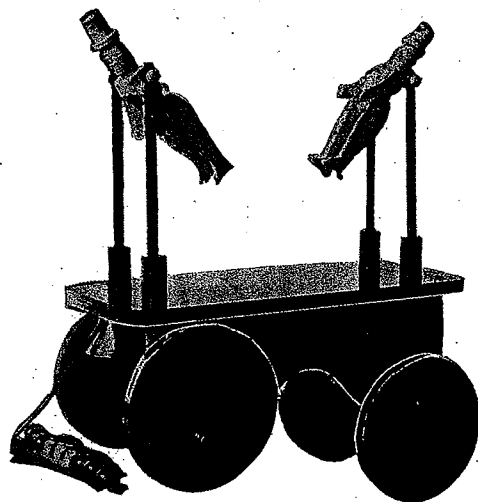
HARMONIC REED CORPORATION

ROSEMONT • PENNA.

No. 1900X Gold Trumpet • No. 1800M Jr. Silver Sax • No. 2000M Silver Trombone • No. 1300
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KIDDIE CLOWNS

A \$1.50 Seller



Bristling with Motion.

Platform Rocks and Clown are in Constant Motion as the Toy is Pulled Along the Floor.



LIBERTY BELL

A 25c Seller

The Clown Rings the Bell

The
High Grade
Finish
of these Toys
is a
Distinctive Feature.

MANUFACTURED BY

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Pat. July 2, 1918—Made In America

Hours of amusement for the children. Many different models can be made, such as

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Trolley Stations,
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and many other delightful playthings.

Made in Three Different Sizes

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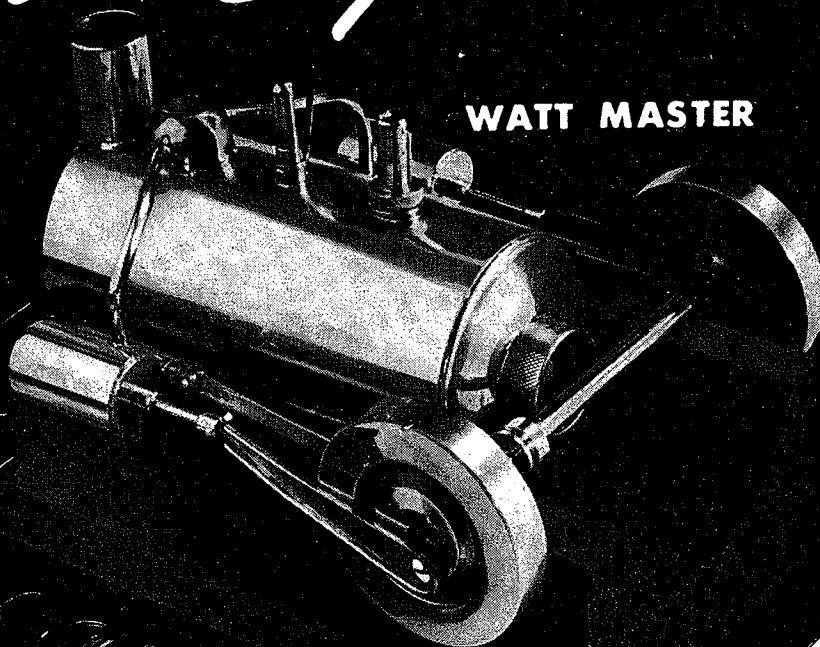
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ELECTRIC HEATED
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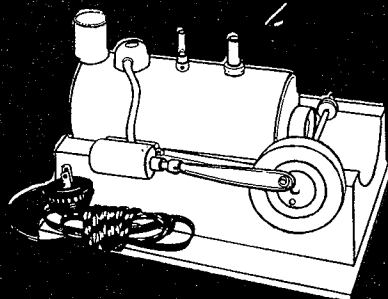
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OPERATES ON 110V AC

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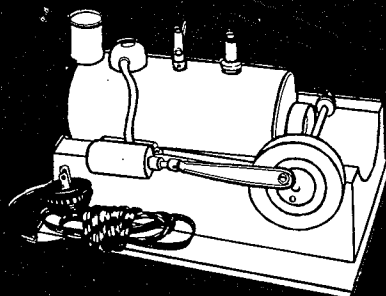
SAFETY VALVE

METAL BASE

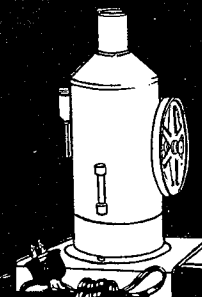
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INDIVIDUALLY



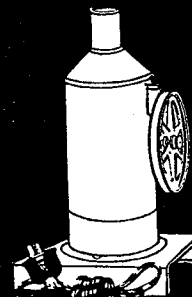
WATT SENIOR



WATT JUNIOR

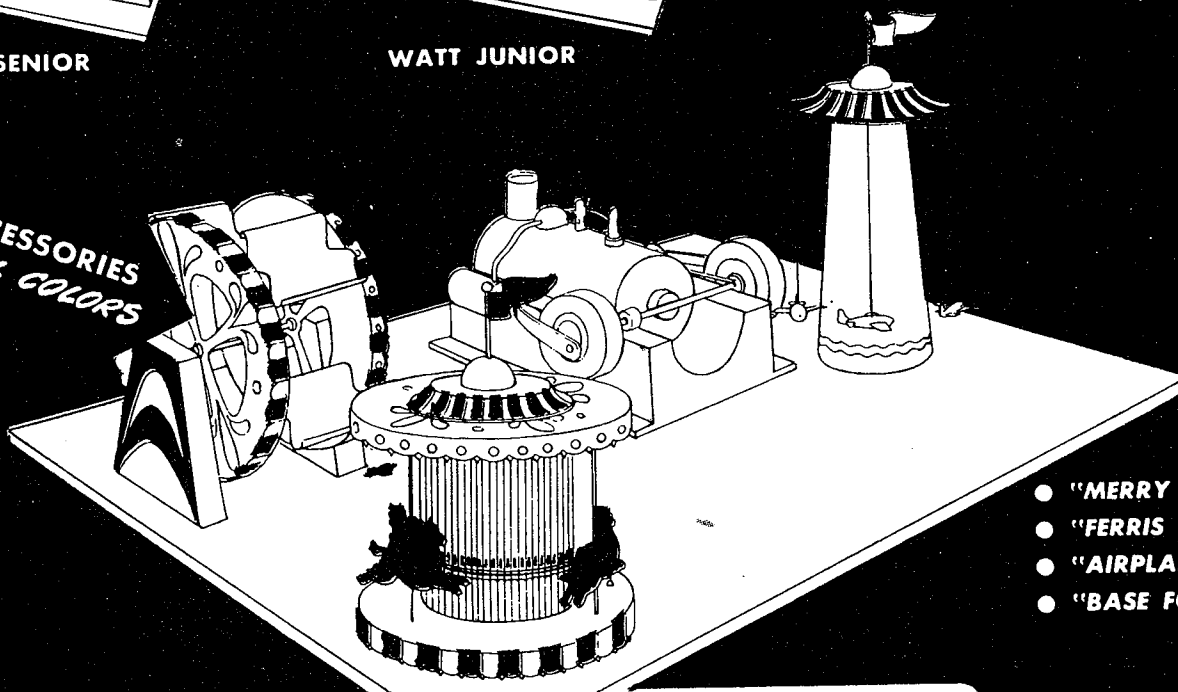


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IN CARNIVAL COLORS



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- "FERRIS WHEEL"
- "AIRPLANE TOWER"
- "BASE FOR SETUP"

BLOCK & REDLICH
N. Y. Representative
200 5th AVE.
Room 406

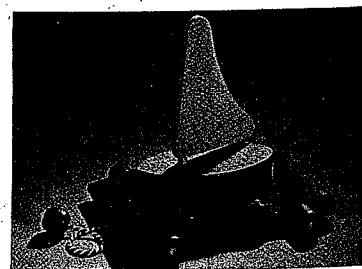
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4720 CENTER AVE. PITTSBURGH, PA.
MANUFACTURED BY SPECIALTY INSTRUMENT & MACHINE CO., PITTSBURGH, PA.

DALLAS SHOW ROOM
407 N. Akard St.
DALLAS, TEXAS
JAS. VYSCO



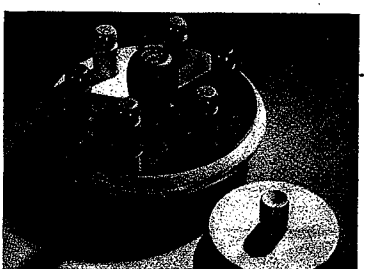
QUACKIE

QUACKIE. A frisky little duck that wobbles up-and-down as you pull him along in the crest of a blue wave. Made of hardwood and finished in assorted harmless colors.
No. 45 A 4—Shp. wt. 15 lbs. per doz.
Suggested retail price \$2.25



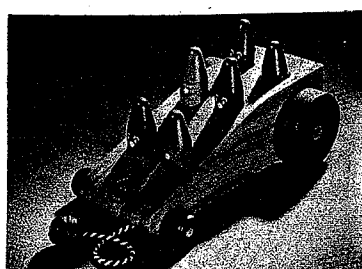
SCOODLE-BOAT

SCOODLE-BOAT. Sailing in the deep blue sea with a sea worthy "Scoodle Boat." All parts are removable to encourage constructive effort for small tots. Colorfully finished.
No. 44 A 3—Shp. wt. 15 lbs. per doz.
Suggested retail price \$2.00



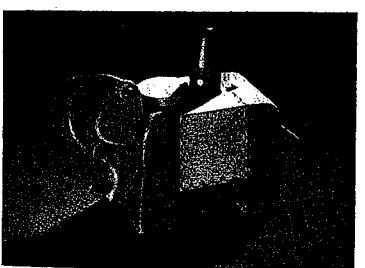
MERRY-PEG

MERRY-PEG. A toy that teaches the basic colors of the spectrum by coordinating the proper colored peg in its place on the color disc. A whirl of the Merry peg offers a beautiful blend of colors.
No. 44 A 2—Shp. wt. 20 lbs. per doz.
Suggested retail price \$2.50



GOOGLE-OOGLE

GOOGLE-OOGLE. As this toy is pulled along, "Google" and "Oogle" bob up and down while their twin brothers enjoy the ride. Made of hardwood and finished in beautiful harmless colors.
No. 44 A 1—Shp. wt. 18 lbs. per doz.
Suggested retail price \$2.50



SNORTIE

SNORTIE. A humorous little elephant who can move his head in all directions. A pull on his tail and up pops a clown rider. Made of hardwood and finished in harmless colors.
No. 45 A 5—Shp. wt. 15 lbs. per doz.
Suggested retail price \$1.50



SHORTIE

SHORTIE. A cute little horse who like Snortie, also moves his head in all directions and pops up a clown rider when you pull his tail. Made of hardwood and finished in harmless colors.
No. 45 A 6—Shp. wt. 15 lbs. per doz.
Suggested retail price \$1.50

Hobby Hill

175 N. MICHIGAN AVE., CHICAGO 1, ILLINOIS

S. V. ELGORT, Sales Manager



Jan - June
1945



SCOODLE-BOAT

Sailing in the deep blue sea with a seaworthy "Scoodle Boat." All parts are removable to encourage constructive effort for small tots. Made of hardwood and finished in harmless colors.
No. 44 A 3—Shp. wt. 15 lbs. per doz. Suggested retail price, \$2.00

A frisky little duck that wobbles up-and-down as you pull him along in the crest of a blue wave. Constructed of hardwood, finished and packed in assorted harmless colors.
No. 45 A 4—Shp. wt. 15 lbs. per doz. Suggested retail price, \$2.25

A humorous little elephant who can move his head in all directions. A pull on his tail and up pops a clown rider. Constructed of hardwood and finished in harmless colors.
No. 45 A 5—Shp. wt. 15 lbs. per doz. Suggested retail price, \$1.50

A cute little horse who like "Snortie," also moves his head in all directions and pops up a clown when you pull his tail. Constructed of hardwood and finished in harmless colors.
No. 45 A 6—Shp. wt. 15 lbs. per doz. Suggested retail price, \$1.50

A toy that teaches the basic colors of the spectrum by coordinating the proper colored peg in its place on the color disc. A whirl of the "Merry-Peg" offers a beautiful blend of colors.
No. 44 A 2—Shp. wt. 20 lbs. per doz. Suggested retail price, \$2.50

As this toy is pulled along, "Google" and "Oogle" bob up and down while their twin brothers enjoy the ride. Constructed of hardwood and finished in harmless colors.
No. 44 A 1—Shp. wt. 18 lbs. per doz. Suggested retail price, \$2.50

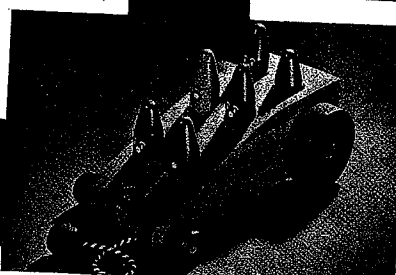
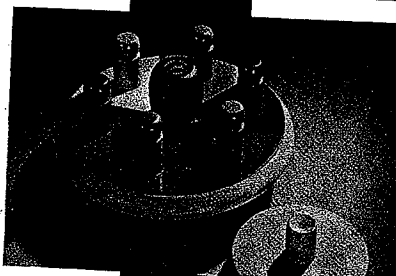
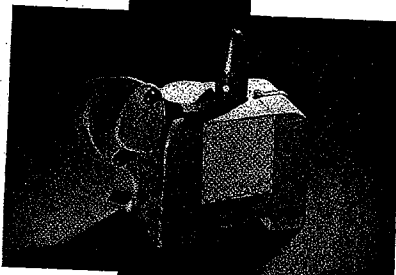
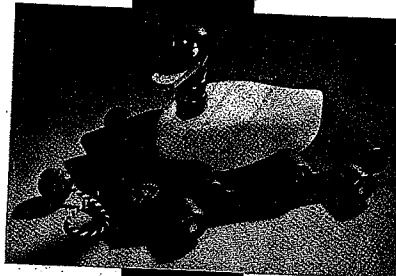
GOOGLE-OOGLE

QUACKIE

SNORTIE

SHORTIE

MERRY-PEG



Hobby Hill

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Full Line Now on Display in Our New Salesrooms, and ready for immediate delivery.

Our Latest Doll Novelty is
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Order Sample Now

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THE "CYCLE KIDS"

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Horsman Dolls on strong, handsome steel cycles with broad, hardwood finish wheels. Operate in the most LIFELIKE MANNER.

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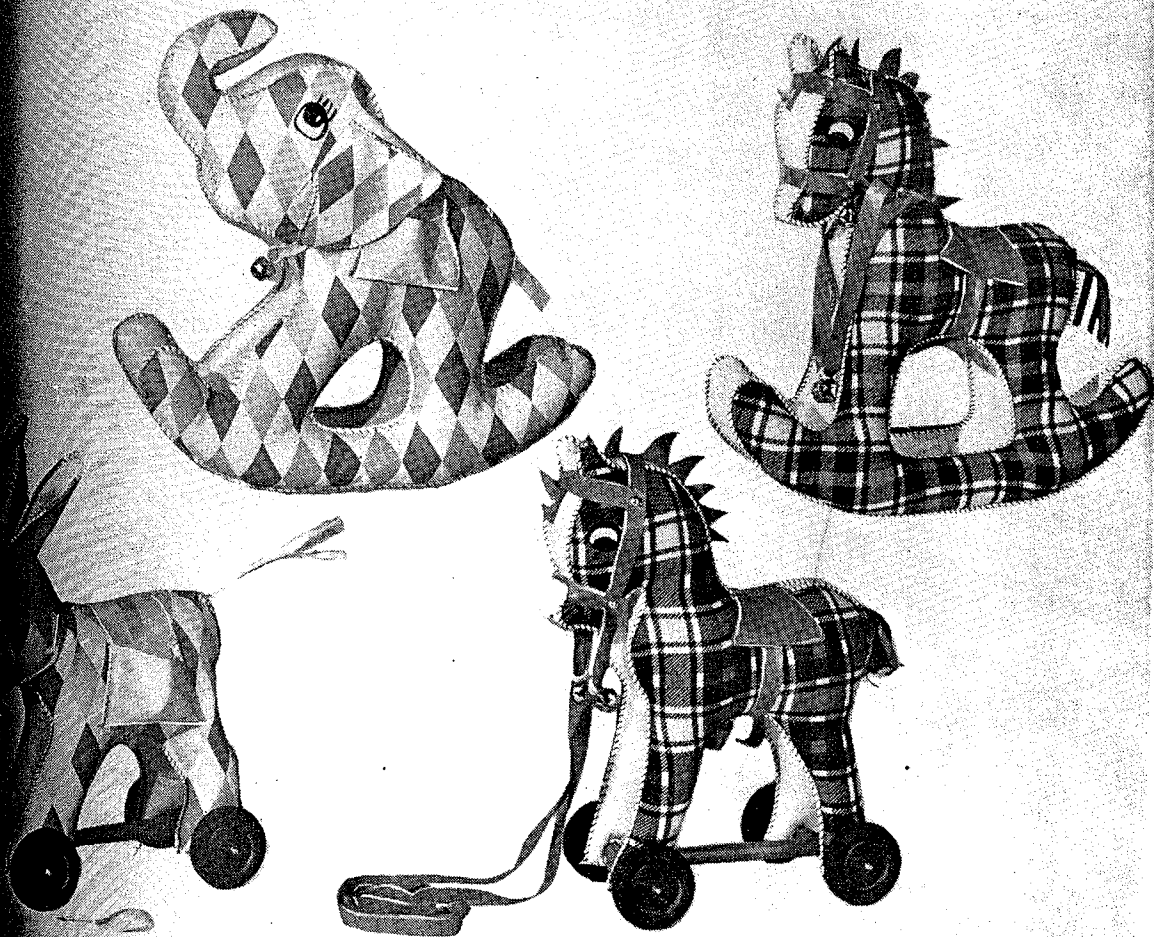
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Hol-le toys

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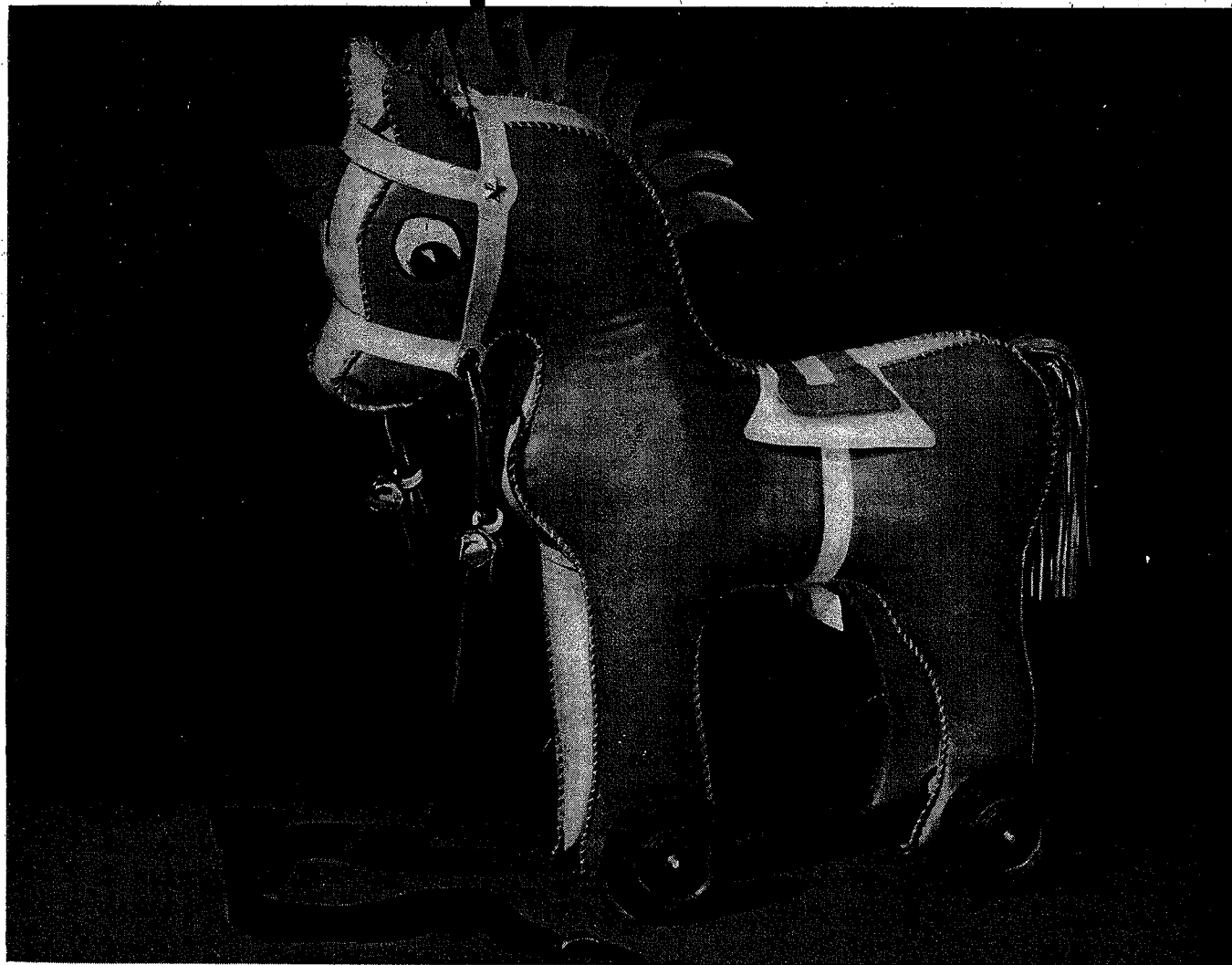


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Whoa!

*you don't have to work like a horse
when you have Hol-le's new
pull-pony
pulling for you!*

U. S. Design Pat. 153709



Now . . . the famous Hol-le pony moves even faster . . . on rubber-tire wheels! Same fine quality plastic and workmanship as before. Washable, colorfast, durable and stain-resistant. Won't crack or peel. Approx. 13" high.

515-W: Assorted colors to the dozen, red, blue, black.
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