

Feb - 1920

FLA THINGS

W. J. Robb Is Buyer for Higbie Co.

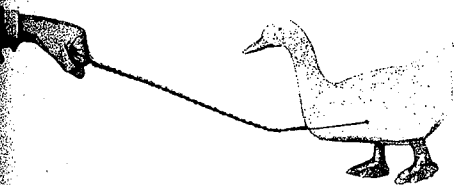
William J. Robb has accepted the position of toy buyer for the Higbie Co., Cleveland, Ohio, for which concern he will operate a high class year round toy department.

E. T. Burrowes have their show and salesrooms in a regular street store of the Fifth Avenue building. The firm is displaying the kidphone, a practical toy 'phone,' an all wood toy carriage, having the shape of an English perambulator (finished in white and blue) and a fine line of hand-painted, soft-body stockinette dolls.

A genuine Caterpillar Tractor in toy form is offered by Structo Mfg. Co., 200 Fifth avenue. The Caterpillar Tractor made by this firm is an entirely new idea in caterpillar traction. The mechanical parts of the attachment are made of steel, and composed of links making the Caterpillar Tractor run like a real tractor. The Structo Tractor is patterned after the Cleveland Tractor, the largest selling Caterpillar tractor in the world. Equally remarkable are the Structo-Ready-Built-Automobile Outfits, made in the latest styles of automobiles. They are substantially constructed, equipped with excellent motors, have Knuckle steering apparatus, and highly enameled finish.

Another remarkable Structo-Ready-Built Automobile is offered in the form of a tank, modeled after the famous "Whippet" Tanks, hundreds of which were used on the battlefields of the great war. The Structo Tank is also equipped with a Caterpillar Traction. It is finished in French gray and trimmed with red and gold. All the Structo-Ready-Built-Cars run easily on carpets and rugs.

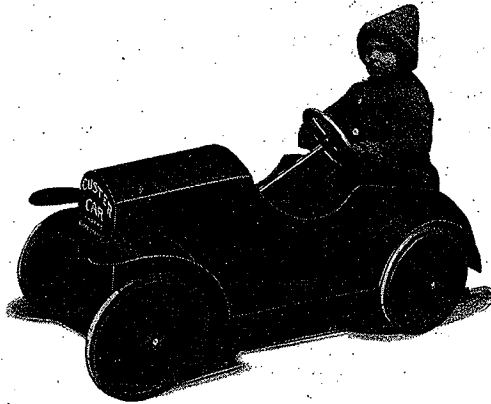
Louis Amberg and Son, 101 East 16th street, New York, have put on the market a more than life-like Skin Saddle horse, showing every muscle of the wonderful equine. Every detail in constructing this perfect animal has been worked out. This horse, the first of its kind, is mounted on a solid steel frame and is set upon a wheeled platform, which in turn rests on rockers—thus providing a platform horse or a rocking horse. A swinging style is also offered. Joe L. Amberg, manager of the new horse, said that nothing like it was ever produced in Germany, compared with naturalness of appearance or quality. The Amberg horse is made after a model designed by Monti, the famous Italian sculptor. The late Jordan's Chubby little "Happyfat" doll for 1920, of the "Happyfat" family, is made with cork stuffing and wears a pretty dress. A life-size Walking Duck is made of the same material as the composition dolls and will prove a delight to children. The toy is provided with an ingenious device so that when led along by means of a wire leader it waddles like a real duck.



Amberg's Walking Duck

Louis Amberg & Sons are also offering a remarkable line of dolls. Their "Victory" Dolls with bisque heads in four sizes have real eyelashes, matching the color of the real eyes. Three sizes of bisque head Baby Dolls are also being offered. The Composition, jointed Dolls, made by this firm are clothed in distinctive dresses of different designs. The heads are attached to the head by a patented spring, insuring them against eye loss by childish finger poking. The fully jointed Walking Kid Baby Doll with composition dress is also being shown.

The Custer Specialty Co., Dayton, Ohio, was represented by L. I. Custer at the Hotel Imperial during the fair period, providing the visitors with one of the real sensations of the big show in the form of the "Custer Car." This was a bright red miniature automobile that operated by electricity at a speed of from five to ten miles an hour. The distance per charge is 10 to 15 miles, cost of charge 15 cents, is charged overnight from any lamp socket and is operated by a foot



The Custer Auto—Electrically Propelled

button. The length of the car is four feet long, 22 inches wide and 22 inches high. This snappy little "Red Devil," which can be safely and easily operated by any bright youngster, ran along Broadway and Fifth avenue on several occasions to advertise the toy fair and to astonish the natives.

U. S. Toy and Novelty Corp., represented by Ignatz Mayer, are featuring The Waukeoi Family, a delightful line of Walking Dolls. A boy in front or on the back of a Coaster Car and wheelbarrow runs backward and forward. Such mechanism is possible because the figure is attached to the vehicle.

Cleveland Wood Products Co., represented by R. E. Hunt and H. F. Shea, are showing a child's game with attachment which is an exact imitation of the United States Army Rifle. It is provided with a spring piston that snaps when the trigger is pulled. R. E. Hunt, vice president and general manager of this concern, during the war was Supervisor of Military Training in his city, with the rank of Colonel. H. F. Shea, who recently joined this firm, during the war rendered great service by selling over 500,000 Thrift Stamps.

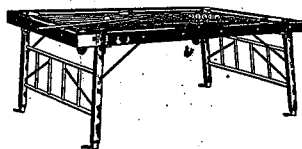
Charles F. Fletcher, Manitowoc, Wis., a prominent retailer of toys and books, was one of the active buyers from the Badger State.

The Arthur Westbrook Company, Cleveland, Ohio, represented by W. H. Baron, are featuring their New Alger Book in an edition of 450 pages. It has many attractive pages and is proving very popular with boys. Their line of paper-covered books with a hundred titles and other books of fiction are also offered.

Chicago Toy Works, represented at the Breslin by its capable sales manager, Charles H. Carroll, features a Rabbit Coaster Car. The head is very life-like, and it is fastened to the car by means of a square fork. A new and extensive line of paper hats, intended for parties and favors, is also shown. Especially amusing is a temperance hat, to which is attached a "red nose" to indicate the evil effects of booze.

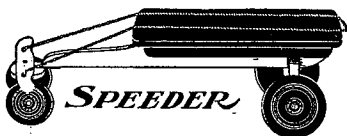
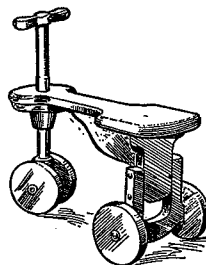
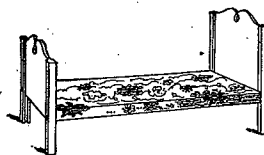
The TOY MARKET of AMERICA
 FIFTH AVENUE BUILDING NEW YORK

The TOY
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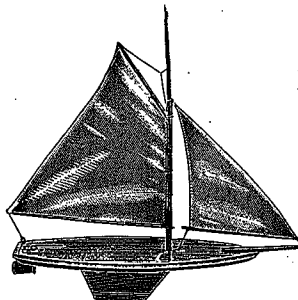
To the Toy Buyer:

WHEN it comes to "all right" Toys, New York City is the unquestioned hub of the Universe—and the first place to visit is the Show Rooms of The E. T. Burrowes Co. in the Fifth Avenue Building—ground floor. We have never before been so well equipped to sell and DELIVER—and we are meeting a truly remarkable variety of demands for substantial, worth while toys. Buyers who favor us with a call get a real demonstration that American Toys are GOOD Toys. We make several of our own designs and represent seventy-five or more strong lines—often as exclusive agents.



Listen!

Dolls and Doll Beds, Doll Carriages and Furniture, Tot Carts, Wagons, Street Cars, Junior Racers, Blocks, Boats, Clowns, Sleds, Stuffed Animals, Teeter Boards, Aeroplanes, Toy and Junior Pool Tables, Baby Yards, Screened Cribs, and a very fine line of hand-decorated Children's Furniture—Rockers, Chairs, Tables, Desks, Dressers, Costumers, Beds and many other attractive items for kiddies and juveniles.

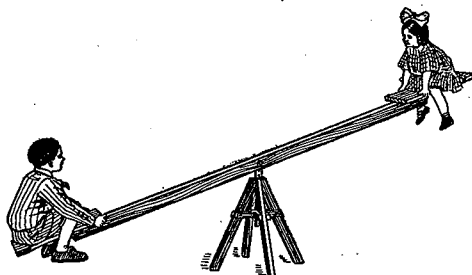


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