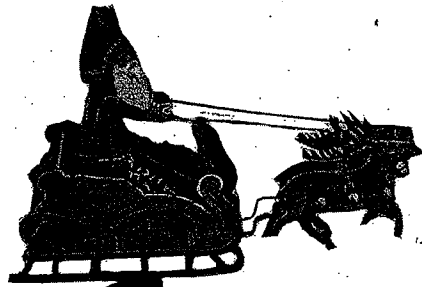
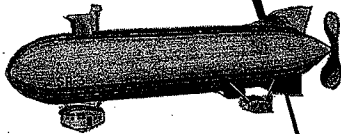
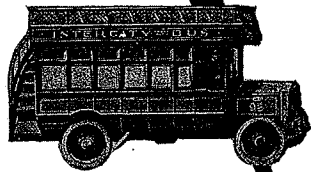


1925
 "--- best sellers in 30 years-
 over 200 gross of one number--"



TOYS
 DOLLS
 FAVORS
 SEASON NOVELTIES



Write for our 1925
 illustrated catalogue

H. READER & SONS
 IMPORTERS
 132-134 PARK ROW, NEW YORK

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January 8, 1925

The Ferdinand Strauss Corporation,
 108 East 16th Street,
 New York, N. Y.

Gentlemen:-

Right at the outset of 1925 we want
 to extend this compliment to you on your Strauss
 Mechanical Toys; - they are the best sellers in this
 class of merchandise that we have handled in the 30
 years of our business experience.

In the year just past we topped the
 biggest sales in Mechanical Toys that we have ever
 had - in fact on one of your numbers our sales ran
 in excess of 200 gross.

We wish you success in your new quarters -
 and continued prosperity for the new year.

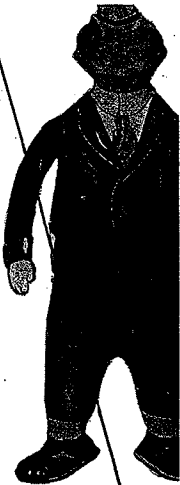
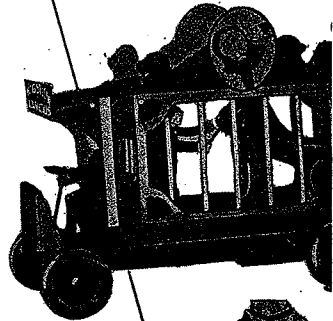
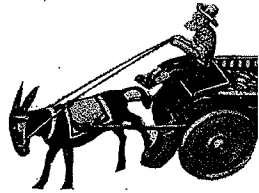
Yours very truly
 H. READER & SONS

Charles W. Reader

OR/HMH

P.S.

Your new Boob McNutt is a sure winner.



Not an unusual
 letter for us - but
 certainly an unusual
 record

The Ferdinand Strauss Corp

STRAUSS MECHANICAL
 TOYS



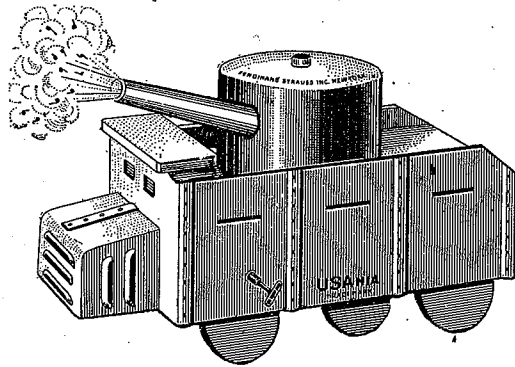
108 EAST 16TH STREET

NEW YORK, U.S.A.

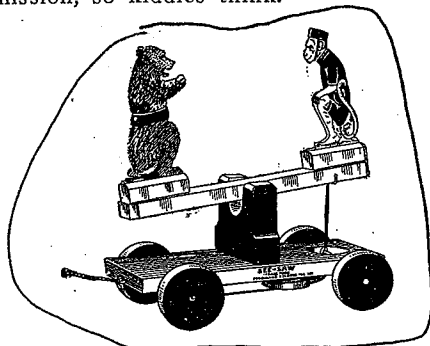
Factory:
 NEWARK
 N. J.

Kindly mention PLAYTHINGS when writing to advertisers.

In a sixteen-page booklet called Toy Topics, Ferdinand Strauss, Inc., makes an announcement "All About the New Things."

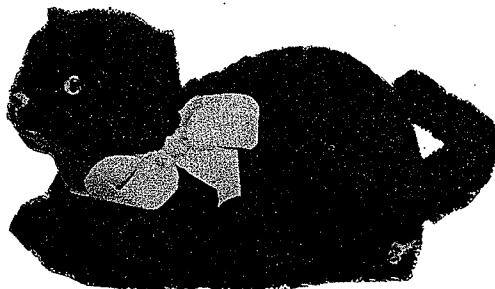


One of the first pages is devoted to a mechanical armored car, which not only travels, but fires a gun from a revolvable turret, puffs out smoke and makes a sharp report. USAnia is its name and to end the war is its mission, so kiddies think.



Other mechanical toys, each with a purpose all its own, are the Knock-Out Boxers, the Sailor Hornpipe Dancer and See Saw, a showy, durable and fun-making toy featuring a bear and a monkey musically inclined on their trips up and down.

Trixo, "the climbing monk," is not a new idea, but in his latest form, his agility and liveliness add to his favoriteness with every child. Not all these new toys can be mentioned by name, but for both boys and girls and to be played in or outdoors, Kan-u-Katch is proving a winner. This may be used to real advantage by older children and grown-ups as well as by younger folk.



Not to be outdone by the music of larger animals, Kitty Meou, the walking and crying cat that is guaranteed not to scratch, holds her own by means of

crawling and her gentle meouwing. Isn't her picture attractive?

For tiny tots, novel rocking and rolling toys are listed, while the little housewife will delight in the new kitchen and tea sets as well as the kitchen range fully equipped with utensils for getting up a "big" dinner.

The Specialty Shop of the Helen Speer Co., always abloom with attractive novelties—all of the useful kind—has made its great front window to blossom like a rose garden by means of new curtains that are as refreshing as a crocus blossom in earliest spring. A natural color fabric made of silk and linen has a crochet edging of French blue worsted. Inside the hem are hundreds of many color blossoms, also of worsted. These combine hand embroidery and crochet work with novel and quaint effect. Mrs. Speer explains that many kiddies' rooms are to have these curtains made of unbleached muslin or natural color linen and decorated with bunnies, kittens, puppies, chickens, ponies and even elephants, while still others carry out favorite floral schemes. Just see Mrs. Speer's shop windows and you will soon realize how delightful the nursery and playroom windows can be made in the warm months of the year. Back of the windows are porch sets of furniture for little folk. These are with or without cane or rush and in any color wanted and plain or with charming painted flowers. Even the garden smocks and play aprons for the tots are abloom with blossoms of worsted or in tantalizing quaintness and Quaker-like primness that is too pretty for words. Then there are those wonderful bib aprons having sleeves and a pocket, if you please, for the crumbs that have a way of dropping, no matter how great are the efforts of little learners of how-to-eat. These are but stray hints from exceptionally complete stocks that have the truest sense of the practical, while being artistic to the last degree.

The fifth wheel to his wagon is a necessity to the Flip Flap Soldier, a new toy, the work of the Smolens Novelty Co., Inc. Despite his flip-flapping, the soldier keeps his military precision whether he be American, British, French or Italian. The simplicity of the toy, which is for toddlers, assures its keeping intact even with long use.

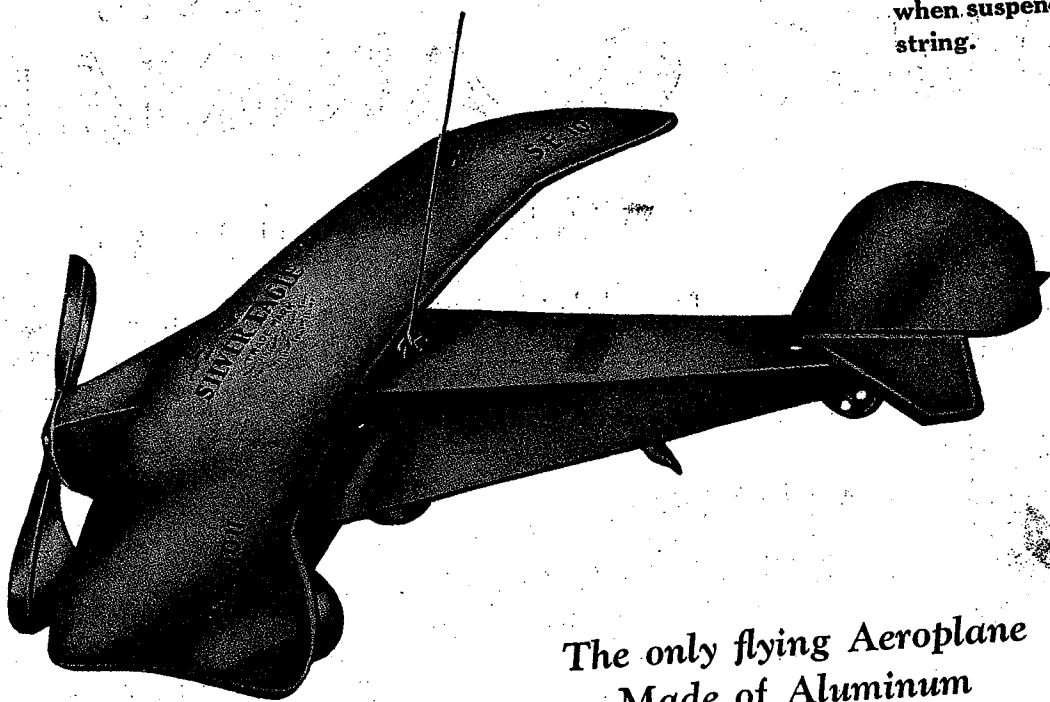
No pins to scratch, no buttons to bruise and no weight to carry are three of the outstanding features of the Nelke Dollies, the output of the Elk Knitting Mills Co. Ideal for babies and toddlers, these pets are lovable. "Six different facial expressions" is what the description says, but, as a matter of fact, no two faces are alike, as each is painted by an artist who is a child face specialist. Nelke Dollies are large enough to hold easily. They are made of a knit underwear fabric in a factory where sanitary conditions are of the latest approval. Cunning indeed are the silk-like caps, while the rompers are made of dainty crepes and chambrays and, although they are sewed on, are easily detached when they need washing and ironing. Because of their softness, neither baby nor dolly will suffer by being rolled on in nightly adventure in dreamland. As for display purposes they are great. Because of their

January, 1928

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A FLYING AEROPLANE

Flies in a wide circle
when suspended by a
string.



The only flying Aeroplane
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Made of aluminum—beautiful in appearance and solidly constructed—latest design—wing spread, 9¼ inches. Length, tip to tail, 12 inches.
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