

# Announcing **BUCK-A-ROO**

*double action*



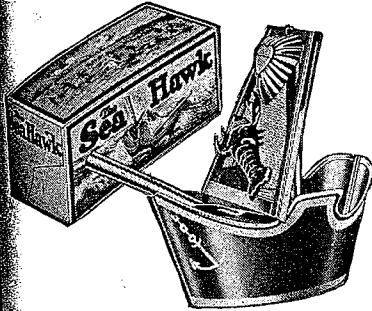
*from  
"Way out West"*



Manufactured by **Krieger Novelty Company** Lodi, Calif., U. S. A.

See the KRIEGER LINE at the NEW YORK TOY FAIR, Feb. 7 to Mar. 12, 1927  
Room 207, HOTEL IMPERIAL, Broadway at 32nd St. CHAS. A. LORING, Factory Representative, in Charge

**THE NEW IMPROVED "SEA HAWK" SAND PAIL**



*With Sail and 2 Sand Moulds Besides Hoe and Shovel*

Now made with the top edge turned in, eliminating all sharp edges.

**NO PRICE ADVANCE: STILL 50c RETAIL**

**NEW IDEA IN SAND PAILS**

5 colors Litho on 4 different colored backgrounds MAKING a big, attractive assortment.

Gold lacquered inside, flat rolled edge handles, securely riveted, fitted with attractive spade.

The best made and finished Pails on the market.

- No. 23; 3 3/8" high, weighs about 36 lbs. to gross.
- No. 24; 4 1/4" high, 48 lbs. to gross.
- No. 25; 5 1/4" high, 72 lbs. to gross.
- No. 26; 6 3/4" high, 85 lbs. to gross.
- No. 27; 7 3/8" high, 96 lbs. to gross.

**GOTHAM STAMPING & DIE CORP.**

Makers of Sand Screen Sieve Sets, Drums, Tea Sets and Noisemakers

419-422 EAST 24TH STREET

NEW YORK CITY

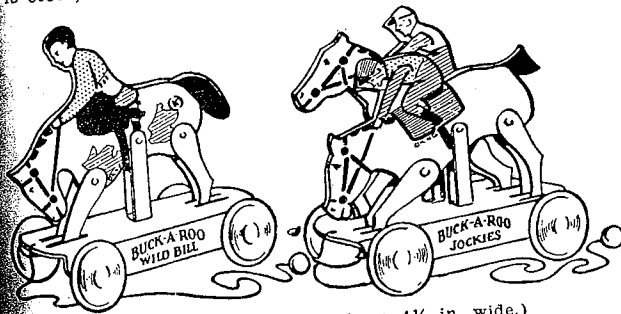


**BUCK-A-ROO**

TRADE MARK REG. U.S. PAT. OFF.

"double action" PULL TOYS possess *Individuality* of design decoration, motion, and construction.

Bodies of three-ply white pine veneer are lacquer enameled in five glossy, washable colors. The chassis is steel; wheels hardwood.



(Size 9 in. high, 9 1/2 in. long, 4 1/4 in. wide.)

Patented, Pats. Pend., Copyrighted and Trade Mark Reg.

Buck-A-Roo line for 1927 consists of twelve numbers, individually packed in attractive four-color cartons. One doz. of one kind in shipping container, weight, 17 lbs.

**RETAIL PROFITABLY at POPULAR PRICES**

Write for Four-Color Folder Showing Our Complete Line

**KRIEGER NOVELTY COMPANY**

LODI, CALIFORNIA, U. S. A.

New York Office: Room 412, Fifth Avenue Building

"The Toy Center," Rothfield & Co., Direct Factory Representatives

**REAL RAINCOATS and HATS FOR DOLLS!**



**Sell A Set**

With Every Doll and Increase Profits in Your Doll Dept.

**Bright Snappy Colors**

Just Like Real Raincoats in Every Way.

**3 Sizes**

From \$1.00 to \$2.00 Retail Liberal Discount

**WRITE For**

**SAMPLE ASSORTMENT TODAY!**

**DANIEL NOVELTY COMPANY**  
41 West 24th Street, New York City

For a regular reading of **PLAYTHINGS**, the monthly clearing house for the best ideas in the toy industry, mail this coupon.

**PLAYTHINGS**

381 Fourth Ave., New York

\$2.00 a Year

\$2.50 Canada

\$3.00 Foreign

Including **PLAYTHINGS DIRECTORY** without extra charge.

Please enter my subscription to **PLAYTHINGS** for one year, beginning with the current issue.

Name .....

Address .....

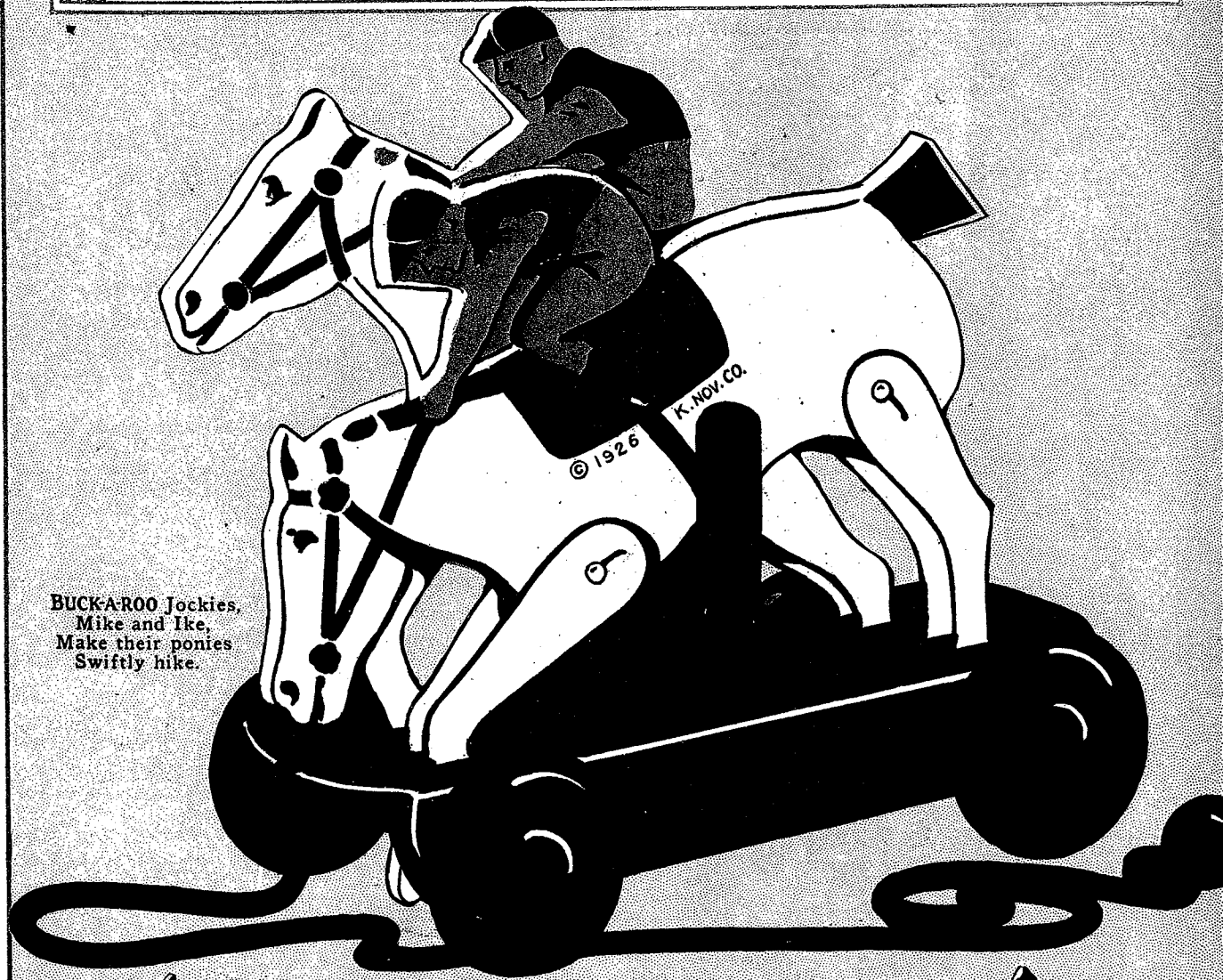
City ..... State .....

Mention **PLAYTHINGS** when you write—it identifies you.

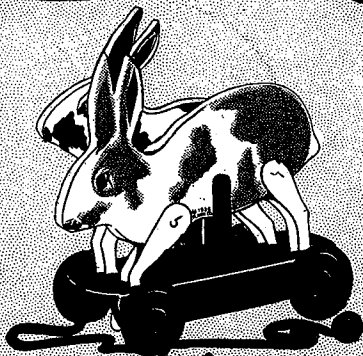
# BUCK-A-ROO

TRADE MARK REG. U.S. PAT. OFF.

## *double action pull toys*



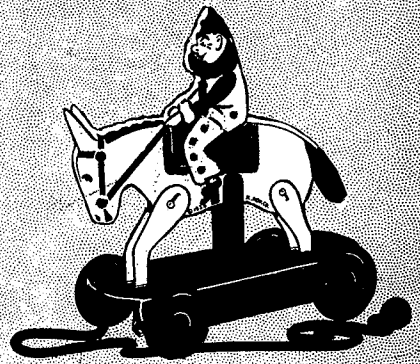
BUCK-A-ROO Jockies,  
Mike and Ike,  
Make their ponies  
Swiftly hike.



BUCK-A-ROO Bunnies,  
The cute little pair,  
Hop swiftly together—  
They go everywhere.



On BUCK-A-ROO Teeter  
Rides a monkey and clown;  
Pull it along  
And they bob up and down.



BUCK-A-ROO Happy,  
The funny clown,  
Rides his old mule  
All over town.

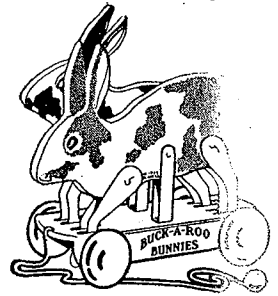
# BUCK-A-ROO

double  
action

# PULL TOYS

TRADE MARK REG. U.S. PAT. OFF.

1928

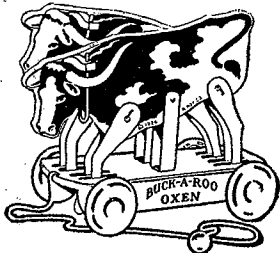


No. B-2. Double. (Also No. B-9 Single "Joe Rabbit.")

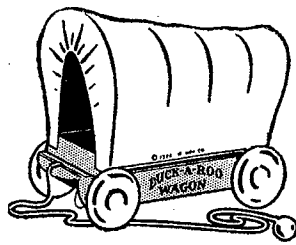


No. B-3. Double Only.

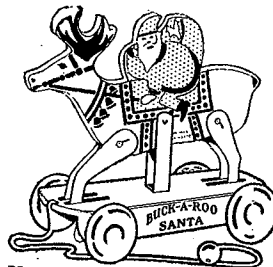
No. B-1. Double "Jockies." (Also No. B-10 Single "Fleetfoot.")



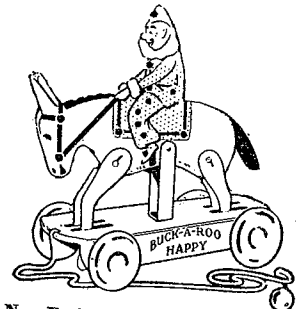
No. B-5. Double Oxen.



No. B-6. Covered Wagon. Steel Base. List 75c.



No. B-8. Single Only.



No. B-4. Single. (Also No. B-16 Double Clowns.)

**ly Built**      **Brilliantly Colored**      **Abundant Action**      **Attractive Cartons**

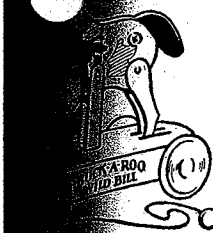
## BUCK-A-ROO double action PULL TOYS

have a realistic bucking movement produced by our patented double-action feature. Lifelike designs, hand decorated in several bright colors of harmless, washable enamels. Individually boxed in colorful cartons, separate design for each toy. Packed in one dozen of one kind in shipping container; weight 16 lbs.

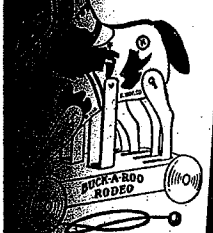
**BODIES:** Three-ply California white pine veneer.  
**CHASSIS and LEGS:** Steel—no sharp edges.  
**WHEELS:** Hardwood, securely cemented to the axles.  
**ASSEMBLED** with rivets. Tested to run freely.  
**SIZE:** Height, 7½ to 9½"; length, 9 in.; width 4¼".

**LIST PRICES:**  
 DOUBLE NUMBERS - - - - - \$12.00 Doz.  
 SINGLE NUMBERS - - - - - \$ 9.00 Doz.  
 Liberal Discounts. Eastern Orders F. O. B. Bush  
 Terminal, Brooklyn, N. Y.

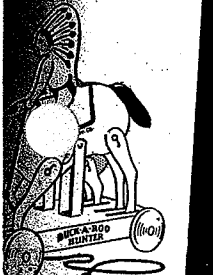
**KRIEGER NOVELTY CO., Lodi, California U S A**



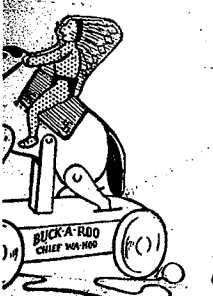
(Also No. B-11 Cowboy)



Boy and Ox.



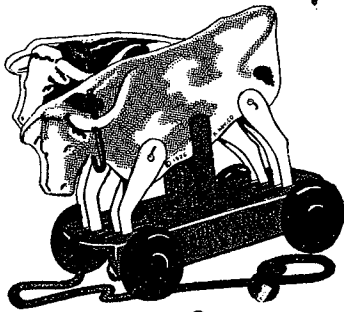
Indian and Buffalo. (Also No. B-12 Buffalo).



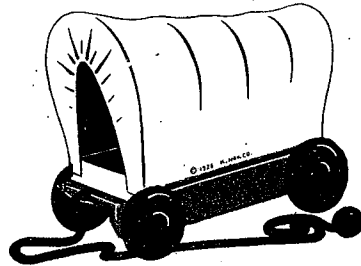
Single. (Also No. B-13 Double Indians.)



high; 9 in. wide; metal very sturdy at \$12 doz.



**BUCK-A-ROO Oxen**  
With their strong yokes,  
Pull heavy loads\*  
For little folks.



**BUCK-A-ROO Wagon**  
Has a cover o'er the load;  
With BUCK-A-ROO Oxen  
You won't need a goad.



**BUCK-A-ROO Chief Wa-Hoo**  
With feathers in his hair,  
Lets his Wild Mustang buck.  
What does he care?

## BUCK-A-ROO *double action* PULL TOYS

TRADE MARK REG. U.S. PAT. OFF.  
**12 DISTINCTIVE NUMBERS for 1927**

— The Line That Has *Individuality* —

### Lifelike Designs—

Including five "Wild West" subjects

### Brilliant Coloring—

A rich, lustrous finish is produced with our Multi-color Process  
of decoration.  
Washable, harmless lacquer enamels used for all colors.

### Sturdily Built—

**BODIES:** Three-ply California white pine veneer.  
**CHASSIS and LEGS:** Steel—no sharp edges.  
**WHEELS:** Hardwood, securely cemented to the axles.  
**ASSEMBLED** with rivets. *Each toy tested to run freely.*  
**SIZE:** Height, 7½ to 9½ in.; length, 9 in.; width, 4¼ in.

### Snappy Motion—

A realistic bucking movement is produced with our patented  
*double action* feature.

### Attractive Cartons—

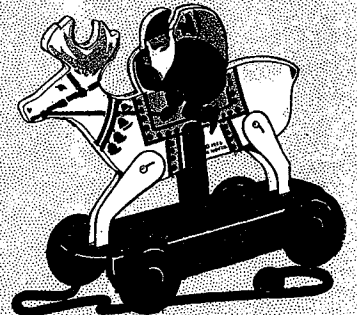
Printed in colors. Individual design for each toy.  
Packed one dozen of one kind in shipping container, weight 17 lbs.

### Popular Prices—

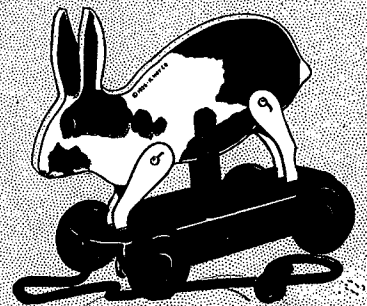
Retail profitably at popular prices.

**Increase Your 1927 Profits with BUCK-A-ROO**

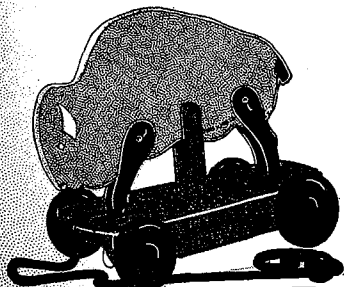
Manufactured by  
**KRIEGER NOVELTY COMPANY, Lodi, California, U. S. A.**



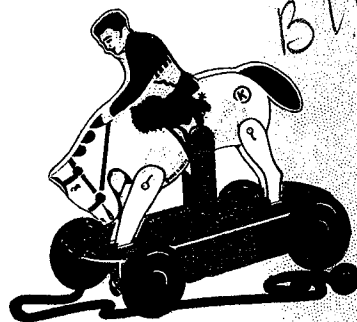
**BUCK-A-ROO Santa,**  
On his tiny reindeer,  
Is a jolly old fellow—  
He brings you good cheer.



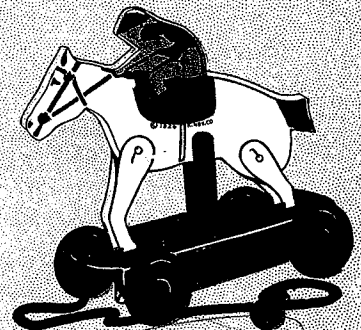
**BUCK-A-ROO Rabbit,**  
His name is Joe;  
If you want real speed,  
Just watch him go!



**BUCK-A-ROO Buffalo**  
From way out West;  
For a wild, zippy toy,  
You'll like him best.



**BUCK-A-ROO Wild Bill,**  
On his pinto white,  
Yells "Let 'er buck,"  
And stays on tight.



**BUCK-A-ROO Fleetfoot**  
And his rider Jack  
Beats all the others  
Around the track.



1928

# "Nitram" JUMP ROPES AND SCHOOL BAGS

Our Jump Ropes are made of strong braided cord 6 and 7 ft. long in red, green, purple and variegated color combinations, with red polished wood handles.

We manufacture a complete line of school bags, plain and bound with braided rope. All retailing at popular prices with a generous profit for jobbers and dealers.

Write for Samples and Prices  
**NITRAM MFG. COMPANY**  
47 Long Street East Orange, N. J.  
New York Office: 93 Worth Street



No. 40-14 Aunt Hannah School Bag

## PLAYGROUND SLIDES

10 to 30 Feet Long

WE HAVE ONE NOT SHOWN  
IN OUR CATALOG

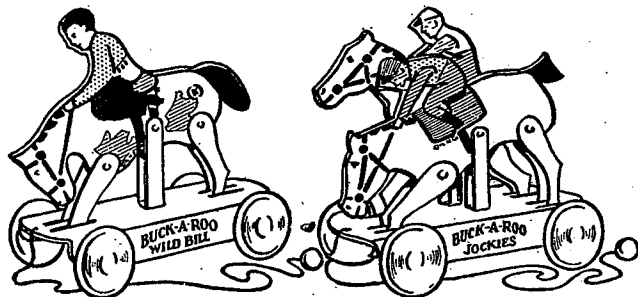
**American Playground Device Co.**  
ANDERSON, INDIANA

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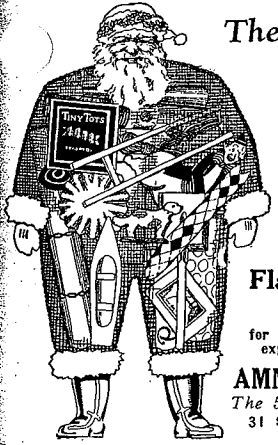
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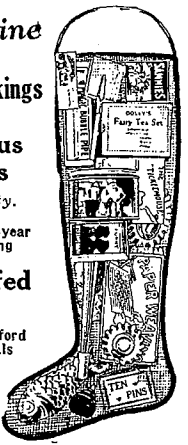
The AMICO Line  
of  
Christmas Stockings  
and  
Santa Claus  
Packages

Filled or empty.  
And a line of all-year  
sellers, including

Flannel Unstuffed  
Animals

for kiddies who cannot afford  
expensive Stuffed Animals

**AMMIDON & CO.**  
The 52-Year-Old House  
31 S. Frederick Street  
Baltimore, Md.



**10c**

RETAIL



**10c**

RETAIL

## WRIST WATCH with MOVING HANDS

An exact duplicate of a high-grade wrist watch with imitation white gold finish—handsomely engraved metal case and genuine leather wrist-bands in assorted colors. Mounted one on a card—packed three dozen to the box. The finest toy wrist watch ever produced at the price.

SAMPLES AND BEST JOBBING PRICES ON REQUEST

**J. LISK & BRO., 14 E. 15th St., New York, N. Y.**

Mention PLAYTHINGS when you write—it identifies you.