

# **Racialized Black Dolls: Compilations from Catalogs and Advertisements**

**Anthony F. Martin**

**University of Massachusetts, Amherst**

This compilation of data sets presented in Appendices 1-3 accompanies a peer-reviewed article entitled “Toys with Professions: Racialized Black Dolls, 1850-1940” by Anthony F. Martin, forthcoming in the [\*Journal of African Diaspora Archaeology and Heritage\*](#) 3(2) (2014) (Maney Press).

Anthony Martin is a Ph.D. candidate in the anthropology department at the University of Massachusetts Amherst studying African diaspora archaeology centered on power relations in the Northeast. He holds BAs in history and anthropology from the University of South Florida and an MA in history from American Military University.

## **Abstract:**

Between 1850 and 1940 Black racialized dolls made in Europe and the northern United States saturated the marketplace with the peak years in the 1920s. These dolls were advertised with pejorative names and descriptions that typed cast African Americans as domestics and labors on mythical antebellum landscapes assisted White children in shaping Black people as inferior to Whites. Data mining doll encyclopedias, websites, and catalogs, I have compiled a list of Black racialized dolls. Additionally, I have provided advertisements of positive imagine Black dolls from *The Crisis* and *The Negro World* that provided a counterweight to the stereotyped dolls.

**Key words:** Toys, Racism, Racialization, Dolls

July 2014

## **Introduction**

Black dolls have been around North America since the seventeenth century, and since that time their construction materials have included cloth, wood, paper, papier-mâché, bisque, porcelain, rubber, and plastic (Gibbs and Gibbs 1989: 6; Perkins 1993: 19, 24). By the mid-nineteenth century, some Black dolls became racialized with exaggerated features, pejorative names, and were type-cast as domestics and labors on a mythical antebellum landscape.

European constructed dolls as well as those manufactured in the United States often used molds with exaggerated features or White doll molds.

Race as we know it today became solidified in the 1890s (Baker 1998: 17). Material culture was created to assist with this racialization process and uphold the South's "lost cause" ideology, which successfully framed the Civil War as a fight for states' rights and captive Africans were happy under their benevolent and caring owners (McElya 2007: 10-12). Toys, dolls, and games are instructive pieces of material to study because they are a window into how many industrial societies inculcate their youth into dominant culture and each social construct that make their society unique and functional. Many toys, dolls, and games of the mid-nineteenth century and early twentieth century were not spared this infusion of racism, classism, nationalism, and gender (see, e.g., Barton and Somerville 2012). These racialized toys came in many forms and were all popular: dolls, mechanical banks, games, and costume kits, which allowed children to dress up as a stereotypical Black person. One aspect of this solidification was the use of racialized Black dolls centered on an antebellum theme that assisted young children in shaping African Americans as "the other" and inferior to Whites. Most of these racialized toys were manufactured in the northern United States or Europe and advertised with disparaging words such as pickaninny, mammy, nigger, dusky, and darky.

The historian Ruth Bernstein's (2011) data mining of novels, children's books, and adult and children's magazines from the 1850s until the mid-nineteenth century found them laced with imagery that constructed African Americans as inferior and subservient to European Americans. She notes the literature was centered on the racial innocence of White youths by sanitizing violence perpetuated against Blacks in the antebellum and Jim Crow period. Black dolls arrived in White homes from toy stores and mail order catalogs with a set purpose; one that mirrored the adult world that many of the youths inhabited. Literature also helped facilitate the maintaining of racialized culture with such stories as Harriet Beecher Stowe's 1870s short story "Lulu's Pupil,"

which, in describing all the dolls in the room, noted “the black china doll with a red petticoat . . . waited on the white lady dolls” provides an occupation for the Black dolls in the toy room (Stowe 1870: 531; Bernstein 2011: 205). In the late 1870s and 1880s, *Harper’s Bazar* published a few stories that also reinforced the practice of using Black dolls as servants for White dolls. The January 6, 1877 edition described Black dolls advertised for the season as “negresses in gaudy head kerchief and sleeve rolled up as if for washing day” (Harper’s Bazar 1877: 3). In 1881, an advertisement read: “A colored nurse or French bonne with a cap can also be supplied” (Harper’s Bazar 1881:835). Followed in 1885 and 1888 with “the colored dolls are arrayed as cooks with gray turbans or in coachman’s attire” and “humble mulatto nurse with her bisque face most naturally colored a gay bandana on her head, and in her arms her infant charge” (Harper’s Bazar 1885:3, 1888:871; Perkins 1993: 20).

In *Raising Racists: The Socialization in the Jim Crow South*, historian Kristina DuRocher focused on the years 1890 to 1939 by exploring the methods used by the South to preserve segregation. She observes that children were surrounded by a racialized imaginary and culture that included school yard games, toys, youth groups (children’s Ku Klux Klan and Children of the Confederacy), school, consumer culture, and children’s songs (DuRocher 2011:74-75).

One can observe when certain derogatorily named dolls, manufactured in the northern United States and Europe, hit the market by examining information from a variety of sources, such as: *The Collector’s Encyclopedia of Dolls Volume I and II* (1968, 1986); *The Knopf Collector’s Guides to American Antiques: Dolls* (1983); *The Collector’s Encyclopedia of Black Dolls*(1989); *Black Dolls: An Identification and Value Guide 1820-1991* (1993); *Black Dolls: An Identification and Value Guide Book II* (1995)*The Collector’s Encyclopedia of American Composition Dolls 1900-1950 Volume I and II* (1999, 2004); *Collector’s Guide to Horseman*

*Dolls 1865-1950: Identification and Values* (2002); *Horseman's Babyland Catalog*; *Sears Roebuck and Company Catalogs from 1893-1993*; *Montgomery Ward and Company Catalog 1903-1904*; *The Wonderful World of Toys, Games, and Dolls, 1860-1930* (1971); *Toys From American Childhood 1845-1945* (2001); *The Illustrated Directory of Toys* (2007); [dollreference.com](http://dollreference.com); [Homemadecountry.com](http://Homemadecountry.com); [wishbookweb.com](http://wishbookweb.com); and [arabellagrayson.com/Paper-Dolls.html](http://arabellagrayson.com/Paper-Dolls.html). Appendix 1, below, provides details of such examples.

In the 1850s there were no less than eight racialized Black dolls on the market with the number increasing to no less than nine in the 1860s. By the 1870s, those numbers stayed relatively the same with eight and the 1880s with nine. Near the end of the 1880s, Butler Brothers was selling a Black doll named “Black baby” and continued into the 1890s with “Glazer Nigger Baby” and “Glazed Nigger Doll.” However, starting with the 1890s, the number of racialized Black dolls began to increase in each successive decade. The 1890s witnessed no less than 20 on the market. In the 1890s other racialized dolls that entered the marketplace including: Golliwogg, Topsy, Pickaninny, Aunt Sally, and double headed dolls (Darkey head and bigger head). These dolls had derogatory words as names in their descriptions and also had exaggerated features and dressed in stereotypical outfits like a domestic servant for women and farm laborer for men. Topsy, named for a character from Stowe’s *Uncle Tom’s Cabin*, was advertised with the broken English her character used in the novel, “I’s just grewed up” (Sears, Roebuck and Co. Catalog 1921:557).

By the first decade of the twentieth century, the number of racialized Black dolls had increased to no less than 35 and the second decade of the twentieth century witnessed no less than 37. The 1920s were the peak time period for racialized Black dolls on the market — 55. The 1930s witnessed a decrease to no less than 39, but still a bit higher than the first two

decades. In the 1940s, the number dropped even further to no less than 17. To compile these figures, I counted all family members in a doll family set; for example, Aunt Jemima family usually consisted of four dolls. However, if a doll had multiple sizes available, it was counted once. In addition, if the doll was sold by different companies during the same period, it was counted only once regardless of how many times it appeared. Aunt Jemima and Topsy are examples of this. So using this methodology, there were no less than 237 Black racialized dolls on the market between 1850 and 1940.

In 1908, as a counterweight to negative doll images that saturated the landscape of the United States, Black Baptists began to produce their own positive images in the form of Black dolls. They created the National Negro Doll Company, and in a few years other African American doll companies such as Marcus Garvey's Berry and Ross and the National Colored Doll and Toy Company, had entered the marketplace (Perkins 1993: 24; 1995: 35-36; Mitchell 2004: 182). There were also White owned companies selling realistic Black dolls such as the Gadsden Doll Company and E.M.S. Novelty Company (Perkins 1995; Mitchell 2004: 182-184). Many of these companies advertised their dolls in *The Crisis* and *The Negro World* during the second decade of the twentieth century and focused on positive statements about the dolls and their approval by clergy and other Black leaders. These producers attempted to instill racial pride in Black youth by forming an intervention against the racial inferiority perpetuated by the stereotypical advertisements of dolls sold by major department stores.

Appendices 2 and 3, below, present a compilation of such advertisements from *The Crisis* and *The Negro World*.

## References

- Baker, Lee D. *From Savage to Negro: Anthropology and the Construction of Race, 1896-1954*. Berkeley: University of California Press, 1998.
- Barlow, Ronald S., editor. 1998. *The Great American Antique Toy Bazaar, 1879-1945*. El Cajon, California: Windmill Publishing Company.
- Barton, Christopher P. and Kyle Somerville. "Play Things: Children's Racialized Mechanical Banks and Toys, 1880-1930." *International Journal of Historical Archaeology* 16, (2012): 47-85.
- Bernstein, Robin. *Racial Innocence: Performing American Childhood from Slavery to Civil Rights (America and the Long 19<sup>th</sup> Century)*. New York: NYU Press, 2011.
- Coleman, Dorothy S. and Elizabeth A. Coleman, Evelyn J. Coleman. *The Collector's Encyclopedia of Dolls Volume Two*. New York: Crown Publishers, 1986.
- The Collector's Encyclopedia of Dolls*. New York: Crown Publishers, Inc., 1968.
- Doll Reference. 2014. Identifying Dolls, Antique to Modern, <http://www.dollreference.com/index.html>.
- DuRocher, Kristina. *Raising Racist: The Socialization of White Children in the Jim Crow South*. Lexington: The University Press of Kentucky, 2011.
- Gibbs, Patikii and Tyson Gibbs. *The Collector's Encyclopedia of Black Dolls*. Paducah, Kentucky: Collector Books, 1989.
- Harper's Bazar*. 1877. Advertisement. *Harper's Bazar* January 6, 10(2): 3.
- Harper's Bazar*. 1881. Advertisement. *Harper's Bazar* December 31, 14(53): 835.
- Harper's Bazar*. 1885. Advertisement. *Harper's Bazar* January 3, 18(1): 3.
- Harper's Bazar*. 1888. Advertisement. *Harper's Bazar* December 22, 22(51): 871.
- Jensen, Don. *Collector's Guide to Horsman Dolls 1865-1950: Identification and Values*. Paducah, Kentucky: Collector Books, 2002.
- Lavitt, Wendy. *The Knopf Collectors' Guides to American Antiques: Dolls*. New York: Alfred A. Knopf, Inc., 1983.
- McElya, Micki. *Clinging to Mammy: The Faithful Slave in Twentieth-Century America*. Cambridge, Massachusetts: Harvard University Press, 2007.

Mertz, Ursula R. *Collector's Encyclopedia of American Composition Dolls 1900-1950 Volume II*. Paducah, Kentucky: Collector Books, 2004.

Mertz, Ursula R. *Collector's Encyclopedia of American Composition Dolls 1900-1950 Volume I*. Paducah, Kentucky: Collector Books, 1999.

Montgomery Ward & Co., *Montgomery Ward & Co. Catalogue No. 72.1903-1904*. Chicago: Montgomery Ward & Company, 1903.

North Dixie Designs

<http://www.northdixiedesigns.com/2010/01/buy-dixie-coffee-and-babyland-rag-doll.html>  
(accessed on June 21, 2013)

Perkins, Myla. *Black Dolls: An Identification and Value Guide Book II*. Paducah, Kentucky: Collector Books, 1995.

*Black Dolls: An Identification and Value Guide 1820-1991*. Paducah, Kentucky: Collector Books, 1993.

Schroeder, Joseph J., editor and Barbara C. Cohen associate editor. *The Wonderful World of Toys, Games and Dolls, 1860-1930*. Northfield, IL: Digest Books, Inc., 1971.

Sears, Roebuck and Company. 1893-1993. *Sears, Roebuck and Company Catalogs*. Available online through Ancestry.com, Historic Catalogs of Sears, Roebuck and Co., 1896-1993. Provo, Utah: Ancestry.com, <http://search.ancestry.com/search/db.aspx?dbid=1670>  
(accessed on September 12, 2013).

Stowe, Harriet Beecher. "Lulu's Pupil" *Our Young Folks: An Illustrated Magazine*. Vol. 6 No. 9 (1870): 531-534.

Sears Wishbook

[http://www.wishbookweb.com/1937\\_Sears\\_Wishbook/index.htm](http://www.wishbookweb.com/1937_Sears_Wishbook/index.htm)  
(accessed on September 12, 2013)

*The Crisis*. July 1911: 131; August 1911: 175; September 1911: 218; December 1911: 50; December 1912: 58; September 1913: 255; October 1913: 307; February 1914: 205; March 1914: 213,257; April 1914: 309; November 1917: 50; December 1917: 102; October 1918:309; November 1918: 46; December 1918: 102; February 1919: 202; March 1919:255; April 1919: 309; May 1919:45; June 1919:115; August 1919:220; September 1919: 269; October 1919: 321; November 1919:334,358; December 1919:94; January 1920: 159.

*The Negro World*. November 5, 1922: 8; February 9, 1924: 12; November 29, 1924: 12; December 27, 1924: 12; December 26, 1925: 10; January 1, 1927: 8; January 29, 1927:

10; October 15, 1927: 7; October 20, 1927: 8; October 29, 1927: 7-8; November 5, 1927: 8; November 12, 1927: 6; December 31, 1927: 7; March 31, 1928: 8; September 29, 1928: 10; October 27, 1928: 10; November 17, 1928: 8; November 24, 1928: 8; December 8, 1928: 7-8; September 18, 1929: 8; September 28, 1929: 8; October 26, 1929: 8; November 29, 1929: 8; November 30, 1929: 8; December 28, 1929: 8; September 27, 1930: 8; October 25, 1930: 8; November 15, 1930: 8; November 22, 1930: 8; November 30, 1930: 8; December 27, 1930: 8.



## APPENDIX 1

**Note:** This is a listing of Black racialized dolls that I have researched to date. I have endeavored to create as complete a list as possible, I might have missed some because there were so many manufactured. Also, I have listed all Topsy dolls that I have encountered even if there were no derogatory names or exaggerated features attached to the dolls. They are all included because a Topsy was originally a character from *Uncle Tom's Cabin* and as a doll she could only be Black.

**Name:** "Glazed Nigger Baby" /Frozen Charlotte/Frozen Charlie/Pillar Dolls

**Type:** 1 ¼", 4", 5" Solid China Doll

**Description:** very dark china baby doll with exaggerated features / derogatory name

**Manufacturer:** *Conta & Boehme, Ritter & Schmidt, and Schuetzmeister & Quendt* (German companies)

**Sold By:** *Lauer* catalog 1884, Butler Brothers 1895/1924, Marshall Field 1913

**Date:** 1850s-1920

**Price:** .1 cent, .78 cent (box)

**Source:** Schroeder and Cohen 1971: 92; Coleman et al. 1986: 445-446; Gibbs and Gibbs 1989: 85-86; Perkins 1993: 10-11

---

**Name:** "Glazed Nigger Doll" /Frozen Charlotte/Frozen Charlie/Pillar Dolls

**Type:** 4", 5" Solid China Doll

**Description:** very dark china doll with exaggerated features / derogatory name

**Manufacturer:** *Conta & Boehme, Ritter & Schmidt, and Schuetzmeister & Quendt*

**Sold By:** *Lauer* catalog 1884, Butler Brothers 1895/1924, Marshall Field 1913

**Date:** 1850s-1920

**Price:** .24 cents

**Source:** Schroeder and Cohen 1971: 92; Coleman et al. 1986: 445-446; Gibbs and Gibbs 1989: 85-86; Perkins 1993: 10-11

---

**Name:** "Glazed Nigger Doll" /Frozen Charlotte/Frozen Charlie/Pillar Dolls

**Type:** 4 -6" Solid China Doll

**Description:** very dark china doll with exaggerated features/ derogatory name

**Manufacturer:** *Conta & Boehme, Ritter & Schmidt, and Schuetzmeister & Quendt* (German companies)

**Sold By:** *Lauer* catalog 1884, Butler Brothers 1895/1924, Marshall Field 1913

**Date:** 1850s-1920

**Price:** .40

**Source:** Schroeder and Cohen 1971: 92; Coleman et al. 1986: 445-446; Gibbs and Gibbs 1989: 85-86; Perkins 1993: 10-11

---

**Name:** Footman

**Type:** wooden head and limbs on cloth body 21 ½"

**Description:** servant caricatures

**Manufacturer:** Unknown French Maker

**Sold By:** Unknown

**Date:** 19<sup>th</sup> century (c 1850-1870)

**Price:** Unknown

**Source:** Lavitt 1983: 319

---

**Name:** Broom Dolls

**Type:** straw stuffed cloth dolls attached to a small child's broom 12"-17" brooms 36"

**Description:** Mammy caricatures

**Manufacturer:** Unknown

**Sold By:** Unknown

**Date:** 19<sup>th</sup> century - 1950s

**Price:** Unknown

**Source:** Lavitt 1983: 28

---

**Name:** Bottle Dolls

**Type:** cotton stuffed faces spread over sand filled bottles child's broom 13"-15"

**Description:** Mammy caricatures

**Manufacturer:** Unknown

**Sold By:** Unknown

**Date:** 19<sup>th</sup> century - mid- 20<sup>th</sup> century

**Price:** Unknown

**Source:** Lavitt 1983: 30

---

**Name:** Vendor Dolls

**Type:** wax dolls

**Description:** some are antebellum caricatures

**Manufacturer:** Francisco Vargas / Lucy Rosado

**Sold By:** Vargas/Rosado

**Date:** 19<sup>th</sup> century - mid- 20<sup>th</sup> century

**Price:** Unknown

**Source:** Lavitt 1983: 89

---

**Name:** Topsey

**Type:** Paper Doll

**Description:** exaggerated features and dressed as if she is very poor –“unlaced shoes”

**Manufacturer:** McLoughlin Bros., New York

**Sold By:** Unknown

**Date:** 1863 +

**Price:** 1 cent

**Source:** <http://www.arabellagrayson.com/Paper-Dolls.html>; Lavitt 1983: 144

---

**Name:** Black banjo player

**Type:** 14” mechanical musical doll

**Description:** caricature

**Manufacturer:** Unknown German or French maker

**Sold By:** Unknown

**Date:** 19<sup>th</sup> century - 1950s

**Price:** Unknown

**Source:** Lavitt 1983: 342

---

**Name:** Black baby

**Type:** cloth cutout doll

**Description:** “queer one...white eyeballs showing out of the dusky face”

**Manufacturer:** Celia and Charity Smith Dolls

**Sold By:** Unknown

**Date:** 1889-1911?

**Price:** Unknown

**Source:** Coleman et al 1986: 1156

---

**Name:** Golliwogg/Golliwog/Gollywog/Gow/Wooly Wally

**Type:** 7.5”, 10.5”, 11” doll The Practical Toymaker and Soft Toy Making gave instructions on how to make dolls

**Description:** exaggerated features

**Manufacturer:** Steiff (1911-1916), Atlas Manufacturing Co (1914), Birkenhead Toy Factory (1915), Gray and Nicholls (1916), Sunlight (1916), Sieve and Co (1916), Alliance Toy Co (1917), Hammond Manufacturing Co (1917), Star Manufacturing Co (1917), Dean (1921), Mabel Bland-Hawkes (1923), Chad Valley (1929)

**Sold By:** Gamage, Wanamaker, Alliance Toy Co (1917), Hammond Manufacturing Co (1917), Star Manufacturing Co (1917),

**Date:** 1890s-1930

**Price:** .10, .12, .25,.50, .88 cents

**Source:** Coleman et al 1986: 485-486

---

**Name:** Pickaninny

**Type:** cloth cutout doll

**Description:** caricature

**Manufacturer:** Arnold Print Works

**Sold By:** Youth’s Companion (magazine)

**Date:** 1893

**Price:** .10 cent

**Source:** Coleman et al 1986: 935

---

**Name:** Darkey Doll

**Type:** 16" cloth cutout doll

**Description:** derogatory name

**Manufacturer:** Coheco Manufacturing Co.

**Sold By:** Unknown

**Date:** 1893 +

**Price:** Unknown

**Source:** Coleman et al 1986: 327

---

**Name:** "Aunt Jemima Family Before and After Receipt"

**Type:** paper dolls

**Description:** servant caricature

**Manufacturer:** J. Ottman Lithography Co, New York

**Sold By:** Unknown

**Date:** 1893

**Price:** Unknown

**Source:** <http://www.arabellagrayson.com/Paper-Dolls.html> (Two Hundred Years of Black Paper Dolls)

---

**Name:** Topsy

**Type:** cloth cutout doll

**Description:** smaller version called "pickaninny"

**Manufacturer:** Arnold Print Works

**Sold By:** Malted Cereal Co

**Date:** 1893 -

**Price:** Unknown

**Source:** Coleman et al 1986: 1156

---

**Name:** “Double Head Dolls”

**Type:** Solid China Doll (two sided – one white and one black)

**Description:** “darkey head and the other a bisque head with pretty face and lace cap”

**Manufacturer:** Unknown

**Sold By:** Butler Brothers

**Date:** 1895

**Price:** \$2.05

**Source:** Schroeder and Cohen 1971: 94

---

**Name:** Aunt Sally

**Type:** 15” black bisque head doll

**Description:** Mammy with white child in her arms

**Manufacturer:** Unknown

**Sold By:** Butler Brothers

**Date:** 1899

**Price:** Unknown

**Source:** Coleman et al 1986: 58

---

**Name:** Hottentot

**Type:** 5 ¾” and 8.5” all composition

**Description:** tribal dress with fur shirt

**Manufacturer:** Unknown

**Sold By:** Butler Brothers

**Date:** 1899

**Price:** Unknown

**Source:** Coleman et al 1986: 552

---

**Name:** Topsy

**Type:** 20" cloth cutout doll

**Description:** caricature

**Manufacturer:** Art Fabric Mills

**Sold By:** Delineator (magazine)

**Date:** 1900-1902

**Price:** .25 cents

**Source:** Coleman et al 1986: 1156

---

**Name:** "Dusky Dude"

**Type:** Rag Doll 12" Nugent, 14" Montgomery Ward

**Description:** derogatory name

**Manufacturer:** Unknown

**Sold By:** Montgomery Ward /Nugent

**Date:** 1900-1904/1900

**Price:** .45 -.50

**Source:** Montgomery Ward Catalogue 1903-1904; 479; Coleman et al 1968: 205; 1986: 860

---

**Name:** Topsy

**Type:** 10", 12", and 14" rag doll

**Description:** caricature

**Manufacturer:** Albert Bruckner

**Sold By:** Siegel Cooper (1905) / E. I. Horsman Catalog

**Date:** 1900s-1910s

**Price:** \$1.00 (1905) \$1.00 -\$1.25 (1910-1911)

**Source:** Coleman et al 1968: 43; 1986: 1157

---

**Name:** Watermelon Baby

**Type:** 3" wooden doll (from set of circus performers and animals)

**Description:** Black male doll inside of a watermelon

**Manufacturer:** Unknown (Made in Germany)

**Sold By:** Unknown

**Date:** 1900-1920

**Price:** Unknown

**Source:** Gibbs and Gibbs 1987: 31

---

**Name:** Ring Master

**Type:** 8 ¾" wooden doll (from set of circus performers and animals)

**Description:** exaggerated features and dress like a minstrel character

**Manufacturer:** Shoenut

**Sold By:** Unknown

**Date:** 1900-1910

**Price:** Unknown

**Source:** Gibbs and Gibbs 1987:101

---

**Name:** Topsy

**Type:** 10" and 12" cloth jointed doll

**Description:** caricature

**Manufacturer:** Albert Bruckner

**Sold By:** Siegel Cooper (1905)

**Date:** 1900s-1910s

**Price:** \$1.00

**Source:** Coleman et al 1986: 1157

---

**Name:** "Associated Darky Dolls"

**Type:** jointed dolls (2 Negro cooks, 1 Negro nurse, Uncle Tom, 2 mulatto girls)

**Description:** Derogatory name

**Manufacturer:** Unknown



**Sold By:** Unknown

**Date:** 1901

**Price:** \$2.10 (6 in box)

**Source:** Perkins 1993: 51

---

**Name:** “Darky Nurse”

**Type:** Rag Doll

**Description:** “Darky” “appropriately dressed doll in bright colored clothing... also suitable for use as a favor or booby prize for card parties”

**Manufacturer:** Unknown

**Sold By:** Montgomery Ward

**Date:** 1903-1904

**Price:** .50

**Source:** Montgomery Ward Catalogue 1903-1904: 479

---

**Name:** “Mammy”

**Type:** Rag Doll

**Description:** “dressed in a fac-simile costume such as was worn by the real old Southern mammy.”

**Manufacturer:** Unknown

**Sold By:** Montgomery Ward

**Date:** 1903-1904

**Price:** .75

**Source:** Montgomery Ward Catalogue 1903-1904: 479; Coleman et al 1986: 759, 860

---

**Name:** Topsy-Turvy

**Type:** 10”, 12”, and 14” rag doll

**Description:** Topsy domestic caricature

**Manufacturer:** Albert Bruckner

**Sold By:** Siegel Cooper (1905) / E. I. Horsman Catalog

**Date:** 1903 – 1928?

**Price:** \$1.25

**Source:** Coleman et al 1968: 545; North Dixie Designs - Horsman Babyland Catalog (no date): 17; Jensen 2002: 27

---

**Name:** American Maid Topsy Baby

**Type:** 13” rag doll

**Description:** Dressed as a Southern antebellum domestic caricature

**Manufacturer:** Albert Bruckner

**Sold By:** Siegel Cooper (1905) / E. I. Horsman Catalog

**Date:** 1903 – 1928?

**Price:** .50

**Source:** Coleman et al 1968: 545; North Dixie Designs - Horsman Babyland Catalog (no date): 6; Jensen 2002: 27

---

**Name:** Babyland Dinah (Aunt Dinah)

**Type:** 20” rag doll

**Description:** Dressed as a Southern antebellum domestic caricature

**Manufacturer:** Albert Bruckner

**Sold By:** Siegel Cooper (1905) / E. I. Horsman Catalog

**Date:** 1903 – 1928?

**Price:** \$2.50

**Source:** North Dixie Designs - Horsman Babyland Catalog (no date): 23; Jensen 2002: 27

---

**Name:** Topsy

**Type:** 14” and 16” cloth jointed doll

**Description:** no exaggerated features and the normal caricature does not apply – but the name implies the link to the antebellum character from *Uncle Tom’s Cabin*

**Manufacturer:** E. I. Horsman

**Sold By:** E. I. Horsman

**Date:** 1903 – 1928? 16” (1912-1914)

**Price:** .25 cents and \$1.00 (14”Babyland Catalog)

**Source:** Coleman et al 1986: 1157; North Dixie Designs - Horsman Babyland Catalog (no date): 14; Jensen 2002: 74; Mertz 2004: 248

---

**Name:** Topsey

**Type:** cloth cutout doll

**Description:** antebellum caricature

**Manufacturer:** Unknown

**Sold By:** Malted Cereal Co

**Date:** 1904-1905

**Price:** Unknown

**Source:** Coleman et al 1986: 1156

---

**Name:** Aunt Jemima

**Type:** Cutout Cloth Doll, 16” Cutout Cloth Doll (1929)

**Description:** Mammy caricature

**Manufacturer:** Davis Milling Company/Aunt Jemima Mills Co (after 1924)/Quaker Oats Company (after 1926)/Grinnell Lithographic Co. NYC

**Sold By:** Davis Milling Company /Aunt Jemima Mills Co (after 1924)/Quaker Oats Company (after 1926)

**Date:** 1905 -1930

**Price:** Unknown

**Source:** Lavitt 1983: 154; Coleman et al 1986: 328; Perkins 1993: 60

---

**Name:** Uncle Mose

**Type:** 15.5” Cutout Cloth Doll, 16.5” (1929)

**Description:** dressed as a laborer and “blue jacket, red checked pants and white top hat” (1929)

**Manufacturer:** Davis Milling Company/Aunt Jemima Mills Co (after 1924)/Quaker Oats Company (after 1926)

**Sold By:** Davis Milling Company /Aunt Jemima Mills Co (after 1924)/Quaker Oats Company (after 1926)

**Date:** 1905 -1930

**Price:** Unknown

**Source:** Lavitt 1983: 154; Coleman et al 1986: 328, 1165; Perkins 1993: 60-61;1995: 48, 50

---

**Name:** Mammy Nurse (character from Joel Chandler Harris book series)

**Type:** stockinet doll (27" – 1923)

**Description:** domestic

**Manufacturer:** Martha Chase

**Sold By:** Unknown

**Date:** 1905-1923

**Price:** \$8.00 (1923)

**Source:** Coleman et al 1968: 404; 1986: 759

---

**Name:** Nigger

**Type:** black felt doll

**Description:** derogatory name

**Manufacturer:** Steiff

**Sold By:** Gamage

**Date:** 1906

**Price:** .62 cents

**Source:** Coleman et al 1986: 890

---

**Name:** Aunt Dinah (Tiny Travelers series)

**Type:** Cloth cutout doll

**Description:** domestic caricature

**Manufacturer:** Saalfield

**Sold By:** Unknown

**Date:** 1907-1909

**Price:** Unknown

**Source:** Coleman et al 1986: 57

---

**Name:** Diana Jemima

**Type:** Cloth Doll

**Description:** varies throughout the run (1910 holds a small black doll/1924 holds a kitten) “pickaninny”

**Manufacturer:** Davis Milling Company/Aunt Jemima Mills Co (after 1924)/Quaker Oats (after 1926)

**Sold By:** Davis Milling Company /Aunt Jemima Mills Co (after 1924)/Quaker Oats (after 1926)

**Date:** 1908-1930 +

**Price:** Unknown

**Source:** Coleman et al 1986: 328, 340; Coleman et al 1968: 191; Perkins 1993: 61

---

**Name:** Bingo

**Type:** bisque head and stuff cloth body

**Description:** derogatory name

**Manufacturer:** E. I. Horsman

**Sold By:** E.I. Horsman

**Date:** 1910

**Price:** Unknown

**Source:** Jensen 2002: 73

---

**Name:** Sambo / Le Petit Sambo (Aux Trois Quartiers)

**Type:** cloth cutout doll

**Description:** derogatory name and antebellum caricature

**Manufacturer:** Dean

**Sold By:** Aux Trois Quartiers catalog (1910-1911)

**Date:** 1910-1914

**Price:** Unknown

**Source:** Coleman et al 1986: 1025

---

**Name:** Cotton Joe

**Type:** 10", 13", 14", and junior size dolls (American Kids in Toyland series – 1914)

**Description:** derogatory name that centers him around cotton production - produced from a white doll mold (farmer boy)

**Manufacturer:** E. I. Horsman

**Sold By:** R.H. Macy / Marshall Fields Catalog 1914

**Date:** 1910-1916

**Price:** .98, \$4.50, \$8.50, and \$17.00

**Source:** Coleman et al 1986: 311; [http://www.dollreference.com/horsman\\_dolls.html](http://www.dollreference.com/horsman_dolls.html); Jensen 2002: 73; Mertz 1999: 255, 2004: 246

---

**Name:** Mamie Lou

**Type:** cloth cutout doll

**Description:** antebellum caricature

**Manufacturer:** Saalfeld

**Sold By:** Unknown

**Date:** 1910-1919

**Price:** Unknown

**Source:** Coleman et al 1986: 759

---

**Name:** Wade Davis

**Type:** 11.5" Cutout Cloth Doll

**Description:** "pickaninny" – laborer with patches on his clothes

**Manufacturer:** Davis Milling Company/Aunt Jemima Mills Co (after 1924)/Quaker Oats (after 1926)

**Sold By:** Davis Milling Company /Aunt Jemima Mills Co (after 1924)/Quaker Oats (after 1926)

**Date:** 1908-1930

**Price:** .25 cents (coin or stamp)(four package tops); .10 cents (1 package top)

**Source:** Coleman et al 1986: 328, 1165; Perkins 1993: 61; 1995: 848, 851

---

**Name:** Aunt Dinah

**Type:** paper doll

**Description:** antebellum caricature

**Manufacturer:** McCalls

**Sold By:** Unknown

**Date:** 1911

**Price:** Unknown

**Source:** <http://www.arabellagrayson.com/Paper-Dolls.html> (Two Hundred Years of Black Paper Dolls)

---

**Name:** Mammy and Her Thanksgiving Dinner

**Type:** paper doll

**Description:** caricature

**Manufacturer:** Unknown

**Sold By:** Delineator (magazine)

**Date:** 1912

**Price:** Unknown

**Source:** <http://www.arabellagrayson.com/Paper-Dolls.html> (Two Hundred Years of Black Paper Dolls)

---

**Name:** Topsy

**Type:** 8" cloth cutout doll

**Description:** wearing African outfit

**Manufacturer:** Selchow & Righter

**Sold By:** Unknown

**Date:** 1912-1913

**Price:** .40 cents

**Source:** Coleman et al 1986: 1157

---

**Name:** Sambo

**Type:** doll

**Description:** caricature

**Manufacturer:** Unknown

**Sold By:** Gamage

**Date:** 1913

**Price:** Unknown

**Source:** Coleman et al 1986: 1025

---

**Name:** Sambo's Little Sister

**Type:** 14.5" and 17" doll

**Description:** caricature

**Manufacturer:** Unknown

**Sold By:** Gamage

**Date:** 1913

**Price:** \$1.12 and \$1.48

**Source:** Coleman et al 1986: 1025

---

**Name:** Sambo's baby brother

**Type:** 12" doll

**Description:** caricature

**Manufacturer:** Unknown

**Sold By:** Gamage

**Date:** 1913

**Price:** .98 cents

**Source:** Coleman et al 1986: 1025

---

**Name:** Laughing Black Sambo



**Type:** 12" jointed composition body doll

**Description:** derogatory name and caricature **Manufacturer:** Unknown

**Sold By:** Gamage

**Date:** 1913

**Price:** .98 cents

**Source:** Coleman et al 1986: 1025

---

**Name:** OO-Gug-Luk – Zulu Lucky Doll

**Type:** composition head with cloth body

**Description:** Zulu warrior with exaggerated painted features

**Manufacturer:** Louis Amberg and Son, NY

**Sold By:** Unknown

**Date:** 1915

**Price:** Unknown

**Source:** Coleman et al 1986: 902; Mertz 2004: 51

---

**Name:** Aunt Dinah

**Type:** Cloth cutout doll

**Description:** 15", bandanna, kerchief, and apron (1930 had voice) domestic

**Manufacturer:** Effanbee

**Sold By:** Unknown

**Date:** 1915-1930

**Price:** \$1.95 (1930)

**Source:** Coleman et al 1986: 57; Mertz 1999: 169

---

**Name:** Black Topsy

**Type:** Unknown

**Description:** caricature

**Manufacturer:** Tyneside Toys

**Sold By:** Unknown

**Date:** 1918

**Price:** Unknown

**Source:** Coleman et al 1986: 153

---

**Name:** Topsy

**Type:** 15" cloth doll

**Description:** caricature

**Manufacturer:** Unknown

**Sold By:** Sears

**Date:** 1920

**Price:** .98 cents

**Source:** Coleman et al 1986: 1157

---

**Name:** Mammy Jinny

**Type:** 18" cloth doll

**Description:** caricature

**Manufacturer:** Jesse McCutchen Raleigh

**Sold By:** Unknown

**Date:** 1920

**Price:** Unknown

**Source:** Coleman et al 1968: 404

---

**Name:** Black Sambo

**Type:** stockinet doll

**Description:** caricature

**Manufacturer:** Chad Valley

**Sold By:** Butler Brothers

**Date:** 1920

**Price:** Unknown

**Source:** Coleman et al 1986: 153

---

**Name:** Aunt Caroline

**Type:** Cloth Doll (Rag Shoppe Dolls series)

**Description:** domestic

**Manufacturer:** Unknown

**Sold By:** Severn & Long Co.

**Date:** 1921

**Price:** Unknown

**Source:** Coleman et al 1986: 57

---

**Name:** Mamie Lou

**Type:** doll (Rag Shoppe series)

**Description:** domestic

**Manufacturer:** Beck Manufacturing Co

**Sold By:** Severn & Long

**Date:** 1921

**Price:** Unknown

**Source:** Coleman et al 1986: 759

---

**Name:** Mammie Wise, Miss Peggy Wise, Lizzie Wise, Baby Wise

**Type:** Cloth Doll Family

**Description:** daughter of Mammie Wise advertised with “saucy eyes and flashy clothes.” young daughter of Mammie Wise – antebellum caricatures

**Manufacturer:** E. I. Horsman

**Sold By:** Unknown

**Date:** 1921

**Price:** Unknown

**Source:** Coleman et al 1986: 80, 732, 759, 854

---

**Name:** Topsy Lou

**Type:** doll

**Description:** caricature

**Manufacturer:** Unknown

**Sold By:** Unknown

**Date:** 1921

**Price:** Unknown

**Source:** Coleman et al 1986: 1157

---

**Name:** Pickaninnies

**Type:** 12" doll

**Description:** caricatures

**Manufacturer:** Wonderland Toymaking Co

**Manufacturer:** Martha Chase

**Sold By:** Unknown

**Date:** 1921-1923

**Price:** \$3.50, \$5.50

**Source:** Coleman et al 1986: 935

---

**Name:** Jazz Nigger

**Type:** line of dolls

**Description:** derogatory name

**Sold By:** Unknown

**Date:** 1922

**Price:** Unknown

**Source:** Coleman et al 1986: 385, 1210

---

**Name:** Darkie

**Type:** Doll

**Description:** derogatory name

**Manufacturer:** Wonderland Toymaking Co

**Sold By:** Unknown

**Date:** 1922

**Price:** Unknown

**Source:** Coleman et al 1986:327

---

**Name:** Sambo Family

**Type:** Brown composition head dolls

**Description:** caricatures

**Manufacturer:** Effanbee

**Sold By:** Unknown

**Date:** 1922

**Price:** Unknown

**Source:** Coleman et al 1986: 1025

---

**Name:** Topsy

**Type:** cloth doll

**Description:** caricature

**Manufacturer:** Ross and Ross

**Sold By:** Unknown

**Date:** 1922

**Price:** Unknown

**Source:** Coleman et al 1986: 1157

---

**Name:** Aunt Jemima

**Type:** doll of unknown composition

**Description:** domestic

**Manufacturer:** Louis Wolf

**Sold By:** Unknown

**Date:** 1923

**Price:** Unknown

**Source:** Coleman et al 1986: 57

---

**Name:** Topsy Turvy

**Type:** composition head and cloth body doll

**Description:** caricature

**Manufacturer:** Louis Wolf

**Sold By:** Unknown

**Date:** Unknown

**Price:** Unknown

**Source:** Mertz 1999: 372

---

**Name:** Aunt Jenny “Nigger” Dolls

**Type:** doll of unknown composition

**Description:** derogatory name

**Manufacturer:** Jeanette Doll Co

**Sold By:** Unknown

**Date:** 1923

**Price:** Unknown

**Source:** Coleman et al 1986: 58

---

**Name:** Black Rufus Doll

**Type:** 12.5 – 13” Doll (white mold)

**Description:** “dressed Indian doll...closed smiling watermelon mouth”

**Manufacturer:** Averill Manufacturing Co

**Sold By:** Averill Manufacturing Co

**Date:** 1923

**Price:** Unknown

**Source:** [http://www.dollreference.com/averill\\_manufacturing\\_dolls.html](http://www.dollreference.com/averill_manufacturing_dolls.html)

---

**Name:** Chocolate Drop

**Type:** 11-12", 14" & 16" cloth doll with painted face

**Description:** derogatory name and a caricature

**Manufacturer:** Averill Manufacturing Co

**Sold By:** PLAYTHINGS (magazine)

**Date:** 1923-1924

**Price:** \$1.00 -

**Source:** Coleman et al 1986: 254, 352, and 353;

[http://www.dollreference.com/averill\\_manufacturing\\_dolls.html](http://www.dollreference.com/averill_manufacturing_dolls.html); Mertz 2004: 113

---

**Name:** Aunt Jemima

**Type:** doll

**Description:** Mammy caricature

**Manufacturer:** Toy Shop New York

**Sold By:** Playthings

**Date:** 1923-1927

**Price:** Unknown

**Source:** Coleman et al 1986: 57

---

**Name:** Rastus

**Type:** 16", 18" and 20" (1930) cloth cutout doll - advertising Cream of Wheat Doll

**Description:** servant caricature

**Manufacturer:** Unknown

**Sold By:** Cream of Wheat Co

**Date:** 1922-1949 +

**Price:** 10 cents

**Source:** Lavitt 1983: 154; Perkins 1993:67-68

---

**Name:** Aunt Jemima

**Type:** 12" and 13" full composition body doll

**Description:** dressed as the stereotypical domestic servant

**Manufacturer:** Unknown

**Sold By:** Butler Brothers

**Date:** 1925-1930

**Price:** \$8.95 - \$9.50

**Source:** Coleman et al 1986: 57; Barlow 1998: 259

---

**Name:** Topsy Turvy

**Type:** Topsy Turvy doll

**Description:** white girl with a Mammy

**Manufacturer:** Albert Bruckner

**Sold By:** Unknown

**Date:** 1926

**Price:** \$5.50

**Source:** Coleman et al 1986: 1157

---

**Name:** Tango Tar Baby

**Type:** 21" black cloth dolls

**Description:** derogatory name and a caricature

**Manufacturer:** Chad Valley

**Sold By:** Unknown

**Date:** 1926-1927

**Price:** Unknown

**Source:** Coleman et al 1986: 1141

---



**Name:** TU-N-One

**Type:** Topsy Turvy doll

**Description:** white girl with a Mammy

**Manufacturer:** Albert Bruckner

**Sold By:** Unknown

**Date:** 1926-1930

**Price:** \$1.50 - \$1.75

**Source:** Coleman et al 1986: 1162

---

**Name:** Topsy

**Type:** 8.5" all-composition doll

**Description:** caricature

**Manufacturer:** Unknown

**Sold By:** American Wholesale Corp

**Date:** 1927

**Price:** \$5.50

**Source:** Coleman et al 1986: 1157

---

**Name:** Mammy Carolina

**Type:** Unknown

**Description:** antebellum domestic theme

**Manufacturer:** Sol Bergfeld

**Sold By:** Unknown

**Date:** 1927

**Price:** Unknown

**Source:** Coleman et al 1986: 219

---

**Name:** Topsy

**Type:** 14.5" cloth doll

**Description:** caricature

**Manufacturer:** Unknown

**Sold By:** American Wholesale Corp / Butler Brothers

**Date:** 1927-1928

**Price:** \$8.50

**Source:** Coleman et al 1986: 1157

---

**Name:** Dickie & Darkie Baby

**Type:** Cloth Doll

**Description:** derogatory name

**Manufacturer:** Cuno & Otto Dressel

**Sold By:** Cuno & Otto Dressel

**Date:** 1928

**Price:** Unknown

**Source:** Coleman et al 1986:340

---

**Name:** Sambo

**Type:** wooden dolls (company made 4)

**Description:** “walked” as they were dragged or pulled behind a wagon – one was a Chinese man

**Manufacturer:** Sambo Special Co

**Sold By:** Unknown

**Date:** 1928

**Price:** \$1.00 - \$2.00

**Source:** Coleman et al 1986: 1025

---

**Name:** Dolly Dingle (normally white doll)

**Type:** 14” two-tone black composition head and arms on cloth body doll

**Description:** three pigtails and ribbons

**Manufacturer:** Averill Manufacturing Co

**Sold By:** PLAYTHINGS (magazine)

**Date:** 1929

**Price:** Unknown

**Source:** Coleman et al 1986: 352, 353

---

**Name:** “Kinky Kurls”

**Type:** 15” composition head doll

**Description:** caricature

**Manufacturer:** Unknown

**Sold By:** Butler Brothers

**Date:** 1929-1930

**Price:** \$7.95

**Source:** Coleman et al 1986: 648; Barlow 1998: 259

---

**Name:** Aunt Jemima

**Type:** 15”, 18”, and 27” dolls

**Description:** domestic

**Manufacturer:** American Stuffed Novelty Co

**Sold By:** Unknown

**Date:** 1930

**Price:** \$1.00 - \$5.00

**Source:** Coleman et al 1986: 57

---

**Name:** Niggers (Nabob, Rajah, Carolina, and three unnamed dolls)

**Type:** six dolls – 3 were 12” cloth dolls (Nabob and Rajah also in 11 and 14” and Carolina 15”)

**Description:** overall derogatory name, exaggerated features, racialized attire (Carolina in a grass shirt)

**Manufacturer:** Chad Valley

**Sold By:** Unknown

**Date:** 1930

**Price:** .62 cents

**Source:** Coleman et al 1986: 219, 231, 876, 890, 971

---

**Name:** Topsy

**Type:** doll of unknown composition

**Description:** kinky hair/ caricature

**Manufacturer:** W.R. Woodard

**Sold By:** Unknown

**Date:** 1930

**Price:** \$5.50

**Source:** Coleman et al 1986: 1157

---

**Name:** Kinky

**Type:** Kiddie Pal Line doll

**Description:** caricature

**Manufacturer:** Regal

**Sold By:** Unknown

**Date:** 1930

**Price:** Unknown

**Source:** Coleman et al 1986: 648

---

**Name:** Mammy Doll

**Type:** composition head and limbs with cloth body 20" doll and 8" baby

**Description:** caricature

**Manufacturer:** Tony Sarg

**Sold By:** George Borgfeditz & Co. NYC

**Date:** 1930-1939

**Price:** Unknown

**Source:** Lavitt 1983: 90

---

**Name:** Mammy

**Type:** composition head and limbs with cloth body 17" doll and 8" white baby

**Description:** caricature

**Manufacturer:** Tony Sarg

**Sold By:** R & B Doll Co.

**Date:** 1930s?

**Price:** Unknown

**Source:** Mertz 1999: 124

---

**Name:** Little Eva and Topsy-Sit Alone

**Type:** 9.5" all composition doll

**Description:** "a mischievous pickaninny and a little white baby" "Pickaninnay....25"

**Manufacturer:** Unknown

**Sold By:** Montgomery Ward

**Date:** 1931

**Price:** .25 cents

**Source:** Barlow 1998: 267

---

**Name:** Wild Baby from the South Seas

**Type:** 8.5" bisque head doll

**Description:** noted color of skin

**Manufacturer:** Unknown

**Sold By:** Montgomery Ward

**Date:** 1931

**Price:** .79 cents

**Source:** Barlow 1998: 267

---

**Name:** Adorable Babies

**Type:** 13 and 19" full composition doll

**Description:** made in white and black dolls – black advertised as colored

**Manufacturer:** Unknown

**Sold By:** Montgomery Ward

**Date:** 1931

**Price:** \$1.00

**Source:** Barlow 1998: 267

---

**Name:** I'se Topsey Doll

**Type:** paper doll

**Description:** caricature

**Manufacturer:** Unknown

**Sold By:** C and H Sugar

**Date:** 1931

**Price:** Unknown

**Source:** <http://www.arabellagrayson.com/Paper-Dolls.html> (Two Hundred Years of Black Paper Dolls)

---

**Name:** Dolly Double and Topsy Turvy

**Type:** cutout cloth doll

**Description:** white and black doll heads (Dinah)

**Manufacturer:** Elms & Sellom

**Sold By:** Unknown

**Date:** Unknown

**Price:** \$1.00 -

**Source:** Coleman et al 1986: 353

---

**Name:** Smokey (Joe Palooka Comic Series)

**Type:** paper doll

**Description:** exaggerated facial features

**Manufacturer:** Unknown

**Sold By:** Unknown

**Date:** 1932

**Price:** Unknown

**Source:** <http://www.arabellagrayson.com/Paper-Dolls.html> (Two Hundred Years of Black Paper Dolls)

---

**Name:** Topsy's Brother Sam

**Type:** paper doll

**Description:** Linked to an *Uncle Tom's Cabin* character - clothes are old and patched/caricature

**Manufacturer:** Unknown

**Sold By:** Canadian Home Journal (Lydia Fraser)

**Date:** 1932

**Price:** Unknown

**Source:** <http://www.arabellagrayson.com/Paper-Dolls.html> (Two Hundred Years of Black Paper Dolls)

---

**Name:** Aunt Jemima

**Type:** Cutout Cloth Doll

**Description:** caricature

**Manufacturer:** Ideal Doll Company

**Sold By:** Sears Catalog

**Date:** 1934

**Price:** Unknown

**Source:** Sears Catalog 1934 (Fall)

---

**Name:** Svarta Nelly

**Type:** paper doll

**Description:** exaggerated facial features

**Manufacturer:** Unknown (Sweden)

**Sold By:** Unknown

**Date:** 1935

**Price:** Unknown

**Source:** <http://www.arabellagrayson.com/Paper-Dolls.html> (Two Hundred Years of Black Paper Dolls)

---

**Name:** Topsy

**Type:** 9.5" all composition doll

**Description:** caricature

**Manufacturer:** Unknown

**Sold By:** Sears Christmas Catalog 1937

**Date:** 1937

**Price:** .25 cents

**Source:** <http://www.wishbookweb.com/>

---

**Name:** Effie (Jane Arden's Wardrobe comic strip)

**Type:** paper doll

**Description:** exaggerated features her dresses are for a Mammy and very formal servant

**Manufacturer:** Monte Barrett

**Sold By:** Unknown

**Date:** 1938

**Price:** Unknown

**Source:** <http://www.arabellagrayson.com/Paper-Dolls.html> (Two Hundred Years of Black Paper Dolls)

---

**Name:** Lisa Lee / Liza Lee

**Type:** cloth and composition head and limbs marionette 14"

**Description:** exaggerated features and caricatures

**Manufacturer:** Effanbee

**Sold By:** Unknown

**Date:** 1938

**Price:** Unknown

**Source:** Mertz 2004: 194

---



**Name:** E Pluribus

**Type:** cloth and composition head and limbs marionette 14”

**Description:** exaggerated features and caricatures

**Manufacturer:** Effanbee

**Sold By:** Unknown

**Date:** 1938

**Price:** Unknown

**Source:** Mertz 2004: 194

---

**Name:** Topsy

**Type:** 9” all composition doll

**Description:** caricature

**Manufacturer:** Unknown

**Sold By:** Sears Christmas Catalog 1940

**Date:** 1940

**Price:** .23 cents

**Source:** <http://www.wishbookweb.com/>

---

**Name:** “Kid Chocolate”

**Type:** 10” composition doll

**Description:** “the perennial favorites...a pickaninny you’ll simply adore”

**Manufacturer:** Unknown

**Sold By:** Sears Christmas Catalog 1942

**Date:** 1942

**Price:** .30 cents

**Source:** <http://www.wishbookweb.com/>

---

**Name:** Topsy

**Type:** 21” composition-head doll

**Description:** “Big colored doll with large, moving goo-goo eyes”

**Manufacturer:** Unknown

**Sold By:** Sears Christmas Catalog 1943

**Date:** 1943

**Price:** \$1.07

**Source:** <http://www.wishbookweb.com/>

---

**Name:** Topsy

**Type:** 10” all composition doll

**Description:** probably made from white doll mold

**Manufacturer:** Unknown

**Sold By:** Sears Christmas Catalog 1943

**Date:** 1943

**Price:** .30 cents

**Source:** <http://www.wishbookweb.com/>

---

**Name:** Colored Mammy

**Type:** 18” composition-head doll

**Description:** domestic dress “rolling button eyes”

**Manufacturer:** Unknown

**Sold By:** Sears Christmas Catalog 1946

**Date:** 1946

**Price:** \$2.89

**Source:** <http://www.wishbookweb.com/>

---

**Name:** Chocolate-colored Babies

**Type:** 19 and 23” composition-head dolls

**Description:** “big, rolling goo-goo eyes”

**Manufacturer:** Unknown

**Sold By:** Sears Christmas Catalog 1945

**Date:** 1945

**Price:** \$2.70 and \$4.19

**Source:** <http://www.wishbookweb.com/>

---

**Name:** Sweet baby with light brown skin

**Type:** 16" composition-head doll

**Description:** Note tis doll is light skinned and not like all the other "colored" dolls previously sold

**Manufacturer:** Unknown

**Sold By:** Sears Christmas Catalog 1945

**Date:** 1945

**Price:** \$3.98

**Source:** <http://www.wishbookweb.com/>

---

**Name:** Cracker Jack punch-out paper doll

**Type:** paper doll

**Description:** Mammy

**Manufacturer:** Cloudcrest Creations

**Sold By:** Unknown

**Date:** 1946

**Price:** Unknown

**Source:** <http://www.arabellagrayson.com/Paper-Dolls.html> (Two Hundred Years of Black Paper Dolls: 1863-2009)

---

**Name:** Walking Mammy and Carriage (pull toy)

**Type:** 9 ½" all composition jointed doll

**Description:** caricature

**Manufacturer:** Tony Sarg

**Sold By:** Toys and Novelties magazine / Noma -Effanbee

**Date:** 1947

**Price:** Unknown

**Source:** Mertz 1999: 218

---

**Name:** Talentoontoy marionettes (Kilroy the Cop, Jambo the Jiver, Pim-bo the Clown, Mac Awful the Scot, and Toonga from the Congo)

**Type:** 12" set of five marionettes

**Description:** exaggerated features and caricatures

**Manufacturer:** Unknown

**Sold By:** Unknown

**Date:** 1948

**Price:** Unknown

**Source:** Mertz 2004: 197

---

**Name:** Aunt Jemima Family

**Type:** Plastic stuffed dolls

**Description:** domestics

**Manufacturer:** Unknown

**Sold By:** Unknown

**Date:** 1950s

**Price:** .25 cents (individually), .75 cents 3 box tops (set)

**Source:** Perkins 1993:62

---

**Name:** Topsy

**Type:** 12" composition doll

**Description:** caricature

**Manufacturer:** Unknown

**Sold By:** Sears Christmas Catalog 1952

**Date:** 1952

**Price:** \$1.12

**Source:** <http://www.wishbookweb.com/>

---

## APPENDIX 2

### *The Crisis* Advertisements

# Give the Child a Doll

The Most Beautiful of All the Toys on the Market Are the

## NEGRO DOLLS

¶ YOUR child would be happy if it had a Negro doll such as are sent out by the National Negro Doll Company, Nashville, Tennessee. Every race is trying to teach their children an object lesson by giving them toys that will lead to higher intellectual heights. The Negro doll is calculated to help in the Christian development of our race. All dolls are sent by express, charges paid.

DOLLS FOR THE SEASON 1911-1912 NOW READY

Prices from 50c. up to \$8.50

For Illustrated Booklets, Prices and Other Information, Send Five Cents to the

### National Negro Doll Company

519 Second Avenue N., Nashville, Tenn.

R. H. BOYD, President H. A. BOYD, Manager

(*The Crisis* Jul 1911:131; Aug 1911:175; Sept 1911:218; Dec 1911:50; Dec 1912:58)

National Negro Doll Company's **Special Price List of**  
**NEGRO DOLLS**  
 FOR THE CHRISTMAS SEASON, 1911-1912

CLASS A			
Size	Price	Size	Price
12 inch.....	\$1.00	21 inch.....	\$3.50
15 inch.....	1.50	26 inch.....	5.25
17 inch.....	2.25	30 inch.....	6.25
18 inch.....	2.75	32 inch.....	8.00
20 inch.....	3.00	36 inch.....	8.50

No order will be sent C. O. D., unless a part of the price accompanies the order, as people often order C. O. D. and do not take them from the express office.

The company has on deposit at the One-Cent Savings Bank, in Nashville, Tenn., sufficient funds to guarantee the return of all moneys where orders cannot be filled.

You will be allowed to examine dolls at express office. Send 5 cents for a Doll Book.

**NATIONAL NEGRO DOLL COMPANY**  
 R. H. BOYD, President      H. A. BOYD, Manager  
 519 Second Avenue, North      NASHVILLE, TENNESSEE

Mention The Crisis.

(The Crisis Dec 1911:50; Dec 1912:58)

**CHRISTMAS  
RAG DOLLS**



Beautifully Colored on Cloth

These toys are printed on specially prepared cloth, the colors being absolutely fast so that baby can kiss and love them with perfect safety, and the patterns are so plainly marked that even a ten-year old child can cut them out, sew the parts together and stuff—making them a part of the fun.

**DOLL, LIFE SIZE.....50c.**  
 (Baby's clothes will fit).

**DOLL, 20 in. high.....25c.**

**BABY DOLL, 7 in.....10c.**

**FOXY GRANDPA, 20 in.....25c.**

**TABBY CAT, and 2 kits.....25c.**

**DUCK, and 2 ducklings.....25c.**

**NOISELESS Ten Pins and Ball.....40c.**

**"JUMBO" Elephant, 35 in.....50c.**

**BABY'S BIG BALL.....25c.**  
 (Six 7 in. pictures on it).

In sending silver or bills, wrap in paper before putting in envelope.

**Every Child Loves a Rag Doll Most.**  
 Address  
**Dunbar Co., 26 Vesey St., New York**

(The Crisis Dec 1912:58)

## The Colored Doll Is a Live One

For emancipation celebrations, bazaars, fairs and the holiday trade. Children are going wild about the beautiful E. M. S. Colored Dolls. The dolls have becoming features, are light brown in color, have jointed limbs and eyes that open and shut. Imported by us, and endorsed by the leading clergymen and educators. Best and cheapest. Send for catalog. Agents wanted. Can make big profit.

**E. M. S. NOVELTY CO., Dept. A, Jamaica, N. Y.**

*(The Crisis, Sept 1913:255; Oct 1913:307)*



## Beautiful Colored Doll Free



This Negro doll has light brown color, long black hair, jointed limbs, sleeping eyes. For selling our artistic Negro post cards and other beautiful cards. Large assortment; very cheap. Agents and dealers are making big money handling them. Terms free. Sample of all post cards sent postpaid for 15 cents.

**J. GRIFFITH  
ART COMPANY  
36-38 Beekman St.  
New York**

*(The Crisis, Feb 1914: 205; Mar 1914: 213, 257; Apr 1914: 309)*

**A COLORED DOLLY FOR THE CHILD**  
 Buy a beautiful colored doll, with lifelike features, long hair, jointed limbs and sleeping eyes. The right plaything for your child. A big attraction at church fairs and bazaars. Endorsed by leading clergymen and educators. Send for catalog. Agents wanted. Novelty souvenirs and favors.  
**E. M. S. NOVELTY COMPANY, Dept. A., JAMAICA, N. Y.**  
 Mention THE CRISIS

(*The Crisis*, Mar 1914:213)

**DOLLS DOLLS DOLLS**  
 A complete line of colored dolls of every description ready for immediate delivery at popular prices. Catalog on request.  
**GADSDEN DOLL CO.**  
**30 Church St., Room 439, New York City.**

(*The Crisis* Nov 1917: 50)

**DOLLS BEAUTIFUL COLORED JOINTED DOLLS**  
 18 inch doll undressed with dark hair \$2.00  
 12 inch doll dressed, without hair, \$1.00  
 Sent prepaid to any address in the United States. Send 10c in stamps to help cover postage. Terms strictly cash with all orders.  
**Otis H. Gadsden, 30 Church St., Room 439, New York City.**

(*The Crisis* Nov 1917: 154)

There can be no better gift than a colored doll to a colored child. Our dolls are beautiful. They are jointed and can be adjusted to any position. Nineteen inch doll with natural hair, undressed, \$2.00 prepaid. Sixteen inch doll dressed in the latest style, \$1.75. Fourteen inch boy doll dressed, \$1.00. All of our goods are shipped prepaid. Send 10c. extra for postage. 50c. extra on Canadian orders. All orders given prompt attention. Terms strictly cash.

**GADSDEN DOLL CO.**  
Room 439.  
30 Church St.,  
New York City.



19 inch Hair Doll

*(The Crisis Dec 1917: 102)*

## **DOLLS DOLLS**

**Beautiful Colored Dolls  
at popular prices**

**Also beautiful Patriotic  
Pictures of Negro Offi-  
cers and Soldiers.**

***SPECIAL PRICES  
TO AGENTS***

**Otis H. Gadsden Co.**

**30 Church Street  
Room 339  
New York City**

*(The Crisis, Oct 1918:309)*

# DOLLS—DOLLS

Beautiful Colored Dolls of Distinction. Red Cross Nurse fully dressed, 18 inches high, black hair, natural color. Sent postpaid for \$3.00.

Our Soldier Boy doll, full uniform, including hat and boots, 18 inches high. Sent prepaid for \$2.50. We also have Sailor and Cupie dolls in beautiful brown colors. All these dolls are fully guaranteed to satisfy or money refunded.

Patriotic pictures of the great war showing Negro officers and soldiers, including *colored heroes*. Hand to hand battle. "The Love Letter" and post cards of colored soldiers. The pictures are in beautiful water colors, new, just off the press. They are without doubt the greatest agents' offer of the day as they are sold on a money making basis. Some are 16 x 18, some 18 x 20 inches. These are the only pictures on the market today, so far as we know, that show the great part the colored women are doing in this great war. They are 25c a copy. Special prices to agents and dealers. Send for a copy and be the first agent in your town.

**OTIS H. GADSDEN**  
ROOM 339  
30 CHURCH ST., NEW YORK CITY

(The Crisis Nov 1918: 46)

# DOLLS

# DOLLS



Colored Dolls of Distinction. Red Cross Nurse fully dressed, dark hair, natural brown color, 18 inches. Send postpaid for \$3.00,

Soldier boy, full uniform, 18 inches. Sent postpaid for \$2.50.

Large undressed dolls at special prices.

Beautiful pictures for the home at 25¢ each or 5 for \$1.00. Special prices to agents.

**OTIS H. GADSDEN**

Room 416

**5 Beekman St., New York City**

*(The Crisis, Dec 1918:102)*

# Colored Dolls for Your Children

Teach your children pride of race and appreciation of race. Early impressions are lasting. These beautifully dressed, unbreakable, brown skin dolls designed and made by colored girls in a factory owned and controlled entirely by colored people. These are not the old time, black face, red lip aunt Jemima colored dolls but dolls well made and truly representative of the race in hair and features.

16 inches with long flowing curls, beautifully dressed .....	\$3.50
16 inches with marcel wave, nicely dressed .....	3.00
16 inches Buster Brown style hair, very neat .....	2.50
Soldier boy in full uniform.....	1.50

So far as we know this is the only Negro doll factory in the world.

## BERRY & ROSS, Inc.

Factory: 36-38 W. 135th St.  
NEW YORK CITY

H. S. Boulton, President,  
Dr. E. Rawlins, Vice President,  
Counsellor P. Ifield, General Manager,  
S. Reid, Business & Sales Manager.

**AGENTS WANTED      WRITE FOR TERMS**  
Only those who mean business need write us.

(The Crisis Feb 1919: 202; Mar 1919: 255; Apr 1919: 309; May 1919: 45; June 1919: 115)

## **Dolls — Dolls —**

High grade colored dolls that you can depend on in natural brown colors at reasonable prices—also beautiful Negro calendars with colored children for a subject. These calendars come in a great number of subjects. We are now making them up for the trade also for home use. Our agents are doing well selling these goods. Send for proof and get started to making good money. Reliable selling agents wanted.

*All our goods are sold on their merits.*

**OTIS H. GADSDEN**

**63 Park Row**

**New York City**

(The Crisis Aug 1919: 220; Sept 1919: 269)



# COLORED DOLLS

## 29c, 39c, 69c EACH

These UNBREAKABLE Brown Skin Dolls are designed and made by Colored Girls in a Factory Owned and Controlled by Colored People.

"Berry's Famous Brown Skin Dolls," are sold by large Department Stores:

Little Boy in Rompers.....	\$ .29
Little Girl, neatly dressed.....	.39
Little Girl, with hair.....	.69
Country Boy, overalls.....	.69
"Baby Doll," 14", hair.....	1.50
"Doris," 16", long flowing curls.....	3.50

So far as we know this is the only Negro Doll Factory in the World.

### CHILDREN'S DRESSES AND APRONS

The "Berry & Ross Company" is now also manufacturing Children's Dresses and Bungalow Aprons:

Gingham Dresses, 2 to 6 years, each..	\$1.35
Percale Dresses, 2 to 6 years, each....	1.00
Aprons, Percale .....	1.35
Very extra size .....	1.98

Postage, 10c.

**Berry & Ross Mfg. Co., Inc.**

Factory 36-38 W. 135th Street  
NEW YORK, N. Y.

*Agents Wanted*

(The Crisis Sep 1919: 269; Oct 1919: 321; Nov 1919: 358)

## **DOLLS—DOLLS**

**Beautiful Colored Dolls and Calendars  
With Negro Subjects for 1920**

Sleeping eye, solid bisque, fully jointed, natural brown color, dark hair, eighteen inches high. Sent prepaid for \$4.00. This is without a doubt one of the greatest doll bargains of the season. These dolls are popular priced and fully guaranteed to be just as represented. All bisque Kewpie doll, no hair, fifteen inches high, sent prepaid for \$2.25.

A great line of Art and Commercial Calendars for the home and for the advertising trade; about thirty-five subjects from which to select, including rural and various scenes. Prices, \$4.00, \$5.00 and \$9.00 per hundred, \$30.00, \$40.00 and \$80.00 per thousand. Samples for agents sent for 50c. Our agents are doing well selling these goods. This is one of the best bargains of the season. Send for samples and make money. Address:

**OTIS H. GADSDEN**

**-63 Park Row, New York, N. Y.**

(The Crisis Nov 1919:334,358; Dec 1919:94)

# **DOLLS—DOLLS**

## **Beautiful Colored Dolls and Calendars With Negro Subjects for 1920**

Sleeping eye, solid bisque, fully jointed, natural brown color, dark hair, eighteen inches high. Sent prepaid for \$4.00. This is without a doubt one of the greatest doll bargains of the season. These dolls are popular priced and fully guaranteed to be just as represented. All bisque Kewpie doll, no hair, fifteen inches high, sent prepaid for \$2.25.

A great line of Art and Commercial Calendars for the home and for the advertising trade; about thirty-five subjects from which to select, including rural and various scenes. Prices, \$4.00, \$5.00 and \$9.00 per hundred, \$30.00, \$40.00 and \$80.00 per thousand. Samples for agents sent for 50c. Our agents are doing well selling these goods. This is one of the best bargains of the season. Send for samples and make money. Address:

**OTIS H. GADSDEN**

**63 Park Row,**

**New York, N. Y.**

(The Crisis Nov 1919: 334; Dec 1919: 94)

# **COLORED DOLLS**

**Berry's Famous  
Unbreakable Brown  
Skin Dolls**

---

*Send for Catalog*

---

**Berry & Ross Mfg. Co., Inc.**  
Factory, 36-38 West 135th St.  
New York, N. Y.

(The Crisis Dec 1919: 94; Jan 1920: 159)

## APPENDIX 3

### The Negro World Advertisements

**Most Beautiful**  
**NEGRO DOLL**  
**BABIES**  
**Best on the Market**

With pearly white teeth, curly black hair. They walk, talk, cry and sleep. No home is complete without one. Even if there are no children, a wonderful ornament. The best Christmas present you could ever give to children. They wear socks and black slippers; nicely dressed from head to foot. All ready to take out for a walk. These are unique dolls, 21 inches in length, durable. Special for this year, \$8.50, including postage. Money with all orders. Order direct from us.

**UNIQUE DOLL EXCHANGE**  
158 West 136th St.  
Dept. D. New York City

Nov 5, 1922, p. 8; Oct 20, 1927, p. 8;

Nov 5, 1927, p.8

**WE SELL**  
**THE BEST MADE**  
**COLORED DOLLS**

**A wonderful gift to the child**

No. 3555—The best made Negro Doll of all with gold trimmings; French lace; walks, talks and sleeps. Size 22 ins. in length. Price.....\$12.00  
No. 2555—A beautiful Negro doll with real hair; nicely dressed; mechanically made to walk, talk and sleep. Size 24 ins. Price.....\$8.00  
No. 2555—A high grade doll made to walk with beautiful hair. Size 20 ins. Price.....\$3.50  
Smaller Mama dolls with hair—  
16 inches.....\$2.25  
14 inches.....\$1.50  
16 inch Mama boy doll, nicely dressed. \$1.95

**Beautiful Negro Calendars in**  
**Colors—Large Size**  
12 different subjects, each for.....\$1.25  
We have a nice line of fine art pictures. Sizes 16 x 20 ins. six pictures for \$1.25

**AGENTS**  
We will send you a sample line of the above line of goods and our catalogue of a thousand different articles that will bring you quick returns for \$2.00. In foreign countries send \$5.00 extra for postage. Order today.

**ART NOVELTY CO.**  
Dept. A  
2193 Seventh Ave.  
NEW YORK CITY

Dec 26, 1925 p. 10

**NEGRO DOLLS**  
**CHRISTMAS**

Pretty walking and talking dolls to retail at: 14-inch, \$1.95; 16-inch, \$2.50; 18-inch, \$3.49; 21-inch, \$4.69; sleeping dolls, \$5.39. Send money order, \$5.00 for sample outfit. Single orders shipped promptly. Write for catalogue.

**STANDARD PRODUCTS COMPANY**  
438 Lenox Ave., N. Y. City

Nov 29, 1924 p.12

Dec 27, 1924 p. 12

**NEGRO DOLLS**

For \$2.98 we will send you this beautiful Colored Doll, standing, 21 inches high. **SEND NO MONEY.** Pay postman on arrival, plus a few cents postage. Our 1924 line comprises 11 different sizes of the prettiest Negro Dolls you have ever seen. Agents are wanted.

**\$2.98**  
Standard Products Co.,  
438 Lenox Avenue, N. Y.

Feb 9, 1924 p. 12

**NEGRO DOLLS**  
 Big, walking, talking, sleeping dolls, beautifully dressed, nice hair and shoes and stockings:  
 20-inch..... \$4.98, nicely dressed  
 14-inch..... 1.98, not sleeping  
 Negro calendars and pictures, Beautiful, printed in colors:  
 Calendars, large size.... 6 for \$1.50  
 Pictures, 14x20..... 8 for 1.25  
 Love Cards, in Gold..... 100 for 3.00  
 Birthday Cards..... 100 for 1.50  
 Easter Cards..... 100 for 1.50  
**AGENTS, make big money; handle these goods. Send for free catalog.**  
**ART NOVELTY CO.**  
 Apt. 12-A, 157 West 123rd Street

Jan 1, 1927 p. 8

Jan 29, 1927 p. 10

**NEGRO DOLLS**  
**AGENTS, DEALERS WANTED**  
 21-inch Dolls . . . \$4.98  
 18-inch Dolls . . . 2.00  
 Christmas Cards in Gold and Silver—  
 100 for \$5.00  
 Dolls ordered outside U. S. A. send \$1.00 extra for postage.  
**ART NOVELTY CO.**  
 Dept. 12, 157 West 123rd St., N. Y. C.

Oct 15, 1927 p. 7

Oct 29, 1927 p. 7

**NEGRO DOLLS**  
**AND**  
**Fine Art Negro Calendars**  
 21-inch Doll..... \$4.98  
 18-inch Doll..... 2.00  
 12 Calendars..... 1.50  
 Sample Doll and Calendar with agents' terms..... 6.00  
 Agents outside U. S. A..... 7.50  
**Write ART NOVELTY CO.**  
 157 West 123d St., New York City

Oct 29, 1927 p. 8

Nov 12, 1927 p. 6

**Negro Dolls**  
**AGENTS—\$15 daily selling Harriet Tubman beautiful Negro Dolls. Big Christmas demand. Every home a prospect. Samples free.**  
**STANDARD COMPANY**  
 2305 Seventh Ave., New York City

Oct 29, 1927 p. 8

Nov 5, 1927 p. 8

**WORLD'S PRETTIEST UNBREAKABLE HIGH BROWN DOLLS**  
 Something every well trained child should have. The kind of dolls that nature dictates. Pretty dolls YOU CAN TAKE ANYWHERE AND BE PROUD OF. They Walk, Talk and Sleep. Best dressed dolls on the market. Prettiest and Cheapest. Guaranteed High-Brown. Every Kiddle in your town wants one for Christmas. Write Today. Free Catalogue. Show Samples. And Take Orders. Agents Wanted Everywhere. Make Big Money for Christmas.  
**N. V. Salsca Co., Mail Order Dept. G., 402 West 145th St., New York City**

Nov 5, 1927 p. 8

**NEGRO DOLLS**  
 Beautifully Dressed Real Hair, Walk, Talk and Sleep, 21 inches..... \$4.98  
 23 inches, with Long Curls..... 5.00  
 20 inches, Finely Dressed with Beautiful hair..... 15.00  
 10-inch Doll that does not sleep..... 2.00  
**ART NOVELTY DOLLS**  
 157 W. 123d St., New York City

Dec 31, 1927 p. 7

AGENTS, DEALERS — \$500 before.  
Christmas selling beautiful Negro  
Dolls. Wholesale and retail at lowest  
prices. Samples free. Write Standard  
Company, 2305 Seventh Avenue, New  
York City.

Oct 27, 1928 p. 10

#### OPPORTUNITY TO AGENTS

NEGRO DOLLS, 21 inches, curls, \$8.00;  
beautiful Negro pictures, 12 different  
kinds, size 18x20, 6 for 75c.; calendars,  
large size, 6 for 75c.; Florence Mills pic-  
tures, 50c.; assorted with others, 6 for  
\$1.00. Outside U. S. A., 50c. extra for  
postage. More agents wanted. ART PUB-  
LISHING CO., 88 Edgewood Ave., New  
York City.

Mar 31, 1928 p. 8

## INSPIRATION

### Give Your Child A NEGRO DOLL



So that she may  
develop race love  
and pride. There  
is no better pres-  
ent to give your  
loved ones at holi-  
day time.

Therefore we are  
offering a special  
number this year.  
Her name is "Flo-  
rence." Florence  
is almost human,  
because she is

twenty inches long, walks, talks,  
sleeps, has lovely long curls, pearly  
white teeth, moving eyes, shoes and  
stockings, prettily dressed and un-  
breakable.

We will ship this beauty to you at  
a cost price of \$6.50, including post-  
age. Do not wait until Christmas  
to buy, but do it now and save  
money. Send money with order  
(no C. O. D.) and we will ship  
promptly.

**Unique Doll Exchange**  
113 West 143rd Street  
NEW YORK CITY

#### Self-Filling FOUNTAIN PENS

Held unbreakable. Ladies' or men's  
styles. Green, black, red or purple  
colors. Two years' guarantee with each  
pen.

**Price \$1.25 Each**

Agent's sample of six pens, \$5.00. Out-  
side U. S. A., 50c extra for postage.

#### Beautiful Negro Dolls



Long Curls and  
Bobbed Hair  
Walk, Talk,  
Sleep  
Finely Dressed  
Unbreakable  
Head

21-inch, with Curls..... \$6.00  
21-inch, with Bobbed Hair..... 5.00  
18-inch, with Bobbed Hair, Not  
Sleeping..... 2.00  
18-inch Baby Doll..... .50  
Beautiful Art Negro Calendars..... .50  
Agent's sample outfit of the above  
DOLLS & CALENDARS..... \$5.00  
Send today, post-office Money Order  
or Registered Letter — No C. O. D.

**ART NOVELTY COMPANY**  
64 Broadhurst Ave.  
Dept. W, New York City

Sep 29, 1928 p. 10

Oct 27, 1928 p. 10

Nov 17, 1928 p. 8

Nov 24, 1928 p. 8

Dec 8, 1928 p. 8

Dec 8, 1928 p. 7

**Negro Dolls**  
 Agents, Dealers, Toy Stores, Drug Stores,  
 Dry Goods Stores, Beauty Parlors, our  
 Pretty Colored Dolls are big money mak-  
 ers during fall and Christmas. Standard  
 Company, 222 West 133rd Street, New York.

Sep 18, 1929 p. 8

Oct 26, 1929 p. 8

**Beautiful Negro Dolls**

24 inches, walk, talk, sleep, eye lashes, white teeth, beautifully dressed. Hard to break, long curls, price \$6.00. With bob hair, 21 inches, \$5.00. A hustling man or woman can make some big money from the sale of these dolls. From now until December 15th we want you to start right away selling our dolls and other goods. FREE-GOODS GIVEN TO ANYBODY. If you send us an order for a sample doll. Cash with order. We will send you free with doll, one pair ladies silk hose and one pair men's hose. Total value \$8.00. Cost you only \$3.00. All charges paid. You can't even imagine Negro Dolls so beautiful at the price we ask. Must see them to appreciate the wonderful value. One of our agents wrote: "The minute I saw the Beauty and Quality of your dolls and other goods, I knew I was going to make a lot of money selling them." In writing to us for samples he sure to state what sample you want. If part or all. Ladies-dresses, silk hose, sample lots, C. O. D., \$1.00. Men's broadcloth shirts, silk ties, silk socks, sample lots \$1.50. Pretty Negro dolls, doz. small dolls, 18 inches, for \$15.00.

**ART NOVELTY COMPANY**  
 Dept. H. 64 Broadhurst Avenue  
 New York City



Sep 28, 1929 p. 8

**NEGRO DOLLS**  
 Agents-Dealers. \$20 daily easily made  
 selling colored dolls. Wholesale, re-  
 tail, lowest prices, cataloghic. Write,  
 Standard Company, 222 West 133rd  
 Street, New York.

Nov 29, 1929 p. 8; Sep 27,  
 1930 p. 8; Oct 25, 1930 p. 8;  
 Nov 15, 1930 p. 8

**NEGRO DOLLS**  
 WHOLESALE - RETAIL  
 BIG SELECTION  
 Give her a colored doll for Christmas.  
 Churches, Lodges, Clubs, Schools, Or-  
 ganizations. Write for Free Catalog.  
 STANDARD CO.  
 (Agents Wanted)  
 222 West 133rd St. New York

Nov 30, 1929 p. 8

**Negro Dolls**  
**BEST CHRISTMAS GIFTS**  
 Give Her a Doll For Xmas  
 Dolls Shipped Same Day Order  
 Is Received  
 These are pretty dolls, nicely  
 dressed, Walk, Talk and Sleep.  
 With long curls. Unbreakable.  
**AGENTS WANTED**  
 Sizes of Dolls  
 15 inch ..... \$1.69  
 18 inch ..... 2.30  
 20 inch ..... 3.69  
 20 inch sleeping ..... 4.69  
 28 inch sleeping, curls ..... 6.25  
 30 inch walks, sleeps, curls ..... 9.45  
 30 inch infant doll ..... 4.50  
 Rush Order Now—Send P. O. or  
 Express Money Order  
**STANDARD COMPANY**  
 222 West 133rd Street  
 New York City

Dec 28, 1929 p. 8

**PRETTY**  
**Negro Dolls**  
 New Designs and Color  
**XMAS CATALOG FREE**  
 Full of other beautiful things. Send  
 for yours now. Big money for agents  
 and dealers.  
**ART NOVELTY CO.**  
 DEPT. A, 2403 7TH AVENUE  
 NEW YORK CITY

Oct 25, 1930 p. 8

Nov 22, 1930 p. 8

Nov 29, 1930 p. 8

**Negro Dolls**  
 High grade walking, talking and  
 crying Dolls at reasonable prices.  
 Let Santa Claus bring her a beau-  
 tiful colored Doll for Christmas.  
 16 inch wig ..... \$1.59  
 18 inch wig ..... 2.25  
 20 inch sleep, wig ..... 4.25  
 21 inch sleep, curls ..... 4.98  
 23 inch sleep, curls ..... 6.25  
 30 inch sleep, curls ..... 8.95  
 Send money order or express check,  
 or \$1.00 deposit, balance C. O. D.  
**STANDARD COMPANY**  
 222 W. 133rd ST. NEW YORK

Dec 27, 1930 p. 8