January 2016

A List of Racialized Black Dolls: 1850-1940

Anthony F. Martin
University of Massachusetts Amherst, afmartin@acad.umass.edu

Follow this and additional works at: https://scholarworks.umass.edu/adan

Part of the African American Studies Commons, African History Commons, African Languages and Societies Commons, African Studies Commons, American Art and Architecture Commons, American Material Culture Commons, Archaeological Anthropology Commons, Biological and Physical Anthropology Commons, Folklore Commons, Other American Studies Commons, Other History of Art, Architecture, and Archaeology Commons, Other International and Area Studies Commons, Social and Cultural Anthropology Commons, Social History Commons, and the Women's Studies Commons

Recommended Citation
Available at: https://scholarworks.umass.edu/adan/vol15/iss1/14

This Articles, Essays, and Reports is brought to you for free and open access by ScholarWorks@UMass Amherst. It has been accepted for inclusion in African Diaspora Archaeology Newsletter by an authorized editor of ScholarWorks@UMass Amherst. For more information, please contact scholarworks@library.umass.edu.
A List of Racialized Black Dolls: 1850-1940

Cover Page Footnote
I would like to thank Professors Whitney Battle-Baptiste, Vivian B. Martin, and Robert Paynter, for all their advice and guidance as this project matured. I would also like to thank the peer reviewers of the associated article that was submitted to the Journal of African Diaspora Archaeology and Heritage who originally suggested the racialized doll appendix and advertisements of positive Black dolls.
A List of Racialized Black Dolls

1850-1940

Anthony F. Martin

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
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 typed 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 for example 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 perpetrated 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 notes that children were surrounded by 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).


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 with each subsequent decade. That decade 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 or 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’se 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 get this numbers, I counted all family members in a doll family set, for instance Aunt Jemima family was usually 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 imagines that saturated the landscape of the United States, Black Baptists began to produce their own positive images in the form of Black dolls by creating 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, which 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 (See Appendix 2 and 3).

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.
References Cited


http://www.dollreference.com/index.html (acessed on September 12, 2013)


Harper’s Bazar.
January 6, 1877 Vol. 10 No 2:3
December 31, 1881 Vol. 14 No 53:835
January 3, 1885 Vol.18 No 1:3
December 22, 1888 Vol. 22 No 51:871

Historic Catalogs of Sears Roebuck and Company 1893-1940
(www.ancestrylibrary.com/HistoricCatalogsOfSearsRoebuck&Co) (accessed on April 22, 2013)


North Dixie Designs
(accessed on June 21, 2013)


Sears Wishbook
http://www.wishbookweb.com/1937_Sears_Wishbook/index.htm
(accessed on September 12, 2013)


*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)


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


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


Name: Footman

Type: wooden head and limbs on cloth body 21 ½”

Description: servant caricatures

Manufacturer: Unknown French Maker

Sold By: Unknown

Date: 19th 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: 19th 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:** 19th century - mid-20th 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:** 19th century - mid-20th century  
**Price:** Unknown  
**Source:** Lavitt 1983: 89

---

**Name:** Topsey  
**Type:** Paper Doll  
**Description:** exaggerated features and dressed as if see 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](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: 19th 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: Golliwog/Gollywog/Golliwogg/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: Cocheco 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 - 1895

**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


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

Name: Topsy-Turvy
Type: 10”, 12”, and 14” rag doll
Description: Topsy domestic caricature
**American Maid Topsy Baby**

- **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

**Type:** 13” rag doll

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

---

**Babyland Dinah (Aunt Dinah)**

- **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

**Type:** 20” rag doll

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

**Topsy**

- **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

**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


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


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  

**Name:** Mamie Lou  
**Type:** cloth cutout doll  
**Description:** antebellum caricature  
**Manufacturer:** Saalfield  
**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)


Name: Aunt Dinah

Type: paper doll

Description: antebellum caricature

Manufacturer: Mc Calls

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
<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>Description</th>
<th>Manufacturer</th>
<th>Sold By</th>
<th>Date</th>
<th>Price</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>OO-Gug-Luk – Zulu Lucky Doll</td>
<td>12” jointed composition body doll</td>
<td>derogatory name and caricature</td>
<td>Unknown</td>
<td>Gamage</td>
<td>1913</td>
<td>.98 cents</td>
<td>Coleman et al 1986: 1025</td>
</tr>
<tr>
<td>Zulu warrior with exaggerated painted features</td>
<td>composition head with cloth body</td>
<td>Louis Amberg and Son, NY</td>
<td>Unknown</td>
<td>1915</td>
<td>1915-1930</td>
<td>Unknown</td>
<td>Coleman et al 1986: 902; Mertz 2004: 51</td>
</tr>
<tr>
<td>Aunt Dinah</td>
<td>Cloth cutout doll</td>
<td>15”, bandanna, kerchief, and apron (1930 had voice) domestic</td>
<td>Effanbee</td>
<td>Unknown</td>
<td>1915-1930</td>
<td>$1.95 (1930)</td>
<td>Coleman et al 1986: 57; Mertz 1999: 169</td>
</tr>
<tr>
<td>Black Topsie</td>
<td>Unknown</td>
<td>caricature</td>
<td>Tyneside Toys</td>
<td>Unknown</td>
<td>1915</td>
<td>Unknown</td>
<td></td>
</tr>
</tbody>
</table>
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

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 -


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
<table>
<thead>
<tr>
<th>Description</th>
<th>Caricature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturer:</td>
<td>Unknown</td>
</tr>
<tr>
<td><strong>Sold By:</strong></td>
<td>American Wholesale Corp / Butler Brothers</td>
</tr>
<tr>
<td><strong>Date:</strong></td>
<td>1927-1928</td>
</tr>
<tr>
<td><strong>Price:</strong></td>
<td>$8.50</td>
</tr>
<tr>
<td><strong>Source:</strong></td>
<td>Coleman et al 1986: 1157</td>
</tr>
</tbody>
</table>

Name: Dickie & Darkie Baby

<table>
<thead>
<tr>
<th>Description</th>
<th>Derogatory name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturer:</td>
<td>Cuno &amp; Otto Dressel</td>
</tr>
<tr>
<td><strong>Sold By:</strong></td>
<td>Cuno &amp; Otto Dressel</td>
</tr>
<tr>
<td><strong>Date:</strong></td>
<td>1928</td>
</tr>
<tr>
<td><strong>Price:</strong></td>
<td>Unknown</td>
</tr>
<tr>
<td><strong>Source:</strong></td>
<td>Coleman et al 1986:340</td>
</tr>
</tbody>
</table>

Name: Sambo

<table>
<thead>
<tr>
<th>Description</th>
<th>&quot;walked&quot; as they were dragged or pulled behind a wagon – one was a Chinese man</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturer:</td>
<td>Sambo Special Co</td>
</tr>
<tr>
<td><strong>Sold By:</strong></td>
<td>Unknown</td>
</tr>
<tr>
<td><strong>Date:</strong></td>
<td>1928</td>
</tr>
<tr>
<td><strong>Price:</strong></td>
<td>$1.00 - $2.00</td>
</tr>
<tr>
<td><strong>Source:</strong></td>
<td>Coleman et al 1986: 1025</td>
</tr>
</tbody>
</table>

Name: Dolly Dingle (normally white doll)

<table>
<thead>
<tr>
<th>Description</th>
<th>Three pigtails and ribbons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturer:</td>
<td>Averill Manufacturing Co</td>
</tr>
</tbody>
</table>
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
<table>
<thead>
<tr>
<th>Name</th>
<th>Price</th>
<th>Type</th>
<th>Description</th>
<th>Manufacturer</th>
<th>Sold By</th>
<th>Date</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kinky</td>
<td>$5.50</td>
<td>Kiddie Pal Line doll</td>
<td>caricature</td>
<td>Regal</td>
<td>Unknown</td>
<td>1930</td>
<td>Coleman et al 1986: 1157</td>
</tr>
<tr>
<td>Mammy Doll</td>
<td>Unknown</td>
<td>composition head and limbs with cloth body 20&quot; doll and 8&quot; baby</td>
<td>caricature</td>
<td>Tony Sarg</td>
<td>George Borgfedt &amp; Co. NYC</td>
<td>1930-1939</td>
<td>Lavitt 1983: 90</td>
</tr>
</tbody>
</table>
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](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](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](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/](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

---
Source: [http://www.arabellagrayson.com/Paper-Dolls.html](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/](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/](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/](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/](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


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: Talentoon Talentoy 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

<table>
<thead>
<tr>
<th>Name</th>
<th>Topsy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type</td>
<td>12” composition doll</td>
</tr>
<tr>
<td>Description</td>
<td>caricature</td>
</tr>
<tr>
<td>Manufacturer</td>
<td>Unknown</td>
</tr>
<tr>
<td>Sold By</td>
<td>Sears Christmas Catalog 1952</td>
</tr>
</tbody>
</table>

**Date:** 1952

**Price:** $1.12

**Source:** [http://www.wishbookweb.com/](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

If 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

<table>
<thead>
<tr>
<th>Class A</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>Price (in cents)</td>
</tr>
<tr>
<td>12 inch</td>
<td>1.00</td>
</tr>
<tr>
<td>15 inch</td>
<td>1.50</td>
</tr>
<tr>
<td>17 inch</td>
<td>2.25</td>
</tr>
<tr>
<td>18 inch</td>
<td>2.75</td>
</tr>
<tr>
<td>20 inch</td>
<td>3.00</td>
</tr>
</tbody>
</table>

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 an account at the One-Cent Savings Bank, in Nashville, Tn., sufficient funds to guarantee the return of all monies 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

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

509 Second Avenue, North

NASHVILLE, TENNESSEE

---

(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 fast, so that baby can use and love them with perfect safety, and the patterns are so stylishly made that even a ten-year-old child can use and love them, and they are made together and stuffed, making them a part of the family.

<table>
<thead>
<tr>
<th>Item</th>
<th>Price (in cents)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DOLL LIFE SIZE</td>
<td>50c</td>
</tr>
<tr>
<td>DOLL, 20 in.</td>
<td>1.00</td>
</tr>
<tr>
<td>BIRD DOLL, 7 in</td>
<td>15c</td>
</tr>
<tr>
<td>FOXY GRANDPA</td>
<td>20c</td>
</tr>
<tr>
<td>TAREY CAT, and 2 Univ.</td>
<td>35c</td>
</tr>
<tr>
<td>DUCK, and 3 Clocks</td>
<td>35c</td>
</tr>
<tr>
<td>NOISELESS Tea Pina and Ball</td>
<td>60c</td>
</tr>
</tbody>
</table>

*JUMBO* Elephant, 35c. 60c.  
BABY'S BIG BALL, 25c.  
(Bite 7 in. please on it.)

In need of airing or hills, wrap in paper before sending to newspaper.

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 post-paid 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)
(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 $3.00
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.

(The Crisis Dec 1917: 102)
DOLLS

Beautiful Colored Dolls at popular prices
Also beautiful Patriotic Pictures of Negro Officers 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)
Colored Dolls of Distinction. Red Cross Nurse fully dressed, dark hair, natural brown color, 18 inches. Send postpaid for $3.00.

Soldier boy, fall 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 tru[...]

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. Boulin, President,
Dr. E. Rawlins, Vice President,
Counselor P. Ifeld, 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)
(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)
(The Crisis Dec 1919: 94; Jan 1920: 159)
Appendix 3

The Negro World Advertisements

Most Beautiful NEGRO DOLL BABIES

Best on the Market

With pretty 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 achievement. The best Christmas present you could ever give to children. They wear clothes and black sipper, newly 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 130th 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

A beautiful Negro doll with real hair, neatly dressed, with a new outfit. 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.

ART NOVELTY CO.
2193 Seventh Ave.
New York City

Dec 26, 1925 p. 10

NEGRO DOLLS CHRISTMAS

Pretty walking and talking doll. $10.00. Write for catalogues.

STANDARD PRODUCTS COMPANY
405 Lenox Ave., N. Y. C.

Nov 29, 1924 p. 12
Dec 27, 1924 p. 12

NEGRO DOLLS

For $2.98 we will send you this beautiful Colored Doll, standing, all motion, high, jointed, money. Pay shipping on arrival, plus a few cents for postage. Oct. 23rd.

Feb 9, 1924 p. 12
NEGRO DOLLS

Big, watching, talking, sleeping dolls, beautifully dressed, nice hair and shoes.

14-inch: $1.00, neatly dressed, 14-inch Doll, not sleeping

Negro calendar and pictures, checkered, printed in colors:

Calendar sizes: 6.00 for 4.10
 Pictures, $0.50
 Love cards, 50 cents
 Birthday cards...

Agents, make big money: handle these goods. Send for free catalog.

ART NOVELTY CO.

Apt. 5A, 157 West 123rd St.

Oct 15, 1927 p. 7
Oct 29, 1927 p. 7

NEGRO DOLLS

AGENTS WANTED

36-inch Dolls... $4.00

Christmas card in gold and silver... $2.00

Dolls ordered outside N.Y.C. and $1.00 extras for stamps.

ART NOVELTY CO.

Apt. 5A, 157 West 123rd St., N.Y.C.

Nov 5, 1927 p. 8

NEGRO DOLLS

Fine Art Negro Calendar:

10-inch Doll... 4.00
 15 Calendars... 1.50
 15 Doll and Calendar with agenda... 9.00

Agents wanted. Mailing list.

ART NOVELTY CO.

157 West 123rd St. New York City

Oct 29, 1927 p. 8

WORLD'S PRETTIEST UNBREAKABLE

HIGH BROWN DOLLS


N.Y. Sales Co., Mail Order Dept. G., 103 West 10th St., New York City

Dec 31, 1927 p. 7