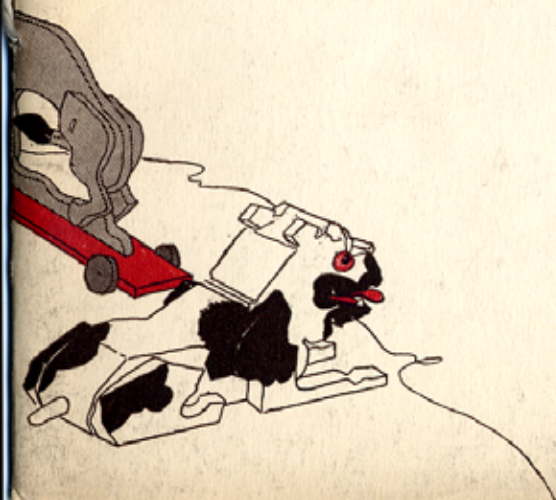




The French Toy





Exhibition *of* French Toys

April 15th to May 12th
1918

GUNSAULUS HALL
THE ART INSTITUTE OF CHICAGO

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Foreword

I SHOULD like to state quite simply why the objects enumerated in this catalogue came to the United States.

I am very naturally desirous of seeing the American market open itself more widely to the French toys, which recommend themselves, I believe, by their style, their originality, and their good taste and my hope is that the result of this exhibition will be an established current business with France.

But in taking the initiative in this enterprise another thought also guided me. Much has been written of the war, men and women of great talent have made every effort to analyse its significance and to throw more light on the fundamental reasons for the conflict. No one has succeeded better than a little French girl of fourteen, Odette Gastinel, quoted by Mr. Finley in the April number of the Red Cross Magazine:

"It was only a little river, almost a brook; it was called the Yser. One could talk from one side to the other without raising one's voice, and the birds could fly over it with one sweep of their wings. And on the two banks there were millions of men, the one turned towards the other, eye to eye. But the distance which separated them was greater than that between the stars in the sky; it was the distance which separates right from injustice."

And Odette Gastinel adds: "The Ocean is so vast that the sea gulls do not dare to cross it. During seven days and seven nights the great steamships of America, going at full speed, drive through the deep waters before the lighthouses of France come into view; but from one side to the other hearts are touching."

I wished to bring together even more closely the hearts of the French children with those of the children of the United States. The exhibition has for me the value of a symbol. Ask the men in the trenches. They will tell you that the children are their inspiration and the source of their courage. It is for them that they fight, that the children of tomorrow may not have to suffer that which men and the orphans of today are now enduring.

*To our children there shall be no handing
Of Fates so vain, of passions so abhorred,
But peace, the peace which passeth understanding,
Not in our time, but in their time, O Lord.*

In these hard days the making of toys enables a number of women and also of wounded soldiers, to support themselves.

By the side of the ambulance one finds the toy factory. Many of the things here shown were, in the words of Edith Wharton, born of tears and anguish, which the generous help given by the American people has done so much to alleviate. I believe that the idea which has inspired me will be understood and that this exhibition, touching in its grace, will attain in every way the success which it seems to me that it merits.

In closing I wish to thank all of those who have helped me to realize it: before all the Art Institute and its director, Mr. Eggers, to whom I owe much; Miss Bennett, Miss Ethel Coe and Miss Voge who have arranged the toys with perfect taste and to whom my debt of gratitude is great; the committee, of whom the Chairman, Mrs. Walter S. Brewster, has done so much for the French children; Miss Alice Roullier whose assistance has never failed the Consul of France in his enterprises; Miss Grace Hickox, who has taken in charge the dramatic representations; Mrs. Earl H. Reed, Jr., who has willingly taken the concerts under her direction; Miss Theresa Garrett who in the cover of the catalogue, designed by her, has given an enduring testimony of her intelligent sympathy and talent; Mrs. Eunice Tietjens whose kind co-operation while in Paris has proved of invaluable assistance; my dear collaborators Monsieur de Verneuil and Monsieur Victor Llona; finally Miss Harriet Monroe who has enriched this catalogue with inspired verse.

To them all I am profoundly grateful.

A. BARTHELEMY.

Young France and Young America

*Here are toys,
Girls and boys!
Soldiers made them —
Come and raid them!
Come and shout
The Boches out!
Over there
Everywhere,
Boys in line,
Yours and mine,
Roar our brag —
One fight, one flag!*

You and we, we and you,
Yankees, poilus, all together —
White and red, red and blue,
Gleaming through the battle weather —
Fighting, cheering, on we go!
Chase the Hun! — lay him low!

You and we, we and you,
For our freeborn sons and daughters —
Red and white, white and blue,
All one flag across the waters —
Now by land, sea, air, we go!
Smash the foe — lay him low!

You and we, we and you,
Freedom's sons and Freedom's daddies —
White and red, red and blue,
Flying for our girls and laddies —
Onward till the world is free,
We and you, you and we!

HARRIET MONROE

Toys of Auvergne

Madame Oster has devoted herself to a revival of popular toys in the mountains of Auvergne. There is in that district of France a peculiar style which has left its imprint on popular art, on architecture and decorative culture and has been made the object of extensive study. Madame Oster has cleverly discovered the interesting character of the small wooden articles carved by the peasants and mountaineers of Auvergne; she has undertaken to systematize and to market their products, and the collection here shown is an interesting selection of models that are representative of a very ancient style.

Industrie Du Jouet D'Auvergne

RUE DE TOURNON, PARIS

- | | |
|-------------------------------------|---------------------------------|
| 1 A Breton doll castle | 6 Buildings of an Alsatian farm |
| 2 A well for the Breton doll castle | 7 An Alsatian stable |
| 3 A peasant house in Brittany | 8 A house in Auvergne |
| 4 A stable in Brittany | 9 A house in Provence |
| 5 An Alsatian inn | 10 A cottage in Normandy |

Madame Crouilbois

The shop of Mme. Crouilbois has taken front rank among the concerns that turn out artistic Parisian dolls. That firm is particularly careful with the modeling of the doll faces and the variety of the costumes which are adapted from historical French documents.

Maison Crouilbois

92, RUE DU CHEMIN-VERT, PARIS

Wax Dolls:

- 11 Dressed in the fashion of 1838
- 12 In Street Costume (year 1789)
- 13 The fashion of 1856
- 14 A noble lady of 1778 (cloth of the period)
- 15 Representing Marguerite de Flandre, year 1341
- 16 In street costume of the year 1730
- 17 In the fashion of 1860
- 18 Gaul woman
- 19 Empress Josephine
- 20 Marie-Antoinette
- 21 Merveilleuse of 1792
- 22 Isabeau de Bavière, year 1385
- 23 Louis XV Flower Girl
- 24 Parisian girl of today
- 25 Louise de Lorraine

L'Espérance

(Hope)

L'Espérance is presided over by Madame Ambroise Thomas, the widow of the famous composer. The purpose of this enterprise is of great import: it sends woman callers to the various hospitals to see the wounded soldiers who have neither relatives nor friends and bring to them both the moral help and the material gifts in its possession. In order to meet the requirements of this worthy undertaking, *l'Espérance* has created some very picturesque doll models, notably some very pretty Indian dolls and also a little doll, the sale of which has been enormous. The young lady's name is "Boul" and she is a charm against the "cafard," or blues that assail the soldiers when lonesome or discouraged. A woman who has at heart the moral welfare of her soldier relatives or friends in the trenches, sends them "Mlle. Boul" and the sight of this merry girl makes them forget their troubles and get over their momentary depression.

Oeuvre De Visite Aux Blessés L'Espérance

PRESIDENT, MME. AMBROISE THOMAS

26 "Boul" doll

Mademoiselle de Félice

Mlle. de Félice is a talented sculptor who has devoted herself to decorative and industrial art as applied to the requirements of children. In that vein, she has created a new type of furniture for children, of doll rooms and doll furniture, all of which is both comfortable and refined. She has also created some interesting doll types.

Mademoiselle de Félice

96, AVENUE DES TERNES, PARIS

27 Milliner Shop of 1830

Mademoiselle Angèle Delasalle

- 28 Doll Parlor
- 29 1830 Doll
- 30 Doll of the Middle Ages
- 31 Leather Chest

- Furniture for children:
- 32 Arm Chair
 - 33 Sewing table
 - 34 Table

Madame Juliette Ferrand

Mme. Juliette Ferrand manages an institution for helping the wounded soldiers, for the benefit of which she organizes sales. It is for this purpose that she has ordered a set of dolls to be made, modeled after the types created for the purpose by the late sculptor Antonin Mercié, whose works are known and appreciated the world over. Mme. Ferrand has caused those dolls to be dressed with perfect taste in ancient costumes.

Madame Juliette Ferrand

Dolls:

- 35 Ste-Geneviève, the patron saint of Paris
- 36 Isabeau de Bavière
- 37 Marie de Médecis
- 38 Madame de Sévigné
- 39 Queen Marie-Adelaide
- 40 A Parisian lady of 1914
- 41 A Parisian lady of 1916
- 42 Lady of 1830

La Francia

"La Francia" is an organization whose purpose is to revive the regional, provincial and colonial institutions and to give work to the peasants in both France and her colonies. Hence the picturesque features of the models made in the avenue d'Antin studios, for which we are indebted to that institution presided over with such devotion by the Baroness d'Eichtal.

La Francia

16, AVENUE D'ANTIN, PARIS

Yves Babies:

- 43 Alsatian girl
- 44 An American soldier boy
- 45 A Scotch boy
- 46 A Poilu, or French Soldier
- 47 Boy doll
- 48 Girl

- 49 Girl
- 50 Girl
- 51 Girl
- 52 Boy
- 53 Yvette
- 54 Yvette

French Bureau

The toys of the French Bureau were in reality created by the paper, "La Vie Féminine" whose director is Mlle. Valentine Thomson. She has conceived a type of elegantly dressed dolls under the name of "Pandore." Pandore was the name of the fashion doll which in the 18th century went twice a year from Paris to New York to carry to America the latest Parisian fashions. The little modern Pandore continues the work of her grandmother. Mlle. Thomson has requested Mme. Le Verrier to promote the exportation of the toys created by "La Vie Féminine." The latest models are here shown.

French Bureau

40, AVENUE DES CHAMPS-ÉLYSÉES, PARIS

Figures of cut and colored wood:

55	Englishman	65	Tiger
56	"Poilu"	66	Zebra
57	Marshal Joffre	67	Cow
58	An American	68	Goat
59	A Serbian	69	Donkey
60	"Poilu"	70	Camel
61	A Cuirassier	71	Lion
62	A Belgian	72	American cavalryman
63	An Italian	73	Cuirassier
64	Giraffe		

Costume models:

74	A Scotch soldier	78	A Malines lace-maker
75	An Englishman	79	A Dixmude farmer girl
76	Back from the Front	80	A Brussels milk seller
77	The Departure		

Pandore figurines:

81	Pandore baby	84	1830 young lady
82	Manon	85	A girl from Normandy
83	Marquis	86	Normandy girl

French Bureau

40 AVENUE DES CHAMPS-ÉLYSÉES, PARIS

406 MADISON AVENUE, NEW YORK

87	Drum-Major	91	Chasseurs
88	Buglers	92	Officer
89	French infantry	93	Sammies
90	Officer		

Maison Gallais

The Maison Gallais, art editors, have brought out two dolls that are particularly interesting and artistic. The first is the work of Hansi, the celebrated Alsatian cartoonist, on whose head the Germans have set a price. Quite wittily, he has made fun of the proceedings by designing a postcard on which he is shown calmly walking in front of the placard bearing the sinister threat. Hansi has made up two quaint models of Alsatian dolls. One of them he calls Gretel, the other Yerri.

The same firm has promoted three dolls by Willette, the famous Montmartre artist who has made a specialty of Pierrot and his legendary deeds: the Willette Pierrots, meditating or singing by moonlight, are known the world over. Out of the ordinary theme of these lovelorn meditations, he has conceived the models of the charming dolls he names "Pierrot," "Pierrette" and "Colombine."

To those dolls there are added a few prints by Hansi intended to decorate a child's room.

Maison Gallais

ART EDITORS, 38, RUE VIGNON, PARIS

Dolls designed by Hansi:

94 Gretel

95 Yerri

Dolls designed by Willette:

96 Pierrette

97 Colombine

98 Pierrot

Prints by Hansi:

99 Gretel

100 Yerri

101 They're waiting for the General

102 In Alsace

103 A Girl from Alsace-Lorraine

Librairie Hachette

The Librairie Hachette, book publishers, own the copyright for Caran d'Ache's toys. This great and lamented humorist has designed and executed himself a set of animals cut out of wood. In this work he has displayed his usual sense of humor and his keen faculties of observation. A signed set of these animals, which are becoming very scarce, is here shown.

Librairie Hachette

79, BOULEVARD SAINT-GERMAIN, PARIS

104 Bulldogs

105 Beagles

106 Skye-terriers

107 Hunting dogs

108 Lions

109 Performing bears

110 Bears

111 Hounds

École Joffre

LYONS

The Joffre School has been established at Lyons employing only maimed soldiers. The implements used in the school are the most modern type of woodworking and ironworking machines. The toys are made after the models furnished them by artist designers. A few of those toys are here shown.

École Joffre

A TRADE SCHOOL FOR WOUNDED SOLDIERS

41, RUE RACHAIS, LYONS

112 Circus

113 Beach dressing cabins

114 Draisienues (old-fashioned bicycles)

115 Horses

116 Scrap picker

Mademoiselle Jozon

Mademoiselle Jozon, a sculptor of recognized merit, shows one of her dolls modeled with all the art and expression of a portrait.

Mademoiselle Jozon

37, RUE DE BABYLONE, PARIS

117 A Girl from Brittany

Madame Lauth-Sand

These dolls, designed by Mme Lauth-Sand, a grand-niece of George Sand, and made under her guidance, are unbreakable. They have kid faces and hands. They are offered for sale for the benefit of a studio that gives work to women made destitute by the war. These models are unique pieces that really are works of art.

Madame Lauth-Sand

118 A Turkish woman

119 A Chinaman

Le Jouet Artistique Français de Bordeaux

The artistic toys of Bordeaux are especially interesting in that all the workmen employed in their manufacture are soldiers maimed in the war. The models shown are particularly well executed and finished. They were designed by a talented and well-known artist, who signs himself "Job." His models include scenes at the front and in French villages, and the reproduction of his sketches by wounded and maimed soldiers enjoys a well deserved popularity in France.

Le Jouet Artistique Français

27, RUE NAUJAC, BORDEAUX

Cut and colored wood:

120	Marshal Joffre	131	Stretcher bearers
121	An officer	132	A wounded soldier
122	A grenadier	133	American soldiers
123	Infantrymen	134	American soldiers in overcoats
124	A bugler	135	A donkey cart
125	Senegalese sharpshooters	136	Trees
126	Boche types	137	Shepherdesses
127	A Chaplain	138	Cows
128	A flag bearer	139	Calves
129	A machine gun crew	140	Pigs
130	Army cooks	141	Dogs

Ligue du Jouet Français

The Ligue du Jouet Français is presided over by the Baroness de Laumont who since the beginning of the war has given work to a number of working girls by giving them dolls to dress after designs and water colors from historical documents. Since then she has improved on her task by obtaining from well-known artists models of bodies, heads, feet and hands and having the same cast by experienced craftsmen who have learned their trade in the porcelain works of Limoges, at the Manufacture of Sèvres and in the factories at Boulogne. The Baroness de Laumont has succeeded in having these dolls manufactured in large quantities and they are much in demand.

Ligue du Jouet Français

33, AVENUE MALAKOFF, PARIS

- 142 Marquise de Pompadour
- 143 Girl from Normandy
- 144 Serbian Doll
- 145 Girl from La Rochelle
- 146 Empress Eugénie
- 147 A Louis XV Costume Doll
- 148 Girl from the Sables d'Olonne

Magasins du Printemps

PRIMAVERA

The Printemps, a department store in Paris, has established a studio of commercial and industrial art named Primavera. The manager is M. Guilleré. In this studio are produced the very striking dolls, some of which are shown here.

Magasins du Printemps

64, BOULEVARD HAUSSMANN, PARIS

- | | |
|-------------|----------------|
| 149 Pierrot | 152 Marquise |
| 150 Parasol | 153 "Personne" |
| 151 Persian | 154 Negro |

Magasins du Printemps

The toys of the Magasins du Printemps are made under the supervision of two artists: the painter Carlègle, who has designed a great many successful models of toys, and the painter Hellé, who has devoted himself to art for children. The latter has designed patterns for wall paper and friezes destined to decorate nurseries and rooms for children. He has also designed furniture exclusively intended for children, such as tables and arm chairs reduced to the necessary size, furniture with rounded-out angles in order to prevent the little ones from being injured by falling against them. He has undertaken for the past few years to invent toys that are especially noted for their witty conception, their picturesqueness and their very Parisian "cachet." They represent soldiers, sailors, country scenes and animals.

Magasins du Printemps

LAGUIONIE & CIE.

64, BOULEVARD HAUSSMANN, PARIS

- 155 Industrial City
- 156 Railway Station
- 157 An Anti-Aircraft Battery
- 158 Alpine Chasseurs
- 159 The Mill, by André Hellé
- 160 Noah's Ark, by André Hellé

Madame Laffitte-Désirat

Madame Laffitte-Désirat is the daughter of Monsieur Pierre Laffitte, director of the Laffitte Publications, "Fémina," "Je Sais Tout," etc. Madame Laffitte-Désirat has devoted herself for a long time to wax dolls of elegant dress and graceful form. She is the originator of this very Parisian and very charming type and ranks first among the designers of smart dolls in France. She follows the styles closely and her dolls are invariably dressed according to the latest mandates of Dame Fashion. This set of models constitutes a delightful gallery of Parisian fashions.

Madame Laffitte-Désirat

- | | |
|---------------------|---------------------|
| 161 A Parisian lady | 164 A Parisian lady |
| 162 A Parisian lady | 165 A Parisian lady |
| 163 A Parisian lady | |

Le Jouet Lozérien

A FRENCH ASSOCIATION OF PEASANTS AND
MAIMED SOLDIERS

4, RUE LAVOISIER, PARIS

The "Jouet Lozérien" was established in 1909. The purpose of this association is to give work to the peasants of the barren uplands of Lozère, in order to permit them to remain at home during the long cold winters and to provide them with means of subsistence. Since the war started this association gives employment to the maimed Lozérien soldiers who are discharged from the army, as well as to the widows of the men from the district who have fallen on the field of honor.

Le Jouet Lozérien

166	French Village	176	Peasant woman
167	Little Folks of Brittany	177	Sheepfold
168	Little Folks of Alsace	178	Sheepfold
169	Little Folks of Normandy	179	"My Village"
170	French and American boy soldiers	180	"Hansi" cradle
171	Lozerian cradles	181	Armchair
172	Three-wheeled carts	182	Armchair painted
173	Little Folks	183	"My Village"
174	Peasant woman	184	"My Village"
175	Peasant woman	185	Sheepfold

Petites Mains Parisiennes

Monsieur and Madame Bricon give work to young sewing girls who find little or no work in dressmaking establishments in these times of war and who are delighted with this remunerative employment. They work under competent managers and the models after which they pattern the doll dresses serve to train them and improve their taste.

Les Petites Mains Parisiennes

186	A Gardet Doll	197	Golden Haired Beauty
187	A Gardet Doll	198	Sophie
188	"Victory" Doll	199	Sophie's Mother
189	An Angel	200	Devil
190	Blue-beard	201	Adoration of the Magi
191	"Petit-Poucet"	202	Doll in pink silk
192	Red Riding Hood	203	Doll in sports suit
193	Cinderella	204	Doll in winter costume
194	"Gribouille"	205	Doll in blue reefer
195	"Cadet-Roussel"	206	Doll in yellow
196	Yellow Dwarf	207	Doll in cerise

Monsieur Fournèri

Wax dolls:

- 208 Girl in Lace Dress
- 209 Red Cross Nurse
- 210 Red Cross Nurse, black veil

Costume models:

- 211 Mother
- 212 Daughter
- 213 Alsatian woman
- 214 Peasant



