



ate the outfits authentically for the dolls. I have been collecting dolls from America for the last 10-12 years, redressing them and then reselling them.

I have an Etsy Stall [an e-commerce site for handmade or vintage items] called 'Vintage Patsy Dolls' and most people find me online. I have a FaceBook Page to which I pin pictures of the dolls and the clothes, as do other people who sell their dolls. I have a friend in Boston who makes bespoke clothes. In her spare time she makes clothes for her Patsy dolls — she has three of her own in her own collection — and she and I exchange ideas. We have been building quite a community interest online.

In the photo I'm holding the original Patsy. There is also a large range of other dolls, from the very largest dolls, the Patsy Mae and the Patsy Ruth who stood around 28-30 inches tall, down to the Patsy Wee who is about three inches tall.

They started to manufacture the smaller dolls because the big dolls were very expensive. At the time in New York, in 1928, they retailed for around eight dollars, and a week's wages for an average working person would be about four dollars. That's two weeks wages for a doll!

The most expensive dolls in my collection are around \$600, but they were very expensive in their time and they



were collected mostly by girls from wealthy families. That's to whom they were marketed, but girls in families who didn't have that kind of means to be a Shirley Temple, could have a tiny doll with the same look and the same sort of clothes, and then could sew for them. They came with little pre-cut sets of clothes you could sew to dress the doll, so they actually were very smart.

The founders of the company were very smart too. They came to New York at exactly the right time to introduce mass production and mass

marketing by cross-promotion between newspaper articles and film rights and the Shirley Temple films. They saw the opportunity to produce printed patterns, market them in stores as a complete set, the doll and her outfits year by year, plus the idea that you and your friends had the same dolls, and you brought them together to play.

The 1920s Patsy is a composition doll. She is made from a form of papier-mâché mixed with a couple of different kinds of glue; and then she is moulded and sanded. The crown is actually moulded by a lateral joint from the chin around to the chin again. She has sleeping eyes with a counterweight to close the eyes and her body is articulated.

The dolls are strong, with metal hooks at the arms and the legs, so they can move their arms and legs. They were made with one bent arm rather than two straight arms, so that they took up a more natural posture when they were seated at a table. They were modelled on a four-year-old child, so they were the first dolls that were marketed as friends rather than as babies.

Patsy remains to this day one of the most sought-after collectable vintage dolls. She has an international following and I enjoy keeping her heritage alive for the pleasure of a new generation.

Dolls and dresses

Cheryl Hannah is part of the Patsy family

IN 1992 I INHERITED A PATSY DOLL from my great-aunt's estate. I knew nothing about them but I found the doll very appealing. What also really appealed to me was having the patterns — the original sewing patterns used to make the clothes. The dolls were made by a company in New York called Effanbee, starting in 1920. They continued making these dolls until the 1990s.

She came to me — my great-aunt had the original patterns for the clothes as well — and they were all in the box.

Some of the clothes were those that my great-aunt's mother had made for the doll. You could buy the patterns — at the height of the craze for Patsy dolls they were cross-marketed through Shirley Temple movies. Shirley was seen carrying one of the larger Patsy dolls in Macey's department store.

In the mid nineteen-thirties mothers and their daughters went to Bloomingdale's. They would have afternoon teas and the girls would bring their Patsy dolls. They would sit

and have afternoon tea and then buy the latest fashion and the latest clothes that had been commercially made for the dolls. For those who were not wealthy enough to buy the ready-made clothes, they could buy the patterns and if their mothers were sewers, they could make the clothes.

The patterns have allowed me to recre-

