

MOM'S JOY ROOM

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CERTIFICATE OF DESCRIPTION & VALUATION

*Antique Toddler Ride-On Horse Pair — Primitive Folk Art & Gould Manufacturing — Early 20th
Century*



PAIR MARKET VALUE

\$275–550

*Combined realistic shop/private-sale value — both antique ride-on
horses*

PAIR ESTIMATED WORTH

\$550–950

*Specialty collector ceiling — Gould attribution + primitive folk art pair
together*

About This Pair: These two antique toddler ride-on horses represent different ends of the early 20th-century American toy spectrum — one a primitive, hand-crafted folk art piece of unknown rural origin, the other a product of an identified American toy manufacturer working at the peak of the wooden toy trade. Together they offer a compelling contrast between artisan folk production and commercial toy making of the same era, united by the same beloved subject: the horse, America's most enduring childhood toy form.



Primitive folk art toddler ride-on horse
Solid wood — painted red & grey-green
Carved head, turned wood wheels
Unmarked — c.1890s–1920s

1. Primitive Folk Art Toddler Ride-On Horse

Unmarked — American Folk Craft — Solid Wood — c.1890s–1920s

A sturdy and characterful primitive toddler ride-on horse, constructed entirely from solid wood in a direct, unadorned folk craft tradition. The horse is built from a flat plank seat/body with a separately carved and attached horse head — the head modeled with a simple but expressive profile, open mouth, and painted facial detail in dark tones. The legs are solid wood blocks forming the front and rear supports, each fitted with a **turned wooden wheel** — four wheels in total, allowing the toddler to sit astride and propel themselves along the floor.

The surface retains its **original painted finish** in aged red and grey-green tones — the red dominant on the seat and body, the grey-green on the legs and head areas — worn to a beautiful primitive patina consistent with a century or more of handling and age. No maker's mark is present, which is entirely typical of folk-crafted American wooden toys of this era: most were made by local carpenters, fathers, or small rural workshops who did not mark their work. The construction style — flat plank body, block legs, turned wheel axles — is consistent with American folk toy production of the **1890s through early 1920s**.

NOTABLE DETAILS

- ♦ Form: Flat-body toddler ride-on horse — plank seat, carved head, block legs, four turned wheels
- ♦ Construction: Solid wood throughout — hand-crafted folk tradition
- ♦ Finish: Original paint — aged red & grey-green with beautiful primitive patina
- ♦ Maker: Unmarked — American folk/artisan toy production, attribution stylistic
- ♦ Era: c.1890s–1920s — consistent with construction and paint wear
- ♦ Condition: Original finish with age-appropriate wear — structurally intact

MARKET VALUE

\$125–250

ESTIMATED WORTH

\$250–450



*Gould Manufacturing toddler ride-on horse
c.1917–1933 — Wood & metal construction
Saddle seat, red disc wheels, wood handlebar
Black painted horse body, metal hardware*

2. Gould Manufacturing Toddler Ride-On Horse

*Gould Manufacturing Company — American — Wood & Metal —
c.1917–1933*

A well-constructed antique toddler riding horse attributed to the **Gould Manufacturing Company** — an American toy manufacturer active from approximately **1917 to 1933**, known for producing quality wooden ride-on horse toys for the toddler market during the interwar period. Gould horses are recognized among antique toy collectors as a documented American brand, distinguishable by their characteristic construction: a substantial wood-framed horse body with a **molded saddle seat**, a separately carved and painted horse head with bridle detail, a **wood handlebar/grip** at the neck, and **red painted disc wheels** — a Gould trademark feature.

This example presents in the classic Gould configuration: the horse body is painted in dark charcoal/black tones with contrasting red saddle and red disc wheels, the natural wood grain of the frame visible through the aged finish. The handlebar allows the toddler rider to grip and steer, and the low-profile wheeled base keeps the horse stable at floor level. The metal hardware connecting the wheels and frame is original. The overall construction — heavier, more engineered, and more refined than the primitive folk horse above — reflects a commercial toy maker's attention to durability and child safety standards of the early 20th century.

Gould horses produced during the **rubber-wheel era (c.1920 onward)** may have originally featured rubber tires; examples with wooden disc wheels as seen here represent either the earlier production period or replacement/simplified wheels. The 1917–1933 production window makes any surviving Gould horse a genuine antique by the standard definition.

NOTABLE DETAILS

- ◆ **Maker:** Gould Manufacturing Company — American toy maker, active c.1917–1933
- ◆ **Form:** Toddler ride-on horse — saddle seat, handlebar grip, four red disc wheels
- ◆ **Construction:** Solid wood frame and horse body, metal hardware, painted finish
- ◆ **Finish:** Dark charcoal/black body, red saddle, red disc wheels — Gould characteristic palette
- ◆ **Era:** c.1917–1933 — confirmed antique by definition; likely 1917–1925 based on wheel style
- ◆ **Attribution:** Listed as Gould — stylistic confirmation consistent with documented Gould production
- ◆ **Condition:** Structurally intact; original paint with age-consistent

wear

MARKET VALUE

\$150-325

ESTIMATED WORTH

\$325-550

Collector's note: Antique toddler ride-on horses are collected within both the antique toy market and the American folk art category. The primitive folk horse (Item 1) derives its value from its age, original painted surface, and folk craft character — the worn red and grey-green paint is a significant aesthetic asset, not a detractor, for folk art collectors. The Gould horse (Item 2) derives additional value from its documented maker attribution — Gould is a recognized name in the antique toy market, and its short production window (1917–1933) means all surviving examples are genuine antiques. The attribution here is based on listed provenance and stylistic consistency with documented Gould production characteristics; no maker's mark has been independently confirmed in-hand. Market Values reflect realistic shop/private-sale pricing; Estimated Worth reflects what dedicated antique toy or American folk art collectors would pay.

"One was made by a craftsman's hands in a rural workshop — the other rolled off an American factory floor. A century later, both still carry a child's joy in every scratch and worn edge."

Mom's Joy Room | Morgantown, WV
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Sandy Wade, Proprietor

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