

The Toy Yearbook

1950

1951



Splendor

Newburgh and Beacon, N. Y.

Largest Selection of Toys in the

Hudson Valley

Come! See Santa Claus and His 25c

Surprise Packages!

(See Back Page for

Important Information)

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TGC

THE ONLY BOOK OF ITS KIND

As Members of Toy Guidance Council we are pleased to present here what may be considered the finest selection of modern playTOOLS in existence. This store had no share in choosing these toys, dolls and games. Each was voted "an outstanding example of its type" by a committee of impartial experts representing Toy Guidance Council, Inc., an independent organization whose object is to direct the attention of parents to the functional play advantages of all better grade American-made toys. Our staff is especially qualified to advise you in the selection of appropriate playTOOLS according to age suitability, and will welcome your visits for this purpose not only at Christmas but at all times.

IMPORTANT . . . See Pages Four and Fifty-Seven



A, B—AMERICAN CHARACTER DOLLS. (A)—Sue in her "Sunday Best". Of washable "Long-plastic" with heavily lashed glass eyes and mohair wig. Wears a sheer nylon party dress deep ruffled flounces, puffed sleeves, nylon lace lar, wide satin bowed sash, slip and panties, hat, parasol and patent leather shoes. 15" \$7.50*. (Larger sizes \$9.75* and \$11.95*.) (B)—Sue in "Satin Formal". Here Sue wears a evening gown with deep ruffled flounces on full collar skirt, bertha-like collar of fine lace, belt hoop slip, lace-trimmed panties, velvet waist lace wristlet, a pearl necklace and silver slip) 15" tall, \$8.75*. (Larger sizes \$10.95* and \$14.25*.)

C, D, E, F—HORSMAN DOLLS. (C)—Snuggle So. This doll for the very young has a soft yielding and hands of Vinylite. Cloth body and legs are ton stuffed. Dressed in velvet overall, knitted bo shirt, hat and booties. Also available in long, trimmed, nylon dress with matching slip and boots. 15" tall, \$3.29*. (D)—Tynie Baby. Head, arms and legs of Vinylite with hand-painted features. Dressed in diaper and jacket, covered in cotton flannel) ket with wide satin ribbon and huge bow. 15" \$4.39*. (20" size \$6.50*.) (E)—"Softie" with Rid Curl Wig. Has arms and legs of Vinylite or practically unbreakable plastic head with teeth tongue. Sleeps, cries and is dressed in n trimmed with fine laces and embroideries, buttons and buttonholes, also matching undergarments, net, shoes and stockings. 19" tall, \$6.50*. (C sizes from \$4.95* to \$9.75*.) (F)—Cry Baby. Entered feature causes her to cry continually v laid down and stop automatically when picked Same doll as "Softie", dressed in nylon with m ing bonnet, petticoat, rubber panties and imit leather shoes, 23" tall, \$10.95*.

G—T. COHN DOLL HOUSE with Furniture. All-n construction, 28½" long, 10½" wide and 16¾" 1 Has 7 rooms, 2 outside terraces, garage with 11 door, swimming pool with slide, also opening downs and doors. Comes complete with 27 piece large-size plastic furniture. \$5.49*.

*Prices Approximate—See Page Four