

# The Toy Yearbook

1950

1951



## *Splendorama's*

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, a 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 cular skirt, bertha-like collar of fine lace, bu hoop slip, lace-trimmed panties, velvet waist b 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 bo 15"15" tall, \$3.29\*. (D—Tynie Baby.) Head, arms legs of Vinylite with hand-painted features. Dre in diaper and jacket, covered in cotton flannel) ket with wide satin ribbon and huge bow. 15" \$4.39\*. (20" size \$6.50\*.) (E—"Sofie" with Ri Curl Wig.) Has arms and legs of Vinylite or practically unbreakable plastic head with teeth tongue. Sleeps, cries and is dressed in ni trimmed with fine laces and embroideries, bu and buttonholes, also matching undergarments, net, shoes and stockings. 19" tall, \$6.50\*. (C sizes from \$4.95\* to \$9.75\*.) (F—Cry Baby.) ented feature causes her to cry continually v laid down and stop automatically when picked Same doll as "Sofie", 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" t Has 7 rooms, 2 outside terraces, garage with 11 door, swimming pool with slide, also opening dows and doors. Comes complete with 27 piec large-size plastic furniture. \$5.49\*.

\*Prices Approximate—See Page Four



AMERICAN CHARACTER DOLL

A

B

C

D

E

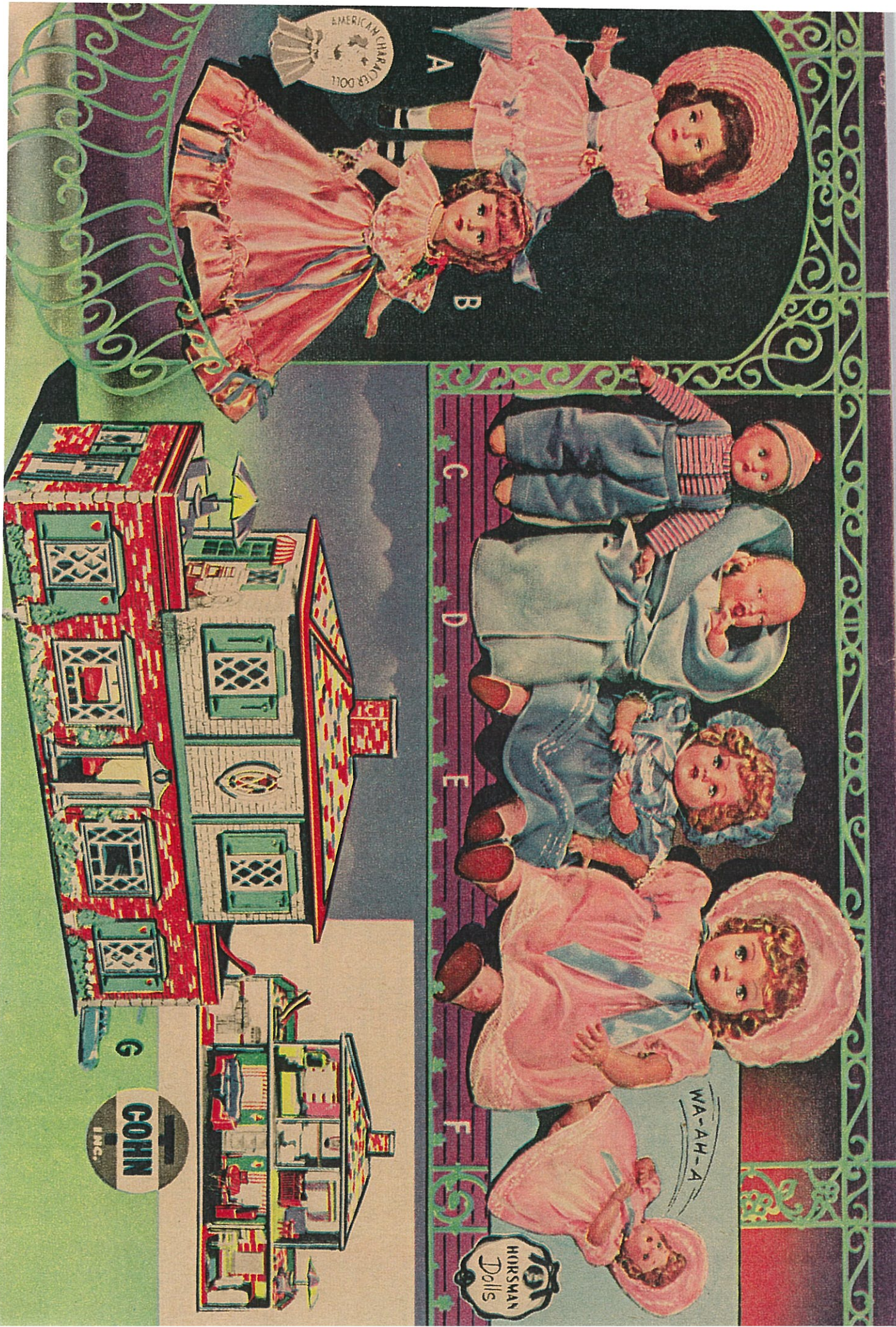
F

WA-AH-A

HURSMAN  
Dolls

G

COHN  
INC.







## approximate pricing...

For your guidance, this book lists "approximate" prices which are based on manufacturers' recommendations in July, 1950, to Toy Guidance Council, Inc. Because of unsettled world conditions and of differences in costs for shipping from toy factories located in various parts of the United States, these "approximations" may be slightly higher in some instances . . . a bit lower in others . . . than our own store need charge. So please be sure to consult us at the store for exact, lowest prices.

**NOTE:** Prices in Western U. S. Average About 10% Higher Than Toy Guidance Council's "Approximations."

AMSCO DOLL-E-TOYS are built for practical play. Their realistic design and sturdy steel construction with working parts and accessories that allow for scope in imitative play, are positively unique.

**A—DOLL-E-CRIB.** This big, roomy crib is 25 1/2" long, 15 1/2" wide and 23" high. Built of steel with paneled head and footboard, a full tubular frame and a smooth-riding adjustable dropside. Equipped with steel link bedspring, ball-bearing swivel casters, chrome-plated hardware. Crib priced at \$5.95. Available with or without air-inflated washable plastic mattress, \$1.50\* extra.

**B—DOLL-E-BATH.** This baked enamel all-steel tub stands 27" high, 21 1/2" wide and 14" deep. Features include an authentically heat-sealed plastic tub with never cracks, peels or pulls apart, a top with safety strap, a folding steel utility tray, also plastic pocket aprons at top and at front equipped with nursing bottle, washcloth and soap. Has rubber drain hole with nickel-plated clamp and stands on rubber feet. Priced at \$3.98\*.

**C—DOLL-E-HICHAIR.** Built of 20-gauge steel with semi-tubular frame, this sturdy play high chair 30" tall, 12 3/4" wide and 15" deep. Has a step platform, movable tray, rubber feet and tray bumpers. Priced at \$3.98\*. (Smaller sizes with fewer features \$1.49 and \$2.98\*.)

**D—DOLL-E-YOUTHBED.** The baked Lustroenamel finish on this steel bed is as long-lasting as it is good looking. Steel bed has embossed panel headboard, semi-tubular frame, steel link bedspring, detachable side panels and stands on hard rubber casters. Priced at \$2.98\*. Inflated, washable plastic mattress optional at \$1.50\* extra.

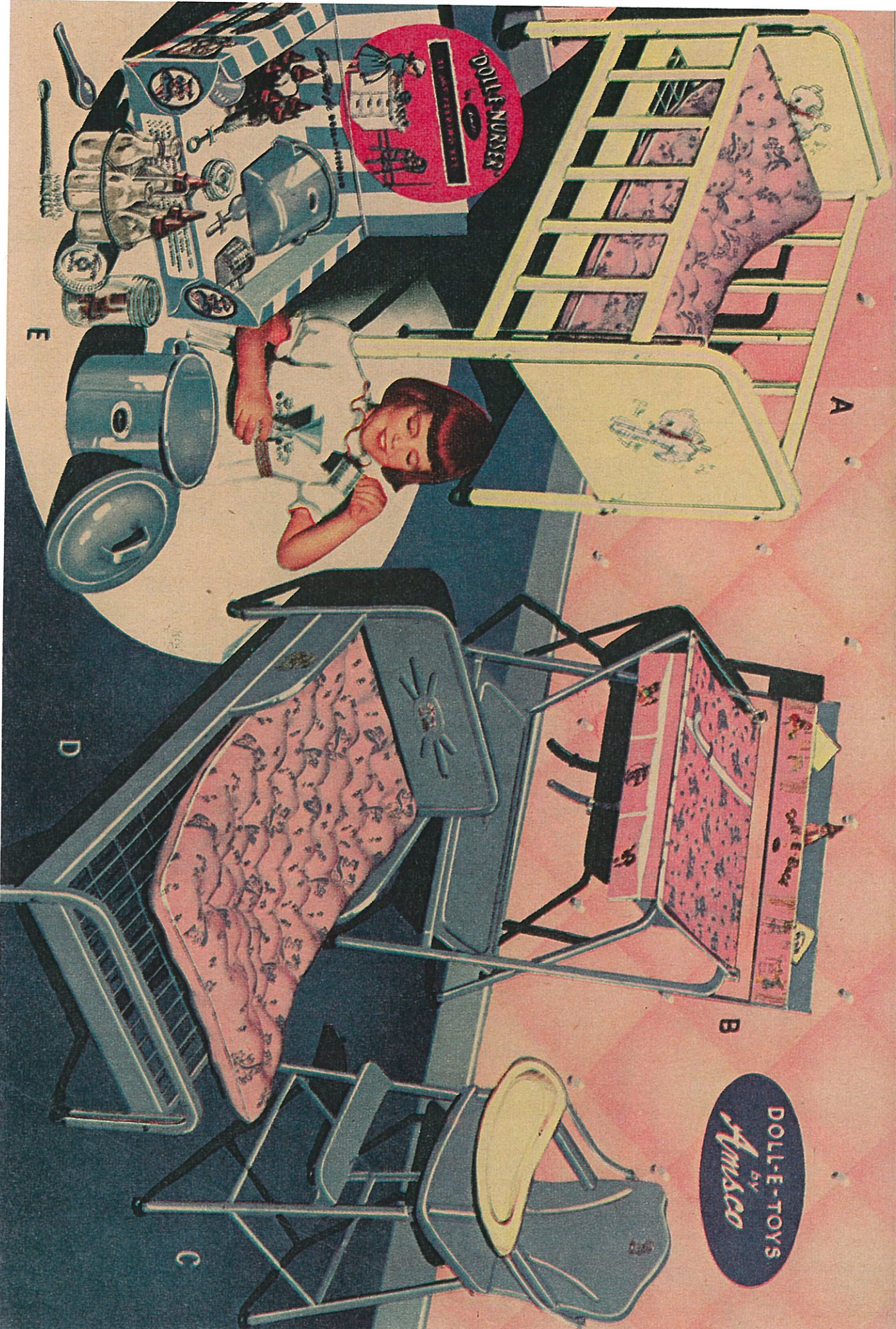
**E—DOLL-E-NURSER.** 21-piece set of equipment "for mothers" will love! Consists of 6 nursing bottles with removable rubber nipples, a large enamel pot with lid, rustproof bottle rack, nipple jar and lid, play funnel, measuring spoon, measuring cup and baby brush. All of this for only \$2.00\*.

\*Prices Approximate—See Page Four

Pages Four and Five



DOLLE-TOYS  
by  
*Amisco*



A

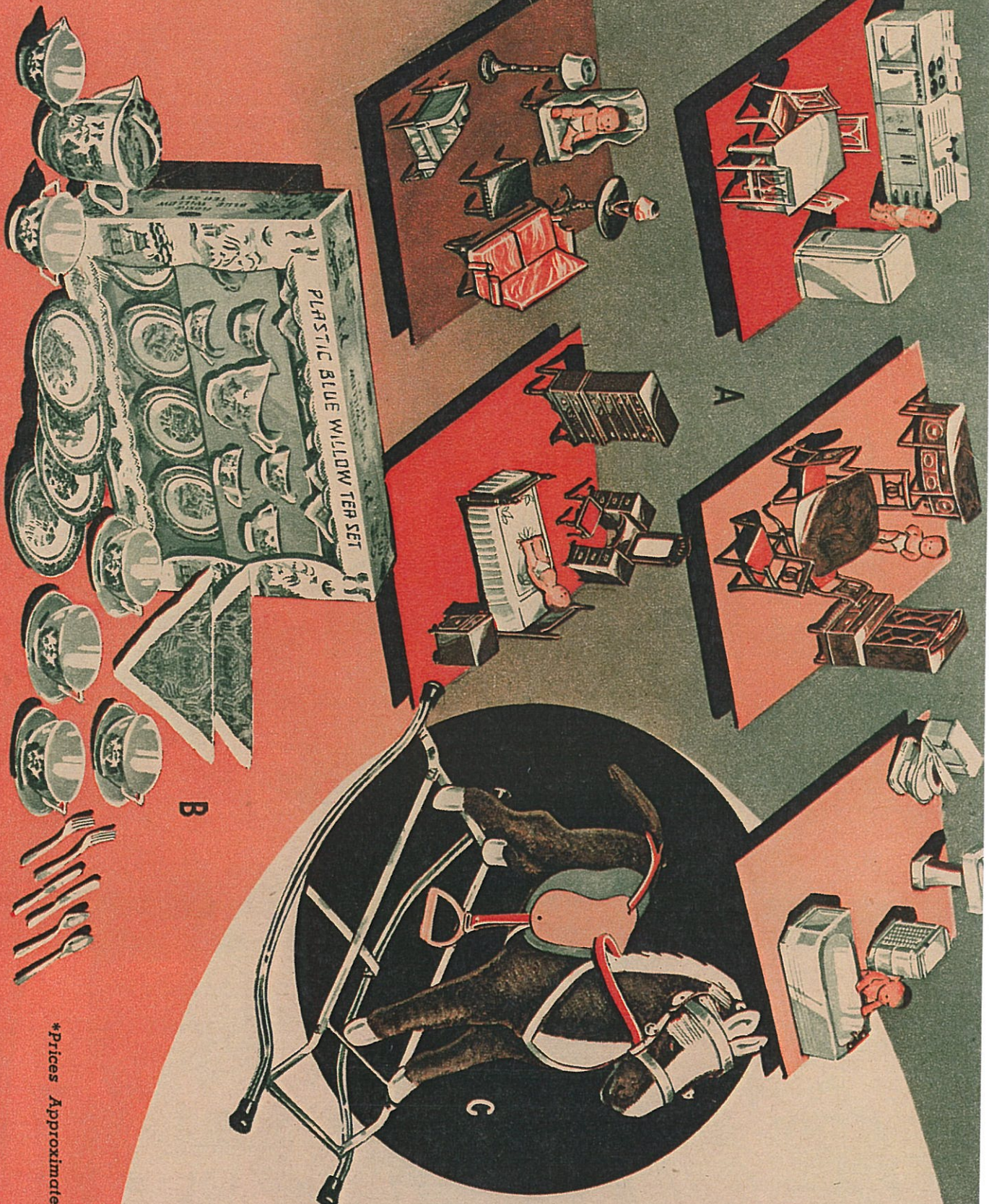
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**IDEAL**—creators of the Temple Doll, Betsy Wetsy, Skin, Sparkle Plenty and other favorites—is repr here with some of their toy and doll "hits".

**A—PLASTIC DOLL HOUSE NITURE.** Accurate detail smart design assure appealing Room tip-table actual Nursery has collapsible pen; Bathroom toilet has n seat. Equally amazing u other suites: Bedroom, Dining Room, Applianc Music Room, Playgroun Garden. Each room, \$1.09\*

**B—PLASTIC BLUE W DISHES.** Service for 4 in Chinese pattern. Cups, s plates, knives, forks, spoon pot, sugar bowl, cream napkins—all decorated. (Other sets \$1.09\* and \$

**C—HORSE ON ROCKERS** portable and sde. Sturdy frame mounted on metal rubber-tipped. Covered in wool and white plush leather and plastic bridle and stirrups. Saddle ground. \$13.50\*. (Elephan er, same description. \$

**D—TONI DOLL With Kit.** 1 plastic head, arms, legs. nylon wig can be sha

\*Prices Approximate—See Page Four





ved constantly. Wave solution, curlers, directions, included, \$10.98\*. (Kit with 11, \$12.98\*; 22" \$21.98\*.)

ER CURLY COO. 27" tall "rigic Skin" with plastic sleeping eyes, lashes. Sobs, coos. \$25.00\*. (Brother time size, \$25.00\*. Other boys and girls; to \$19.95\*.)

OZIE TWIN DOLLS like latex bodied legs, movable soft plastic heads. "dolls in diaper annel-trimmed wrapped in a de-blanket. \$6.59\*.

ESSED EVENT Plunger mechanism facial exchanges. Soft crying open mouth (in-in), tiny tongue. 21" tall. (Same doll with "heart-16.50\*.)

Y SPLINTERS DOLL. Aus-Vinyl plastic reproduction of television character, with turning head. Latex and legs. \$10.98\*. (18" 59\*; 36", \$25.00\*.)

Page Seven

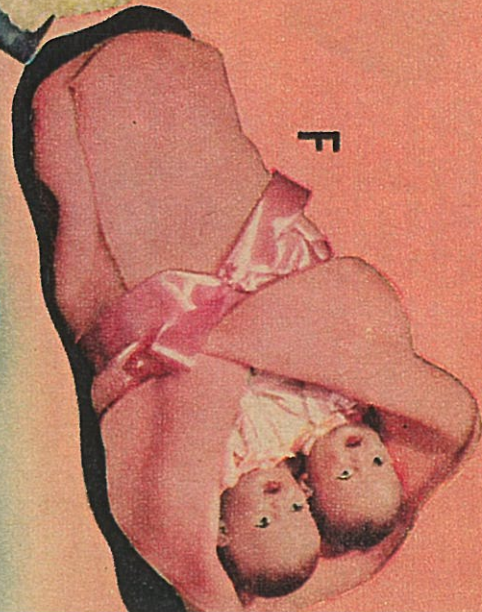


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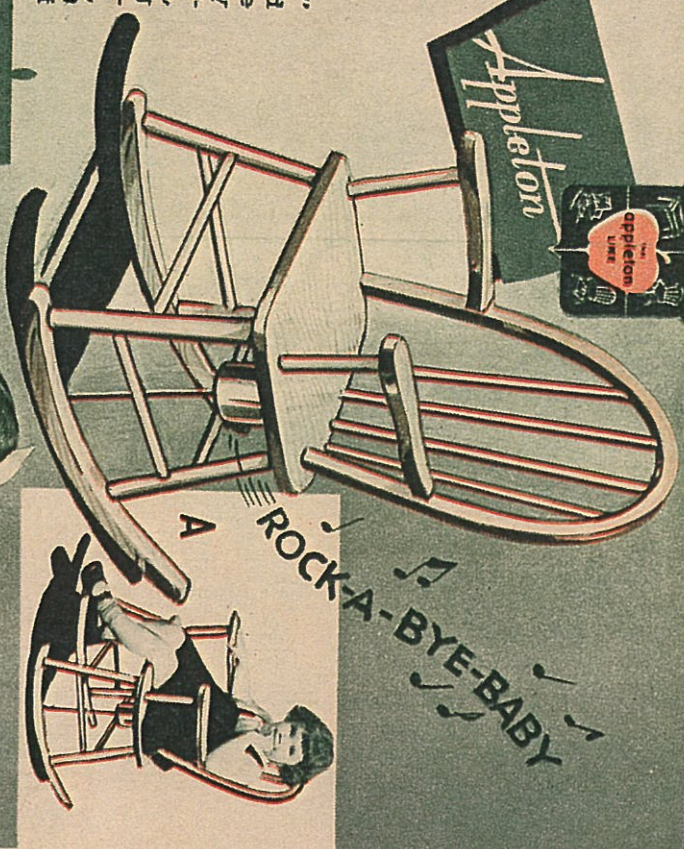


\*Prices Approximate—See Page Four



**A—APPLETON MUSICAL ROCKER.** Made entirely of hardwood and finished either in maple or wax birch, this sturdy rocker is 28" high. The 14" x 12" seat rests 12" from the floor. As the chair rocks back and forth, a genuine Swiss music box which is attached beneath the seat plays a beautiful nursery tune. \$9.95\*.

**B. C—WYTHEVILLE "Genuine Shawnee" Little Indian Chairs.** Sturdily built and beautifully upholstered, the chairs have hardwood frames finished in mahogany and covered in genuine Firestone waterproof Velon which does not crack, chip, peel or stain. Seats are fitted with no-sag springs. (B—Non-Tipping Rocker.) Measures 22" wide x 24" high. Depth of seat, 14". Price \$13.95\*. (C—Platform Rocker.) Measures 19" wide x 26" high. Depth of seat, 15". Price \$14.95\*.



**SOUTH BEND TOYS.** The well styled, durably carriages and furniture shown opposite represent years of experience in the design and production of fine toys for the youngsters of America and the

**D—TABLE & CHAIR SET.** Sturdy table 18" x 21 1/4" high, of hardwood construction with corner supports. Two club style posture chairs are high. In maple finish, \$16.95\*. (Ask to see models at \$12.50\* and \$21.00\*.)

**E—FIBRE DOLL STROLLER.** Loom woven fibre can be pulled from binding. Has hold-in strap, clut gear and handle, also 5" multiple spoke wheels 3/8" rubber tires. Height of handle 21". Pearl finish, \$4.95\*.

**F—FIBRE DOLL CARRIAGE.** Loom woven fibre into binding, as "E". Body 20" x 10", aluminum and 26" high handle, 6 1/4" multiple spoke wheels with 1/2" rubber tires, hub caps. Pearl, aluminum, \$8.50\*. (Other sizes \$6.29\* and \$11.95\*.)

**G—FOLDING DOLL CARRIAGE With Duchess Lin.** tion Gear and Foot Brake. Aluminum frame, 7 1/4" multiple spoke wheels with pyramid 1/2" tires. Leather body 23" x 10 3/4" has foot extension; 4-bow hood visor. Blue-gray, \$9.95\*.

**H—FOLDING DOLL CARRIAGE.** Blue leather body, 19" x 19 1/4", with hood. Aluminum gear handle 23" high. 5" multiple spoke wheels have rubber tires. \$6.29\*.

**I—ENGLISH DOLL COACH.** Body 24" x 12 1/2" pocket, foot extension, 4-bow hood with visor plated spreaders. Other features include aluminum gear, foot brake, chrome plated tubular handle 2 1/2" high, also 7 1/2" wire spoke wheels with pyramid 5/8" rubber tires and plated hub caps. French or pearl gray, red lining \$17.50\*. (Other sizes \$12 and \$21.00\*.)

**J—FOLDING DOLL CARRIAGE With Duchess Link** tion Gear and Foot Brake. 8 1/2" wheels with spokes, 15/16" rubber tires and plated hub caps. 4-bow hood has visor and plated spreaders. French blue opalescent body 26 3/4" x 14" with foot extension. Chrome plated tubular handle 30" high. \$17. (Other sizes \$8.50 and \$12.50\*.)

\*Prices Approximate—See Page Four