

# Madame Alexander Dolls



**A 40-227 MARY ELLEN DOLL (Flower Girl)**.....\$34.95  
A great big beautiful doll, 31" tall. She walks, turns her head from side to side and has hair rooted to the scalp, which can be washed, combed and curled. This big doll is so wonderfully constructed that she is extremely light weight and easy for a child to handle. She is wearing her first long party dress. Nylon net and lace over taffeta. Pink satin slippers to match her pink satin sash. A circlet of flowers in her beautiful hair. White kid gloves. Body and head of finest hard plastic. Moving eyes. One size. Hat box of curlers and comb. Ship. wt. 8 lbs. Express only.

**B 40-226 MARY ELLEN DOLL (Nautical)**.....\$29.95  
Looking very smart in a nautical outfit. Tailored dress with pleated skirt of flag red taffeta. Smart fitted jacket of middy blue wool felt with brass buttons and white collar. White French sailor beret with red pom pom. White kid gloves and suede slippers. Her hair is rooted to the scalp and washable. She walks and turns her head from side to side. Body and head of hard plastic. One size. There has never been another doll like Mary Ellen. Moving eyes. Hat box of curlers and comb. 31" tall. Ship. wt. 8 lbs. Express only.

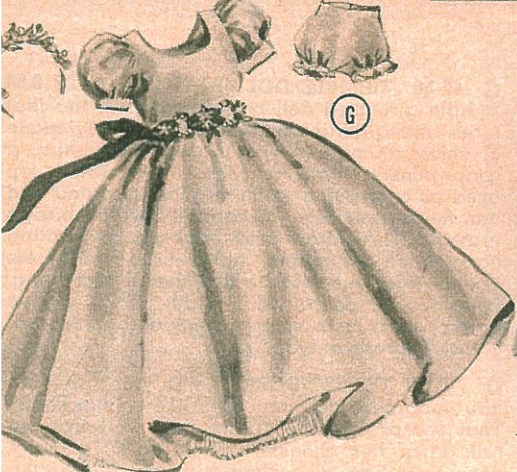
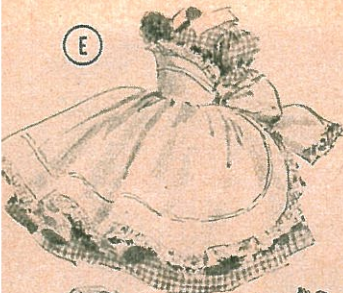
**C BALLERINA** — Every little girl loves a ballerina doll. Her dancing costume is made of forget-me-not blue satin and nylon net, twinkling with rhinestones. Long nylon stockings and satin slippers. Her hair can be washed, combed and curled. She walks, and moves her head from side to side. Moving eyes. Body and head of finest hard plastic. Two sizes. Hat box of curlers and comb.  
26-84 15" tall. Ship. wt. 3 lbs.....\$10.95  
26-85 18" tall. Ship. wt. 4 lbs.....\$14.00



**D 16-1 BINNIE WALKER TROUSSEAU (Exclusive)**.....\$22.95  
Great appeal has been captured in the little girl features of this new 15" walking doll. Made of unbreakable plastic, with a little help she walks and moves her head from side to side. Has moving eyes and washable wig that can be curled and combed. She wears a pink organdy dress and her trousseau contains a nightie, flannel robe, red check suspender dress with blouse, rayon faille coat, sweater and slacks, play suit, saddle shoes, straw hat, jewel case, gloves, bath slippers, socks, curlers and comb — all packed in a suitcase of her very own. Ship. wt. 5 lbs.



**E BONNIE'S BABY** face is sweet and soft enough to kiss. Her body of fleshlike vinyl, with jointed arms, moving eyes, and beautiful washable hair rooted to the scalp, makes her a cuddly, lovable playmate. She wears a pink toddler dress of lace-trimmed organdy, white kid baby shoes and satin sash and hairbow. Three sizes.  
26-28-1 16" tall. Ship. wt. 3 lbs.....\$10.00  
26-29-1 19" tall. Ship. wt. 4 lbs.....\$12.95  
16-3-1 23" tall. Ship. wt. 6 lbs.....\$19.95



**Finely Detailed Clothes for above  
Binnie Walker 15" or 18" dolls.**

**A WINSOME BINNIE WALKER.** Wearing taffeta dress beneath a very becoming coat of red gabardine. Leopard plush hat and muff. Her hair is rooted to the scalp and is washable. She walks and moves her head from side to side. Moving eyes. Body and head of finest hard plastic. Hat box of curlers and comb. Three sizes.  
 25-266-1 For 15" doll . . . \$3.75 (1 lb. ea.) 25-254-1 For 18" doll . . . \$4.00  
 25-16 For 18" TALL Ship. wt. 4 lbs. . . . . 13.95  
 25-17 For 25" TALL Ship. wt. 6 lbs. . . . . 18.95

**B WINSOME BINNIE WALKER.** Pert and gay in pink polished cotton, with contrasting white pinafore. Straw hat, black suede slippers and white gloves. Her hair is rooted to the scalp and is washable. She walks and moves her head from side to side. Moving eyes. Body and head of finest hard plastic. Three sizes. Hat box of curlers and a comb.  
 25-30 For 15" TALL Ship. wt. 3 lbs. . . . . \$10.00  
 25-31 For 18" TALL Ship. wt. 4 lbs. . . . . 13.95  
 25-32 For 25" TALL Ship. wt. 6 lbs. . . . . 17.95

**C WINSOME BINNIE WALKER** with her hair in pigtails, and wearing a gay striped cotton with velvet bodice and braid trimming. Black straw hat. Her hat box contains curlers and a comb. Her hair can be combed, curled, and is washable. She walks and turns her head from side to side. Moving eyes. Hard plastic head and body. Three sizes.  
 25-22 For 15" TALL Ship. wt. 3 lbs. . . . . \$10.00  
 25-23 For 18" TALL Ship. wt. 4 lbs. . . . . 13.95  
 25-29 For 25" TALL Ship. wt. 6 lbs. . . . . 17.95

**D WINSOME BINNIE WALKER** looking so young and dressed up, wearing navy blue iridescent taffeta with crisp white collar and cuffs. Her hat, new and smart, of coral pink velvet. Blue suede slippers, white kid gloves. Her hair is rooted to the scalp and is washable. She walks, and moves her head from side to side. Moving eyes. Body and head of finest hard plastic. Three sizes. Hat box of curlers and comb.  
 25-18 For 15" TALL Ship. wt. 3 lbs. . . . . \$10.00  
 25-20 For 18" TALL Ship. wt. 4 lbs. . . . . 13.95  
 25-21 For 25" TALL Ship. wt. 6 lbs. . . . . 17.95

**E PINK CHECKED GINGHAM DRESS** with billowy white Swiss organdy pinafore trimmed with lace, braid and sash.  
 25-266-1 For 15" doll . . . \$3.75 (1 lb. ea.) 25-254-1 For 18" doll . . . \$4.00

**F NIGHTIE and ROBE** Lovely quilted robe of rosebud pink silk and soft batiste nightie with puffed sleeves, lace and ribbon trimming.  
 25-285 For 15" doll . . . . \$4.00 (1 lb. ea.) 25-279 For 18" doll . . . . \$4.50

**G PARTY DRESS** 3 pc. outfit—full length gown of taffeta over hoop petticoat and panties. Floral headdress and sash.  
 25-304-1 For 15" doll . . . \$6.00 (1 lb. ea.) 25-305-1 For 18" doll . . . \$6.95

**H TAILORED COAT SET** 3 pc. outfit—coat of softest pile and fully lined with taffeta. Bittersweet red hat and white mittens.  
 25-303 For 15" doll . . . . \$4.50 (1 lb. ea.) 25-281 For 18" doll . . . . \$5.00

**J RAINCOAT and HAT** Even a doll likes a rainy day now and then to show off her becoming aqua Taffeta Raincoat and Bonnet.  
 25-258 For 15" doll . . . . \$2.75 (1 lb. ea.) 25-255 For 18" doll . . . . \$3.00

**K VELVET SLACK SET** Lovely sapphire blue velveteen Spanish pants and white taffeta lace-frilled shirt.  
 25-306 For 15" doll . . . . \$2.75 (1 lb. ea.) 25-299 For 18" doll . . . . \$3.00

**L FUR CAPE, HAT, MUFF and MITTENS** of orlon ermine.  
 25-287 For 15" doll . . . . \$4.50 (1 lb. ea.) 25-288 For 18" doll . . . . \$5.00

**M 16-74 DOLL'S CLOTHES RACK (Exclusive)** . . . . . \$3.95  
 A well made 6 x 15 x 19" wooden clothes rack to help keep dolly's clothes in neat array. The base of the rack is a full length drawer for dolly's shoes, socks, slippers, panties, etc., while the top shelf is for her hats. Clothes not included. Ship. wt. 2 lbs.





**A 16-14 BABY CUDDLE-UP.....\$13.95**  
 She has just cut her two front teeth! That's why Baby Cuddle-Up is usually seen with her finger in her mouth. Here she is dressed in a pink bunting over a pink taffeta romper, hugging her own little Teddy Bear. She has a soft cuddly body made of vinyl-coated washable cloth. Her beautifully moulded head, hands and legs are also vinyl so that Baby Cuddle-Up can be sponged from head to toe. Measures 22" tall. Ship. wt. 5 lbs.

**16-73 BABY CUDDLE-UP.....\$18.00**  
 Same as above but with wig. Wt. 5 lbs.

**B POSIE, THE POSING DOLL** Posie, a versatile doll with jointed knees, can walk, sit or kneel with natural grace. Her beautiful vinyl head has moving eyes and rooted hair that can be washed, combed and put in curlers. Her unbreakable plastic body contains the walking mechanism. Dressed in a waffle-weave pique frock. She is 24" tall. A charming, life-like playmate. Ship. wt. 6 lbs.

**16-70-1 Pink and white dress.....\$16.00**

**16-70-2 Blue and white dress.....\$16.00**



**C 42-58 TRIMBLE DOLL BATH.....\$10.00**

A little girl-sized doll bath, having all the features and qualities of Mother's. Durably made of shiny aluminum with plastic coated tub, a soap pocket, drain and hose. Decorated top used as a dressing table, is plastic coated and has measuring rule (to carefully watch baby's growth). Three front and back pockets within easy reach. Aluminum utility tray for diapers and powder just makes this the perfect thing. Length 24", height 25", width 12 1/4". Plastic apron, soap and sponge included. Ship. wt. 6 lbs. Express only.

**D "TINY TEARS" DOLLS** — (5 yrs. up)—Can you imagine a doll that cries like a little child? That weeps Big Wet Tears that well up and roll down her cheeks? "Tiny Tears" actually does this. She also sleeps, drinks her bottle, wets, blows bubbles and may be bathed as often as desired. Made of soft rubber with dimpled arms, legs and plastic head. Dressed in white cotton romper. Has dress with matching bonnet, panties, booties, wash cloth, sponge, soap, Kleenex tissues, feeding bottle, pacifier and bubble pipe. In attractive gift box.

**16-41 TINY TEARS 13 1/2" Wt. 4 lbs.....\$8.00**

**16-42 TINY TEARS 16" Wt. 5 lbs.....\$10.00**

**16-64 TINY TEARS 20" Wt. 7 lbs.....\$12.95**

**TINY TEARS DOLLS** Same as above but with wig, washable, nicely packed in suit case.

**16-45 TINY TEARS 13 1/2" Wt. 4 lbs.....\$12.00**

**16-48 TINY TEARS 16" Wt. 5 lbs.....\$15.00**

**16-65 TINY TEARS 20" Wt. 8 lbs.....\$18.00**

**F DYDEE DOLLS**—Favorite of all little girls. Fun because she acts like a real live baby. Dydee drinks from her bottle or sips from her spoon! Dydee wets! She has soft, flexible ears that can be cleaned with her Q-tips. Dydee enjoys her bath, no water can get inside. Dydee can sleep sitting up or lying down, blows bubbles with her pipe and cries with her own pacifier. She can sip from her own plastic straw. Accessories also include wash cloth, soap, powder puff, sponge and dydee booklet. Dressed in shirt and diaper with embroidered trimmed fine quality broadcloth dress with matching bonnet, shoes, socks, and pajamas. In attractive carry-case.

**26-101 DYDEE-ETTE 11" tall. Wt. 5 lbs...\$10.95**

**26-102 DYDEE 15" tall. Wt. 6 lbs.....\$15.00**

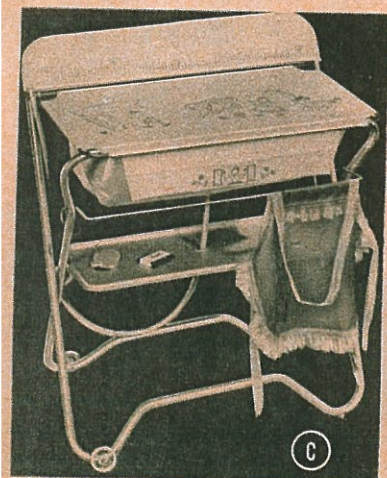
**16-44 DYDEE ELLEN 20" tall. Wt. 7 lbs. \$21.95**

**DYDEE WITH TOUSLE WIG**—Same as above but with washable tousle wig instead of painted hair.

**16-85 DYDEE-ETTE 11" tall. Wt. 5 lbs...\$12.95**

**16-95 DYDEE 15" tall. Wt. 6 lbs.....\$18.00**

**16-97 DYDEE ELLEN 20" tall. Wt. 7 lbs. \$25.00**



**E 44-6 STANDING WICKER BASKET WITH KATHY DOLL**

Our own creation.....\$28.00

A pink trimmed wicker basket of excellent quality with hinged cover and carrying handles mounted on legs and having a lower shelf for dolly's accessories. Contains a 13" "Kathy" all rubber Doll in organdy dress with bonnet, pink taffeta slip and panty, socks, and shoes. Trousseau of pink taffeta coat and bonnet, cotton playsuit with poke bonnet, nightie, wash cloth and towel set, soap, beads, hot water bag, bottle with nipple, powder puff and hangers. Ship. wt. 9 lbs. Express only.





**LILLIPUT FURNITURE** The new Lilliput line is just right for 8" Wendy Ann! Made of wood with mahogany finish these reproductions of Early American furniture form an attractive bedroom group.

**A 24-3 WARDROBE** 5 x 9 x 13 1/2". Hanger rod, two drawers. Clothes not included. 6 lbs. .... \$8.00

**B 27-22 COLONIAL BED** 8 1/2 x 13 1/2 x 12" high.

Turned corner posts, curved tester. With dotted Swiss canopy cover, spread and bolster, with ruffled edges and mattress. Doll not included. 5 lbs. \$8.00

**C 24-72 DRESSER WITH MIRROR** 8 x 4 1/2 x 12" Tilting mirror, two drawers. Wt. 3 lbs. .... \$8.00

**D 24-73 CHEST OF DRAWERS** 7 1/2 x 4 1/2 x 9" 3 roomy, easy-opening drawers. Wt. 4 lbs. ... \$8.00

**E DOCTOR AND NURSE BAGS —**

Playing "Family Doctor" and playing nurse is such fun and calls for real equipment. All the equipment necessary to play these parts such as apron, wrist watch, mask, thermometer, first aid supplies, pure candy pills, stethoscope and many other items are packed in 3 1/2 x 5 1/2 x 10 1/2" attractively colored plastic leather zipper bags with one side of clear transparent plastic making the contents visible. Ship. wt. 2 lbs. each.

**25-2 NURSE BAG**, with shoulder strap ..... \$3.00

**25-3 DOCTOR BAG**, with handle ..... \$3.00

**F 16-49 WENDY-ANN TROUSSEAU** ..... \$12.95

A suitcase with a varied trousseau containing 19 pieces. Wendy wears a pink lace-trimmed organdy dress, strap slippers and white socks. Includes a nightie and robe, taffeta dress with matching panties, gabardine coat with hat, dress slippers, pedal pushers, straw hat, curlers, comb, hangers, purse and roller skates. Ship. wt. 3 lbs.



**NANCY ANN DOLLS** — Illustrated are the new enchanting 18" walking plastic dolls, with jointed arms and legs, moving eyes and Saran wigs, created by Nancy Ann, the creator of "Story Book Dolls". Each doll is exquisite in her individually designed gown. Each wears a hooped petticoat under a full skirt, and net hose with satin slippers. The crowning touch is their individually styled coiffures. Ship. wt. 6 lbs. each. See below.

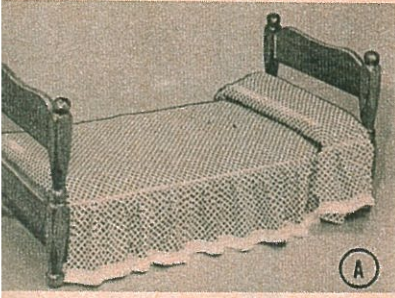


**G 26-10 "PINKIE" DOLL** ..... \$15.95  
The dress is of pink sheer figured organdy, hem edged with pink braid, over pink taffeta petticoat, taffeta bodice trimmed with pink braid and short sleeves. Large black straw hat with large pink satin bow and pink flowers. Page-boy hair style.

**I 26-15 "GOLDEN GLEAM" DOLL** ..... \$19.95  
White starred nylon dress trimmed with gold braid over yellow taffeta petticoat. Gold metallic bodice with fine white lace. Has a yellow nylon-mesh stole and a yellow rose in hair. Upsweep hairdo.

**J 26-20 "DINNER DANCE" DOLL** ..... \$29.95  
Dress is of blue embroidered nylon net over blue taffeta petticoat. Has flowered belt around waist and short cape sleeves. White ermine stole with pearl button. Chignon styled coiffure.

**K 26-16 "GAIETY" DOLL** ..... \$24.95  
Dress of striped blue sheer over blue taffeta petticoat — high neckline and short sleeves trimmed with black lace and fuchsia ribbon, also on skirt. Picture hat has old-fashioned bouquet with large ribbon bow. Curled wig with bang.



FREE DELIVERY TO 13 EASTERN STATES  
SEE INSIDE BACK COVER

**27-95 DOLL'S BED** ..... \$13.95  
A good sized bed for a full night's rest. Mainly the most fastidious doll would be pleased by the hardwood frame in maple finish with fancy turned wooden posts and a pretty red diamond printed percale spread with matching pillow with ruffles trimmed with white fringe edges. With mattress. Approximate size: 13 x 14 x 29". Ship. wt. 11 lbs.

**B 24-78 MUSICAL CRADLE** ..... \$13.95  
A little mother tucks her "baby" into this wood cradle with its colorful decorations and rocks it gently to sleep as the Swiss music box tinkles a soft tune. Pillow, mattress and red polka dot cover trimmed with red and white braid to fit the 18½ x 12 x 9" high cradle included. DOLL NOT INCLUDED. See below. Ship. wt. 9 lbs.

**C 44-8 BUNK BED** Wt. 22 lbs. Exp. \$26.50  
For furnishing an early American room, here is the ideal space-saving double decker bed, in maple finish with fancy turned wooden posts and maple ladder. The pretty white with blue polka dot spreads have matching pillows with ruffles trimmed with ric-rac. Mattresses included. Approximate measurement is 29 x 14 x 27". DOLL NOT INCLUDED. See below.

**26-135 DYDEE-ETTE DOLL** ..... \$8.50  
(Illustrated in Cradle) 11" natural rubber, complete with feeding set. Ship. wt. 2 lbs.

**16-48 TINY TEARS DOLL** Wt. 5 lbs. \$15.00  
(Illustrated with Bunk Bed) 16" tall with washable hair. Comes in suitcase with complete layette and nursery accessories.



**4-23 COLONIAL CANOPY BED** ..... \$25.00  
(Ages 3-5)—A colonial tester bed typical of the one Martha Washington's dolly might have slept in. It's roomy enough (20½" wide x 33" long) to comfortably sleep the largest or several small dolls. 30" turned posts support the arched canopy which is prettily decorated with a crisp white ruffled duster to match the dainty ruffled duster and a candlewick spread. Mahogany finish. With mattress and bolster. Ship. wt. 20 lbs. Express only.

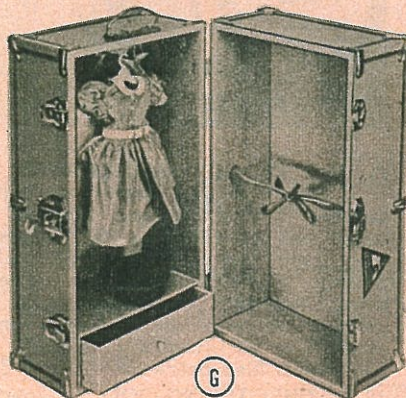
**E 27-69 DOLL'S HIGH CHAIR** ..... \$6.00  
(3 yrs. up) — Every doll, as every "little mother" knows, should have a high chair. This very strong wooden chair, 28" high and carefully upholstered, is sure to be welcome. An attractive combination of red plastic with yellow piping, plus the liftable tray and foot rest, make this little high chair just about perfect. Ship. wt. 8 lbs.

**F 11-40 PLAY YARD** ..... \$8.00  
Just as important in a young doll's life as a bed or a carriage. A very well made, all wooden 19 x 19 x 12" folding yard with a 2-piece hard board floor. Natural wood finish throughout. DOLL NOT INCLUDED. See below. Ship. wt. 8 lbs.

**COLONIAL CANOPY BED** ..... \$18.00  
As above only 22" long, 14" wide, 22" high. Ship. wt. 10 lbs.

**26-67 KATHY DOLL** ..... \$10.00  
(Illustrated in Play Pen) A new and beautiful 18" baby doll of soft molded plastic. Kathy needs the loving care of her little mother, for she drinks her bottle, wets her diaper, and cries. Her jointed body allows her to sit up or stretch out for a nap. Dressed in a cotton sunsuit with matching lace-edged bonnet and open-toe white felt sandals. Ship. wt. 5 lbs.

**TOYS FOR PARENTS TOO:** Turn about is fair play—so youngsters who have for years been receiving gifts from their parents can now arrange to have their parents receive gifts from them. A group of very well made, properly priced and just a little out of the ordinary presents for parents' is shown on Pages 88 to 91.



**G DOLL'S WARDROBE TRUNK** — (All Ages)—For dolly's travel time, these metal reinforced blue trunks are just the thing. Decorated with travel stickers, metal hardware, drawers, clothes-hangers. CLOTHES NOT INCLUDED.

**40-222** Measures 11 x 12 x 24". Ship. wt. 17 lbs. Express only ..... \$9.50  
**27-61** Measures 10 x 10 x 18". Ship. wt. 11 lbs. .... \$7.50  
**27-60** Measures 8½ x 9 x 16". Ship. wt. 8 lbs. .... \$6.00