

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)

LE

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" 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 Flip 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. Contented 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

AMERICAN CHARACTER DOLL

A



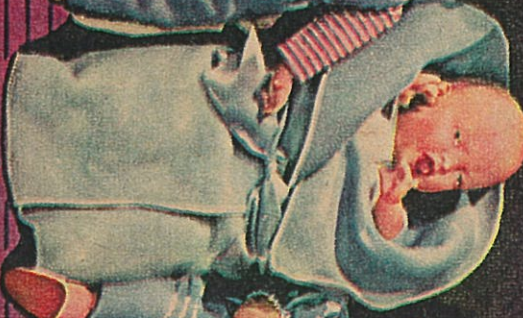
B



C



D



E



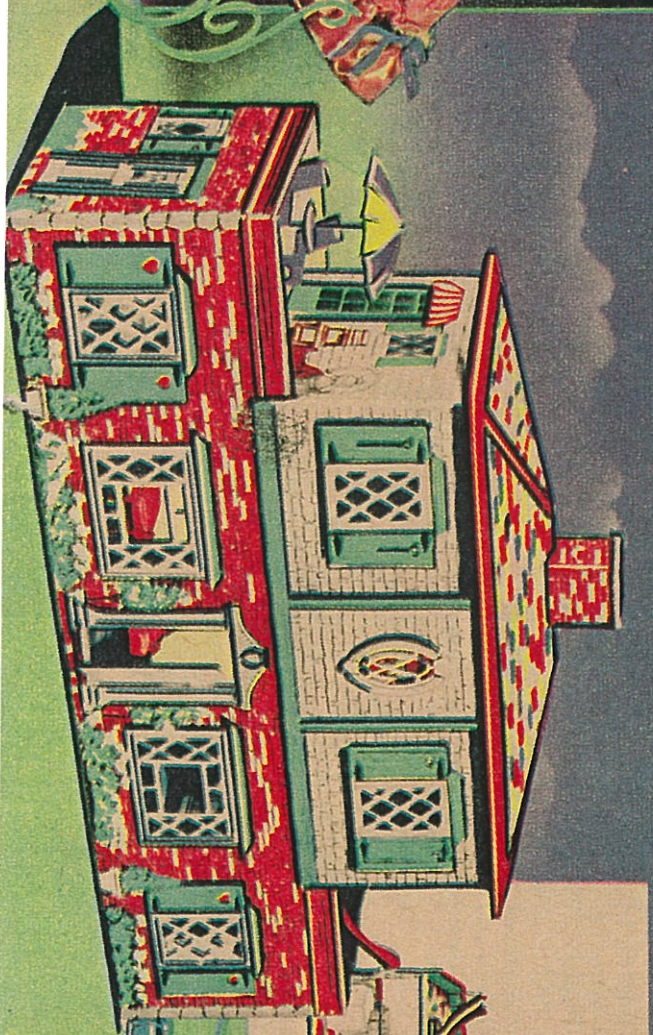
F



WA-AH-A

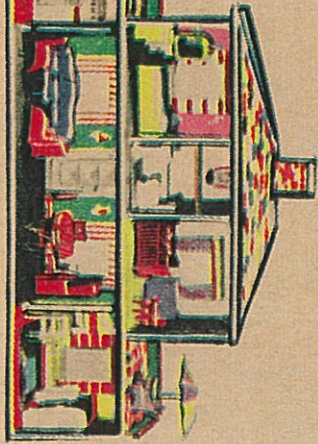


HORSMAN DOLLS



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 \$5.98. 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 that 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 stands 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*.)

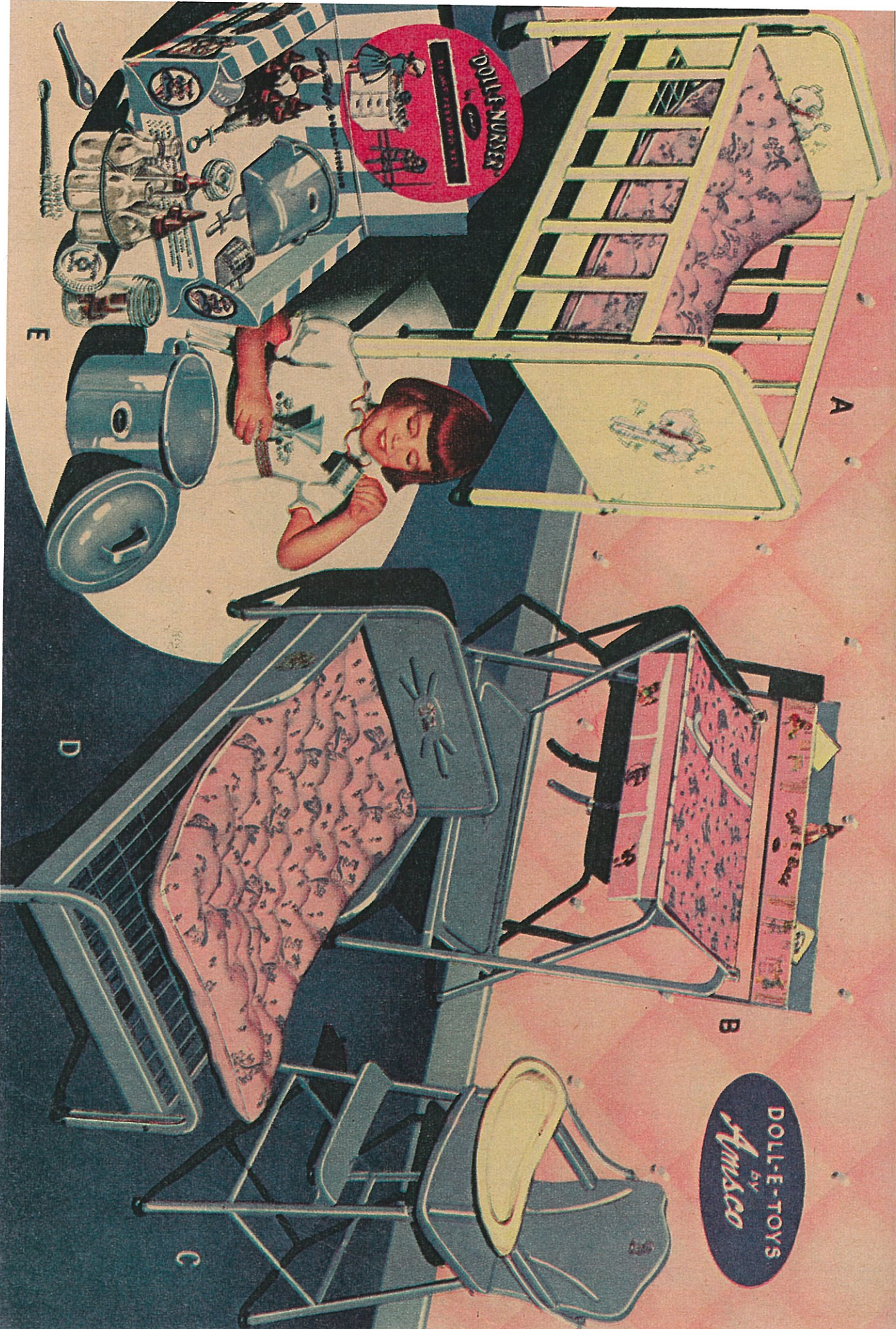
D—DOLL-E-YOUTHBED. The baked Lustanamel finish on this steel bed is as long-lasting as it is good looking. Steel bed has embossed panel headboard, semi-tubular frame, steel link bedspring, detachable side panels and stands on hard rubber casters. Priced at \$2.98*. Inflated, washable plastic mattress 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, plastic funnel, measuring spoon, measuring cup and bottle brush. All of this for only \$2.00*.

*Prices Approximate—See Page Four

Pages Four and Five

DOLL-E-TOYS
by
Amisco



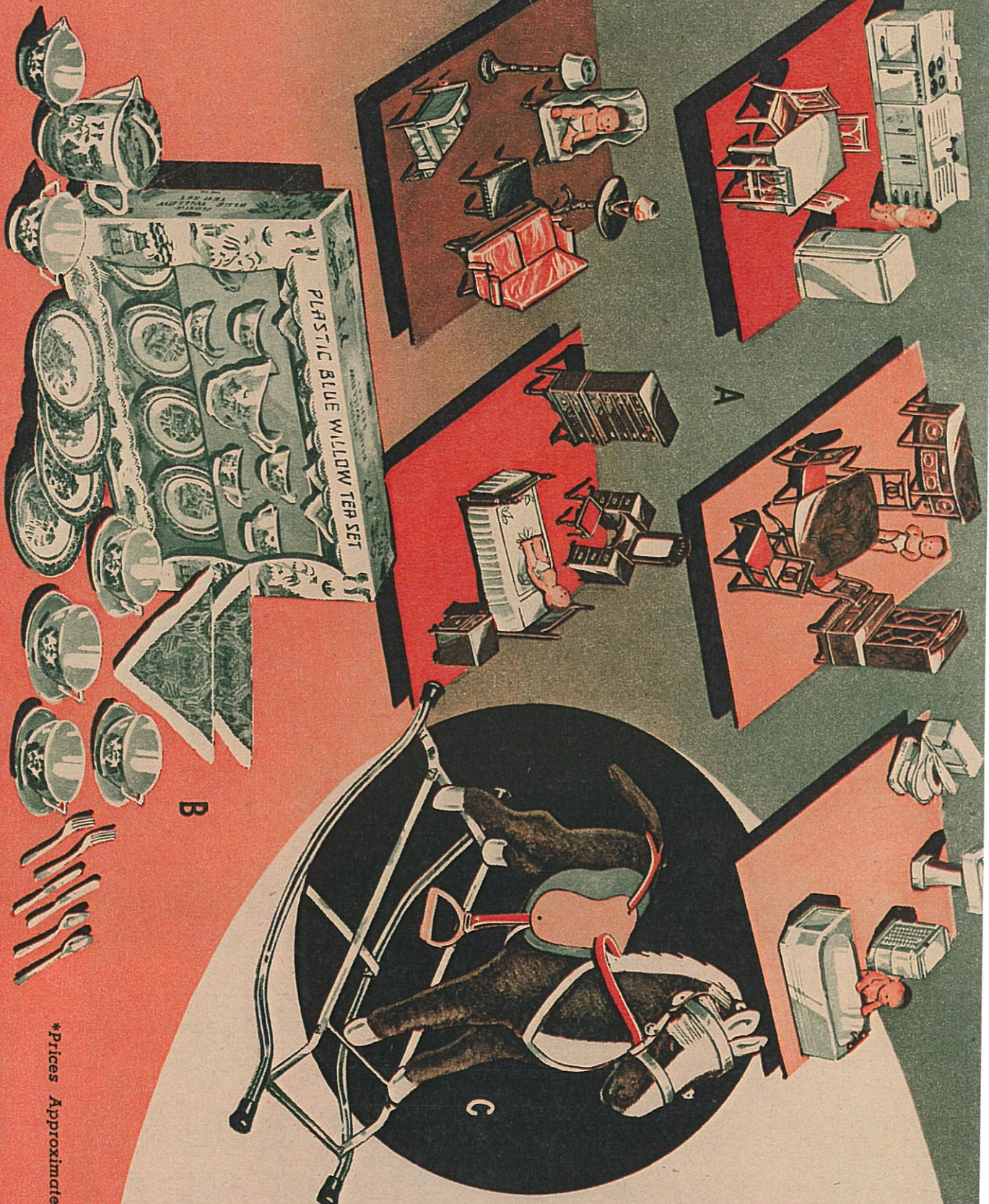
A

B

C

D

E



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 in other suites: Bedroom, Dining Room, Appliance Music Room, playgroun Garden. Each room, \$1.09*

B—PLASTIC BLUE WILLow 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 1 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