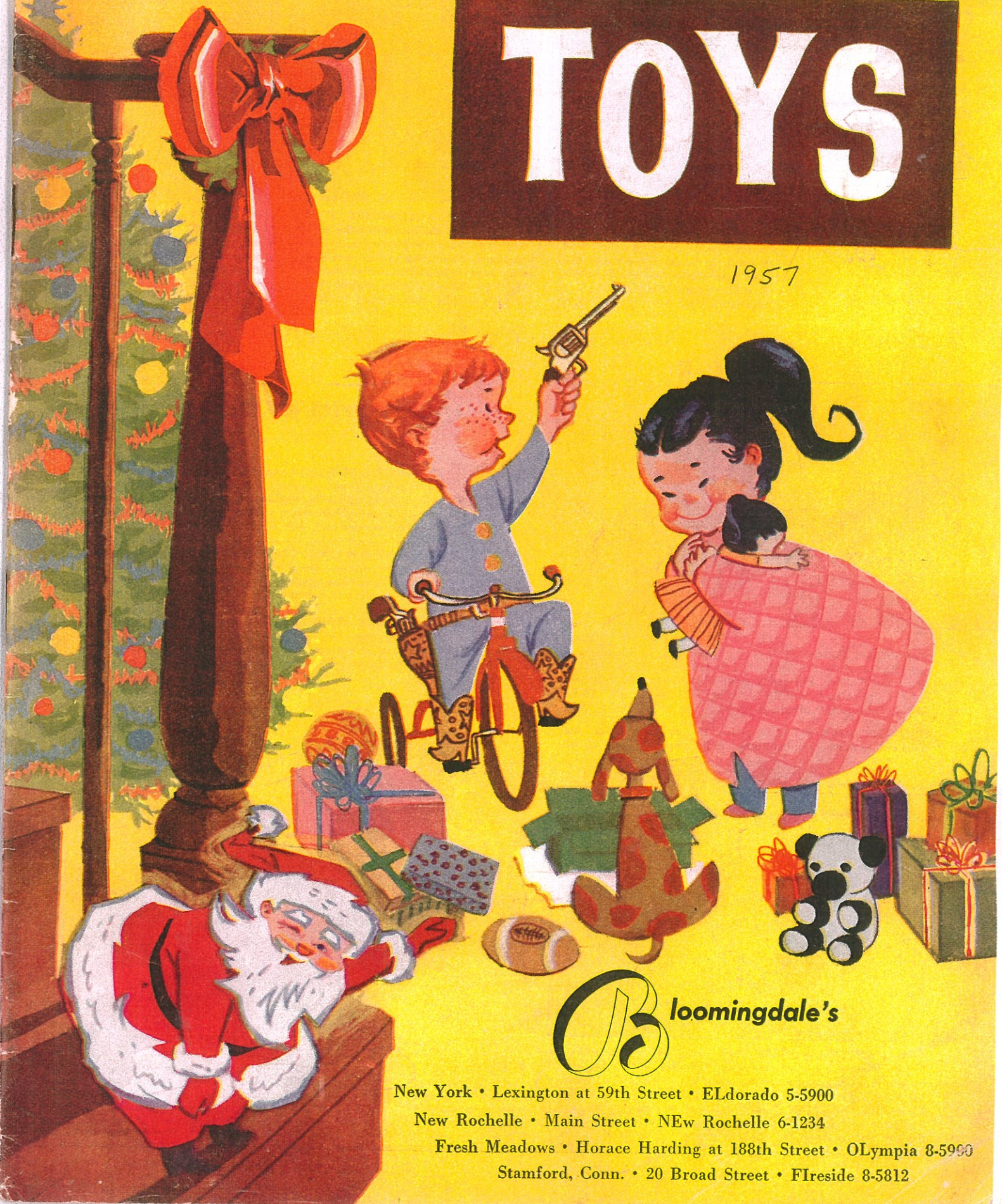


TOYS

1957



Bloomingdale's

New York • Lexington at 59th Street • ELdorado 5-5900

New Rochelle • Main Street • NEw Rochelle 6-1234

Fresh Meadows • Horace Harding at 188th Street • OLympia 8-5900

Stamford, Conn. • 20 Broad Street • FIreside 8-5812



T-2A

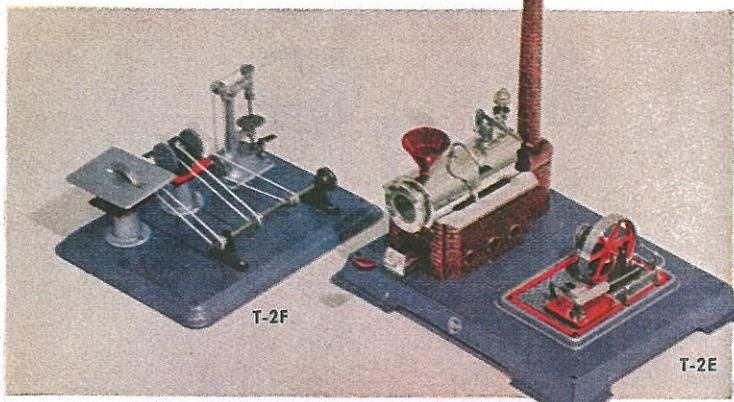
T2-A—BIG COLOR TOP (3-10 years). A push of the plunger sets top whirling in a rainbow of changing color. Precision made in Western Germany; bell-shaped clear plastic with metal platform and rubber base. Stands 10" high; 7" diameter. **1.98**

T-2B

T2-B—JINGLE LOCOMOTIVE (1½-4 years). Pulling the toy makes the arms and legs work as pistons, sets bells jingling and starts the comical face nodding back and forth. Colorful wooden toy from Bavaria. With rubber tires. 5" x 7", with 24" pull string. **3.98**

T-2D

T2-C—SHINY RUBBER BALL (2-6 years). Beautifully colored and high in lustre, this bright Austrian import can catch and hold the attention of the most active boy or girl. Comes in assorted brilliant colors. 7" diameter. **1.98**
T2-D—Also in smaller, 5" size. **98c**



T-2F

T-2E

T2-E—STEAM ENGINE (5-12 years). Imported authentic all-metal reproduction of the old-time workhorse that powered mills, steamboats and the like. Has safety valve and tablets to create heat energy. Educational fun! 7¾" x 5½", 8¼" high. **14.98**
T2-EX—Extra supply of energy tablets. **50¢**

T2-F—ACCESSORY KIT (5-12 years). Has coils and piston that whirl and slide when kit is attached to the steam engine. **7.98**



T-2G

T-2H

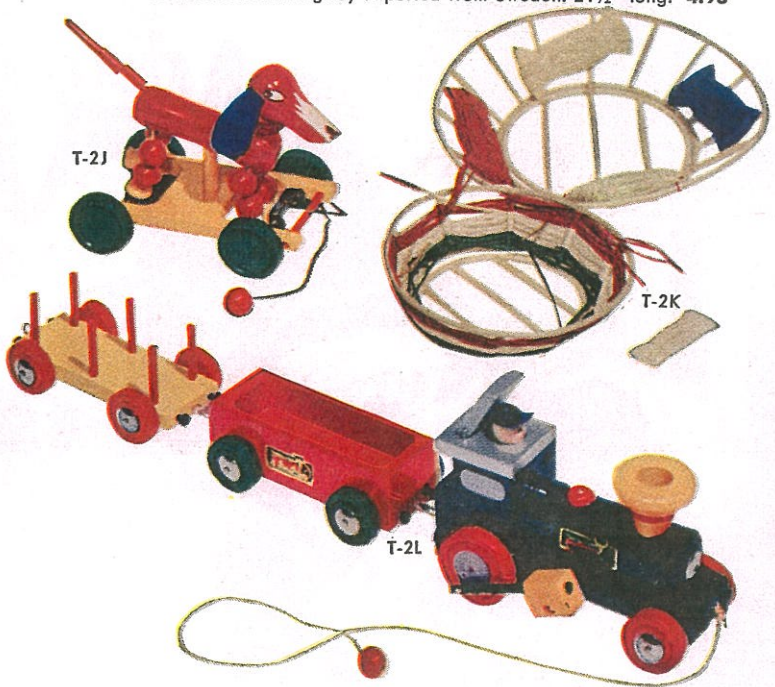
T2-G—MEDIEVAL KNIGHTS (4-12 years). Our handpainted English imports are posed for realistic action. 17 colorful lead figures in all . . . some afoot, others on horse; all in armor. Attractively gift boxed. **2.98**
T2-H—MEDIEVAL FORT (4-12 years). A sturdy wooden fort pegs into place on the realistic molded base. Metal drawbridge spans the treacherous moat. Perfect play setting for Medieval figures above. 17" x 15" overall; height is 13¼". **8.98**

a world of fascination...

T2-J—NICKIE DOG (1½-4 years). Find a youngster and you've found a dog lover . . . and what child could resist this loose-jointed dachshund with wobbly legs, springy neck and floppy tail? It's a red-with-blue-ears pull toy from Sweden mounted on 7" yellow wooden cart, with bright green wheels attached. **2.98**

T2-K—RAFFIA BASKET CRAFT (6-12 years). This kit has two cane basket frames, one 7½" diameter, the other 10½". Four small and four large bundles of colorful raffia and simple instructions for winding on frames. It's so much fun to make things! **1.98**

T2-L—POP-UP TRAIN SET (1½-4 years). Here's action aplenty for young tastes. As your youngster pulls the wooden engine, lumber car and gondola, the engineer pops up to survey the scene. A fascinating toy imported from Sweden, 21½" long. **4.98**



T-2J

T-2K

T-2L

Mail and phone orders filled . . . see convenient order form following page 30.



T-3A

T-3B



T-3C



T-3D



T3-A—SWISS MUSIC BOX by Lador (all ages). Inner glass cover shows the music box in operation. Plays well-loved favorite. Beautifully finished natural wood. Charming cover decoration. Stop-start switch. 4 $\frac{7}{8}$ " x 3 $\frac{1}{2}$ " x 2 $\frac{1}{2}$ ". **5.98**
T3-B—Similar to above. 4 $\frac{1}{8}$ " x 2 $\frac{3}{4}$ " x 2 $\frac{1}{4}$ " plays Brahms' "Lullaby." Stop-start lever. **3.50**

T3-C—MUSICAL TOP by Fuchs (2-6 years). Even the finest tot can work this brilliant multi-colored metal top... the secret of the fascinating colors is in the polyethylene base that holds the top as plunger action spins it. Plays organ-like chimes. 10 $\frac{1}{2}$ " high. **1.98**

T3-D—REMOTE CONTROL HELICOPTER (6-16 years). Crank controls take-offs and landings. 4 $\frac{1}{2}$ "-long metal "WHIRLY-BIRD" whirls and circles at the end of its 31" flexible guiding cable. It resembles a real helicopter in flight. From West Germany. **1.98**

from *Far-away Places*

T3-E—AUTHENTIC SWEDISH LOOM (6-16 years). A beautifully made wooden replica of an actual hand loom. Instructions are so clear, a child can work marvels on it. Red, yellow and blue wool on 3 shuttles. 16" x 10 $\frac{1}{2}$ " x 13 $\frac{1}{2}$ ". **5.98**

T3-F—HELICOPTER AND HELIPORT (4-10 years). Permanently attached key powers the all-metal 6"-long 'copter as it rotates on a 7" arm, carrying a separate plastic car. Brightly lithographed airport measures 5 $\frac{1}{2}$ " x 6" x 3 $\frac{1}{4}$ ". Stop-start lever. **3.98**

T3-J—MECHANICAL SINGING BIRD from Bavaria. (2-6 years). Young bird watchers will delight in this brightly lithographed fellow who bobs his tail, flaps his wings, turns his head, and opens and shuts his beak. Sing? You'll think dawn is beginning to break! Key operated. Measures 7 $\frac{1}{2}$ " long, and 5" high. **2.98**



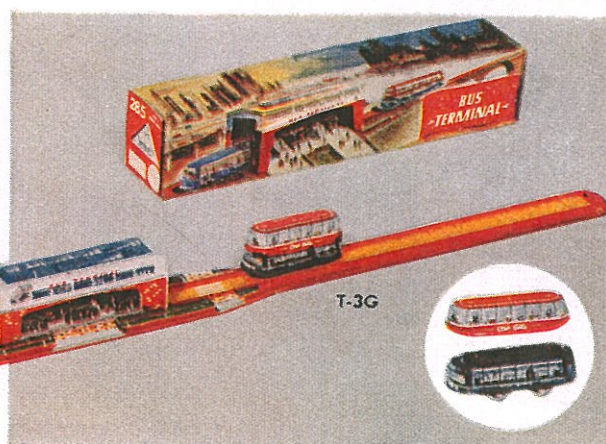
T-3E



T-3F



T-3H



T-3G



T-3J

T3-H—SCHOOLROOM by Erna Meyer (4-10 years). Schooldays have been recaptured for interesting play. Miniature schoolroom has 3 $\frac{1}{2}$ " x 2 $\frac{3}{8}$ " wooden teacher's desk and separate chair, three wooden pupils' desks. Students' desk unit is 8 $\frac{3}{8}$ " x 4 $\frac{3}{4}$ " x 2 $\frac{3}{4}$ ". Three 4 $\frac{1}{4}$ "-tall pupils and 5 $\frac{1}{4}$ " teacher are perfectly detailed in cloth, wired for flexibility. **9.98**

T3-G—BUS TERMINAL (4-8 years). Watch what happens when wind-up key sends the 3 $\frac{1}{2}$ "-long, 1 $\frac{1}{2}$ "-high bus into terminal... top deck detaches and is picked up when bus returns. All colorfully lithographed metal. Platform is 42" long; terminal measures 6" x 2 $\frac{1}{2}$ ". Fine West German workmanship. It's a plaything to fascinate a boy for hours on end. **1.98**

Mail and phone orders filled
 ... see convenient order form
 following page 30.

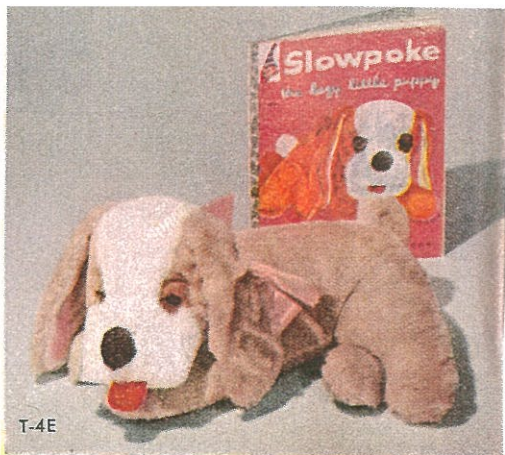


T-4A

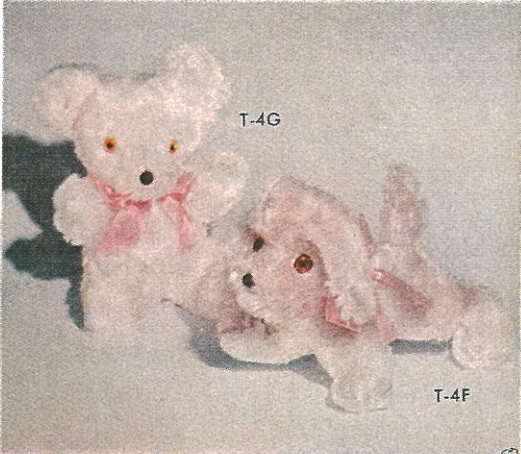


T-4B

T-4C



T-4E



T-4G

T-4F

T4-A—REMOTE CONTROL MICKEY MOUSE by Linemar (4-8 years). He walks, plays the drum and his eyes light up. The power comes from two flashlight batteries in the remote control box. Felt over metal. 11½" high. **2.98**
T4-A—100 Batteries extra **2 for 40¢**

T4-B—MOHAIR TIGERS by Character Novelty (3 years-teens). Irresistible visitors from the jungle. Realistic hand striped markings, securely fastened glass eyes, long tails. Perfect mascots, toys. 16" papa, **10.98**
T4-C—8" baby, **2.98** **T4-D—11"** mama, **4.98**

T4-E—SLOWPOKE with story book, by Elka (1-8 years or teens). A lazy but lovable puppy of cuddly soft pile plush. Has jingly bells in his oversized flappy ears. 15" long, beige and white. In colorful gift carton with Rand McNally story book of his adventures. **2.98**

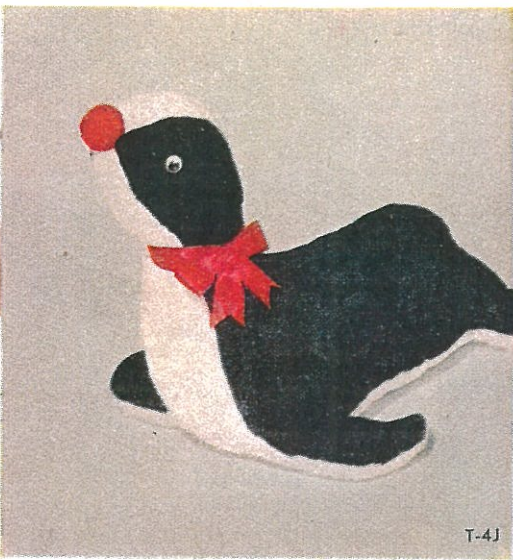
T4-F—PERKY PUP by Artistic (2 years-teens). 14". Beige or white lustrous long pile plush, soft cotton filled. Safely fastened eyes. **2.98**
T4-G—BABY BEAR by Artistic (2-8 years). Just made to be hugged, he's 16" long; fluffy soft cotton-filled plush. **2.98**



animals make the *Best Friends*



T-4H



T-4J



T-4K

T4-H—TV ELEPHANT by Dollcraft (2 years-teens). Add adventure to channel switching or indoor safari with our exclusive grey and pink plush and flannel beast. It's a seat, a toy or a dormitory buddy. Measures 19" long and 18" high. **3.98**

T4-J—TV SEAL by Dollcraft (2 years-teens). This big fellow balances a red chenille ball on his nose. Black and white plush stuffed with cotton; safety eyes roll. A soft pillow or TV seat. A versatile clever gift, that's more than a toy. 19" long, 18" high. **3.98**

T4-K—TV BLANKET DOG by Dollcraft (2-8 years). Man's best friend sports a colorful plaid flannel blanket. He makes a pleasant mascot, doubles as a comfortable TV cushion. Plush puppy's ears sit up and take notice, too. Big 23" long, 13" high. **2.98**

Mail and phone orders filled . . . see convenient order form following page 30.



CISSY (6-12 years). 21" tall. The loveliest young lady doll imaginable with graceful figure and exquisite styling. She sits, walks and kneels, is fully jointed; her hair can be washed and combed.

T5-A—Cissy in a softly styled dress of sheer yellow print over nylon lace petticoat is shaded by a big picture hat. Cameo pin, pearl bracelet and earrings and velvet sash. Doll and outfit. **15.98**
T5-B—Cissy is crisp and pretty in swishy taffeta jumper dress. White straw cloche hat. Petticoat, high heel sandals and jeweled ring are perfect accessories. Doll and outfit **14.98**
T5-C—Cissy in the height of fashion; navy taffeta with organdy cape collar. Imported white gloves, white straw hat, jeweled watch, earrings, bracelet. Doll and outfit. **19.98**
T5-D—Cissy is a beautiful Queen! She's dressed in magnificent gold brocade, with Blue Sash of the Garter and Star. She wears jeweled coronet, long white gloves, jeweled bracelet, and earrings, pearl necklace. Doll and regal outfit. **24.98**

Cissy's outfits for all occasions.

T5-E—White batiste nightie, lace trim. **3.50**
T5-F—Sheer nylon negligee, trimmed with flowers and lace. Satin sash. **3.50**
T5-G—Tailored felt coat and hat; frothy chiffon scarf completes the ensemble. **4.50**
T5-H—Evening gown of heavy satin, matching stole. Nylon lace trimmed half slip. **7.98**
T5-J—Velvet toreadors with lacey shirt, bright sash. **4.98**
T5-K—Jewelry and accessory set includes shoes, hosiery, fur piece, jewelry, purse, hanky, etc. **4.50**
T5-N—**ELISE BALLERINA DOLL** (8-12 years). Destined to dance away with any little girl's heart. She's a real beauty, from the top of her flower-bedecked curls to the tips of her satin slippers! Dressed in ballet hose and a whirl of nylon tulle. Jointed at the ankle, knee, hip, elbow and shoulder. She walks, sits and kneels. In lifelike plastic; 16½". **11.98**

masterpieces by madame alexander



T5-M—**KATHY BABY DOLL** (2-10 years). A little charmer who wins the heart of any girl she's near. Cries tears, wets and drinks, and she just loves taking baths. Fully jointed 18" baby wears lace trimmed romper and bonnet plus a new pair of baby shoes. **9.98**



T5-L—**DUMPLIN' BABY DOLL** (4-10 years). As big (23½") as baby doll is, any child can carry her. She is so soft, so feather weight, so adorable. Wears lace-trimmed organdy with ruffled lace bonnet, taffeta underwear and satin shoes. **14.98**



T5-N—**ELISE BALLERINA DOLL** (8-12 years). A doll to be cherished in the years to come. A vision in a gown of floating white nylon tulle; with a chapel-length veil, held in place by a delicate coronet of flowers. A bridal bouquet completes her breathtaking appearance. Lifelike plastic, 16½" tall. **13.98**



T-7B

T7-B—Polka dot cotton dress. **1.50**



T-7C

T7-C—Natty sailor outfit with hat. **2.00**



T-7D

T7-D—Nylon gown and matching negligee, shoes, curlers. **3.00**

T7-A—LITTLE MISS REVLON by Ideal (5-12 years). 10½" tall. A perfect playmate to dress up in her specially-designed wardrobe. This young lady doll is made of flexible plastic; wonderful to the touch. She stands, bends and turns at the waist, turns her head and moves her legs. You can comb her hair and bathe her — a charming little miss! In Form-Fit panty girdle, bra, earrings and high heel shoes. **2.98**

Outfits for LITTLE MISS REVLON are to the left.



T-7A



T-7E

T7-E—Taffeta formal, matching shoes and stockings. **4.00**



T-7F

T7-F—Checked coat, hat, and purse. **3.00**



T-7G

T7-G—Blue jeans, shirt and hat. **2.50**



T-7H

T7-H—Bridal gown, pearl trimming over crinoline, carrying flowers. **5.00**

Glamour and Fashion . . . dolls she'll love

T7-J—SHIRLEY TEMPLE DOLL by Ideal (3-12 years). We proudly introduce the brand new Shirley Temple doll as the star herself makes a long-awaited return. She and her wonderful movies are on T.V. now. This vinyl doll with life-like skin has washable curls galore, twinkling eyes that look in all directions, and dimpled cheeks. She wears nylon party dress, petticoat, hair ribbon. 17" tall. **11.98**

CINDY by Horsman (5-12 years). A full 20" tall, this sophisticated young lady does many things—sit, kneel, bend, wash and comb her long hair. Of realistic vinyl. Wears high heel shoes and nylon stockings with these exclusive fashions:

T7-K—STREET DRESS. Linen-like fabric, cross-stitched trimmed. Petticoat. Ponytail hair. Doll and outfit. **8.98**

T7-L—FORMAL GOWN. Net over taffeta and roses. Crinoline. Chignon; rhinestones. Doll and outfit. **10.98**

T7-M—CINDY'S COAT. Princess-style velveteen coat with matching hat over cotton print dress and petticoat. Curly bobbed hair. Outfit and doll. **11.98**

T7-N—SHEATH DRESS. Navy taffeta, nylon bodice. Chignon; jewelry. Doll and outfit. **9.98**



T-7J



T-7K

T-7M

T-7L

T-7N

Mail and phone orders filled . . . see convenient order form following page 30.

T8-A—LITTEST ANGEL by R&B (3-10 years). An adorable doll that kneels, sits, stands, moves her head as she walks. Her lustrous hair is rooted and can be washed, waved, combed and curled. Soft Vinyl head, with eyes that go to sleep; unbreakable body with jointed knees. 11"; in panties, shoes, socks. She's darling in the outfits shown below. **2.98**



T8-B

T8-B—Quilt-effect negligee matches 2-pc. pink and blue taffeta pj's. Silver scuffs, pink trim. Outfit **1.50**



T8-C

T8-C—White nylon over yellow taffeta slip; Shirred sleeves. Hat, velvet belt, shoes. Outfit **2.50**



T8-D

T8-D—Bridal gown. Flocked nylon over taffeta; lace and ribbon trim. Shoulder veil. Jeweled coronet, shoes. Outfit **2.98**



T8-E

T8-E—Hooded purple velvet coat, fully taffeta lined, over orchid colored formal; full taffeta slip. Silver slippers. Outfit **3.98**

T8-F—SWEET PEA by R&B (3-10 years). Lovable and tubbable, she wears her rooted Saran hair in an enchanting baby style. She drinks, wets, sleeps and cries tears . . . has lace-trimmed Vinyl panty over a diaper. Knit booties and bottle included. 12" tall. Dress her in the costumes shown below. **3.98**



T8-G

T8-G—Printed flannel robe with ribbon ties. Blanket has satin ribbon binding. Outfit **1.50**



T8-H

T8-H—Printed red corduroy slacks, bells on toes; embroidered suspenders. Yellow sweater, cap. **1.98**



T8-J

T8-J—Lace and ribbon flower-trimmed nylon dress with pink stitching. Taffeta slip and bonnet. **2.50**

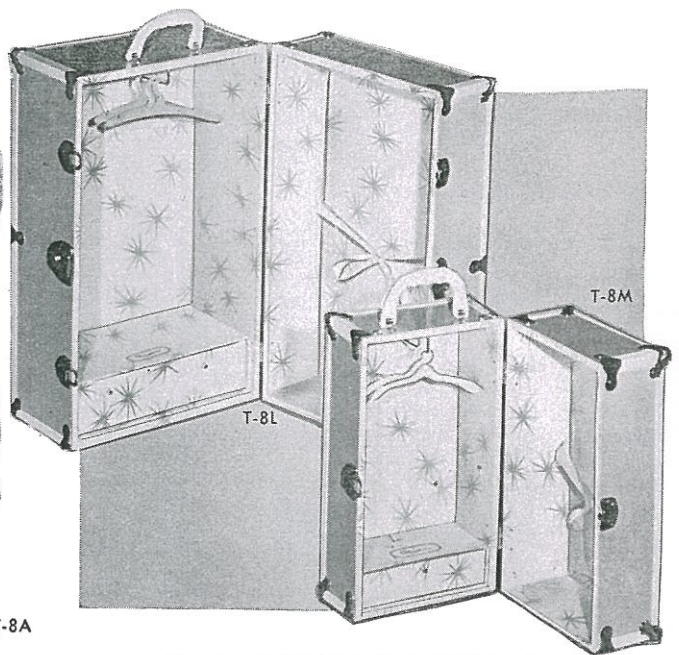


T8-K

T8-K—Lace trimmed organdy over taffeta slip. Pink coat and matching bonnet have braid trim. **2.98**



T8-A



T8-L

T8-M

T8-L—DOLL WARDROBE TRUNK by Cass (3-14 years). Pink lithographed metal over strong wooden frame. Drawer, plastic hangers, travel labels, lock and key, two snaps. Corners are metal-reinforced for long, hard wear. 18½"x10"x11". **6.98**

T8-M—DOLL WARDROBE TRUNK by Cass (3-14 years). Designed especially for 8" to 11½" dolls, this companion piece for T8-L measures 13"x7¼"x7¼". **3.98**

T8-N—RAGGEDY ANN by Georgene (2-10 years). Everyone knows and loves this appealing story book tyke. She's gaily dressed in percale, has yarn hair and button eyes, as any good rag doll should. Stands a floppy 20" tall. **3.98**

T8-P—RAGGEDY ANDY, a cheery 20" companion doll for Raggedy Ann in her exciting adventures. **3.98**

T8-R—DENNIS THE MENACE by Brookglad (2-10 years). An irresistible 16" reproduction of the beloved little cartoon character. In denim overalls and T-shirt. **2.98**

T8-S—POOR PITIFUL PEARL by Brookglad will go straight to your heart (3-14 years). Noted cartoonist William Steig designed the forlorn vinyl waif who begs for a bath, hair-do, clean socks, new shoes, a nice dress and LOVE. All but the first and last are supplied, along with an illustrated story book and grooming guide. Long Saran hair; carrying case. 18" tall. **9.98**



T8-F



T8-N

T8-P

T8-R

T8-S



T-9A



vogue's famous ginny

T9-A—GINNY by Vogue (4-10 years). She comes dressed in panties, shoes and socks. Plastic, 8" tall. Ginny walks, sits, stands and kneels; her eyes open and close. Knees bend. Braids, curls or pony tail can be combed. **2.00**

OUTFITS ONLY:

T9-B—Princes style brown and white cotton dress. With shoes, socks, panties, plastic headband. **1.50**

T9-C—Blue and white print coat and pajama top with solid blue cotton slacks. **2.00**

T9-D—Pink velvet princess party dress, lace trimmed. White taffeta petticoat; panties. White straw hat trimmed with pink tulle. White shoes and socks. **3.00**

T9-E—Print cotton dress, white apron, clothes pins, panties, shoes, socks, Coolie straw hat. **2.00**

T9-F—Blue nylon ballet skirt, silver lamé panties, headwreath, blue satin ballet slippers. **2.50**

T9-G—Red velvet coat with lace-trim collar and cuffs. Matching Dutch-style hat. **2.50**

T9-H—Charcoal pleated skirt, plaid blouse, red hat, red bag, gloves, panties, shoes, socks. **2.00**

T9-J—WARDROBE CASE. Fitted, wooden frame fiberboard case holds Ginny, in panties, shoes, socks. Has dress, hat, nightie, robe raincape. **6.00**

enchanting gifts for happy hours

T9-K—BABY PRECIOUS by Horsman (2-10 years). Lovable 13" vinyl baby has long hair to wash, comb and curl. She sits and takes tub baths. Has sleeping eyes. With "Superflex" arms and legs that assume many positions. In pretty pastel flowered dress with petticoat and matching bonnet. **3.98**

T9-L—BABY PRECIOUS by Horsman. As above. In stylish daisy-trimmed black velveteen and white nylon. Petticoat, black velveteen Dutch cap. 15" doll. **4.98**

T9-M—RUTHIE by Horsman (3-10 years). Tucked in her gift box are an extra dress and bonnet. Ruthie has fully jointed arms and legs, and an all-vinyl head and body. Her pony tail can be washed, combed and curled. Has sleeping eyes, and wears lovely nylon dress with lace trim over a dainty petticoat. 15" tall. **7.98**



T-9N



T-9P

T9-N—DOLL CARRIAGE by South Bend (1-6 years). Handsomely made of durable fibre, painted candy pink. Acts as a helpful support for a little girl just beginning to walk. 12½" x 5½", with 17¼"-high handle. 4" white wheels. **4.98**

T9-P—WARDROBE TRUNK by Cass (4-12 years). Just the right size for an 8" doll and her traveling clothes. Pink lithographed metal on wooden frame. Has drawer, plastic hanger, travel labels, metal corners and snap-lock closing. 9¾" x 6" x 6". **2.98**

Mail and phone orders filled . . . see convenient order form following page 30.