



**AMERICAN  
DOLL & TOY CORP.**

# TOY CATALOG 1960

AMERICAN DOLL & TOY CORP. FORMERLY AMERICAN CHARACTER DOLL



here come the  
**“Whimsies”**

Here they are—the sassiest, silliest, most appealing little people ever created—specially designed by American Doll and Toy Corporation to extend the borders of your doll selling to gimmick-minded sub-teens and teen-agers—and *bigger* kids, too! Each wacky “Whimsey” measures between 23” and 25”. All have naughty impish, snub-nosed faces, with open or closed eyes, crazy hair and crazier costumes! Made of stuffed vinyl with jointed legs, “Whimsies” are the kind of novel impulse sellers that can rack up big profits wherever they’re featured! Priced for solid volume action—to retail from \$5.98 to \$7.98.

"Suzie the Snoozie"  
so cute and coy,  
Smiles while she dreams  
of her favorite boy.  
#1001—\$5.98



"Zack the Sack"  
is on his back  
With his hot water bag  
For his sacroiliac.  
#1002—\$5.98



"Fannie the Fallen Angel"  
with halo so bright  
Descended from heaven  
Yesterday night.  
#1003—\$6.98



"Freddie the Friar",  
by ringing his bell,  
Can save your soul  
From the deepest well.  
#1004—\$6.98



"Lena the Cleaner's"  
frisky and bright,  
She looks pretty good  
For a gal that cleans day and night!  
#1005-\$6.98

"Simon the Degree"  
quite a scholar is he,  
He's graduated from college  
Somma come louder, you see!  
#1006-\$6.98



"Tillie the Talker"  
yak, yak, yak,  
If her line is busy  
Just call her back!  
#1007-\$6.98



"Dixie the Pixie"  
can never grow old,  
Though an imp of a shrimp  
She's a joy to behold!  
#1008-\$6.98



"Wheeler the Dealer's"  
quite a guy,  
He proves that the hand  
is quicker than the eye!  
#1009—\$6.98



"Hilda the Hillbilly's"  
not really a mess,  
She just smokes a corn-cob pipe  
And wears a ragged dress!  
#1010—\$6.98



"Zero the Hero's"  
the man of the day,  
When he runs for a touchdown  
We hope it's the right way!  
#1011—\$7.98

"Bessie the Bashful Bride's"  
so shy,  
She met the right guy...  
oh my, oh my, oh my.  
#1012—\$7.98



# World of Playthings *make more dollars per square foot*

This year we've created a whole dynamic World of Playthings! We've designed a brand new polyethylene doll bath with a sensational spray attachment! We've an adorable playpen, a

charming rock-a-bye crib! All these items have been developed to appeal to "little mothers" of the "Sixties"...the second generation of youngsters to play with America's best-loved dollies!



**AMERICAN DOLL PLA-BATH**—A fine new concept in the most important of all doll accessories — a doll bath. Portable Pla-Bath is new in design—a kind real mommys use! New in material, molded, durable, polyethylene which is puncture proof, easy to clean, cannot rust, peel or leak and can float in a bath while little mommy is bathing herself. The tub is 26" in length, 14" wide, a full 5" deep (Large and deep enough for a 25" doll). With molded-in soap and accessory sections.

#F30—\$3.98

**AMERICAN DOLL DE LUXE PLA-BATH**—Tub as described in F30 sits securely on a brass finished metal stand making tub approximately 27" from the floor. It has its own attached vinyl covered dressing table. For indoor or outdoor play.

#F35—\$7.98





**AMERICAN DOLL SPRA-BATH**—A real action toy for little girls—hours of extra play and joy bathing her favorite doll. New in design—the kind real mommys use! With a new spectacular feature which gives little girls the chance to shampoo their dolly's hair and give their dolly a shower with a real spray attachment that operates on a battery-driven motor. (3 standard flashlight batteries, not incl.) With SPRA-BATH, a full tub of water is unnecessary to bathe dolly—with as little as 1" of water in the tub, all the fun of shampooing and showering is present. Water is recirculated so that no attachment to water tap is necessary, Lightweight-Portable SPRA-BATH is new in material — molded, durable polyethylene which (is puncture proof and easy to clean.) And cannot rust, peel or leak. The tub is approximately 26" in length, 14" wide and a full 5" deep (Large and deep enough for a 25" doll) with molded-in soap and accessory sections.

#F40—\$7.98



**AMERICAN DOLL DE LUXE SPRA-BATH** This fabulous bath item utilizes tub and exciting spray feature as described above—with tub securely mounted on a bright brass finished metal stand approximately 27" high and has its own attached vinyl covered dressing table. This gives complete versatility as sprabath can be used to wash and shower dolly indoors and out.

#F45—\$11.98

*Spray attachment has an automatic safety shut-off valve*

**AMERICAN DOLL ROCKING CRIB**—A magnificent bed for dolly—(for Tiny Tears or any other up to 19"). This all white plastic rocking baby bed with crib sides is washable and smooth finished. A simulated, quilted mattress gives baby doll a comfy nite's rest. 19½" long by 11" wide by 12" high.

=F20—\$5.98



**AMERICAN DOLL PLAY PEN**—a unique and different quality play pen for any size doll. Made of fine durable, hygienic white plastic with roller bearing casters (which will not scratch fine surfaces as it rolls) this deluxe play pen forms an 18" play area. The sturdy floor of the play pen is covered with an embossed vinyl pad where dolly can sit or stand. The height of the sides of the play pen are 9½". Play pen is shipped fully assembled.

=F10—\$5.98

