



*The*  
**WONDERFUL  
DOLL WORLD**  
*of*



**Toni**® *and* **BETSY McCALL**

AMERICAN CHARACTER DOLL CORP., 1107 BROADWAY, NEW YORK CITY

*Toni*

Beautiful, sophisticated doll that comes complete with her own Playwave Kit. Create glamorous hairdos with your TONI DOLL.



**BETSY  
McCALL**

The cute little girl doll that steps from the pages of McCall's Magazine.

KAREN AND SUSIE WERE WATCHING A BEAUTY PAGEANT ON TELEVISION---

WHY, MY TONI DOLL IS PRETTIER THAN ANY OF THEM!

SO'S BETSY MCCALL, SAY ... WHY CAN'T WE HAVE A BEAUTY PAGEANT FOR DOLLS?



A DOLL BEAUTY PAGEANT WOULD BE FINE ... IF WE LIMIT IT TO ONLY THE BEST! THAT MEANS TONI AND BETSY MCCALL ... WE COULD SHOW THE WHOLE COUNTRY THEIR WONDERFUL BEAUTY, THEIR LOVELY COSTUMES ... THE GREAT THINGS YOU CAN DO WITH THEM---



HERE ARE YOUR EXTRA OUTFITS FOR THE 8<sup>1</sup>/<sub>2</sub>" BETSY McCALL DOLL



B 100—Doll Dressed in  
Chemise, Shoes and Socks  
\$2.25



B 29  
April Showers  
\$1.50



B 49  
Riding Habit  
\$1.50



B 39  
Ballerina  
\$1.50

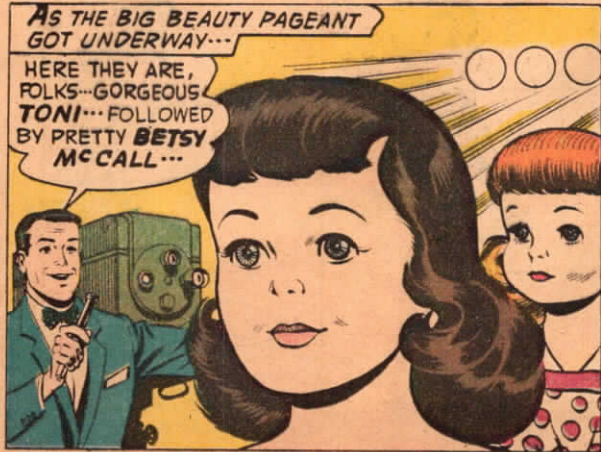


B 19  
Schoolgirl  
\$1.50



AS THE BIG BEAUTY PAGEANT  
GOT UNDERWAY---

HERE THEY ARE,  
FOLKS...GORGEOUS  
**TONI**... FOLLOWED  
BY PRETTY **BETSY  
MCCALL**...



**TONI** HAS MANY PRETTY COSTUMES! THE WHOLE  
NATION SAW HER---

...AND THIS LITTLE LOVELY HAS A  
SPECIAL FEATURE, THE **TONI PLAY WAVE**  
**KIT**, WHICH GIVES HER A NEW HAIR-DO FOR  
EVERY COSTUME!



HERE ARE YOUR EXTRA OUTFITS FOR THE 8½" BETSY McCALL DOLL



B 79  
Coat and Hat  
\$2.00



B 129  
Sugar & Spice  
\$3.00



B 99  
Sunday Best  
\$2.50



B 69  
On the Ice  
\$2.00

**THE TONI PLAY WAVE KIT COMES COMPLETE WITH WAVE SOLUTION, APPLICATOR AND CURLERS. CREATE A NEW HAIR STYLE FOR EACH TONI COSTUME!**

① FIRST, DAMPEN HAIR WITH WATER AND BRUSH OUT SNARLS AND SNAGS.



USING APPLICATOR, APPLY WAVE SOLUTION ONLY TO PART OF HAIR YOU WANT TO WAVE. ②



③ WIND HAIR YOU WISH TO WAVE AROUND CURLER.



APPLY MORE SOLUTION TO WOUND-UP CURLS. ④



⑤ REMOVE CURLERS WHEN HAIR IS DRY. COMB OUT GENTLY, JUST ENOUGH TO MAKE THE WAVES SOFT!



ALLEGRO



VARSIITY



CASCADE



SPINDRIFT

HERE ARE YOUR EXTRA OUTFITS FOR THE 8½" BETSY McCALL DOLL



B 119  
Bride  
\$3.00



B 109  
Town and Country  
\$2.50



B 89  
Sweet Dreams  
\$2.50



B 59  
Holiday  
\$2.00



PEOPLE EVERY-  
WHERE CHEERED  
FOR BEAUTIFUL  
**TONI!** BUT NOW  
IT WAS **BETSY**  
**MCCALL'S** TURN  
...**BETSY**, WHO  
HAD MORE  
WONDERFUL  
THINGS TO  
WEAR THAN THE  
RICHEST GIRL  
IN THE  
WORLD...

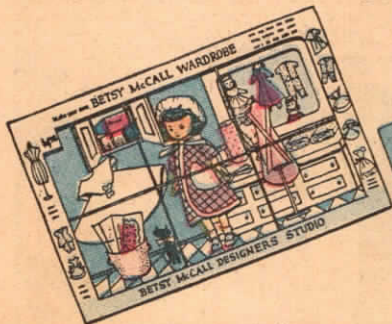


NO MATTER WHAT THE  
OCCASION, **BETSY** HAS  
JUST THE RIGHT CLOTHES!  
AND SHE LOOKS LOVELY  
IN WHATEVER SHE PUTS  
ON!



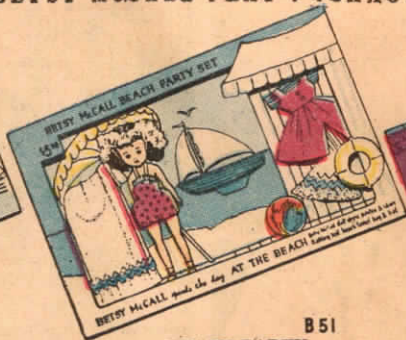
THIS IS THE SPECIAL **BETSY**  
**MCCALL WARDROBE AND**  
**TRUNK!** IT HELPS KEEP ME  
LOOKING MY BEST!

**BETSY McCALL PLAY PACKAGES**



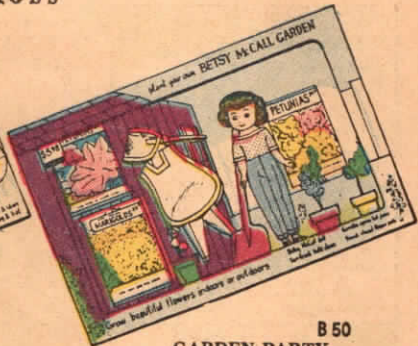
**B 490**

**DESIGNERS STUDIO**  
Dressed Doll, Dress Form,  
Patterns,, and Sewing  
Equipment  
**\$4.98**



**B 51**

**BEACH PARTY**  
Dressed Doll, Dress-up  
Outfit, Beach Towel and  
Hat Umbrella, Ball and  
Sailboat  
**\$5.98**



**B 50**

**GARDEN PARTY**  
Dressed Doll, Extra Gar-  
dening Clothes, Flower  
Pots, Shovel and Real  
Seeds  
**\$5.98**

THERE WAS A SUDDEN INTERRUPTION...THE GOVERNOR HIMSELF HAD ENTERED! THERE WAS A HASTY CONFERENCE... IT MUST

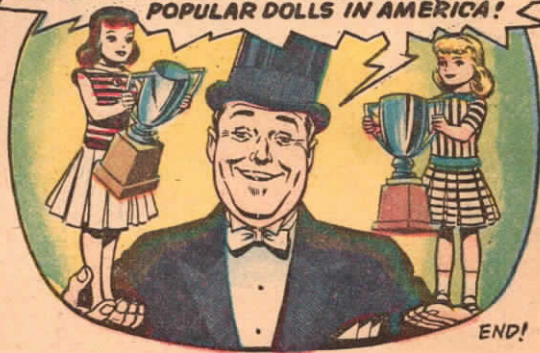
I WONDER WHAT THEY CAN BE TALKING ABOUT, SUSIE?

BE PRETTY IMPORTANT, FOR THE GOVERNOR TO COME HERE!



IT WAS IMPORTANT...AN ANNOUNCEMENT THAT EVERYONE CHEERED... I'M HAPPY TO ANNOUNCE THAT TONI

AND BETSY McCALL HAVE BEEN VOTED THESE SILVER CUPS---AS THE TWO PRETTIEST, MOST POPULAR DOLLS IN AMERICA!



**BETSY McCALL DOLL 14" TALL COMPLETE WITH COSTUME**



# 414  
Holiday  
\$8.98



# 614  
Bride  
\$9.98



# 214  
Schooldays  
\$7.98



# 914  
Doll in Chemise with  
Trunk and Three Outfits  
\$12.98



**BETSY McCALL DOLL 20" TALL COMPLETE WITH COSTUME**



# 220  
Sunday Best  
\$11.98



# 320  
Ensemble  
\$12.98



# 520  
Sugar & Spice  
\$12.98

HERE ARE YOUR EXTRA OUTFITS FOR THE 10½ TONI DOLL



A 92  
Brunch Time  
\$2.00



A 93  
Tea Time  
\$2.00



A 91  
Collegiate  
\$2.00



A 94  
At the Beach  
\$2.00



A 300  
\$2.98

TONI with Toni Playwave Set  
Dressed in Brassalette  
and High Heel Shoes

HERE ARE YOUR EXTRA OUTFITS FOR THE 10½" TONI DOLL:



A 95  
Coat and Hat  
\$2.50



A 98  
Bon Soir  
\$3.00



A 96  
Shopping Time\*  
\$2.50



A 911  
Bride  
\$4.00

HERE ARE YOUR EXTRA OUTFITS FOR THE 10½" TONI DOLL



A 99  
Suburbanite  
\$3.00



A 97  
High Society  
\$2.50



A 912  
American Beauty  
\$4.00



A 910  
Sunday Best  
\$3.00



## TONI DOLL 20" TALL COMPLETE WITH COSTUME AND TONI PLAYWAVE SET



# 204  
Bride  
\$17.98

She walks, wears high  
heels, has wavy hair  
and rolls her eyes.



# 201  
Sunday Best  
\$12.98



# 203  
American Beauty  
\$17.98

Produced by CUSTOM COMICS, Inc., 347 Fifth Avenue, N. Y. C.

# FREE

Join the **Toni and Betsy McCall** Birthday Club. **Toni and Betsy McCall** will keep you informed about all the news on American Character Dolls. You do not have to order anything to be a member of The Birthday Club; just fill out the application.

CUT HERE

CUT HERE

To: AMERICAN CHARACTER DOLL CORP.  
Drawer No. 1, Bush Terminal P.O. Station  
Brooklyn 32, N. Y.

T B M

NAME.....

ADDRESS.....

CITY.....

ZONE.....STATE.....

DATE OF BIRTH:

Month.....Day.....Year.....

PRINTED IN U.S.A.



## **LOOK FOR TOODLES AND HER SUPER KART**

**23" tall Toodles is an all soft Vinyl doll with beautiful Saran hair. Toodles has rolling eyes and long curled eyelashes. She wears cotton romper, socks, sandals, and ribbon in her hair. Toodles**

**drinks her bottle and wets. Her 3-way Super Kart is made of steel and can be used as a shopping cart for play-marketing, a highchair for play-feeding, and a doll-stroller for her outing.**

**Have Oodles of Fun With Toodles**



## ROCK TINY TEARS TO SLEEP IN HER NEW ROCKING CRIB !

Here's beloved Tiny Tears in a truly deluxe Rocking Crib! It's pure white plastic, sturdily made and beautifully decorated. Handles cut out at each end for easy transfer from room to room or in- and

out-of-doors. Tiny Tears wears a cotton romper, baby bonnet and booties; also comes in a zippered cradle quilt with armholes. Tiny Tears' extra layette includes a cotton dress and matching panties.

### TINY TEARS WITH CURLY HAIR AND ROCK-A-BYE EYES