

AMERICAN CHARACTER DOLLS

1954

STAR
PUPILS
OF THE

DING
DONG
SCHOOL

A National Broadcasting Inc.
service and trademark

Miss Frances on famous
Ding Dong School T. V.
Show on N. B. C.

TINY TEARS

SWEET SUE

1954 catalog reprinted 1994 by Loraine Burdick, Quest-Eridon Books. (The original catalog used a great deal of deep rose backing and all lettering



The best loved dolls made today, are the dolls made by the American Character Doll Company. And—the reason this is true is evident in the dolls themselves. These American Character Dolls are not only the finest in quality and workmanship, but everyone has real "character" and has been designed to give the child the *utmost in play value*.

For thirty-five years, American Character Dolls have pioneered in lifelike reproduction—in the use of new materials and techniques, in the addition of special features to create a doll that a child never tires of.

In this catalog you will find the highlights of the American Character Doll creations for 1954-1955. It includes

RICKY JR. the fabulous baby on the "I Love Lucy" T.V. program.

SWEET SUE the beautiful doll that walks. Dressed in breath-taking clothes.

LIFESIZE SWEET SUE This doll is big as a real child, with fully jointed arms and legs—the most magnificent doll ever made.

TINY TEARS the doll that cries real tears—one of America's top favorites.

EXTRA DOLL CLOTHES—wonderful layettes in boxes and trunks.

Many of these dolls are now made with **ROOTED HAIR** that can't pull out. The hair is actually *rooted* into the scalp, just like the hair on your own head.

*Prices are slightly higher in the West.

*Note. Prices in this catalog are approximate.

American Character Doll Co., 200 Fifth Ave., New York, N. Y.

info on it would be lost so I've re-copied any text along with dolls with rose background, silhouette-cut the dolls and replaced text. The text is as original except for using a different print job of several names.)

Ricky Jr.

the baby on the
"I Love Lucy" T.V. Show

RICKY JR.

Style R17—17 inch, \$10.98

R21—21 inches, 15.98

RICKY JR. ALBUM

Style RC17—for 17" Ricky Jr. \$3.49

Style RC21—for 21" Ricky Jr. 3.98



LUCILLE BALL AND DESI ARNAZ WITH THE RICKY JR. BABY DOLL

Ricky Jr. is the wonderful baby that you see so often on the "I Love Lucy" Television Show. He drinks, wets, blows bubbles and he bathes like a real child. He has sleeping eyes with long lashes, cries loudly. Now your little girl can do all the things with HER Ricky Jr. that Lucille does with the baby herself. Ricky Jr. is made of soft, pliable Vinyl plastic, as soft and tender to the touch as Ricky Jr. himself. Ricky Jr.'s soft, silky hair is **ACTUALLY ROOTED INTO THE SCALP** just like the hair on your own head. **IT CAN'T PULL OUT.** Dressed in gaily printed pique shorts with button-down straps and white embroidered Ricky Jr. name—and play sandals.

RICKY JR.'S SUNDAY SUIT AND ALBUM OF ACCESSORIES

There's also a special package of extra clothes and accessories for Ricky Jr. that will give your little girl a world of added pleasure and fun with her Ricky Jr. doll. The package contains a two-piece ensemble—sheer, striped blouse and pique shorts. Accessories include extra nursing bottle, soap, washcloth, sponge, clothes pins, knitted booties and plastic bubble pipe—all beautifully boxed in a special gift album.

Sweet Sue

the beautiful doll that walks

is the newest pupil on NBC
TV's famous DING DONG SCHOOL

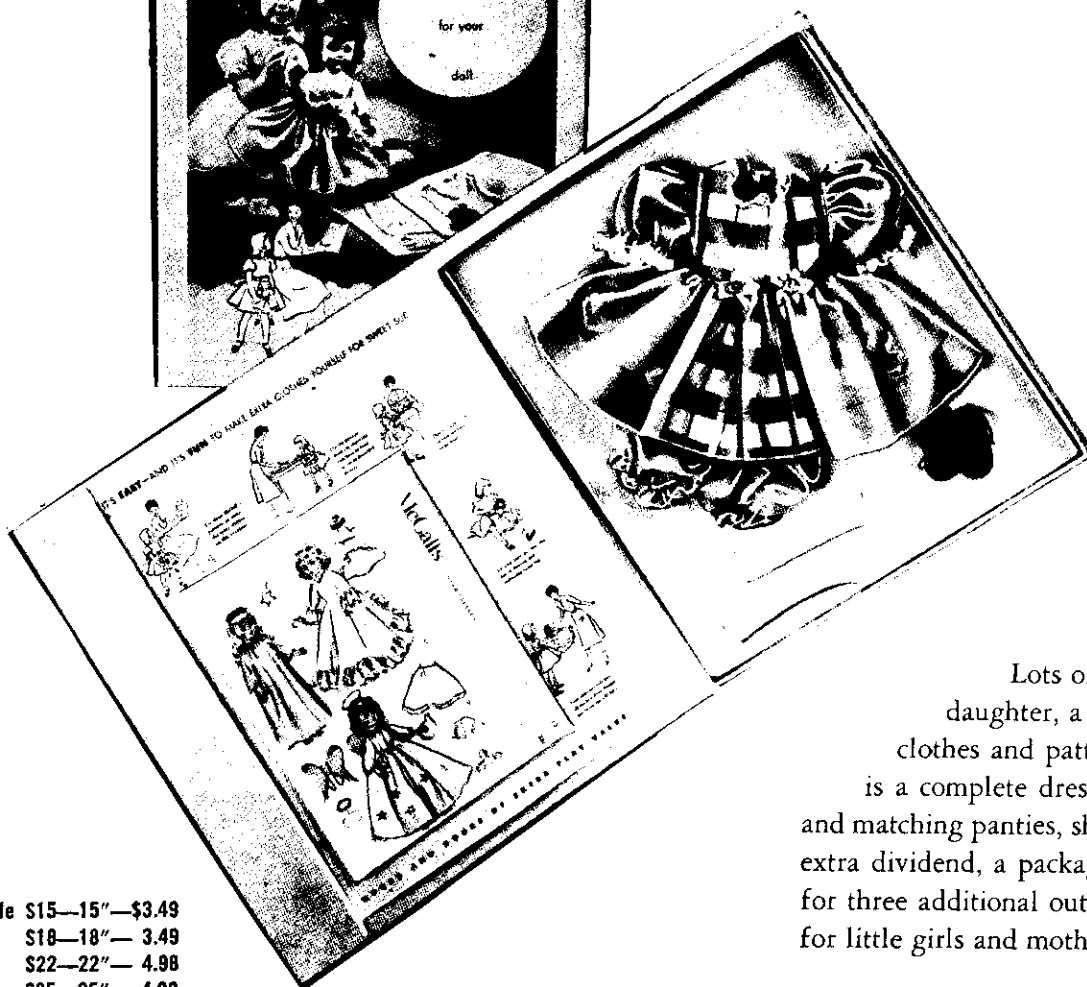
ALL PLASTIC—WITH ROOTED SARAN HAIR

You'll see Sweet Sue with Miss Frances on Ding Dong School and your favorite little girl will find her just as lovable in her own home as she is on Ding Dong School.

Sweet Sue is the most demanded girl doll. She comes in four sizes and ten different and delightful high styled costumes (actually 40 different dolls to choose from).

When you hold her hand Sweet Sue walks right along with you, turning her head from side to side in the most lifelike manner.

She can STAND by herself, she can sit, she's made of durable plastic. She has ROOTED SARAN HAIR, which can be washed, combed, curled and set—and WILL NOT PULL OUT. Little girls love Sweet Sue as a playmate because they never tire of her.



SWEET SUE OUTFITS — FEATURED ON NBC-TV'S DING DONG SCHOOL

Lots of fun for mother and daughter, a gift package of extra clothes and patterns for Sweet Sue. In it is a complete dress outfit—taffeta dress and matching panties, shoes, socks and as an extra dividend, a package of McCall Patterns, for three additional outfits—lots of thrills for little girls and mothers too.

Style S15—15"—\$3.49
S18—18"— 3.49
S22—22"— 4.98
S25—25"— 4.98

Sweet Sue

BIRTHDAY PARTY

"Dressed for a party"—what a world of fun is conjured up by these words, and how little girls will love their Sweet Sue in her party-going clothes. The party dress is of heavy pink moire with a full circle skirt, fitted bodice, square neckline, puffed sleeves all daintily edged with imported lace. She has a black grosgrain sash and matching ribbon on her hair. Matching panties. White socks. Black patent leather shoes. Her long, silky Saran hair is ROOTED IN. Can't pull out.



Style 15/1—\$ 7.98
18/1— 9.98
22/1— 12.98
25/1— 14.98

"SCHOOLGIRL"

No more demure and charming little figure ever trotted off to a Schoolroom than "Schoolgirl" the Sweet Sue doll dressed in a colorful floral print cotton dress with the skirt edged with imported Val lace. She wears a satin sash—her wavy rooted Saran hair is tied with a big ribbon bow. She has matching panties, pink knitted socks and white shoes—a charming little schoolgirl indeed.



Style 15/2—\$ 7.98
18/2— 9.98
22/2— 12.98
25/2— 14.98

Sweet Sue

BALLERINA

An airy, fairy little figure that looks as though she's poised to dance even when she's standing still. Her white brocaded satin dress has a fitted bodice, a flirty flared skirt with rows of pink or blue nylon ruffles. The scalloped hemline is fitted with ruffles of nylon faille. Ribbons and roses are sprinkled over her skirt and she wears matching color dancing slippers. Her rooted Saran hair is crowned with a tiara of pearlized blossoms.



Style 15/3—\$ 8.98
18/3— 10.98
22/3— 13.98
25/3— 15.98

TEA TIME

Here's a charming little miss to invite for a tea party—all dressed and ready to join your little girl in hours of fun. Her glamorous pinafore is made of dainty checked sheer, worn over a full skirted blue or rose taffeta dress. She has a fitted bodice, plunging neckline, little puffed sleeves—all trimmed with dainty imported Val lace. White knitted socks, black patent leather shoes. Her long, rooted Saran hair is tied with a matching ribbon bow.



Style 15/4—\$ 8.98
18/4— 10.98
22/4— 13.98
25/4— 15.98

Sweet Sue

ANNIE OAKLEY

Dressed like the fabulous character on the Annie Oakley Television program, this Sweet Sue doll looks like a girl from the golden west—all dressed up in green denim cullottes with matching bolero, edged in gold fringe. She has a gold trimmed satin blouse and scarf, a fringed felt hat and around her waist is a holster with two six shooters. Black riding boots add the final touch. Her rooted Saran hair is gathered into side braids, tied with ribbon bows.



Style 15/6—\$ 9.98
18/6— 11.98
22/6— 15.98
25/6— 17.98



Style 15/5—\$ 8.98
18/5— 10.98
22/5— 13.98
25/5— 15.98

SUNDAY BEST

Every little girl loves to dress up in her Sunday best to look her most alluring—and Sweet Sue is no exception. Here she wears a rose or blue taffeta dress with lace edged deep hem and matching panties. She has an attached nylon print blouse with full puff sleeves, lace trimmed nylon pockets, white knit socks and matching suede shoes. Her long, rooted Saran hair flows beneath her new flower and ribbon trimmed hat.

Sweet Sue

JUNIOR
PROM

Style 15/7—\$10.98
18/7— 12.98
22/7— 15.98
25/7— 17.98

No smarter deb ever strolled down Park Avenue or Main Street than this "Junior Prom". She's dressed in the very height of fashion in a white taffeta pettipoint print dress with a deep cowl neckline of double satin with matching puffed sleeves. The neckline is emphasized by a pearl pin. She has a satin sash on her slim waist. The skirt flares out and under it is a petticoat with built-in hoop, satin panties, silver dancing slippers, Saran hair crowned with flowers.

Sweet Sue

THE BRIDE



Style 15/8—\$10.98

18/8— 13.98

22/8— 16.98

25/8— 19.98

No figure appeals more to a little girl's imagination than a bride. Here is one of our most popular Sweet Sue dolls for little girls to dream over. She is dressed in a gorgeous white satin skirt with all-over nylon lace overskirt. A nylon lace yoke is set into a white satin bodice trimmed with imported Val lace. Sweeping nylon tulle veil flows down from a floral trimmed lace cap. She carries a white ribbon trimmed corsage of white roses. Her petticoat has a built-in hoop, wears white satin panties and dancing slippers. She has rooted Saran hair—altogether as lovely a figure as ever strolled down a church aisle.

Sweet Sue

COTILLION

Style 15/9—\$11.98
18/9— 14.98
22/9— 17.98
25/9— 19.98



This Sweet Sue model is a figure of exquisite charm and grace, dressed to the nth degree in a lovely formal gown of aqua or pink lace and nylon tulle over a floating skirt, shirred in alternate tiers of lace and tulle. Tiny puffed sleeves. Shirred neckline, velvet ribbon bow around her waist. Flowers and bows for a final touch. She has a built-in hoop slip, matching panties, silver slippers, and her beautiful Rooted Saran hair is crowned with a pearl tiara.

Sweet Sue

A M E R I C A N
B E A U T Y



Style 15/10—\$12.98
18/10— 15.98
22/10— 18.98
25/10— 22.98

Here is a real American Beauty with all the charm you expect of the best dressed girl in the world. Her magnificent gown has a white brocaded bodice and peplum over a lavishly ruffled nylon tulle skirt, over a taffeta underskirt. In white with pastel blue or white with rose. The petal shaped neckline is faced with matching satin. Full puffed sleeves. Roses trim the waistline. Slip with built-in hoop. Taffeta panties. Dancing slippers. Pearlized blossoms in long, rooted Saran hair.

Sweet Sue LIFE SIZE • IS FULLY JOINTED

THE MOST



... HAS ROOTED HAIR

MAGNIFICENT DOLL EVER MADE



Lifesize Sweet Sue is a fairytale come true. A doll 31 inches tall—as big as a three year old child—a wonderful doll that is a keepsake, never to be forgotten or discarded. Dimpled Vinyl arms, plastic body and legs that are the last word in realism. Jointed at the elbows. Jointed at the knees. She walks, sits, bends, kneels, stands by herself, assumes a hundred postures. She has Rooted Saran Hair that can be washed, combed, curled and waved—cannot pull out. She dresses in the height of fashion. A doll she'll cherish and keep.

LIFESIZE SWEET SUE

- | | | | |
|---------------------|-------|-----------------------|-------|
| 31/1—Schoolgirl | 24.98 | 31/7 —Junior Prom | 34.98 |
| 31/2—Birthday Party | 24.98 | 31/8 —Bride | 39.98 |
| 31/5—Sunday Best | 29.98 | 31/10—American Beauty | 39.98 |

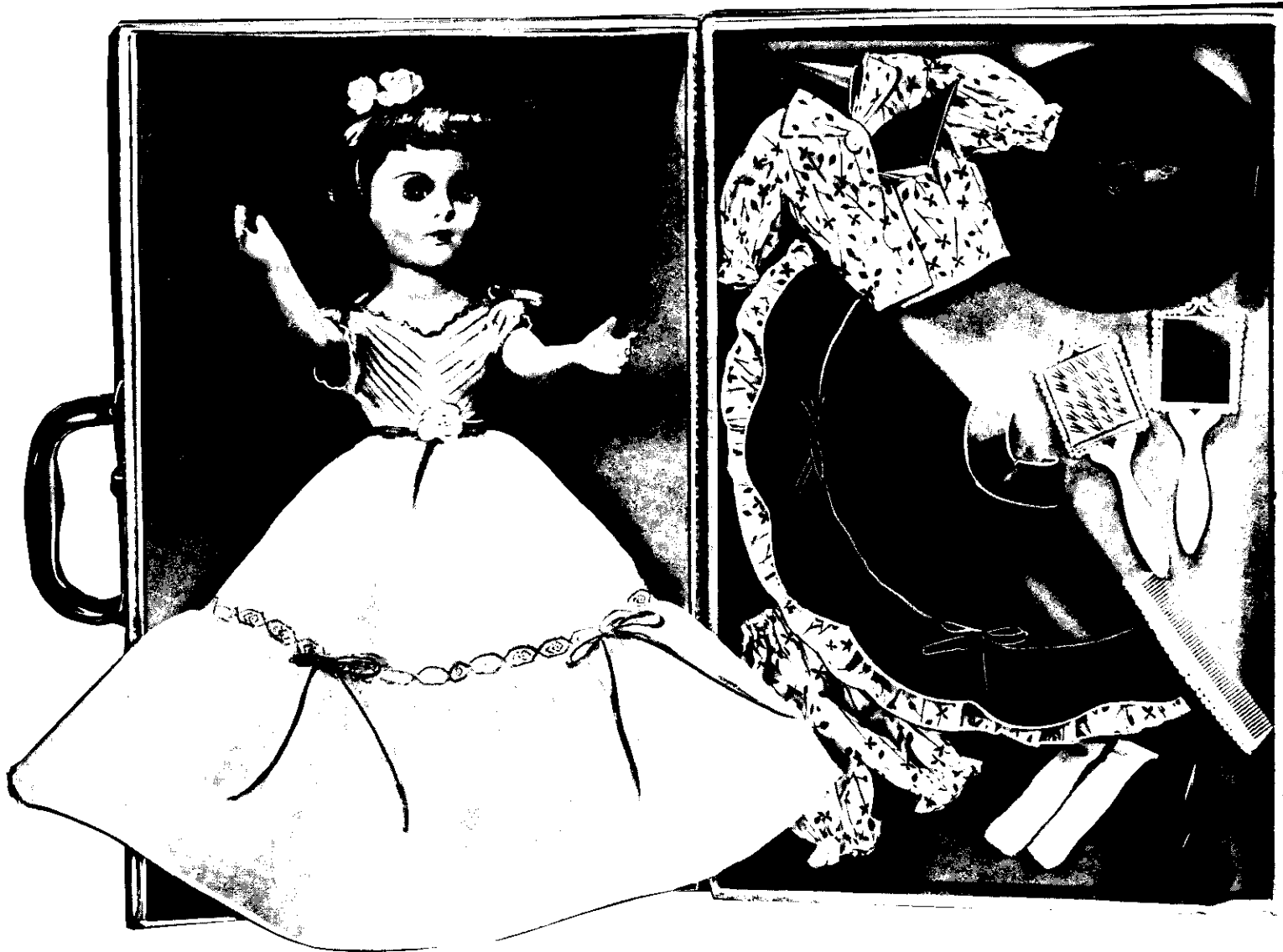


Miss Frances and Sweet Sue on Ding Dong School



Sweet Sue

WITH HER OWN TRAVELLING TRUNK



SWEET SUE WARDROBE—STYLE 18T—18" SWEET SUE DOLL—\$15.98

Here is one of the beautiful Sweet Sue dolls with a complete outfit of her own plus an extra outfit and accessories—all packed in her own travelling wardrobe case with plastic handle and metal lock and hinges. She is dressed in an elaborate formal gown of white taffeta with full skirt and fitted bodice, with gold trim. She has a taffeta built-in-hoop slip, panties and dancing slippers. Her extra outfit consists of a print glazed percale blouse, panties, full flare, belted skirt with percale ruffle, felt beret, extra shoes and socks—and a fancy comb, brush and mirror. Your little girl will love to change her clothes and give her a new look.



Style 1303—13" Tall—\$5.98

Nothing has a greater child appeal than a baby to whom your little girl can play "mother". Here is an adorable cuddly all Vinyl infant doll which is washable. She is dressed in a long permanent finished organdy Christening gown with a center panel of fine embroidery, lavishly trimmed in lace with matching baby cap. She has a long white slip, diaper and booties.

Style 1703—17" Tall—\$7.98

A two month old infant made completely of Vinyl—washable—cuddly. Dressed in a print organdy gown with an embroidered eyelet yoke and sleeves, elaborately trimmed in imported Val lace, and matching baby cap. Long slip, diaper and booties.

Style 2003—20" Tall—\$9.98

This infant doll is dressed in a long sheer nylon baby dress with a lace edged ruffle and an embroidered nylon yoke and matching cap. Wears long slip, diaper and booties.

PUGGY and PENNY

TWO ADORABLE BABY DOLLS

Puggy and Penny are charming little "tikes", cute as can be. They are all Vinyl, as soft to the touch as a baby's skin. Washable and unbreakable, designed to take a lot of punishment from a young child. They have simulated, molded hair—Penny with a ribbon bow—glassine eyes and lashes.

PENNY—Baby Sister—Style 1202—\$4.98

Dressed in an umbrella pattern printed on nylon sheer with matching panties, shoes and socks.

PUGGY—Baby Brother—Style 1201—\$4.98

Has a button-down blouse of printed sheer nylon and little red embroidered cotton pants, shoes and socks.






BABY
SUE
in organdy

Style 1704—17"—\$ 7.98
1904—19"— 9.98
2104—21"— 12.98

Baby Sue is a chubby, dimpled, adorable baby doll that no little girl can resist mothering. She is all Vinyl that has the feel of soft baby skin, and she is dressed in pink organdy with nylon embroidered yoke and sleeves, trimmed with imported Val lace—with wide ribbon bow around the waist. She has a taffeta slip, matching panties, knitted socks and shoes. Pink straw bonnet with dainty flowers nested in her soft, rooted Saran hair.

SUNNY SUE

A chubby, rosy cheeked, dimpled baby with that wonderful real baby look—of all Vinyl as caressingly soft as real baby skin. Dressed in organdy with embroidered yoke and puffed sleeves. Deep hem edged in lace at top and bottom—taffeta slip and panties—shoes and stockings. A pert hair ribbon gathers her long, flowing, rooted Saran hair.



Style 1705—17"—\$ 9.98
1905—19"— 11.98
2105—21"— 14.98

BABY SUE

in nylon

A dreamy baby doll with the most appealing baby look and charming baby clothes of all NYLON . . . with tiny rosebud print, deep ruffles, new square neckline with revers. The matching nylon bonnet is edged with ruffled tulle over her soft, rooted Saran hair. She has nylon petticoat and panties, shoes and stockings.



Style 2106—21"—\$15.98
2406—24"— 17.98
3006—30"— 22.98

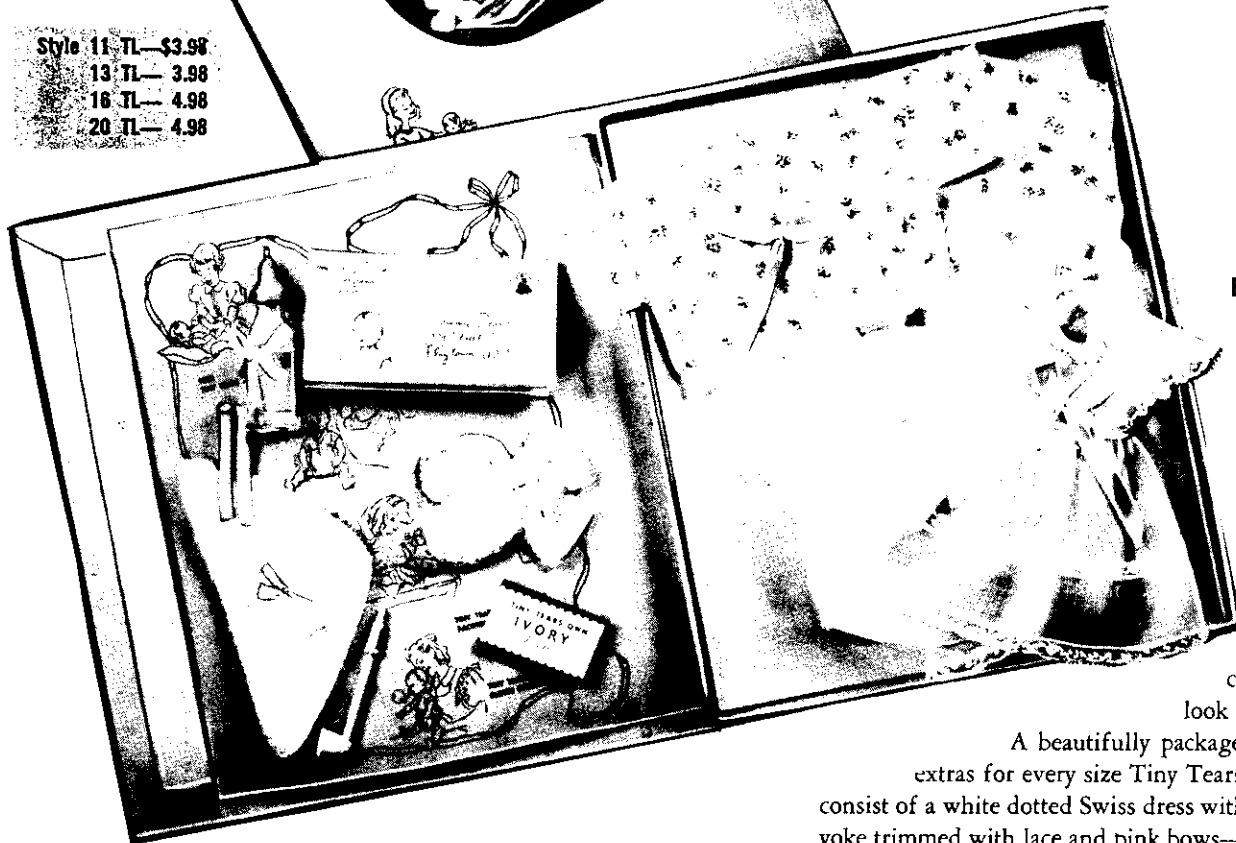
Tiny Tears

the doll that CRIES REAL TEARS

THE STAR PUPIL OF NBC-TV'S
"DING DONG SCHOOL"



Style 11 TL—\$3.98
13 TL— 3.98
16 TL— 4.98
20 TL— 4.98



EXTRA LAYETTE FOR TINY TEARS—FEATURED ON NBC-TV'S "DING DONG SCHOOL" . . . Designed for more play value—to give your child the added pleasure of dressing and undressing her Tiny Tears.

Changing her clothes, gives her a new look and a new importance.

A beautifully packaged set of clothes and extras for every size Tiny Tears doll. The clothes consist of a white dotted Swiss dress with an eyelet embroidered yoke trimmed with lace and pink bows—matching panties, lace trimmed baby sacque and cap. Accessories include bottle with nipple, pacifier, bubble pipe, wash cloths, booties.

Tiny Tears THE DOLL THAT CRIES REAL TEARS



STYLE T.T. 1—11½"—\$5.98 (not illustrated)

Tiny Tears dressed in print pajamas and surrounded by a whole card full of accessories. Accessories include bottle with nipple, bubble pipe, soap, washcloth, sponge, booties, packet of Kleenex tissues, pacifier and special instruction booklet—all packaged in a special doll box.

STYLE T.T. 2—13½"—\$7.98 • T.T. 3—16"—\$9.98 • T.T. 7—20"—\$12.98

Tiny Tears is dressed in an embossed white cotton romper playsuit trimmed in pink, and packaged in an attractive gift box. Layette consists of a pink embossed cotton dress, panties and bonnet trimmed with imported Val lace, and knitted booties. Accessories include bottle with nipple, packet of Kleenex tissues, diaper, sponge, soap, bubble pipe, washcloth, pacifier and instruction booklet.

Tiny Tears

with washable touse wig of real lamb's skin

Style T.T. 4—11½"—\$9.98 (not illustrated) Packaged in blue-grained carrying case with metal handle and lock. Layette as below (knitted booties).

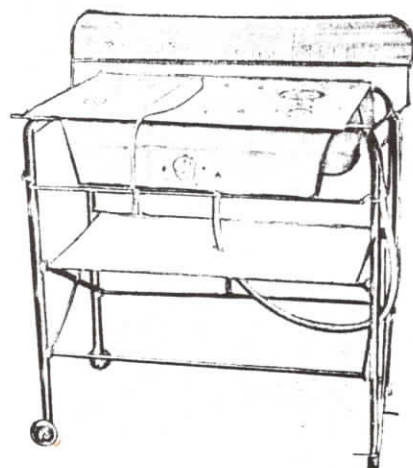


TINY TEARS WITH WIG • Style T.T. 5—13½"—\$11.98 • T.T. 6—16"—\$14.98 • T.T. 8—20"—\$17.98

Here is Tiny Tears with a most realistically, lifelike, washable, touse-wig of real lamb skin. She is dressed in an embroidered white cotton romper playsuit trimmed in pink with a complete layette—pink embossed cotton dress, panties, bonnet trimmed with imported Val lace, bathrobe, shoes and socks—enough to keep a little girl busy for endless hours dressing and undressing her "baby". Accessories include bottle with nipple, Kleenex tissues, diaper, sponge, soap, bubblepipe, washcloth, pacifier, wooden clothespins, and instruction booklet—all packed in a blue-grained trunk with plastic handle, metal hinges and locks.

TINY TEARS OWN TRIMBLE DOLL BATH

Your little girl will get a world of fun from bathing Tiny Tears. This bath is a 2/3 scale replica of a child's own bath. It has 2" plastic wheels on one end so that it can be rolled from room to room. You don't have to carry water to it, you can roll it up to the sink and fill it without splashing water around. Height 29½", height of table top 25½". Dressing table measures 25½ x 15½. Table top, tub bath, pockets, tray and roomy disposal bag all made of heavy Vinylite. Satin silver finish steel legs. Tub is 21" long by 16" wide by 6" deep with 36" rubber drain hose. Bath comes with towel rod and Vinyl ruffled apron. When not in use, folds to 3" thick. **FEATURED ON DING DONG SCHOOL**



Style 154—\$9.98