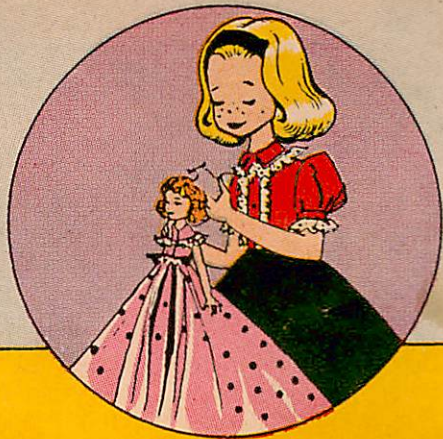


the story of the new

Toni[®]

DOLL

her play wave kit



and her wonderful
Fashion Wardrobe

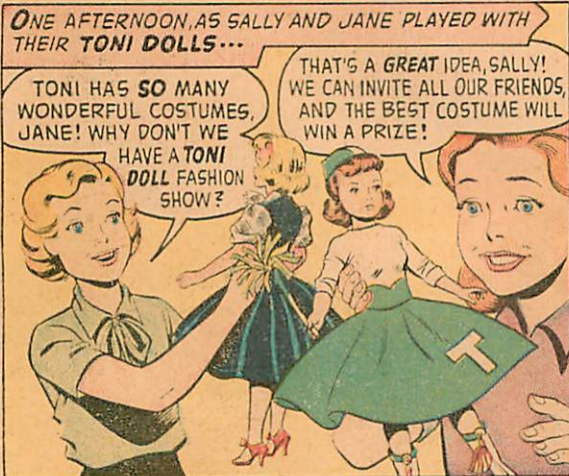


THE **Toni**[®]
DOLL

BECOMES A NEW DOLL
EVERYTIME YOU
CHANGE HER HAIRDO
Works like magic with the Toni Playwave Kit.
Makes every Toni Doll 6 dolls in one.

Toni DOLL play wave kit \$700







TONI
\$2.98



CHEER LEADER
\$2.00



CHARLESTON
\$2.00

THE TONI PLAY
WAVE KIT COMES
 COMPLETE WITH
 MAKE-UP CAPE,
 WAVE SOLUTION,
 APPLICATOR,
 CURLERS, COMB
 AND BRUSH.
 CREATE A NEW
 HAIR STYLE
 FOR EACH TONI
 COSTUME!



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



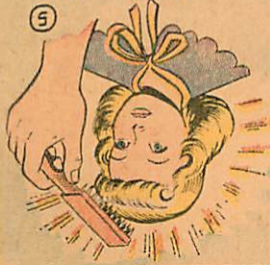
② USING APPLICATOR,
 APPLY WAVE SOLUTION ONLY
 TO PART OF HAIR YOU WANT
 TO WAVE.



③ WIND HAIR YOU WISH TO
 WAVE AROUND CURLER.



④ APPLY MORE
 SOLUTION TO
 WOUND-UP CURLS.



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

SPINDRIFT



CASCADE



VARSITY



ALLEGRO





COLLEGIATE
\$2.50



STEWARDESS
\$2.00

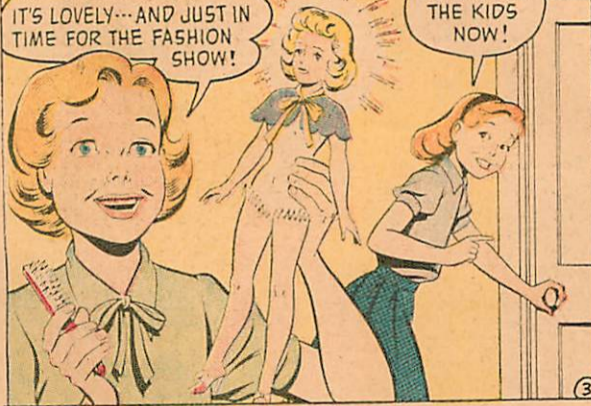


TEA TIME
\$2.00

SHORTLY AFTERWARDS, WHEN SALLY FINISHED HER DOLL'S
NEW HAIRSTYLE...

IT'S LOVELY...AND JUST IN
TIME FOR THE FASHION
SHOW!

HERE COME
THE KIDS
NOW!



TO LEAD OFF THE PARADE, SALLY'S TONI WORE THE EXCITING
TONI ROMANCE COSTUME...

AND THE STOLE
IS REAL MINK!





COAT AND HAT
\$2.50

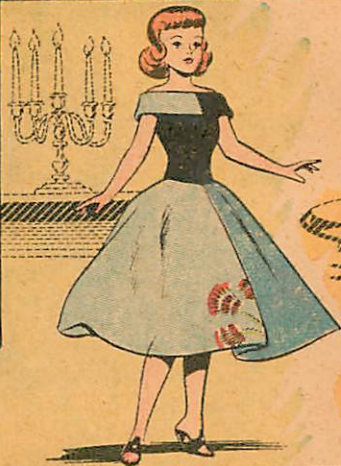


TV TIME
\$2.50



HIGH SOCIETY
\$2.50

ON AND ON
WENT THE
TONI FASHION
PARADE, SEEM-
INGLY WITHOUT
END! THERE
WAS THE
HIGH SOCIETY
COSTUME, THE
CHIC STEWARD-
ESS AND
DEMURE BON
SOIR! AND
MANY, MANY
OTHERS...





SUBURBANITE
\$3.00



BON SOIR
\$3.00



CHA-CHA
\$3.00

AND TO CAP IT ALL OFF, THERE WAS THE **TONI BRIDAL GOWN** WITH ITS BIG SATINY BOWS AND WISPY VEIL---HOW THE CHILDREN APPLAUDED---



WHEN IT CAME TO PICKING A WINNING COSTUME, THEY DIDN'T KNOW WHICH ONE TO CHOOSE! SO THEY DECIDED THAT EACH ONE SHOULD WIN A PRIZE---

YOU'LL THINK THE SAME WHEN YOU SEE ALL THE WONDERFUL **TONI DOLLS** AND **TONI COSTUMES** AT YOUR FAVORITE DOLL STORE! BE SURE AND GO **REAL SOON!**





BRIDE
\$4.00



COCKTAILS
\$3.00



SUNDAY STROLL
\$4.00



LOVE IN BLOOM — 14" \$7.98
20" \$11.98 — 25" \$15.98



COUNTRY CLUB — 14" \$8.98
20" \$12.98 — 25" \$17.98



DINNER DATE — 14" \$8.98
20" \$12.98 — 25" \$17.98



ROMANCE WITH MINK STOLE
14" \$12.98 — 20" \$16.98



TOWN AND COUNTRY
14" \$9.98 — 20" \$13.98



BALLERINA
14" \$9.98 — 20" \$12.98



BRIDE — 14" \$11.98
20" \$15.98 — 25" \$21.98



AMERICAN BEAUTY — 14" \$10.98
20" \$14.98 — 25" \$19.98



Smart and sweet for little girls—
Are Storybook styles with fluffy curls.

LITTLE PRINCESS

Its swirling bangs, soft sides and end curl
are perfect for tiny tots with short locks.



ALICE IN WONDERLAND

Pretty on either side of the looking glass
are the "Alice" bangs and soft pageboy.

TONETTE CURLS FOR LITTLE GIRLS

Carefree curls like these are yours, if mother gives you
a TONETTE, the permanent made for little girls' hair.



FREE

Join **Toni's** Birthday Club. **Toni** will have a surprise for you on your birthday and we will keep you constantly 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

TO: AMERICAN CHARACTER DOLL CORP.
1107 BROADWAY, NEW YORK 10, N. Y.

T

NAME.....

ADDRESS.....

CITY.....

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

DATE OF BIRTH:

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

CUT HERE

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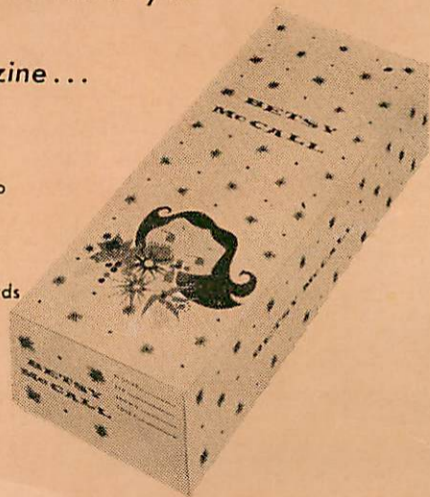
McCall's



BETSY McCALL comes to you
right out of the pages
of *McCall's Fashion Magazine*...

Betsy McCall is a real true-to-life personality who each month has new adventures in the pages of *McCall's Magazine*. Because Betsy McCall is so real and vital, she provides exciting play-time fun 12 months of the year. She is beautiful, she is lovable and she is made with all the high standards that have made all American Character Dolls famous for years.

created by the
*American Miniature
Doll Corp.*

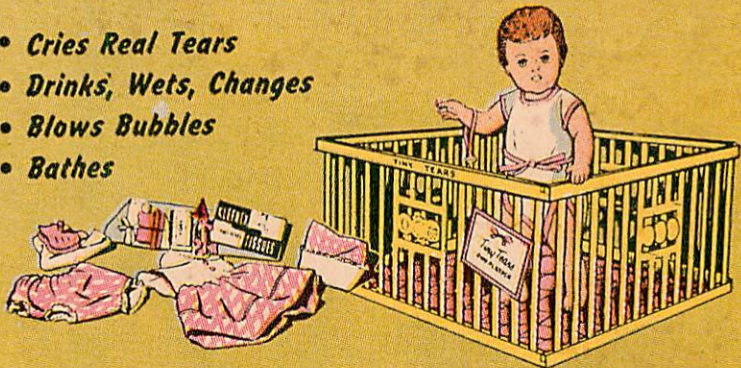


Tiny Tears Does Everything . . .

- *Cries Real Tears*
- *Drinks, Wets, Changes*
- *Blows Bubbles*
- *Bathes*



Tiny Tears in her Car bed.



Tiny Tears in her Playpen.

American Character Doll Corp., 1107 Broadway, New York