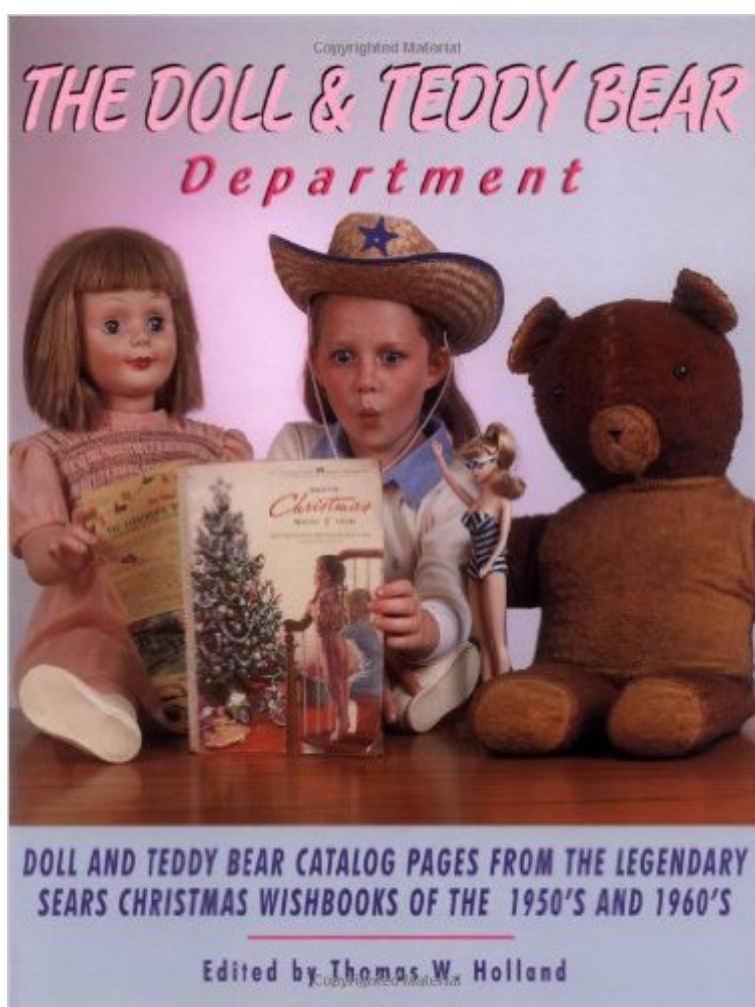


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# Dolls And Teddy Bear Department : Memorable Catalog Pages From The Legendary Sears Christmas Wishbooks Of The 1950s And 1960s, Volume I



## Synopsis

In the days before everyone shopped at the local mall, young girls poured over the Sears, Roebuck and company's "Wishbook" to carefully pick the new toys they would ask Santa to bring. And during the Fifties and Sixties, a boom period for doll marketing, the choices were not easy. Dolls and teddy bears sold by Sears during this time were some of the most popular ever made and have become highly collectible today. This big book (192 pages) has selected Sears Christmas catalog pages from 1950 through 1969, divided by year. Featured are Barbie's introduction and such collectible dolls as Mme. Alexander, Tiny Tears, Miss Revlon, Chatty Cathy and hundreds more. A "Must Have" for anyone interested in dolls.

## Book Information

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## Customer Reviews

This book is AWESOME!!! I've had it for over a week now and haven't put it down. If you are a doll collector, this is definitely better than the other book "Girls Toys of the 50's and 60's" This book is primarily all dolls, not kitchen sets, costumes, games, etc.! Although it is in black and white, the pictures are very clear and definitely help in identifying original dolls, outfits, and accessories. I'm going to also buy "Girls Toys of the 70's and 80's", but I wish they also had a DOLL ONLY book for that time period. Anyway, if you collect dolls from the 50's and 60's, this book is just GREAT!

Just as the previous commnetator stated, this book does not contain all the SEARS Wishbook

catalog photo from the 1950's-60's. However, since I only purchased this VOLUME ONE, it could be that VOLUME TWO had more Sears catalog photos, ---those not shown in this Volume ONE. I still enjoyed this book though, for it's historical value. As also stated by the previous commentator, this book is not really a DOLL & TEDDY BEAR Value book, but rather, it is more a book that compiles some of the 1000's of Sears catalog photos from their CHRISTMAS Catalog.

This book covers dolls from 1950 to 1970. If you are a collector of vinyl dolls, like me, this is a must. It shows what these dolls looked like new, with original hair styles, clothing and accessories. Sometimes you can find out more about these dolls in these descriptions than you can in reference books. It not only shows you popular names in dolls, like Ideal, Horsman, Mattel, and Effanbee, but you get to see the lesser known dolls like Uneeda, Duchess, and Sear's own brand "Happi-Time". (made by other doll companies). (Disney toys too). All the dolls are nicely displayed by year, which makes easy to find them if you know approx. when they were made. (Sometimes they appear in the catalog a year after they were made). The downside is all the pictures are in black and white, not always good quality, and Sears didn't sell every doll ever made every year (but what book would have all that?) A another reviewer complained it doesn't have every page of dolls for each year. My guess is they cut out some of the repeats from year to year. Still, you are not going to find this much variety for this many years anywhere else.

As long as you're not expecting the complete reprint of each catalog year in this volume, this is a fantastic book. There is an average of 7-9 pages included for each year, with a few less and a few more. There seems to have been an effort made to avoid direct repeats, so most of these offerings contain 'new' dolls and/or editions of popular dolls. Most 'doll' books covering the 1950s are written from a collector's point of view. These are the dolls as seen by children of the period -- and this is one heck of a trip down memory lane! Interesting to view prices (and relative prices too ...which dolls were more expensive at the time) from that era. The detailing in the description of each doll is very enlightening as well. There is also a one-page introduction to each year, where the author gives an overview of the year's toy developments, and tells you what was 'in' and what was not. Yes, the book is black-and-white, but from my memory, most of the catalogs from the period were black and white as well, or at least most of the pages were. It would have made the original catalog enormously expensive to produce all items in color, and this particular volume would also be more expensive if color was used. So ...I'm happy to ride with the lack of color. The reproduction of the photos and text is good, with every word legible ...which is more than can be said for the "boy's"

edition of these Sears toy catalog reprints, sadly. This is an excellent addition to any doll collector's arsenal of information, and a lot of fun for collectors of nostalgia as well. It's the real deal. I'm looking forward to Volume II, if it's still on the cards.

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