



**Dolls and Teddy Bear Department : Memorable
Catalog Pages from the Legendary Sears
Christmas Wishbooks of the 1950s and 1960s,
Volume I**

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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.

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From reader reviews:

Darius Cramer:

A lot of people always spent their very own free time to vacation or go to the outside with them family or their friend. Are you aware? Many a lot of people spent that they free time just watching TV, or maybe playing video games all day long. If you need to try to find a new activity here is look different you can read a new book. It is really fun for yourself. If you enjoy the book that you read you can spent all day long to reading a publication. The book Dolls and Teddy Bear Department : Memorable Catalog Pages from the Legendary Sears Christmas Wishbooks of the 1950s and 1960s, Volume I it is very good to read. There are a lot of individuals who recommended this book. These people were enjoying reading this book. In the event you did not have enough space bringing this book you can buy often the e-book. You can m0ore quickly to read this book from the smart phone. The price is not too costly but this book provides high quality.

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