

Pay Less

DOLL SALE!

NOW!
CHOICE OF 3 STYLES

HORSMAN'S 15-INCH RUTHIE
3 OUTFITS!
3 HAIR STYLES!
YOUR CHOICE!

3.37
EA.



HORSMAN'S UNIQUE
"FLOPSIE"
SOFT BODY
CUDDLE CUTIE"

ONE OF THE MOST UNUSUAL
DOLLS MADE TODAY! SOFT, CUDDLY, AL-
MOST WEIGHTLESS BODY THAT EVEN TOD-
DLERS CAN HOLD AND LOVE! SOFT VINYL
HEAD HAS AN IMPISH FACE WITH SAFE,
PAINTED EYES.
5.00 List



3.87

NEW
YUMMY
KISS
PIXIE LIKE
DOLL IN 1 PC.
ROMPER

SQUEEZE
HER TUMMY
AND SHE
MOVES HER
MOUTH
AND EMITS
KISSING
SOUND

I
WILL
REALLY
KISS
YOU!

2.97

MUSICAL ROCK-A-BYE BABY

OUTFIT

PRECIOUS INFANT
WITH SELF ROCK-
ING MUSICAL
CRADLE.

*IT'S RUFFLED AND
HAS SATIN COVER
AND FILLING! DOLL
HAS ROOTED HAIR,
SLEEPY EYES, SOFT
BODY, VINYL ARMS
& LEGS!

FULLY DRESSED
READY FOR PLAY!
ALL FOR JUST

6.88



Pay Less
GIVES YOU MORE
FOR LESS!

WEE BONNIE BABIES
4 EXQUISITE STYLES YOU ARE
SURE TO FALL IN LOVE WITH!

10 1/2" SIZE IN THE CUTEST OUTFITS
YOU HAVE EVER SEEN! ALL HAVE
ROOTED HAIR, SLEEPY EYES AND
ARE JOINED FOR FULL PLAY
VALUE!

Pay Less
SALE PRICE **1.97**
EA.



THE ONE AND ONLY REAL

TAMMY
TEENAGE DRESS-
UP DOLL BY IDEAL!

2.67



ALLIED 14 INCH DELUXE

PRETTY
PLAY MATE

DRESSED IN FANCY TRIM
PARTY DRESS AND CUTE LE-
TARDS FOR THE CHILLY
HOLIDAY TRIP TO GRAND-
MOTHERS!

All Deluxe
Features
Compare at
4.00

2.97



PAY LESS for TV DOLLS!

MATTEL'S SENSATIONAL NEW
Charmin' Chatty

THE DOLL THAT CAN
SAY 120 DIFFERENT
THINGS! 20.00 LIST

12.87

TINY CHATTY BABY GIFT SET
MATTEL'S FAMOUS LITTLE
TALKER WITH 3 COMPLETE
DRESS OUTFITS . . . 16.00 LIST

11.87

IDEAL'S FAMOUS
TINY KISSY **8.88**
THE DOLL THAT WILL
REALLY KISS YOU! 12.00 List Price



WHAT'S UP
DOC!

SEEN
ON TV
MATTEL'S
TALKING
BUGS BUNNY
LOVABLE PLUSH BODY
13.00 LIST

PULL
THE
STRING
HE
CAN
TALK!

9.99

PRICE SLASHED ON TV DOLLS!

MATTEL'S NOW FAMOUS
CHATTY CATHY
NEW! CAN SAY 18 THINGS!

16.00 LIST **9.99**

MATTEL'S CUTE AS EVER, TALKING
CHARACTER DOLLS
* CASPER * MATTY OR
SISTER BELLE. **4.97**
7.00 LIST ea.



TINY THUMBELINA

Ideal's "New Born" Baby That
Moves and Cuddles
Like A Real Live
Baby! 10.00 LIST

Beautiful Bride

COMPLETE WITH
DRESS-UP - TRAVEL
WARDROBES! LADY
DOLL THAT GIVES
LOVE TO DRESS AND
REDRESS IN THESE
LOVELY OUTFITS!
HOURS OF PLAY
VALUE!

10.00 LIST PRICE **6.88**



NEW SAYCO
YES-NO

ACTION DOLL
PRESS MY TUMMY -
SQUEEZE MY BACK
AND I WILL NOD YES
OR NO! HELPS DEVEL-
OP CHILD'S IMAGINA-
TION! AT PAYLESS

2.97



SUNLAND - DRINK AND WET
CURLY-HEAD CUTIE
IN SNOW SUIT

FULLY JOINTED FOR REALISM,
SLEEPY BLUE EYES - FLEECE
TRIM SKI HOOD!

PAY
LESS
SALE
PRICE

2.44



LOOK

Goldberger Lil' Miss

SLIM LEG WALKER

PROPORTIONED LIKE A LITTLE GIRL
OF THREE OR FOUR. SO REALISTIC
SHE WILL BE A "BEST FRIEND" TO
YOUR LITTLE GIRL!
THEY CAN WALK
TOGETHER.

4.00 Comparable Value

2.97



MUSICAL - MOVING PIXIE CUTE
LULLABYE BABY

WIND IT AND IT SOFTLY
PLAYS BRAHMS LULLABY
WHILE THE DOLL MOVES
LIKE A REAL LIVE BABY!

KIDS ARE
FASCINATED
6.00 LIST

4.97



TINY

TOT
ALL VINYL
DIAPER
DOLLS
IDEAL FOR
BABIES!



PAINTED
EYES AND
HAIR IS
SAFE FOR
LITTLE TOTS!

77¢

TAKE YOUR PICK - SAVE DURING THIS SALE

DOLL BUGGY

OR DELUXE
STROLLER
YOUR CHOICE

5.00 LIST VALUE **3.87**
EA.



JUST LIKE MOM'S

DELUXE
SPRING RIDE
DOLL-BABY
CARRIAGE

Authentic in Every
Detail! Chrome Frame
Folding Sun Hood.

10.00 LIST PRICE **7.87**



MATTEL'S NEW
WALK 'N TALK
STROLLER

FOR ALL MATTEL
TALKING DOLLS!
AS SEEN ON TV

9.00 LIST PRICE
AT
PAY
LESS **6.87**



LET US FILL YOUR NEXT PRESCRIPTION