



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

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

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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