

# American Toy & Furniture Company, Inc.



# 1984



# Care Bears

**Here Come the Care Bears!™** And they're coming on strong with 12 bear-rific items by ATF. Care Bears™ are a nationwide licensing sensation! They'll be bigger than ever in 1984, backed with a multi-million dollar advertising budget.



**366** STOVE 16½ x 13¼ x 31" H    **365** SINK 16½ x 13 x 31" H    **364** REFRIGERATOR 15¼ x 13 x 31" H



**817** DELUXE BOOKCASE 20 x 9 x 43" H



**620** BENCH/TOY CHEST 31¾ x 16 x 26" H



**231** EASEL 25¾ x 18 x 43¾" H



530 STEP STOOL/CHAIR 12½ x 11¼ x 14" H



827 DESK & CHAIR 22½ x 16 x 28¼" H



952 WALL RACK 19½ x 4 x 17" H



610 BOOKCASE/TOY CHEST 32 x 18 x 41" H



612 TOTE 24 x 16 x 22½" H



792 MAGNETIC PLAY DESK 27 x 18¾ x 18" H





# Strawberry Shortcake™

**Strawberry Shortcake™ is back and better than ever!** This familiar little miss is still on top with 15 adorable items from American Toy & Furniture.



523 STEP STOOL/CHAIR

12½ x 11¼ x 14" H



937 WALL RACK

18 x 4 x 20" H



885 DESK & CHAIR

22½ x 16 x 28¾" H



674 TOTER

24 x 16 x 22½" H



782 PEG DESK

25½ x 18½ x 22" H



951 SHADOW BOX

20½ x 5¼ x 20¼" H



945 PHONO STAND

16 x 14 x 20" H



886 SHOWCASE/BOOKCASE

20 x 9 x 40" H



335 STOVE/SINK 27 x 13 x 31¼" H

336 REFRIGERATOR 18 x 13 x 31" H



800 PICNIC TABLE

33¼ x 30 x 18½" H





Strawberry  
Shortcake™

888 NIGHT STAND 20 x 16½ x 25" H



380 CHEVAL MIRROR 17 x 14½ x 44½" H



338 VANITY & STOOL 36 x 15½ x 39" H



944 CLOTHES TREE 12 x 12 x 48" H

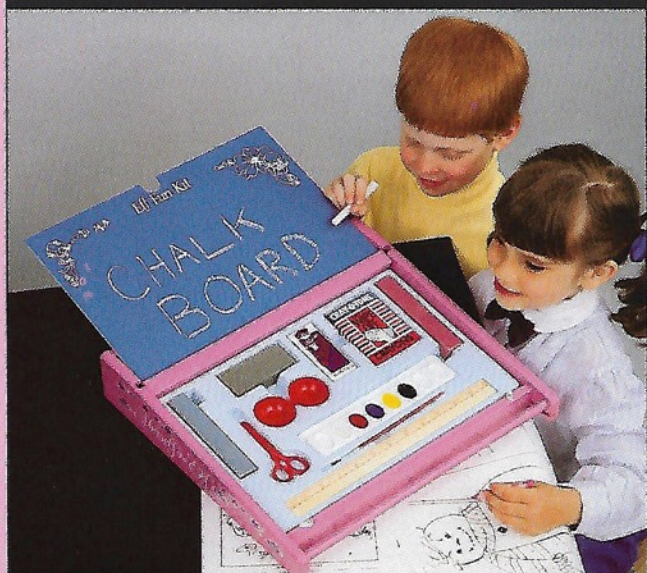


# Herself the Elf™

78 ACTIVITY CHEST

15½ x 14½ x 2¾" H

© American Greetings Corp. 1983



# Pink'n Brite Play Kitchen™

358 PINK 'N BRITE KITCHEN™

35½ x 22 x 40" H



*Delightful all-in-one play kitchen features appliances plus sit-at counter and cupboard. Message boards include chalk and eraser.*

# Barbie®

357 VANITY

21½ x 29¼ x 38½" H

© Mattel, Inc. 1983



# MASTERS OF THE UNIVERSE

614 BENCH/TOY CHEST

31½ x 16 x 29½" H

© Mattel, Inc. 1984



# STAR WARS™

The STAR WARS™ saga continues at ATF with all new EWOKS™ merchandise. EWOKS™ join STAR WARS™ with a multi-million dollar promotional budget for 1984. Special EWOKS™ entertainment programming soon to be announced.

803 TABLE AND CHAIR SET

26 D x 20" H



698 R2-D2 TOY TOTER

19 x 19 x 29½" H



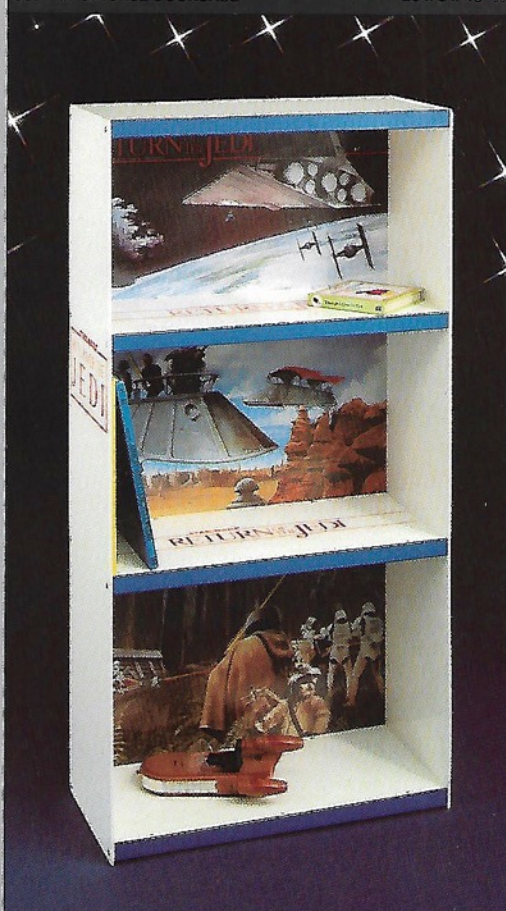
949 CLOTHES TREE

17 x 14 x 48" H



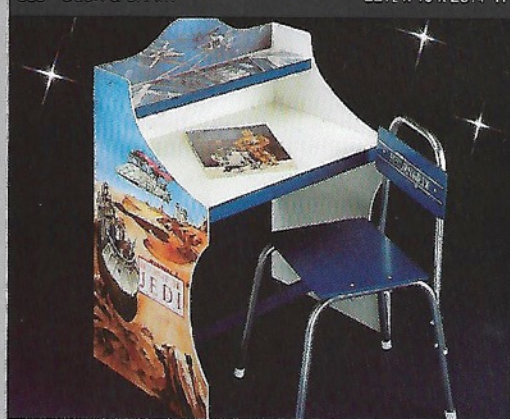
807 SHOWCASE/BOOKCASE

20 x 9 x 40" H



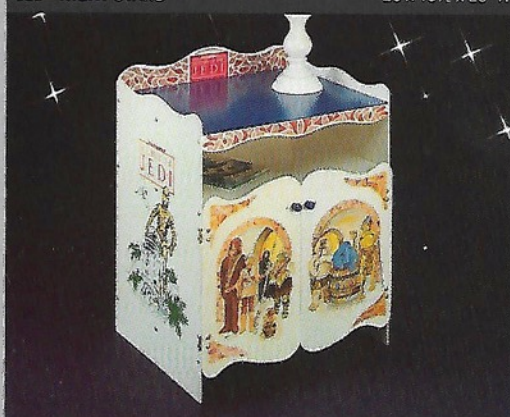
806 DESK & CHAIR

22½ x 16 x 28¾" H



809 NIGHT STAND

20 x 16½ x 25" H



# Ewoks™



785 ACTIVITY DESK 28 x 18½ x 21" H



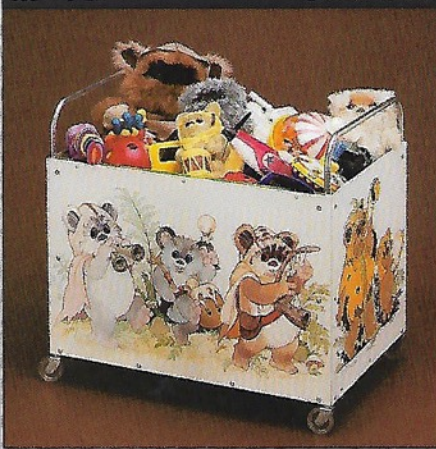
233 EASEL 25¼ x 18 x 43¾" H



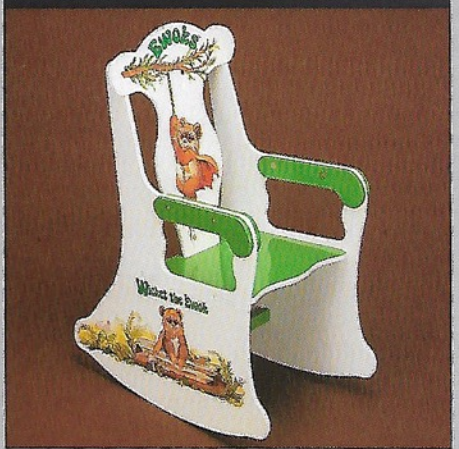
794 TWIN PEG DESK 51 (open) x 19 x 22" H



606 TOTER 24 x 16 x 22½" H



535 ROCKER 21¼ x 14½ x 28" H



697 BOOKCASE/TOY CHEST 32 x 18 x 41" H



833 TABLE AND CHAIR SET 26 D x 20" H



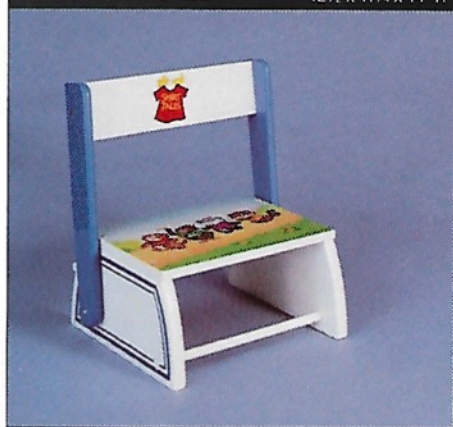
# SHIRT TALES™



© 1980, 1981, 1983 Hallmark Cards, Inc.

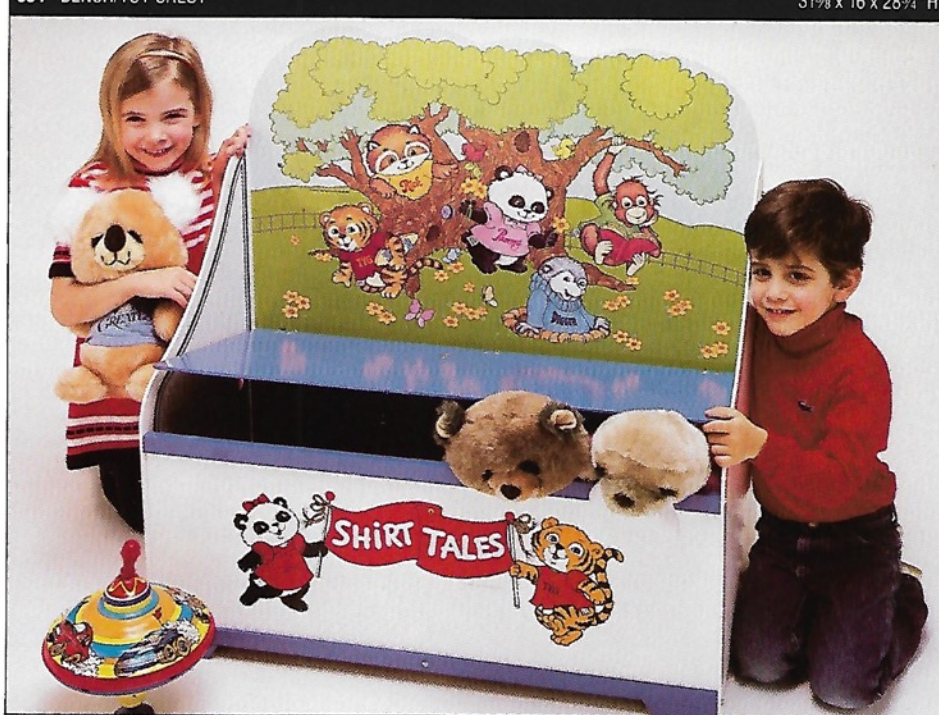
Five wild and crazy little animals adorn a super collection of ATF products. Delightful artwork especially created by the Hallmark Properties division of Hallmark Cards, Inc. Massive advertising and promotion will make this one of the hottest properties in 1984.

524 CHAIR STEP STOOL 12½ x 11¼ x 14" H



694 BENCH/TOY CHEST

31½ x 16 x 28¾" H



801 TABLE & CHAIR SET

29½ x 20 x 20" H



783 MAGNETIC PLAY DESK

27 x 18¼ x 16" H



784 TWIN PLAY TABLE

51 (open) x 19 x 22"



693 BOOKCASE TOY CHEST

32 x 17 7/8 x 36 1/2" H



1012 BLOCK WAGON

14 1/2 x 12 x 5" H



1011 WORK BENCH

5 3/4 x 10 3/8 x 11 1/2" H



1010 POUNDING BOARD

8 3/8 x 7 3/8 x 6 1/8" H



# WALT DISNEY

675 BOOKCASE/TOY CHEST

30 x 18 x 37 1/2" H



676 BENCH/TOY CHEST

31 1/2 x 16 x 25 1/2" H



670 TOTER

24 x 16 x 22 1/2" H



# Rainbow Brite™

The wonderful world of Rainbow Brite™ comes alive on these colorful products by ATF. The bright and delightful designs are especially created by the Hallmark Properties division of Hallmark Cards, Inc. In 1984, Rainbow Brite™ will be part of one of the largest first year launches ever in the property marketing industry.



725 PORT-A-PLAY DESK

16¼ x 12¼ x 10¼" H



602 BOOKCASE/TOY CHEST

32 x 18 x 33½" H



824 TABLE & CHAIR SET

30 x 20 x 20" H



SEE PAGE 18 FOR RAINBOW BRITE™ DOLL FURNITURE!

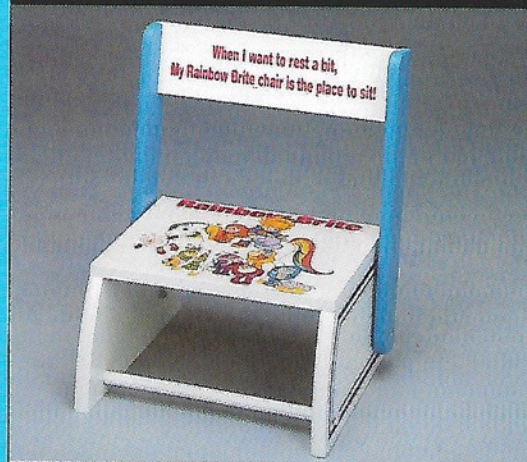
604 TÖTER

24 x 16 x 22½" H



532 STEP STOOL/CHAIR

12½ x 11¼ x 14" H



790 PEG DESK

28 x 18½ x 21" H



# WALLBOARDS

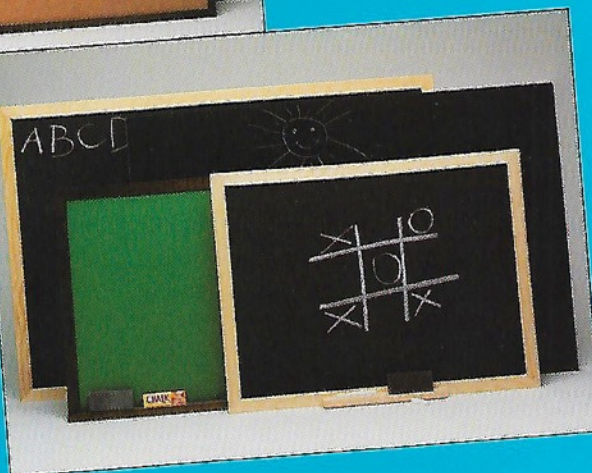
## CORK BULLETIN BOARDS

High-quality, wall hanging corkboards. Individually shrink-wrapped with display banner. **No. 3**—18" x 24" with walnut look frame; **No. 29**—24" x 36" walnut look frame; **No. 20**—18" x 24" natural frame; **No. 21**—24" x 36" natural frame.



## CHALKBOARDS

Practical, sturdy, wall hanging chalkboards in a variety of sizes and finishes. Each with chalk rail, chalk, and eraser. Individually shrink-wrapped with display banner. **No. 13**—18" x 24", green, walnut look frame; **No. 18**—18" x 24", black, natural frame; **No. 19**—24" x 36", black, natural frame; **No. 11**—24" x 36", black, no frame.



## 38 RAINBOW BRITE™ CORKBOARD

Beautiful full-color artwork makes this wallboard as much a room decoration as a practical corkboard. Overall size 26" x 20".



## 36 RAINBOW BRITE™ CHALKBOARD

Beautiful wall-hanging chalkboard with full-color scenes of "Rainbow Land". Overall size 26" x 20". Includes chalk and eraser.



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# ALL TIME FAVORITES

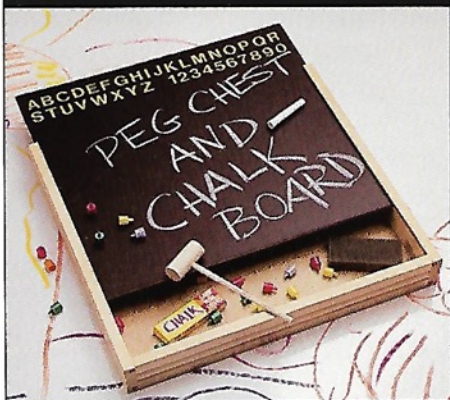
71 ART ACTIVITY CHEST 15½ x 14½ x 2" H



Wipe-off crayon board slides out to show contents underneath: crayons, eraser, stencil, paper, water color pallet w/ brush, glue, scissors and full ½ lb. of modeling clay.

Portable Peg Chest constructed of wood and hardboard; chalkboard; full color lithographed display label. Shrink wrap. Contents include chalk, eraser, pegs and mallet.

67 LARGE PORTABLE PEG CHEST 15½ x 14½ x 2" H



6 PEG DESK

25½ x 18½ x 22" H



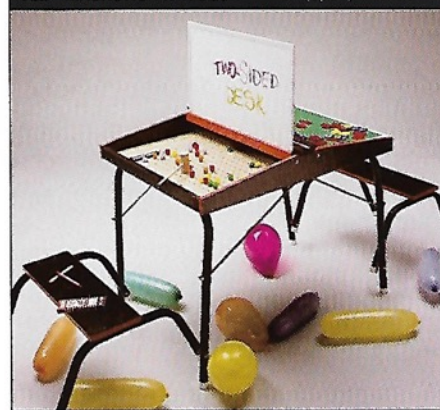
225 CIRCUS CRAYON/CHALKBOARD

225-2



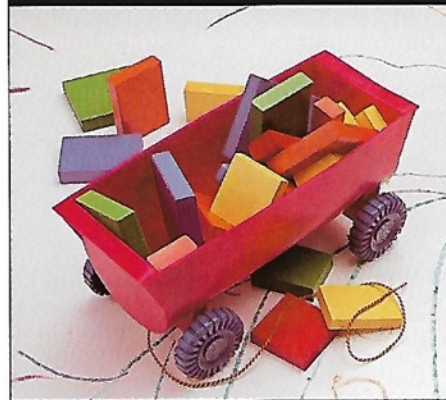
762 MAGNETIC TWIN DESK

51 (open) x 19 x 21" H



916 MY BLOCK WAGON

12 x 5¼ x 5½" H



100 POUNDING BOARD

9¼ x 4 x 4½" H



625 ENCHANTED WORLD BOOKCASE

32 x 18 x 33 1/2" H



# TOY CHESTS

681 WALNUT TOY CHEST

30 x 15 3/4 x 14 3/4" H



681-9 MILITARY TOY CHEST

30 x 15 3/4 x 14 3/4" H



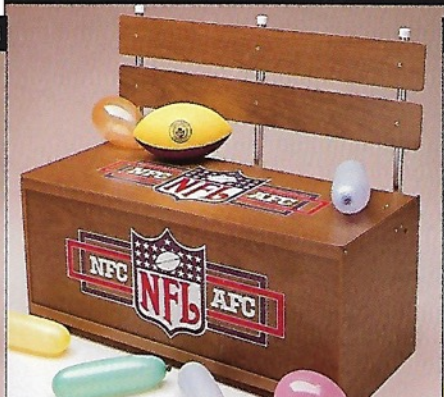
660 CIRCUS TOTER

24 x 16 x 22 1/2" H



691 NFL BENCH TOY CHEST

32 x 15 x 27" H



© 1982 NFL Properties, Inc.

687 TOTER

21 x 14 1/2 x 16" H



Every little adventurer loves this "Real American Hero."<sup>TM</sup>  
Practical toy chests with knock-out design and artwork!

696 FOOTLOCKER

30 x 15 3/4 x 14 3/4" H



695 JEEP TOTER

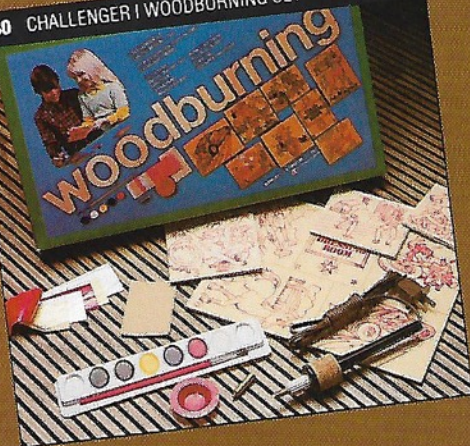
27 x 17 1/2 x 20 1/2" H



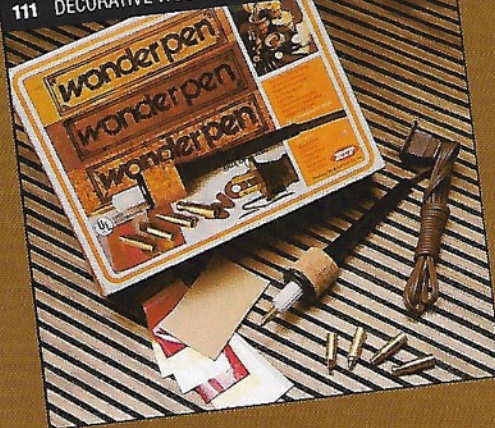
© 1983 Hasbro Industries, Inc.

# WOODBURNING

130 CHALLENGER I WOODBURNING SET



111 DECORATIVE WOODBURNING SET



166 101 PROJECT SET



151 G.I. JOE® WOODBURNING SET



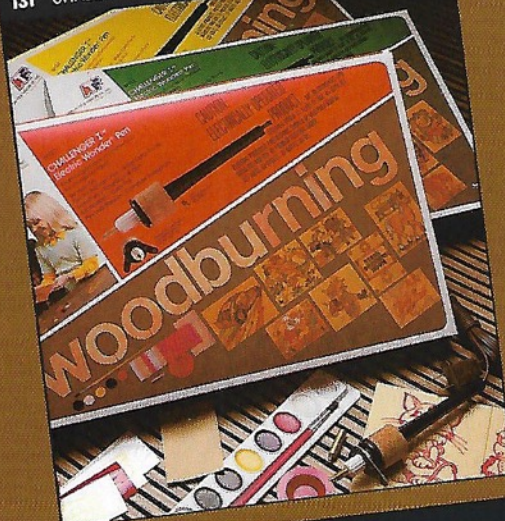
135 CHALLENGER II WOODBURNING SET



145 NFL WOODBURNING SET



131 CHALLENGER I WOODBURNING ASSORTMENT



153 CARDED PEN



154 CARDED TIPS



**130 Challenger I Woodburning Set**  
Same contents as #131 sets except Thermoptic Safety Shield is not included.

**151 G.I. Joe® Woodburning**  
Box: 21 x 12½ x 1½" H  
Contains: Wonder Pen with 2 extra points, materials included to build mini footlocker and jeep, 8 G.I. Joe plaques, water color paints, brush, 2 paint mixing dishes, color foil and instructions.

**153 Carded Pen**  
Contains: Wonder Pen and instructions.

**154 Carded Tips**  
Contains: 6 assorted wood-burning tips and instructions.

**111 Decorative Woodburning**  
Box: 9 x 7 x 2½" H  
Contains: Wonder Pen, Idea Book, 4 extra points, foil pack and instructions.

**135 Challenger II Woodburning Set**  
Box: 18¼ x 13¾ x 1½" H  
Contains: Wonder Pen with Thermoptic Safety Shield, 2 extra points, 12 plywood plaques, 2 cork coasters,

wooden ruler, water colors, paint brush, paint mixing dish, sandpaper, color foil and instructions.

**131 Challenger I Woodburning Assortment**  
Box: 16 x 10½ x 1½" H  
Contains: Wonder Pen with Thermoptic Safety Shield, extra point, 8 plywood plaques, water colors, paint brush, paint mixing dish, sandpaper, color foil, and instructions.

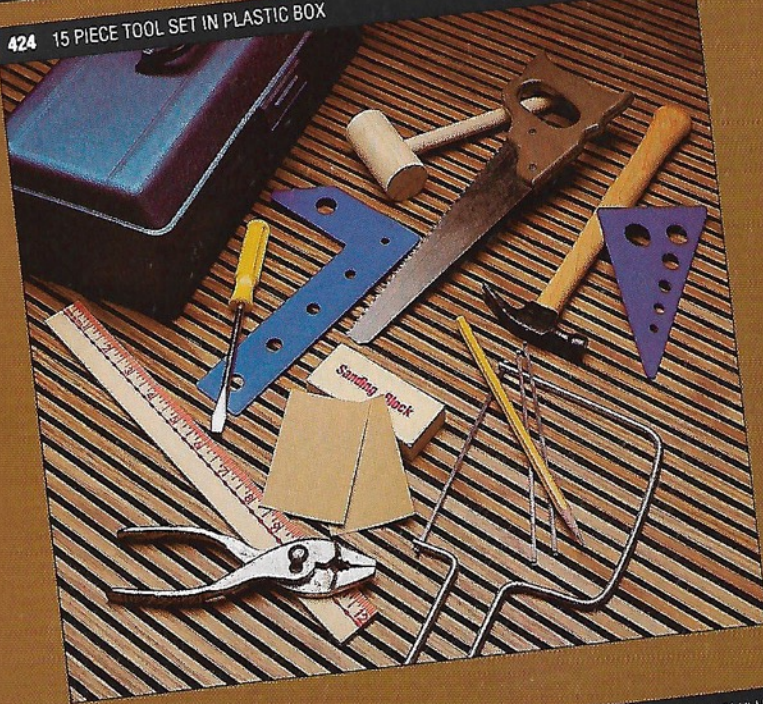
**166 101 Woodburning Project Set**  
Box: 14½ x 11½ x 3" H  
Contains: Wonder Pen with 2 extra points, 16 plaques, 46 cedar slats, salt & pepper shaker set, yarn, vinyl lacing, 4 cork coasters, leather, glue, nails, 2 paint cups, foil pad, sandpaper, paint color strip, brush, carbon paper, detailed instruction & project booklet.

**145 NFL Woodburning Set**  
Box: 21 x 12½ x 1½" H  
Contains: Thermoptic Wonder Pen with 2 extra points, 6 NFL helmet plaques, 2 NFL coasters, 4 blank plaques, NFL team helmet transfer sheets, water color paints, paint brush and dish, color foil, sandpaper, carbon paper, NFL Fact Sheet, instructions. Officially licensed product by NFL.

**131-9 (Not Shown)**  
Same contents as #131 except Thermoptic Safety Shield is not included.

**424 15 PIECE TOOL SET IN PLASTIC BOX**

BOX: 13½ x 6½ x 5½" H



**423 10 PIECE TOOL SET IN PLASTIC BOX**

BOX: 12 x 5¼ x 4¼" H



# TOOL SETS

**401 STARTER SET—6 PIECES**

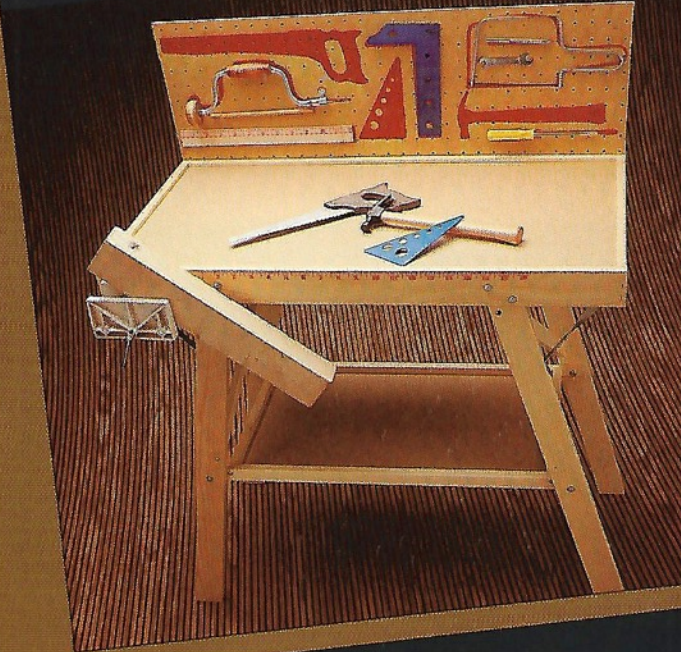


**426 CEDAR PROJECT SET**



**415 WORK BENCH WITH TOOLS**

30 x 17½ x 38" H



**424 15 Piece Tool Set in Plastic Box**  
Box: 13½ x 6½ x 5½" H  
Includes: hammer, saw, mallet, screwdriver, pliers, coping saw w/2 extra blades, square, triangle, ruler, pencil, sanding block, sandpaper, manual.

**423 10 Piece Tool Set in Plastic Box**  
Box: 12 x 5¼ x 4¼" H  
Includes: hammer, saw, pliers, screwdriver, square, mallet, ruler, pencil, sandpaper, manual.

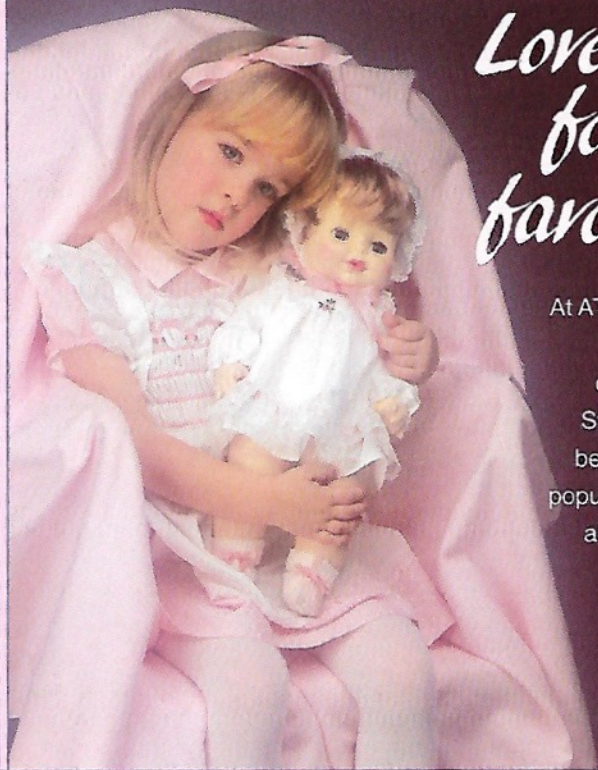
**401 Starter Set—6 Pieces**  
12½ x 5½ x 2½" H  
Includes: saw, hammer, screwdriver, triangle, sandpaper, manual.

**415 Work Bench with Tools**  
30 x 17½ x 38" H  
Tools included: hammer, saw, brace & bit, screwdriver, square, wrench, punch, triangle, pencil, coping saw, ruler, manual.

**426 Cedar Project Set**  
Box: 11¾ x 7½ x 3¼" H  
Includes: 45 cedar slats, plans, sandpaper, glue, nails, carbon paper.

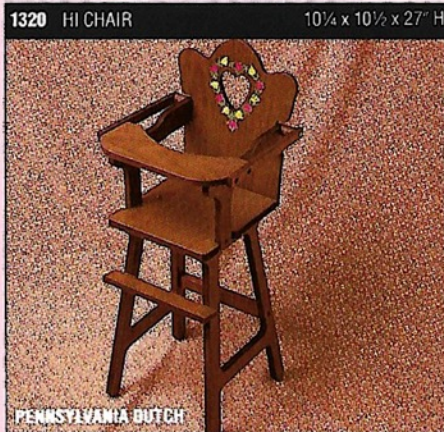
**431 10 Pc. Promotional Tool Set (Not Shown)**  
Includes: hammer, coping saw, screwdriver, ruler, sand block, sandpaper, wrench, pencil, 3 coping blades, protractor.

# DOLL FURNITURE



*Love is caring  
for your  
favorite doll*

At ATF caring is an important part of producing quality doll furniture. Sturdy wooden design, beautiful decoration and popular character licenses... all add up to increased sales for 1984.



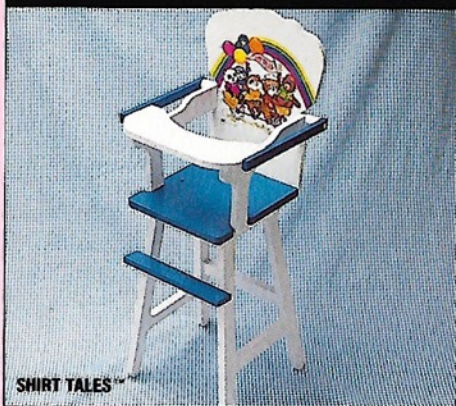
RAINBOW BRITE™ 1225 CRADLE 20 3/8 x 17 1/4 x 15" H

1325 HI CHAIR 13 x 12 1/4 x 24 1/4" H

1125 CRIB 20 7/8 x 15 x 16 1/2" H



**1321 HI CHAIR** 10¼ x 10½ x 27" H



**1221 CRADLE** 20¾ x 15¾ x 18½" H



© 1980, 1981, 1982 Hallmark Cards, Inc.

**HERSELF THE ELF™ 1122 CRIB** 20½ x 13¼ x 15½" H **1322 HI CHAIR** 12 x 12 x 24½" H **1222 CRADLE** 20½ x 18½ x 15" H



© 1983 American Greetings Corp.

**APRIL FLOWERS™ 1315 HI CHAIR** 13 x 12¾ x 24¾" H **1215 CRADLE** 20¾ x 17¼ x 15" H **1115 CRIB** 20¾ x 15 x 16¾" H **1415 BUNK BEDS** 22 x 14 x 26" H



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