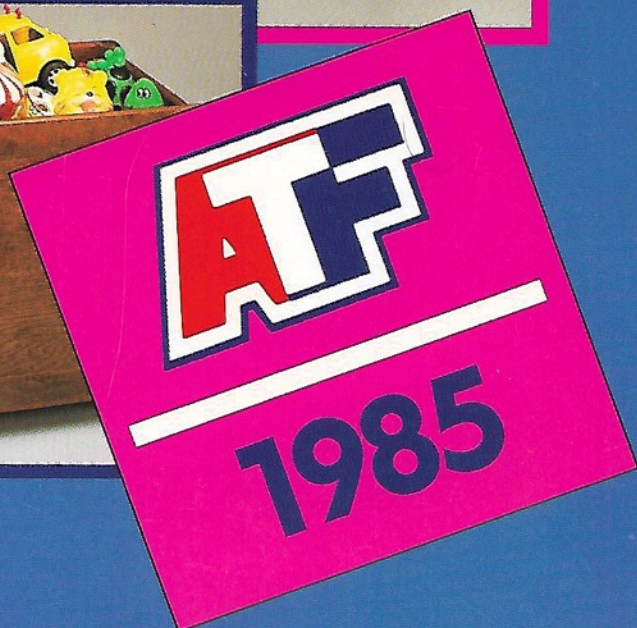
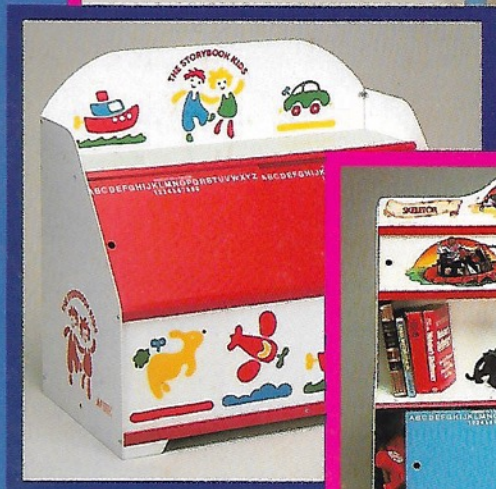


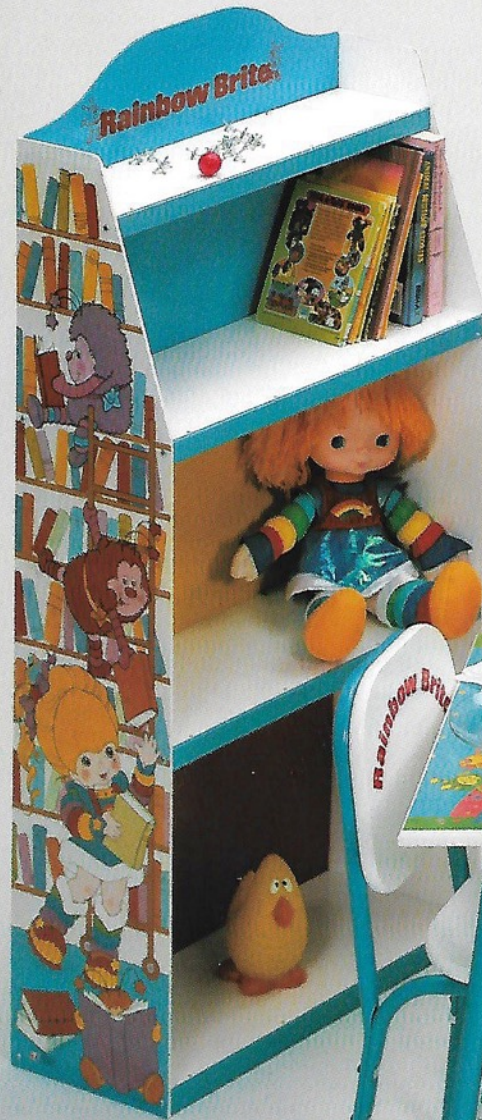
American Toy & Furniture Company, Inc.





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.

Big things are happening in Rainbow Land for 1985. Increased television advertising, more sales promotion and more TV specials!



816



824

PRODUCT INFORMATION

816 BOOKCASE/SHOWCASE
20" x 9" x 42½" H

824 TABLE & CHAIR SET
30" x 20" x 20" H

826 DESK & CHAIR
22½" x 16" x 28¾" H

602 BOOKCASE/TOY CHEST
32" x 18" x 33½" H

604 TOTE
24" x 16" x 22½" H

790 ACTIVITY DESK
28" x 18½" x 21" H

540 ROCKER
15¼" x 21" x 23½" H

725 PORT-A-PLAY DESK
16¼" x 12¼" x 10¾" H

532 STEP STOOL
12½" x 11¼" x 14" H



604



790

SEE PAGE 16 FOR RAINBOW BRITE™ WALLBOARDS.



826



602



540



725



532



Based on the tremendous success of Rainbow Brite™ in 1984, American Toy & Furniture is introducing six new products this year to round out this bright and colorful assortment.

(New products shown on pages 2 and 3.)

The No. 816 Bookcase provides lots of space for book storage, plus a great way to display Rainbow Brite™ and other toys.

The No. 540 Rocker is a beautiful addition to any child's room and is made all the more fun with special Rainbow Brite™ decorations.

A personal Desk and Chair (No. 826) is just the thing to make work or play both fun and easy.

(New products shown on this page.)

What little girl won't love to play dress-up with the No. 381 Cheval Mirror and No. 374 vanity? The Cheval Mirror features safety mirror and can be tilted in its frame for a full view. The vanity provides lots of storage behind hinged doors and a safety mirror. Unique all-in-one design integrates the stool with the table.

To help keep the room neat and tidy, No. 964 Costumer is sure to be a help to any child and mother!



381

374

PRODUCT INFORMATION

RAINBOW BRITE™

381 CHEVAL MIRROR

17" x 14½" x 44½" H

374 VANITY—21½" x 29¼" x 38½" H

608 BENCH/TOY CHEST

31½" x 16" x 25½" H

964 COSTUMER—15½" x 14" x 48¼" H

CARE BEAR COUSINS™ (Opposite Page)

980 WALL MIRROR—19½" x 15" H

955 WALL RACK—19½" x 4" x 17" H

619 BENCH/TOY CHEST

31½" x 16" x 29½" H

789 PLAYTIME/TOY BOX

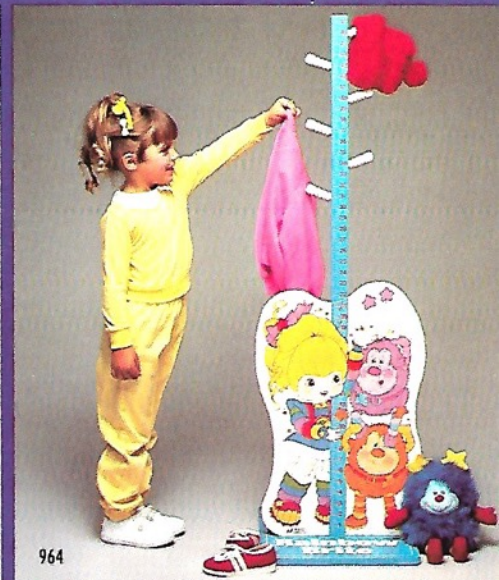
19" x 32" x 21" H

795 TWIN MAGNETIC DESK

51" (open) x 19" x 22" H



608



964

SEE PAGE 17 FOR RAINBOW BRITE™ DOLL FURNITURE.



980



955



619

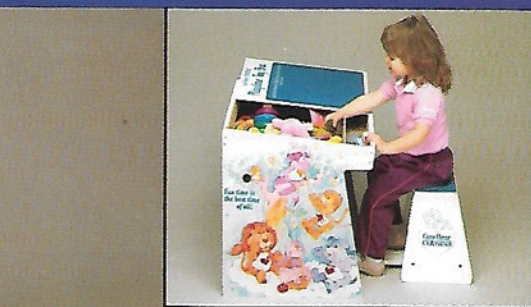


THE CARE BEAR COUSINS™ are a special group of adorable animals that help people do and be their best by showing them how to put their feelings into action.

They're cute and cuddly critters and a whole lot more. Nobody's better at bringing out the best in people than the Care Bear Cousins™.

1985 Highlights Include:

- The Care Bear Cousins™ Starring in their own Feature Length Movie.
- A Coordinated Product Introduction In All Major Product Categories.
- An Appearance on the Care Bears™ Float in the Macy's Thanksgiving Day Parade.
- A Multi-Million Dollar Advertising Budget.



795

SEE PAGE 16 FOR CARE BEAR COUSINS™ WALLBOARDS.

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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 1985, backed with a multi-million dollar advertising budget.

1985 HIGHLIGHTS INCLUDE:

- The Care Bears™ Starring in their own Feature Length Movie.
- Over \$25 Million in Advertising.

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 31¼ x 16 x 26" H



231 EASEL 25¾ x 18 x 43¼" H



SEE PAGE 16 FOR CARE BEARS™ WALLBOARDS.

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



827 DESK & CHAIR 22½ x 16 x 28¾" 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



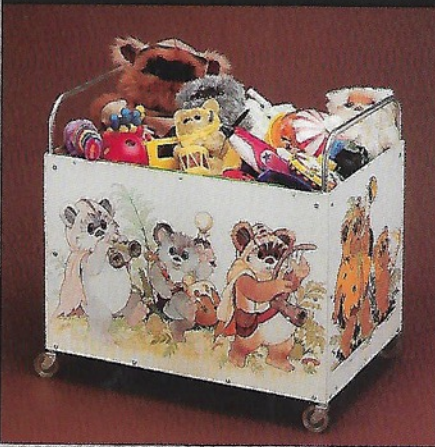
792 MAGNETIC PLAY DESK 27 x 18¾ x 18" H



Ewoks™



606 TOTER 24 x 16 x 22 1/2" H



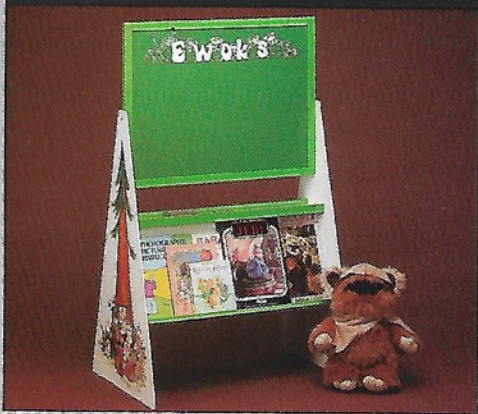
785 ACTIVITY DESK 28 x 18 1/2 x 21" H



697 BOOKCASE TOY CHEST 32 x 18 x 41" H



233 EASEL 25 3/4 x 18 x 43 3/4" H

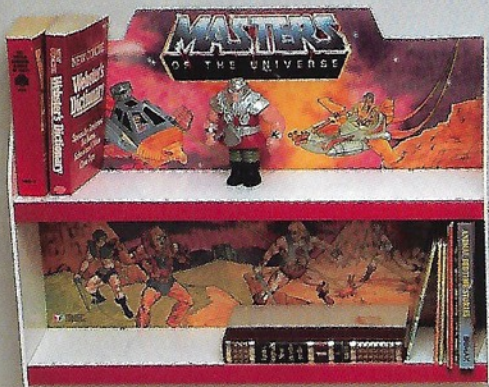


833 TABLE AND CHAIR SET 26 0 x 20" H



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





830



961



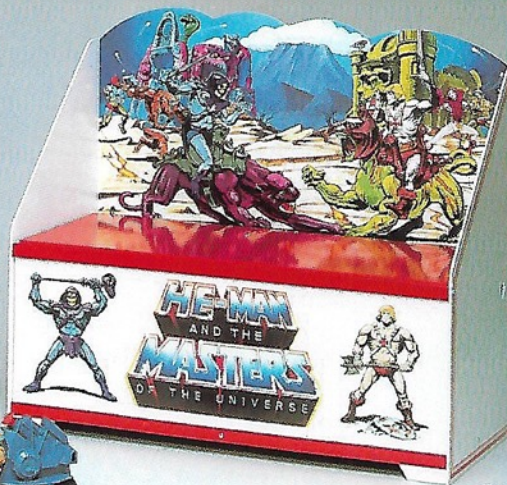
All the action and adventure of He Man™ and Masters of the Universe™ come alive in the dramatic artwork that decorates an expanded assortment of ATF merchandise for 1985. This highly popular character theme has grown to become a favorite of **both** boys and girls. Mattel is backing the Masters of the Universe™ with increased television advertising, new product introduction, promotion, and, of course, the highly rated TV Series.



840



613



614

PRODUCT INFORMATION

830 WALL BOOKCASE
24" x 7" x 16" H

961 WALL RACK
19 1/2" x 4" x 17" H

840 TABLE & CHAIR SET
24" x 24" x 20" H

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

614 BENCH/TOY CHEST
31 1/2" x 16" x 29 1/2" H

THE
**AMERICAN
 HERITAGE™
 COLLECTION**

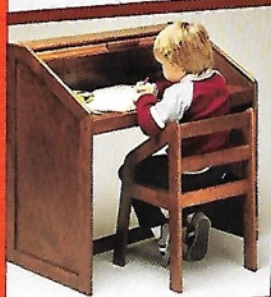
Introducing the new American Heritage™ collection of children's furniture.

Finally, a line of reasonably-priced, all-wood, children's furniture. Distinctive styling and beautiful, rich finish designed to blend in with most any home decor. Solid wood framing and handsome insert panels make each of these fine pieces sturdy and durable. From child to child, generation to generation, American Heritage™ children's furniture will provide years of practical use.

- 622 TOY CHEST**
 31¼" × 18" × 20" H
- 831 TABLE & CHAIR SET**
 28" × 28" × 20" H
- 384 CHEVAL MIRROR**
 16½" × 14" × 44½" H
- 534 ROCKER**
 16" × 20½" × 28" H
- 821 DESK**
 31¼" × 18½" × 30" H
- 822 CHAIR**
 13½" × 13½" × 21¼" H
- 621 TOY CART**
 24" × 16" × 18¼" H
- 623 DEACONS BENCH**
 32" × 16" × 24½" H



622



ROLL-TOP TOY CHEST—Plenty of room for storage. Practical roll-top lid adds to a smart-looking design. Lid restraints avoid sudden falling.

TABLE AND CHAIR SET—This uniquely styled table and chair set is sure to be the center of activity in any child's room. Two chairs included; extras available.

CHEVAL MIRROR—Traditional full-length mirror. (Unbreakable acrylic)

JENNY LIND ROCKER—The famous Jenny Lind style in a deluxe children's rocker.



384



534



822



831

ROLL-TOP DESK—A traditional roll-top feature combined with a fresh, new style. Uniquely designed chair sold separately.

TOY CART—A very practical toy storage cart. Easily rolled around on sturdy casters. Plenty of capacity to hold lots of toys.

BENCH/TOY CHEST—Seats two. Large storage area under safety hinged seat.



THE AMERICAN HERITAGE™ COLLECTION



821



621



623

Strawberry Shortcake™

Strawberry Shortcake™ lives in a strawberry house that grew right out of the ground in a special place called Strawberryland™. With the help of her friends, she tends the berry plants.

Strawberry Shortcake™ and her playmates live together, happily enjoying each other and their timeless, magical existence.

1985 Highlights Include:

- A New Syndicated Television Special.
- A National Touring Road Show Featuring Strawberry Shortcake™ Will Appear in Most Major Cities, Beginning Fall '85.
- A New Coordinated Television Advertising Campaign.





PRODUCT INFORMATION

677 BOOKCASE/TOY CHEST
32"×18"×41" H

335 SINK/STOVE
27"×13"×31¼" H

336 REFRIGERATOR
18"×13"×31" H

380 CHEVAL MIRROR
17"×14½"×44½" H

338 VANITY & STOOL
36"×15½"×39" H

937 WALL RACK
18"×4"×20" H

885 DESK & CHAIR
22½"×16"×28¾" H

674 TOTE
24"×16"×22½" H

886 BOOKCASE/SHOWCASE
20"×9"×40" H

ALL TIME FAVORITES

Page 14

71 ART ACTIVITY CHEST
15½" x 14¼" x 2" H

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

762 MAGNETIC TWIN DESK
51" (open) x 19" x 21" H

67 LARGE PORTABLE PEG CHEST
15½" x 14¼" x 2" H

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

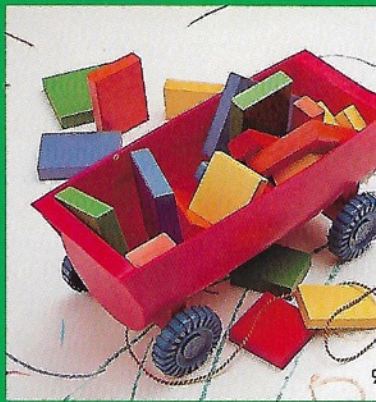
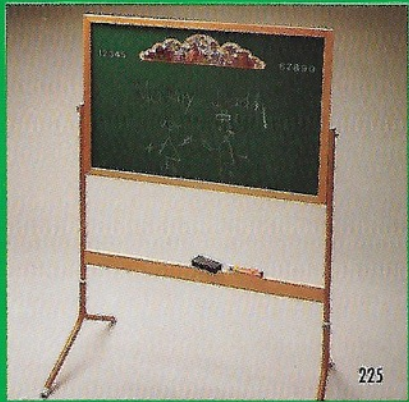
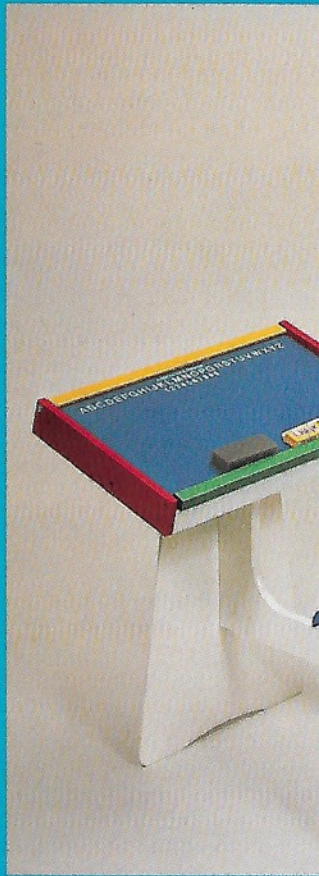
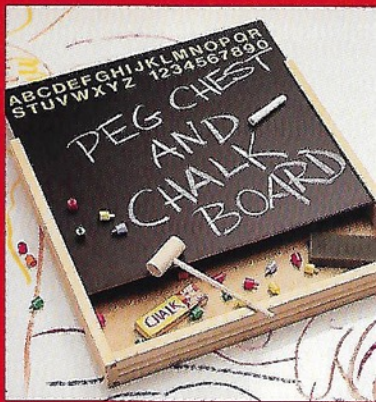
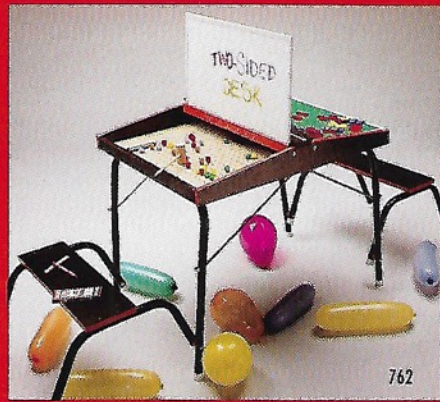
6 PEG DESK
25½" x 18½" x 22" H

660 CIRCUS TOTER
24" x 16" x 22½" H

100 POUNDING BOARD
9¾" x 4" x 4½" H

225 CIRCUS CRAYON/CHALKBOARD
33" x 19" x 46¼" H

916 MY BLOCK WAGON
12" x 5¾" x 5½" H

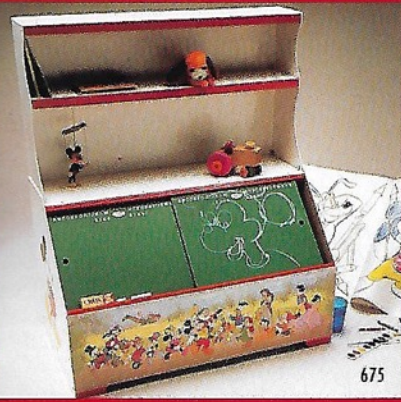


**675 BOOKCASE/
TOY CHEST**
30" x 18" x 37 3/4" H

670 TOWER
24" x 16" x 22 1/4" H

676 BENCH/TOY CHEST
31 1/2" x 16" x 25 1/2" H

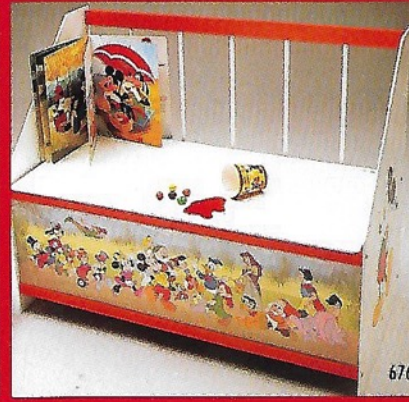
© Walt Disney Productions



675



670



676



617



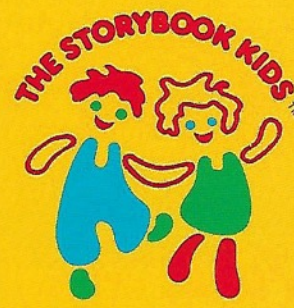
828



527



618



788 ACTIVITY DESK
18 1/2" x 26 1/2" x 21" H

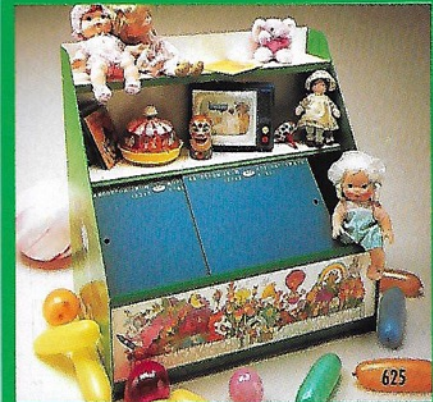
617 TOY CHEST
32" x 18" x 29" H

527 STOOL
11 1/2" x 7" x 7 3/4" H

828 TABLE & CHAIR SET
24" x 24" x 20" H

618 TOY CART
21" x 14 1/2" x 16 1/2" H

THE STORYBOOK KIDS™
©ATF 1985



625



834

ENCHANTED WORLD

**625 BOOKCASE/
TOY CHEST**
32" x 18" x 33 1/2" H

834 TABLE & CHAIR SET
30" x 20" x 20" H

WALLBOARDS

36 RAINBOW BRITE™
CHALKBOARD
20"×26"

38 RAINBOW BRITE™
CORKBOARD
20"×26"

40 CARE BEARS™
CHALKBOARD
17½"×19½"

42 CARE BEARS™
CORKBOARD
17½"×19½"

44 CARE BEAR COUSINS™
CHALKBOARD
17½"×19½"

46 CARE BEAR COUSINS™
CORKBOARD
17½"×19½"



36

38



40

42



44



46

CORK BULLETIN BOARDS

High-quality wall hanging corkboards. Individually shrink-wrapped with display banner.

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.

21 NATURAL FRAME
24"×36"

20 NATURAL FRAME
18"×24"

3 WALNUT LOOK FRAME
18"×24"

29 WALNUT LOOK FRAME
24"×36"

19 BLACK, NATURAL FRAME
24"×36"

13 GREEN, WALNUT LOOK
FRAME 18"×24"

18 BLACK, NATURAL FRAME
18"×24"

11 BLACK, NO FRAME
24"×36"

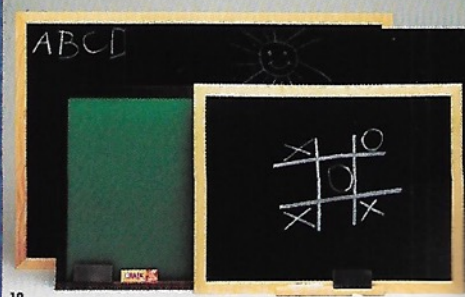


21

20

3

29



19

13

18

DOLL FURNITURE



1415



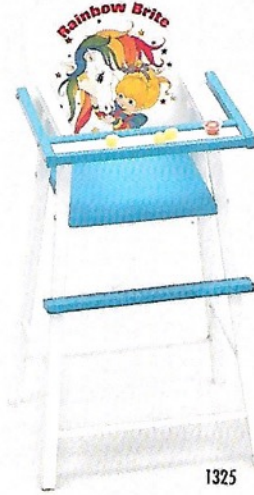
1115



1215



1315



1325



1125



1225



1425



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 1985.

1415 APRIL FLOWERS™ BUNK BEDS
22" x 14" x 26" H

1115 APRIL FLOWERS™ CRIB
20 7/8" x 15" x 16 3/8" H

1215 APRIL FLOWERS™ CRADLE
20 7/8" x 17 1/4" x 15" H

1315 APRIL FLOWERS™ HI CHAIR
13" x 12 3/4" x 24 3/4" H

1325 RAINBOW BRITE™ HI CHAIR
13" x 12 3/4" x 24 3/4" H

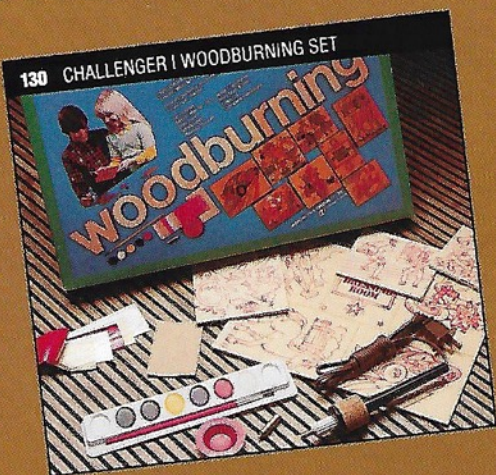
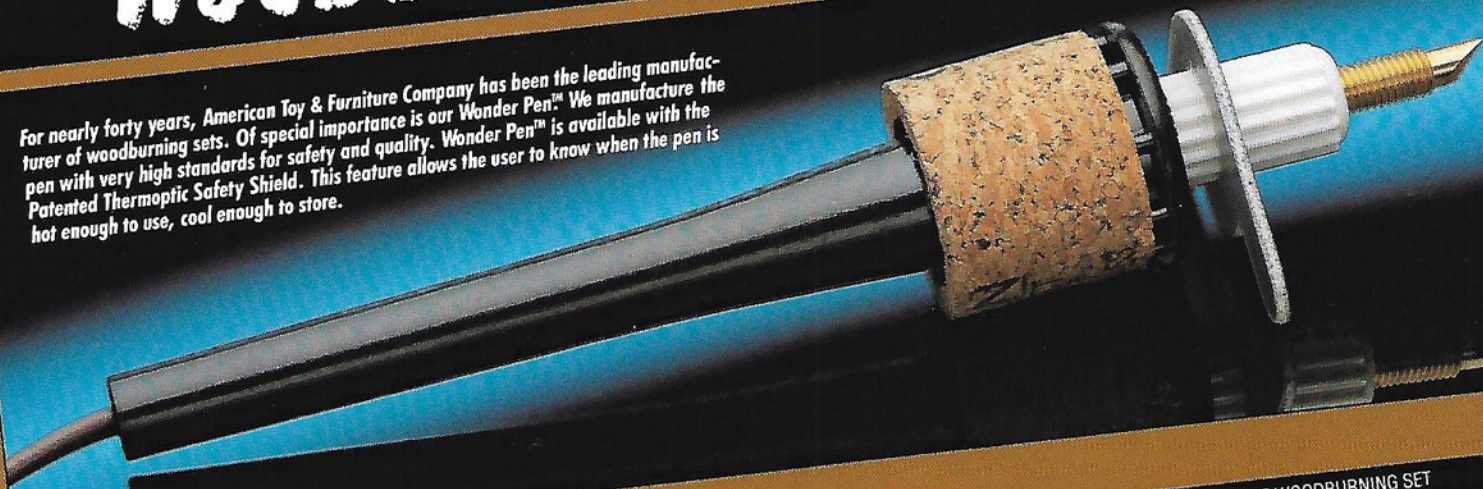
1225 RAINBOW BRITE™ CRADLE
20 7/8" x 17 1/4" x 15" H

1125 RAINBOW BRITE™ CRIB
20 7/8" x 15" x 16 3/8" H

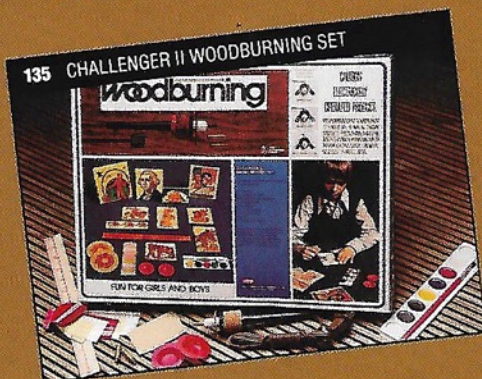
1425 RAINBOW BRITE™ BUNK BEDS
22" x 14" x 26" H

WOODBURNING

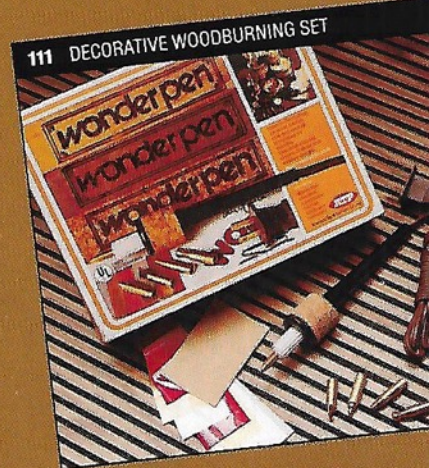
For nearly forty years, American Toy & Furniture Company has been the leading manufacturer of woodburning sets. Of special importance is our Wonder Pen™. We manufacture the pen with very high standards for safety and quality. Wonder Pen™ is available with the Patented Thermoptic Safety Shield. This feature allows the user to know when the pen is hot enough to use, cool enough to store.



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

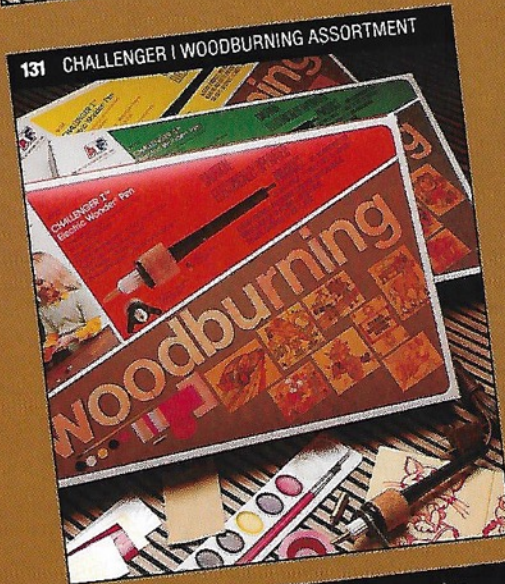


135 Challenger II Woodburning Set
Box: 18 1/4 x 13 3/4 x 1 1/2" H
Contains: Wonder Pen with Thermoptic Safety Shield, 2 extra points, 12 plywood plaques, 2 cork coasters, wooden ruler, water colors, paint brush, paint mixing dish, sandpaper, color foil and instructions.



111 Decorative Woodburning
Box: 9 x 7 x 2 1/8" H
Contains: Wonder Pen, Idea Book, 4 extra points, foil pack and instructions.

145 (Not Shown) NFL Woodburning Set
Box: 21 x 12 1/2 x 1 1/2" 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,



131 Challenger I Woodburning Assortment
Box: 16 x 10 1/2 x 1 1/2" 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.



153 Carded Pen
Contains: Wonder Pen and instructions.

154 Carded Tips
Contains: 6 assorted woodburning tips and instructions.



carbon paper, NFL Fact Sheet, instructions. Officially licensed product by NFL.

166 Deluxe Woodburning Set
Box: 14 1/2" x 11 1/2" x 3" H
Contains: Wonder Pen with 2 extra points, 8 plaques, 46 cedar slats, 10' yarn, 16' vinyl lacing, 4 cork coasters, leather, glue, nails, 2 paint cups, color foil pad, sandpaper, paint color strip, brush, carbon paper, detailed instructions & project booklet.

424 15 PIECE TOOL SET IN PLASTIC BOX

BOX: 13½ x 6½ x 5½" H



401 STARTER SET—6 PIECES

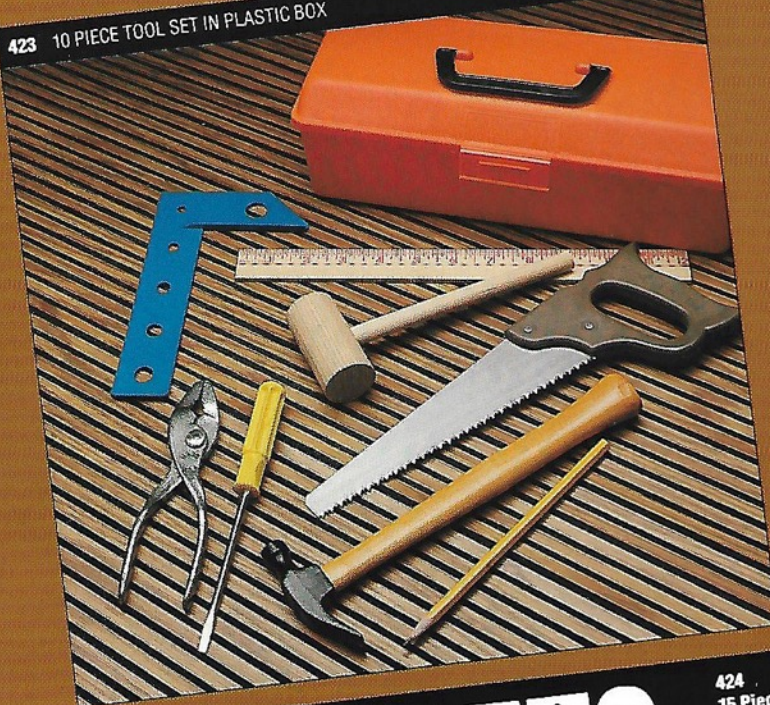


426 CEDAR PROJECT SET



423 10 PIECE TOOL SET IN PLASTIC BOX

BOX: 12 x 5¼ x 4¼" H



415 WORK BENCH WITH TOOLS

30 x 17½ x 38" H



TOOL SETS

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
12¼ 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: 11¼ x 7½ x 3¼" H
Includes: 45 cedar slats, plans, sandpaper, glue, nails, carbon paper.

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



AMERICAN TOY & FURNITURE COMPANY, INC.

Executive Offices

5933 North Lincoln Avenue
Chicago, Illinois 60659
(312) 271-2600

Factory

825 West Main Street
Hortonville, Wisconsin 54944

Distribution Center

2605 North Casaloma Drive
Appleton, Wisconsin 54911

ATF SALES OFFICES

New York, New York 10010

Jacobs Sales Company
200 Fifth Avenue Building
Room 1014
(212) 675-5588

Westmont, Illinois 60559

Ree Ron Sales Inc.
100 East Ogden Ave.
(312) 850-7977

Bedford Heights, Ohio 44146

Jones-Emerson & Associates, Inc.
5311 Northfield Avenue
Suite 205
(216) 663-4348

ATF SALES OFFICES

Los Angeles, California 90015

The Fellerman Company
Bendix Building Room 511
1206 South Maple Avenue
(213) 747-6334

Dallas, Texas 75207

Anderson-Hardin
Post Office Box 58407
7448 World Trade Center
(214) 741-6746

Mallandale, Florida 33009

Herbko International Inc.
P. O. Box 760
(305) 454-7771

ATF SALES OFFICES

Lees Summit, Missouri 64063

Dick Griffin Sales
216 Hemlock-Lakewood
(816) 373-4451

Portland, Oregon 97242

S & F Associates, Inc.
Post Office Box 5996
522 North Thompson
(503) 288-6878

Salt Lake City, Utah 84121

Fullmer & Associates
5753 S. Waterbury Circle
(801) 277-4981

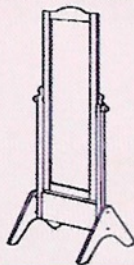


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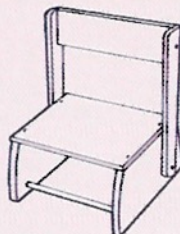
Coming Soon!

ATF becomes an official Cabbage Patch Kids™ licensee in 1985! A separate, full color brochure showing the complete assortment will be available soon!

383 CHEVAL MIRROR



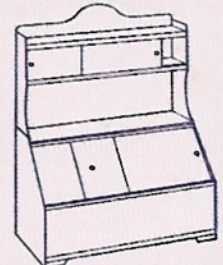
529 STEP STOOL



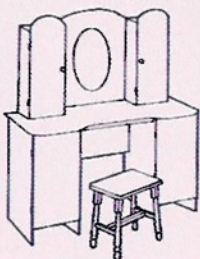
819 DESK & CHAIR



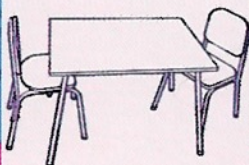
605 BOOKCASE/TOY CHEST



375 VANITY



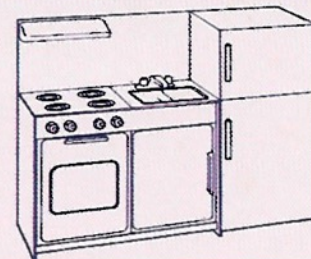
829 TABLE & CHAIR SET



528 ROCKER



369 SINK/STOVE



368 REFRIGERATOR

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