

Barbie[®] AND Ken[®] He's a doll![™]

Teen-Age Fashion Model[™]

Barbie's Boyfriend[™]



and Barbie's Best Friend[™]

Midge[™]

Also See BLUE Wardrobe Booklet



Barbie®

**BASIC BARBIE DOLL
FASHION MODEL SET**

#850

Your Barbie doll is created of sturdy flesh-tone vinyl plastic. Moveable arms, legs and head make it easy to dress Barbie in her exciting fashion model's wardrobe. Barbie Doll, plus jersey swimsuit, pearl earrings and shoes... and special wire stand to keep Barbie on her feet for all Fashion Shows. \$3.00

NOTE: When dressing Barbie, do it the way real fashion models dress: slip her dress or skirt up over her feet and hips.

PRICES SHOWN ARE APPROXIMATE, AND MAY BE LESS IN SOME LOCATIONS.



NEW!

Midge™

Barbie's Best Friend

Midge, the "girl next door," now available. Midge finds Barbie's lovely clothes a perfect fit, too.

Sturdy, flesh-tone vinyl plastic and polyethylene with movable arms, legs and head. You can have Midge as a blonde, brunette or redhead!

Midge doll comes dressed in a gay, two-piece jersey swim-suit, smart high-heeled shoes. Special pedestal included. \$3.00



#860

NOTE: When dressing Midge, do it the way real fashion models dress: slip her dress or skirt up over her feet and hips.



Midge and Barbie® are trademarks owned by Mattel, Inc.



#934

AFTER FIVE
 (without doll) #934
 Princess-style dress of black faille with portrait collar of white organdy, button accent on bodice. Organdy picture hat with black velvet bow and black shoes complete the set. \$2.00



CAREER GIRL
 (without doll) #954
 Classic two-piece black tweed suit, with red sleeveless pullover. Hat matches suit, sparkled with red rose. Black elbow length gloves and black pumps. The set, \$3.00
 #954

DINNER AT EIGHT

(without doll) #946

Stunning hostess pajama set.
One-piece persimmon
slack-and-bodice lounging suit,
with gold metallic net hostess
coat. Gold wedgies.
The set, \$2.50

#946



"SWEET DREAMS"

(without doll)
#973



Novelty
tricot Baby Doll
gown and panties
trimmed with
embroidery and
satin bows. Hair
bow to match.
Pastel bedroom
scuffs. Plus
Barbie's "Dear
Diary" book, her
apple-a-day, and
alarm clock to
wake her in
the morn!
Complete
set, \$1.25

#973

FLORAL PETTICOAT

(without doll) #921
Crisp nylon sheer
petticoat, all-over
embroidered with
pastel floral design
and matching
panties. Strapless
bra, vanity mirror,
comb, brush set.
Complete,
\$ 1.25



#921

WINTER HOLIDAY

(without doll) #975
Swaggering car coat of "leather" over a striped cotton T shirt with jaunty hood. Both shirt and ankle-boner pants have zipper closings. Plaid zipper bag, shoes, knit mittens. The set, \$3.50



#975

SENIOR PROM

(without doll) #951
Stunning ice blue and sea green satin and tulle formal gown for the Senior Prom! Green satin bodice with blue trim, green and blue variegated tulle overskirt. Matching green dancing shoes. The set, \$3.00



#951



#984

AMERICAN AIRLINES STEWARDESS

(without doll) #984 Barbie takes off for sky adventures in her flight blue uniform with flight insignia on cap and jacket. Her white nylon blouse and shoulder pocketbook are trimly tailored to regulations. An American Airlines flight bag travels with her. The set, \$3.50



RED FLARE

(without doll) #939 Luscious red velvet ensemble. Flared coat with bell sleeves and white satin lining. Matching pillbox hat, handbag; long, white gloves and red shoes. \$3.00

#939

BRIDE'S DREAM

(without doll) #947

Lovely wedding gown, fashioned for a fairy princess. Traditional white satin gown with a drift of nylon chiffon overskirt and ruffles cascading down the front panel from the tiny waist. Tiny mock pearl tiara holds tulle bridal veil. Long white gloves, single strand pearl necklace, sentimental blue garter, bridal bouquet and white slippers. The set, \$3.50

#947





#991

REGISTERED NURSE

(without doll) #991 Barbie cures patients in a trim white cotton uniform with zipper back, buttoned blouse and real hip pockets. With her spectacles and graduate nurse's cap, she wears a navy blue cape lined in red silk for outside calls. Hot water bottle, diploma, medicine bottle and spoon complete the set. \$3.00



SWINGIN' EASY

(without doll) #955 Feminine green print party dress. Full skirt, wide cummerbund and sash. Accessorized by pear on gold chain necklace, black pumps, white purse. The set, \$2.00

#955



#986

SHEATH SENSATION

(without doll)
 #986—Fashion's slim sheath in fireman red cotton has 4 gold buttons and 2 deep pockets. Crisp white straw hat, gloves and white shoes make dazzling accessories.
 The set, \$1.50



GOLDEN ELEGANCE

(without doll)
 #992

Glamorous ensemble of gold and red lame. Coat has fur cuffs, is completely lined with red satin. Strapless sheath of same exciting lame. Velvet bag, short white gloves, hankie, pearl necklace and earrings, and fur headband accessorize the ensemble. \$4.00

#992

SOPHISTICATED LADY

(without doll) #993
Romantic old rose taffeta
ball gown with silver
filigree lace trim on
bodice and drape of skirt.
Silver tiara, long white
gloves, pink pearls and
evening slippers. Fitted
American Beauty Rose
velveteen evening coat,
lined to match gown,
has dainty silver
buttons. The
ensemble,
\$5.00

#993



SOLO IN THE SPOTLIGHT

(without doll)

#982

Dramatic black glitter-gown with bare shoulders and rose corsage on nylon net flounce. Long black nylon tricot gloves. Pink scarf and bead necklace. Black plastic pumps. Plastic microphone. The set, \$3.00

#982



ORANGE BLOSSOM®

#987

(without doll) #987

Barbie blossoms out for a wedding or graduation party in a buttercup yellow sheath frosted with an embroidered sheer nylon overskirt. Veiled tulle hat, white shoes and a bouquet of spring posies complete the pretty picture. The set, \$2.50



BARBIE® BABY-SITS!

(without doll) #953

Dressed in pretty apron, Barbie baby-sits! To while away the hours, she has her school books (with strap) to study; a clock, her glasses, a phone and phone book, a bottle of pop and box of pretzels. Her tiny "charge" is a soft vinyl baby doll, dressed in diaper (extra diaper included!) complete with sacque, bassinette with lining, blanket and pillow, and nursing bottle.

The set, \$2.75.

#953

New

Barbie's[®]

FASHION SHOP[™]



#817

T.M.

An elegant fashion shop where Barbie can model her lovely clothes! Attractive exterior with showcase window. Interior includes small stage where Barbie can model fashions; dressing room; display alcove for frocks and counters for accessories and jewelry; and smart salon furniture for "customers." Shop comes with convenient carrying handle, is easy to assemble.

\$7.50



(Dolls and clothing not included.)

#870

Super-sophisticated Barbie with new sculptured head and three high-fashion wigs (plus wig stand). Change her coiffure to go with different ensembles. You have a choice of platinum bubble-on-a-bubble, brunette page-boy, or titian side-part flip. Fashion Queen Barbie is dressed in a stunning gold striped lame swim suit, with matching head scarf. High-heeled shoes; pearl earrings. \$6.00

NOTE: When dressing Fashion Queen Barbie, do it the way real fashion models dress: slip her dress or skirt up over her feet and hips.



The new

“FASHION QUEEN”™

Barbie®

Barbie[®] AND Midge[™]

MIX 'N MATCH FASHION PAKS

Color coordinated separates for Barbie and Midge! Designed for you to create versatile style combinations for any occasion. Each Fashion Pak includes individual hanger for costumes.





SATIN SLACKS .80



SATIN SHEATH SKIRT
.80



SATIN COAT 1.40



SATIN EVENING TOP .80



SATIN BOLERO 1.00



FULL SATIN EVENING SKIRT
1.00

EACH SATIN ITEM SHOWN COMES IN BLACK, WHITE, ROSE AND PINK GLITTER.



ACCESSORY PAK 1.00



SQUARE
NECK
SWEATER
.80

COMES IN 3 COLORS



PLAIN BLOUSE .80

COMES IN BLACK & WHITE PRINT, OR 4 SOLID COLORS



SINGING IN THE SHOWER® 1.40.



COMES IN 3 COLORS

HELANCA SWIMSUIT 1.00



SHEATH
WITH GOLD
BUTTONS
1.00

COMES IN 3 COLORS



SLACKS .80
COMES IN BLACK
& WHITE PRINT,
OR 4 SOLID COLORS



GOLD LAME
SHEATH 1.40



PURSE
PACK
.80



FUR STOLE WITH BAG 1.20



PEACHY
FLEECE
COAT 1.40

"FASHION QUEEN"™ *Barbie & Ken*®
TROUSSEAU SET

#864



All the romance of a big formal wedding and a dream honeymoon! Fashion Queen Barbie with her 3 high fashion wigs and wig stand, plus a bridal outfit fit for a fairy princess—wedding gown, veil, bouquet, long gloves, pale blue garter, blue panties and bra, white shoes. Trousseau includes red playsuit with yellow belt, black and white print gathered skirt, striped sun dress, dressy orange bell dress, necklace, white purse, blue purse, blue shoes, white cardigan and sunglasses. Ken's the handsome groom with tuxedo, white shirt, black shoes and socks; dressy gray suit, jockey shorts, gold Bermuda shorts, sport shirt, brown and white shoes, green knee socks, red socks, red tie. \$25.00

Barbie®

HAS HER OWN MAGAZINE
... with news about Barbie,
her fashions and her friends.



Many Barbie doll owners have written us with so many ideas to exchange that we've put them together in a special Barbie magazine, which is available every other month. Only Barbie fans can subscribe!

FOR ONLY ONE DOLLAR, HERE'S WHAT WE SEND YOU:

1. A one-year subscription to the Barbie Magazine (six issues).
2. A wallet-size Barbie Fan Club Identification Card.
3. A Barbie emblem to sew on your jacket or sweater.

MATTEL BARBIE MAGAZINE

P.O. BOX 813-BN, Hawthorne, California

Please enter my subscription to the Barbie Magazine for one year (6 issues) and send my FREE Identification Card and Barbie emblem. Enclosed is one dollar.

(Please print plainly)

NAME _____

ADDRESS _____

CITY _____ ZONE _____

STATE _____

BARBIE'S BOYFRIEND™

Ken®

He's a doll™

#750 **BASIC KEN DOLL SET**

Tall, crew-cut Ken makes a handsome steady for your Barbie doll. Sturdy, flesh-tone vinyl plastic with moveable arms, legs and head, Ken is easy and fun to dress in his smartly-tailored wardrobe. Ken Doll, plus bathing trunks, beach jacket, sandals, and a special wire stand to hold him upright. \$3.50

#750





SPORTS SHORTS

(without doll) = 783

Ken's been invited to Barbie's backyard barbecue. He's ready for a big helping of fun in a sport shirt and contrasting Bermuda shorts. His khaki socks and brown oxfords round off a really neat casual wardrobe. The set \$2.00

#783



CAMPUS HERO

(without doll)

#770

Campus leader Ken proudly wears the handsome sweater Barbie knit for him, adds white duck pants, red socks and white oxfords. Taking Barbie to the big pre game rally and dance, he shows his University letter, leads the crowd's cheers with his banner. The set, \$3.00

#770

CASUALS

(without doll) #782
When Ken takes the keys to his sports car, Barbie is navigator on the Open Road. Behind the wheel he wears a red sports cap, knit tee shirt and polished cotton pants.



Barbie selected the argyle socks he wears with two-tone shoes. The set, \$2.00

#782



FUN ON ICE

(without doll) #791
Ken takes Barbie ice skating in handsome blue and gold argyle sweater, gold corduroy trousers, matching stocking cap, muffler and mittens. Pak includes shoe racing skates. Set, \$3.00

#791



ARMY AND AIR FORCE

(without doll)
#797

Armed forces uniform with interchangeable accessories so that

Ken can be a member of the U. S. Army or of the U. S. Air Force. Basic

summer uniform, with Army

overseas cap, tie, belt, brown shoes and socks. Also Air Force wings, blue cap and tie, belt, black shoes and socks. The set, \$3.00

#797



SLEEPER SET

(without doll)
#781

A sugar bowl and glass of milk

satisfy a sudden appetite

before bedtime.

Last task of the day: setting the big

alarm clock. Ken

sleeps in tailored striped pajamas

with solid trim.

The set. \$1.50
#781



#792

PLAY BALL!

(without doll) #792
Ken plays on the varsity team in a 2-piece baseball uniform, regulation shoes and socks, and plastic batting cap. Set includes bat, ball and mitt. \$2.50



TOUCHDOWN!

(without doll) #799
Ken's the campus football hero in his bright red padded football trousers and sweat shirt with authentic red plastic shoulder guards. Matching plastic football helmet, socks and regulation shoes. Football included. \$3.00

#799



TERRY TOGS

(without doll) #784
A shower and shave start the morning. Ken is dressed in a thick, thirsty terry robe embroidered "K," with matching scuffs. He has soap, sponge and a man-size terry towel. Dressed in knit briefs, he uses his electric shaver and comb. The set, \$2.00

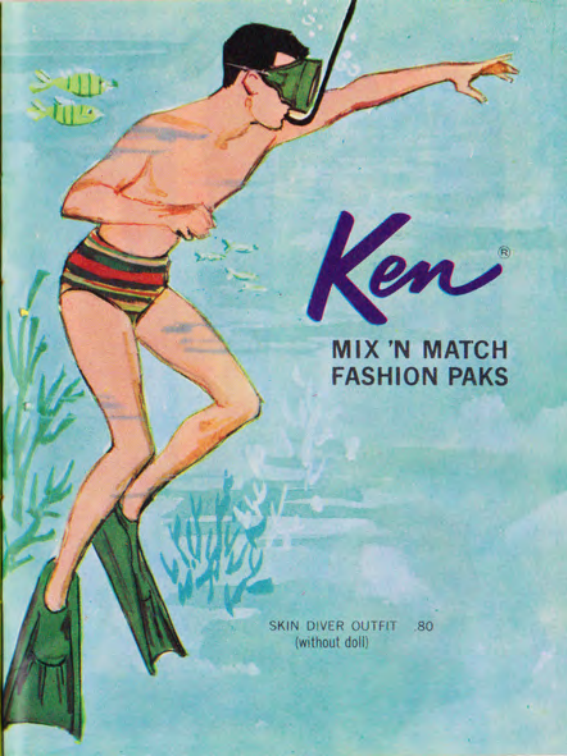
#784



TIME FOR TENNIS

(without doll) #790
Official-looking white tennis cardigan with red and blue trim tops white sport shorts and T-shirt. Includes tennis shoes, socks, goggles, racquet and ball. \$3.00

#790



Ken[®]

**MIX 'N MATCH
FASHION PAKS**

SKIN DIVER OUTFIT .80
(without doll)



BROWN SLACKS
1.00



CORD SLACKS
1.00



GREY SLACKS
1.00



ACCESSORY
PAK 1.00



RED VEST .80



CARDIGAN SWEATER 1.20



GREEN
OR
BEIGE

CORDUROY JACKET 1.40



WHITE DRESS SHIRT 1.00

COMES IN 2 COLORS



SPORT SHIRT SOLID COLOR 1.00



BLUE BLAZER 1.40



COMES
IN 3
COLORS

POLO SHIRT .80



BEIGE WINDBREAKER 1.40



GREEN OR RED PRINT

PATTERN PRINT SHIRT 1.00

GENUINE *Barbie*[®]
BY MATTEL[®]

GENUINE
FASHION
QUEEN *Barbie*[®]
BY MATTEL[®]

GENUINE *Midge*[™]
BY MATTEL[®]

GENUINE *Ken*[®]
BY MATTEL[®]

**DON'T
ACCEPT
IMITATIONS!**

*YOU CAN TELL
IT'S MATTEL...
IT'S SWELL!*

Look for the Mattel identifying wrist tag attached to each Genuine Barbie, Midge, and Ken Doll.

For perfect fit and finest quality, always insist on the genuine Barbie, Midge, and Ken fashions, made only by Mattel.

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"Barbie"[™], "Ken"[™], "Mattel"[™], "Midge"[™], "Fashion Queen", "Teen-age Fashion Model", "He's A Doll", "Barbie's Boyfriend", "Barbie's Best Friend", "Barbie's Fashion Shop", "Orange Blossom"[™], "Sheath Sensation"[™], "The Barbie Game", "Singing in the Shower"[™], are trademarks owned by Mattel, Inc., Hawthorne, California, U.S.A.

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