

# EATONS' BEAUTY DOLLS

By Rebecca Douglass

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MAY 2003



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In 1900, Eaton's created a series of dolls known to millions as **Eaton's Beauty Dolls**. A doll was featured each year in the company's **fall and winter catalogue**, which was delivered to homes across the Canada. The **Eaton's Beauty** was the dream of many little girls, who eagerly awaited the arrival of a new catalogue. This Beautiful doll was sold only at Christmas through the catalogue. It was the most popular doll sold at that time, and the price was

starting at \$1.00 to \$10.00 depending on the size of the doll you purchased. The price of the doll went from about 15.00 in late 60's to \$450.00 in 1984.

The doll usually wore a chemise or a Princess slips, and sported a red ribbon with gold lettering identifying it as an Eaton's Beauty. The early dolls, which had leather bodies and bisque shoulder heads, were replaced by dolls with bisque heads & ball-jointed composition

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bodies. During the First World War, European dolls were not available, so in 1915 and 1916 the Eaton's Beauty was made by Dominion Toy Manufacturing Company of Toronto. During the Second World War, the doll was once again made in Canada, this time by the Reliable Toy Company of Toronto.

In the 50's and 60's, The *Eaton's Beauty* was an ordinary **vinyl** play doll, so it lost some of its charm. In the late seventies, the company offered limited editions of bisque dolls for the benefit of customers eager to add one more Beauty to their collections.

The Beauty's came in many different **Body** types thru the years.

- 1900-1904 leather body with shoulder plate head
- 1906 papier-mâché body
- 1912 -1950's composition body
- 1954 Latex skin body
- 1956 vinyl body
- 1960-65 plastic body
- 1977 composition body
- 1983-84 bisque body

There were **No** Eaton's Beauty Dolls produced for sale in the following periods:

- 1917-1923 (**WW1**)
- 1944-53 (**WW2**)
- 1959
- 1961
- 1966-1976
- 1985-1986

The **Head** on the Dolls were:

- 1900-1914 was bisque
- 1915-1916 was composition.

- 1924 to 1940 was bisque
- 1954 to 1965 vinyl heads
- 1977 the Designer went back to Bisque.

## EATONS BEAUTY DOLL MAKERS 1900 -1984

Armand Marseille German  
J.D. Kestner German  
Schoeneau & Hoffmeister German  
Cuno & Otto Dressel German  
Dominion Toy 1915 Cdn  
S.F.B.J. French 1922-23  
Reliable Cdn 1940-43  
Roddy England 1958-59  
Dee & Cee Cdn 1960  
Regal Cdn 1963  
Dorothy Churchill Cdn 1978-81  
April Katz Cdn 1983-84

These Beauty's Wore a **Red Ribbon** (badge) across her chemise Chest from 1904 to 1964.



From 1906 -1913 The Ribbon was Red with gold printed Holtz Masse symbol from Dressel. In 1913 the ribbon was

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White No symbol. 1914 Back to Red and symbol. In 1915 White said Made in Canada. The Red and Gold badge was returned in 1924 & 1925. It was used intermittently until the 1930's - 1940's.

## White Chemise & Ribbon



They also came with a **Princess Slip**, an all in one. Underwear was introduced in 1927. It also had lace trim and came as white or colored. In 1940 extra outfits were offered for sale with the dolls until 1943. In 1954 she came dressed until for the first time until 1985.

I have the following Beauty's that can be found in the Dolls of Canada A Reference Guide by Evelyn Strahlendorf Printed in 1986.

- Page 70 Cuno & Otto Dressel produced in 1911 Size 19.5" (Bisque)
- Page 75 S.F.B.J. produced in 1922-23 Eaton Special Doll Size 19" (Bisque)
- Page 76 Armand Marseille produced in 1925 Size 19" (Bisque)
- Page 79 Armand Marseille produced in 1935-36 Size 19" (Bisque)
- Page 80 Armand Marseille produced in 1936-37 Size 19" (Bisque)
- Page 82 Dee an Cee produced in 1960 Size 18" (Vinyl)

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This Beauty AM 390 1906 on composition ball jointed body, socket head. Sleeping eyes.



This Beauty AM 370 is on Kid body, shoulder plate 1900 - 03. Bisque lower Arms. Sleeping brown eyes.



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This **Beauty Cuno Otto & Dressel**  
**1910**. Bisque head, Ball Jnt.  
Composition Body. Light Brown Mohair  
Wig, Blue sleeping eyes.



This Beauty **SFBJ French 1922-23** on  
composition ball jointed body, socket  
bisque head, Beautiful Blue sleeping  
eyes, moulded teeth.

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This Beauty AM  
**390-1924 composition** ball jointed  
body. Sleeping eyes.



**Painted Bisque 1936-37.**  
**1935 AM 449 Painted Bisque.** Paper  
mache body, jointed shoulder and hips,  
Br sleeping eyes, Brown mohair wig.

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**1936-37 AM 390 Painted Bisque high color**, St. Limbs, papier-mâché body, jointed hips, shoulders, head, brown sleep eyes, and blonde mohair wig, original blue chemise. And lawn dress, hat, shoes, socks.



**1936-37 AM 390 Painted Bisque high color**, St. Limbs, papier-mâché body, jointed hips, shoulders, head, brown sleep eyes, and blonde mohair wig, original blue chemise. And lawn dress, hat, shoes, socks.

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**1940-41 Reliable 18" All composition,  
Princess blue slip, Red badge, shoes  
and socks.**





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