

# 750,000 DY-DEE DOLLS GRATIFY THE MATERNAL INSTINCT OF MODERN YOUNGSTERS



**Feeding.** After you squeeze the air out of her stomach, Dy-Dee will suck in water either from a bottle or spoon.



**Washing.** Dy-Dee's soft-rubber body is air and watertight and can therefore be bathed despite her movable limbs.



**Dressing.** Dy-Dee layettes come in trunks, include such essentials as rubber panties, diapers, bottles and nipples.



DY-DEE BABY IS DEDICATED TO "EVERY LITTLE GIRL WHO HAS THE CAPACITY FOR MOTHER LOVE"



**Promenading.** In a \$35 doll carriage with collapsible top, this little New Yorker airs her \$28 infant. Note the rattle.

In an old, rambling, six-story, brick building on Greene Street, New York City, heavy-muscled men and nimble-fingered girls are working overtime to fill the rush of Christmas orders for that phenomenon of the toy world—the Dy-Dee doll who wets her diapers. Now four years old, Dy-Dee is, more than ever, the most popular doll in the world.

When functional Dy-Dee was introduced in 1933, her behavior was so unconventional that only the most broad-minded mammas or prankish bachelor uncles thought her a suitable plaything for innocent youngsters. On her first trip to England, she was promptly ejected from Harrod's in London. Not until the Duchess of Kent, shortly after, asked for and got one, was Dy-Dee put on display.

Regardless of what prudish grownups may think, Dy-Dee sales prove that she is a little girl's dream of a doll come true. By this Christmas, her makers (Fleischaker and Baum; trade name Effanbee) estimate that 750,000 Dy-Dees will have reached the laps of the little mothers of the world. They range in price from \$3 to \$28, depending on size and wardrobe. The doll and complete equipment with which the little girl plays on these pages costs \$100.

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In handball, arm, shoulder, chest and abdominal muscles are in constant service. Players are advised to "warm up" gradually to their speed.

## All Over the Court on Saturday ...but an easy mark on Sunday



### Curious Happenings Inside Overworked Muscles

After exercise, lactic acid settles in the muscle fibers, fluids filter in. The muscle swells, presses against its sheath. This is the cause of the pain and stiffness you feel.

Absorbine Jr. quickly brings an increased supply of blood to the overworked muscle. This carries away the lactic acid and brings fresh fuel for renewed energy.

Rub on after exercise. Spread over wide area.

### Why Overworked Muscles are Slow to Come Back . . .

### How Absorbine Jr. Limbers Them Up—

### has them Supple and Ready for your Second-Day Play

**“WARMING-UP”** practice beforehand limbers you up for any sport. The blood circulating through your muscles does it.

But we never think of “warming down”! That’s the reason so many “week-end” athletes play a terrible second-day game!

Muscular exercise produces toxic waste products in the muscles themselves. Notably, lactic acid.

It accumulates there. Fluids filter in. The muscle swells. Feels stiff and sore. Only the blood can carry off the lactic acid.

### Relieves muscles after the game

There’s a quick way to relieve sore-

ness. Absorbine Jr. has the ability to bring blood immediately to tired muscles! Apply it right after the game, and 2 or 3 times during the day—and your muscles will stay limber!

Keep Absorbine Jr. at home as well as in the locker room. It is antiseptic as well as soothing. Not oily. A pleasure to use. Professionals, trainers and coaches have used Absorbine Jr. for over 40 years! W. F. Young, Inc., Springfield, Massachusetts.

### Bruises, Bumps, Sprains, Wrenches

Absorbine Jr. relieves congestion in the same way it relieves muscle fatigue—by bringing the blood to the injured spot, to wash away the toxic matter lodged there and to supply fresh food for repair.

### Relieves Muscular Pain

Absorbine Jr. soothes and comforts injuries to muscles and tissues. It is a dependable antiseptic. Protects against infection. Does not harm the healing tissue.



# ABSORBINE Jr.

### Dy-Dee Doll (continued)



**1** Fifteen minutes after feeding, Dy-Dee automatically wets her diaper. After removing rubber pants, Joanna tackles the job of diaper-changing.



**2** Powdering is the next step. Instruction books warn to powder carefully so doll will be “fresh, clean, and sweet as a daisy.” Milk should never be fed to Dy-Dees, as it curdles in the inner tube, producing a lasting rancid smell.



**3** Properly fitting the clean diaper is hard work for her inexperienced hands.



**4** Pinning on the diaper. In some State health departments, Dy-Dees are used to teach infant care to nurses and expectant mothers.

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