

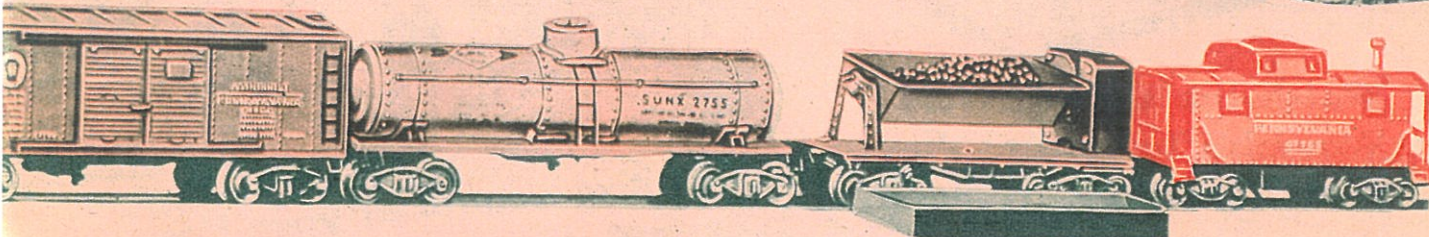
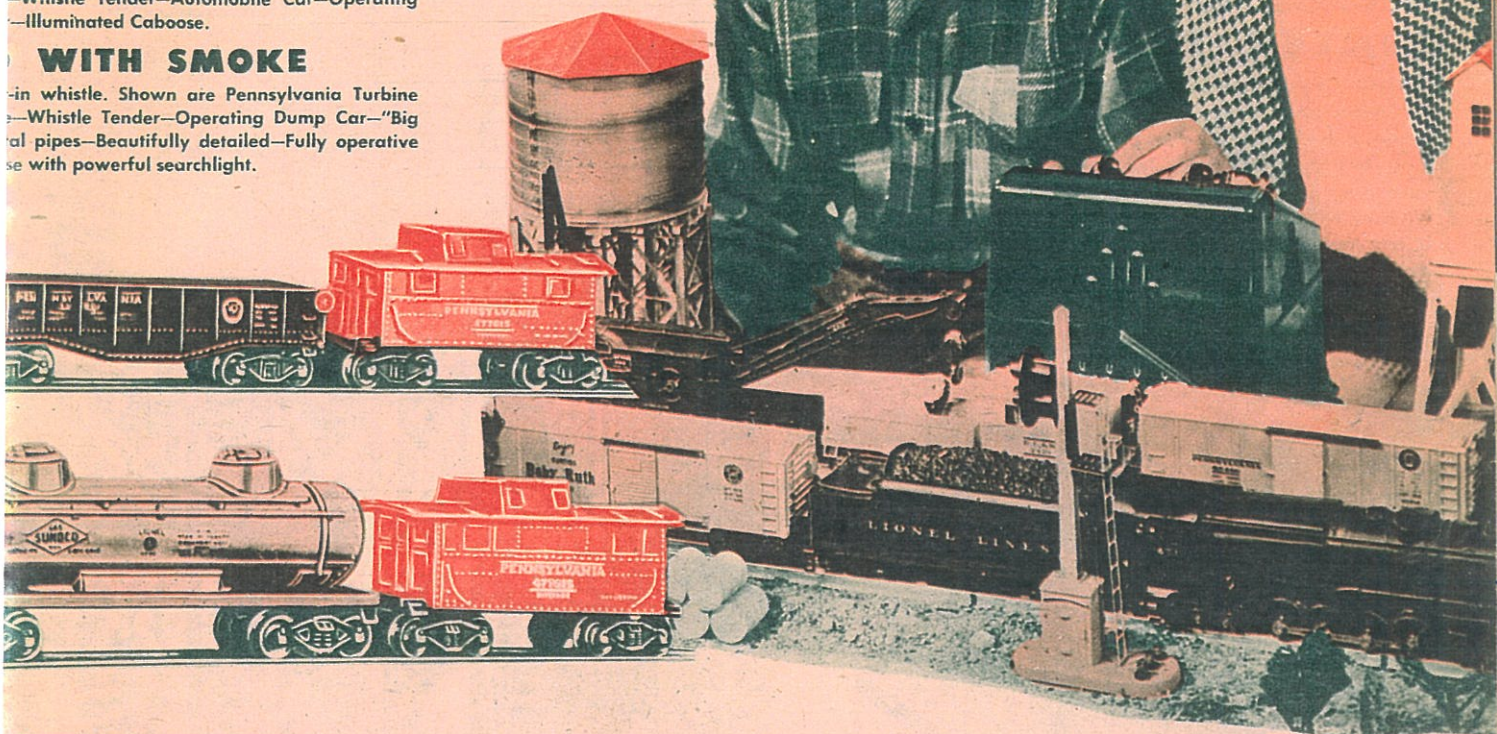
Want, Son?

FREIGHT SET

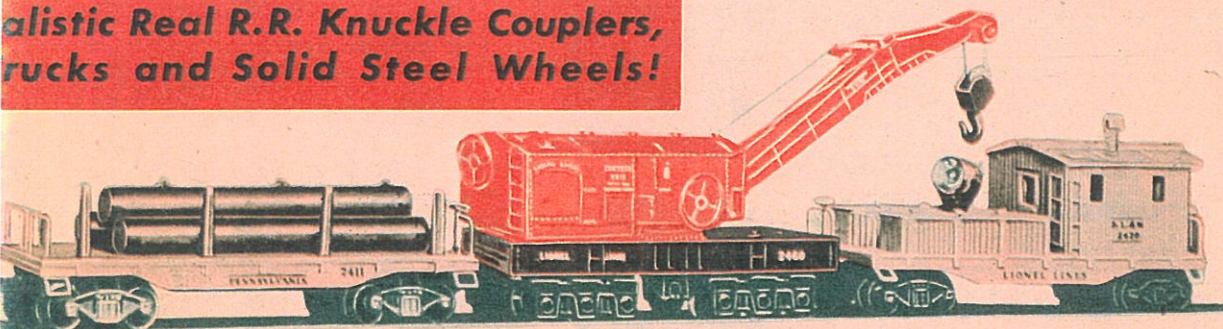
e. Powered by scale detailed 6-wheel drive
All cars with electro magnetic remote control
couplers, solid steel wheels, and die cast trucks.
—Whistle Tender—Automobile Car—Operating
—Illuminated Caboose.

WITH SMOKE

—in whistle. Shown are Pennsylvania Turbine
—Whistle Tender—Operating Dump Car—"Big
al pipes—Beautifully detailed—Fully operative
se with powerful searchlight.



**alistic Real R.R. Knuckle Couplers,
rucks and Solid Steel Wheels!**



Here's the Finest Scale Detailed Train in the World

Here is a masterpiece of scale realism. Brand new 20-wheel Pennsylvania Railroad Steam Turbine Locomotive, with 8-wheel double worm drive. Four exciting new work cars that are scale detailed with utmost precision.

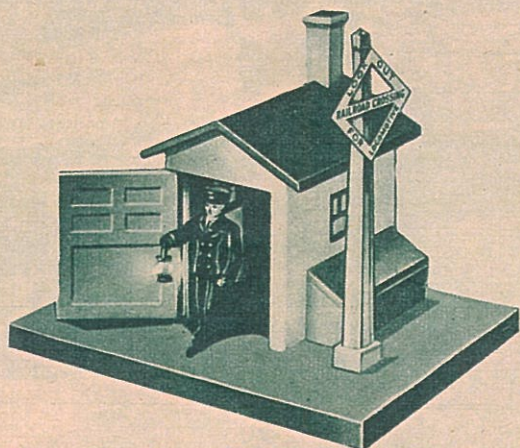
RAINS are super-fun for years to come!



Billy says: "It's **LIONEL** for me!...
LIONEL has **EVERYTHING**
LIONEL TRAINS are so real and lifelike!"

Wonderful **NEW** Operating **WATER TOWER! See it!**

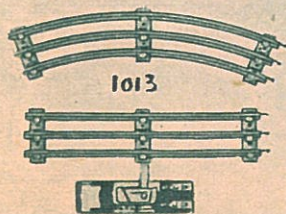
PRESTO! — the spout comes down — the water empties out of the tank by remote control — the tank fills up with water again. In actual operation the illusion is created by means of water flowing from an outer tank to an inner tank. The pumping device is a gear-driven water pump powered by an electric motor. The entire process of emptying and refilling is visible through the transparent lucite tank. There is complete remote control of the water spout and pump. Lionel Water Tower No. 38.



Watch the **GATEMAN** Wave his Lantern as the "Whizbang Express" rushes by

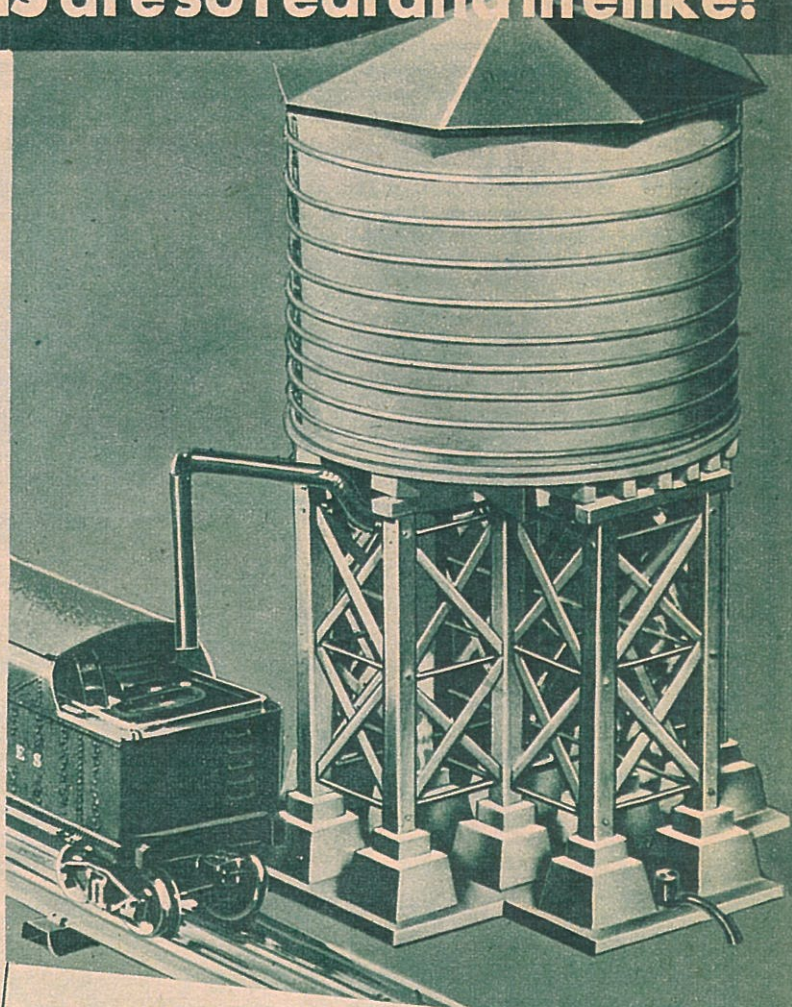
GATEMAN — When train nears, door opens and gateman rushes out swinging lantern. When train has passed, gateman returns to shack and door closes. Action is automatic. Complete with contactor.

Convert your R. R. System from Local to Continental with **LIONEL TRACK!**



Each section of Lionel track is perfectly insulated and tested. One end of each section has three steel pins which fit into the adjoining section. A connecting clip holds tracks firmly locked.

UTC LOCKON — Clamped on track, it provides perfect contact for wires leading to transformer.



Positive Control at your Finger Tips with a

LIONEL TRAINMASTER

Type R, 100 Watts — This durable, steel-cased transformer, with built-in circuit-breaker, has two independent output circuits, each variable from 6 to 24 volts, is ample for the operation of a train plus accessories.

Type V, 150 Watts — The only Underwriters' laboratory-approved 150-watt transformer. Contains built-in circuit-breaker. Green panel light indicates connection to power line; red light warns of transformer overload. Molded plastic case.



Billy says: Go to your dealer, ask him to show you the
NEW LIONEL TRAINS and ACCESSORIES!



Your Choice

DRAWING BOOKS 10c

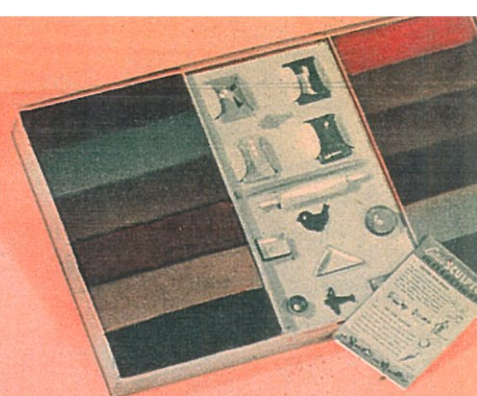
We've chosen famous books and well loved Bible stories for little tots. Those ever active hands and minds will be amused and happy for hours on end. Just the thing for a rainy day. ASK FOR 23BR1



MAGIC ART

1⁵⁹

You don't have to be an artist to enjoy drawing and painting. Anyone can draw with this magic set. Yes, you can make pictures galore and impress your friends with your ability. ASK FOR 23BR2



1¹⁹

For the

"LITTLE SCULPTOR"

Great fun and a wonderful chance to show them what you can do as a sculptor. There are 12 bars of clay, 11 different type moulds, clay roller, spatula and an instruction sheet. ASK FOR 23BR3

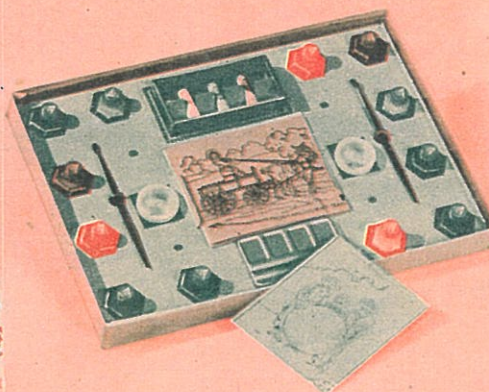


**365 DAYS OF
CHRISTMAS
FUN!**



TOM SAWYER PAINT SET 1⁰⁰

Remember Tom Sawyer and his pal, Huck Finn, and the fun they had on the Mississippi River? Well, here are actual scenes from the movie for you to color as you please. A beautiful set of paints and equipment is included. ASK FOR 23BR4



TOM SAWYER PAINT SET 2¹⁹

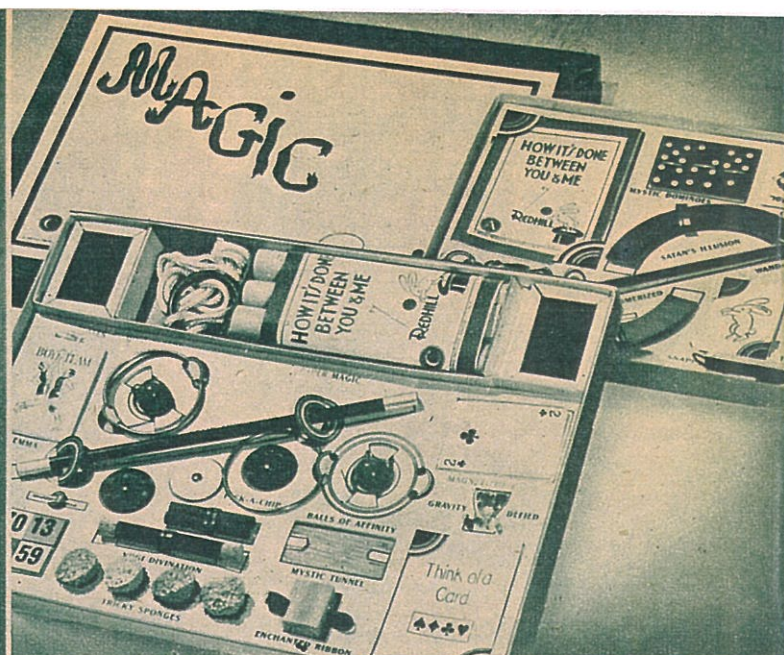
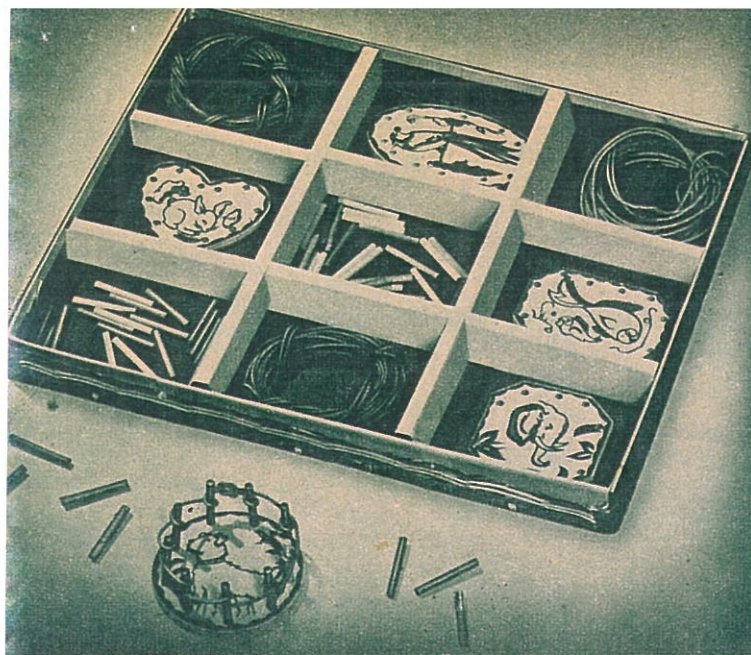
Scenes and pictures of the further adventures of "Tom Sawyer" for you to color realistically in flashing poster paints. A lithographed color chart comes with this set to help you select just the right colors. ASK FOR 23BR5



MODELING CLAY 50c

That shapes up so easily under your fingers into a dog, an elephant, or that cute little arctic bird, the penguin. Clay comes in different colors, too, so you can make your models more realistic. Hours of fun. ASK FOR 23BR6

23



BASKET WEAVE 1⁹⁹

Fun for both girls and boys . . . and you can be proud of your handicraft. You can make 5 complete, colorful baskets with this set. Why not make coasters for lemonade glasses, sewing baskets, flower pot bases . . . or you can make a host of attractive things.

ASK FOR 24BR1



MAGIC SETS 1⁰⁰

- (A) Mystify your friends and astound your family. This set contains 10 magical tricks that even a beginner can perform with ease. ASK FOR 24BR2
- (B) You can be the life of any party with this set . . . in fact, you can give a full, one hour performance. Features 20 thrilling tricks that are truly every boy's dream come true. ASK FOR 24BR3 3⁰⁰

A MERRY CHRISTMAS TO EVERYONE .



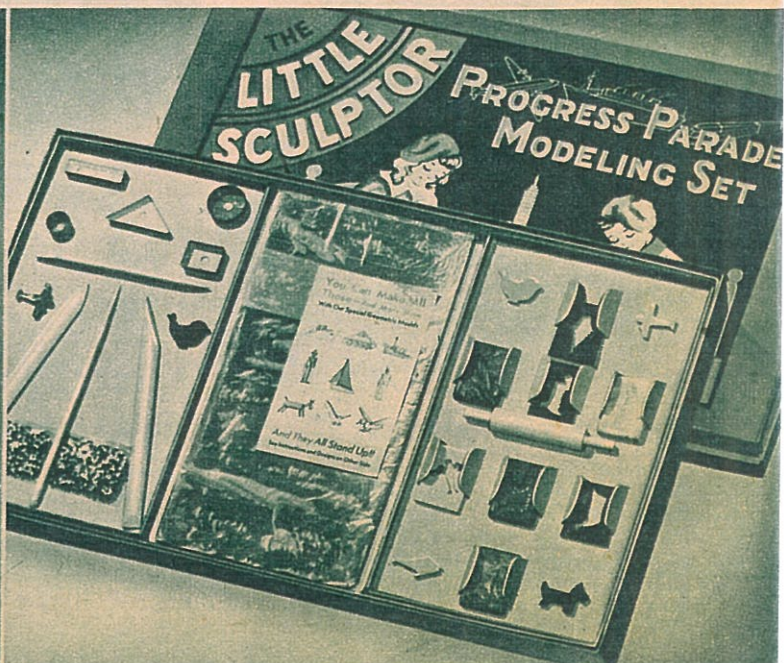
JUNIOR MISS HAT SHOP 2⁰⁰

You can set up the sweetest little "Hat Shoppe" with this outfit. You can take orders and make and trim the hats. Makes adorable hats for your dollie. You get flowers, feathers, colored ribbons, gay colored buttons. There's a real mirror, hat block, needle and scissors, too. ASK FOR 24BR4



LITTLE SCULPTOR SET 2¹⁹

The most complete and easiest to work with clay models you can imagine. You can "Sculp" anything from a bird to a boat . . . and they all stand up, like real statues. Includes 11 different shape molds, 1 clay roller, 1 spatula, and easy to understand instruction sheet. ASK FOR 24BR5





LITTLE TRAVELER'S KIT 1²⁹

Packed with everything you need so you can play you're going on a trip . . . just like Mother and Daddy. And it makes an adorable suit case for any purpose. Besides things like comb, play clock, toothbrush, and address book, it contains a performance chart . . . so if you do all the things you should, you'll get a "certificate of award", when you get back from your trip.

ASK FOR 25BR1



MAGIC SLATE SPELLER 1⁰⁰

Fun while learning. You spell C-A-T . . . you copy C-A-T . . . you draw the easy drawings on the Magic Slate with your stylus. Everything is brilliantly colored, and you'll love working with this set. Learn how to spell without studying . . . this way, it's all play.

ASK FOR 25BR2



. . WITH BILLY AND RUTH STAR SPECIALS!

EMBROIDERY SET 2¹⁹

Now you can make beautiful tablecloths and napkins to serve your friends on. They'll be so impressed. This fine hostess set contains prettily colored cloth with napkins to match already stamped with design, embroidery thread, needle, thimble, scissors, and embroidery hoops.

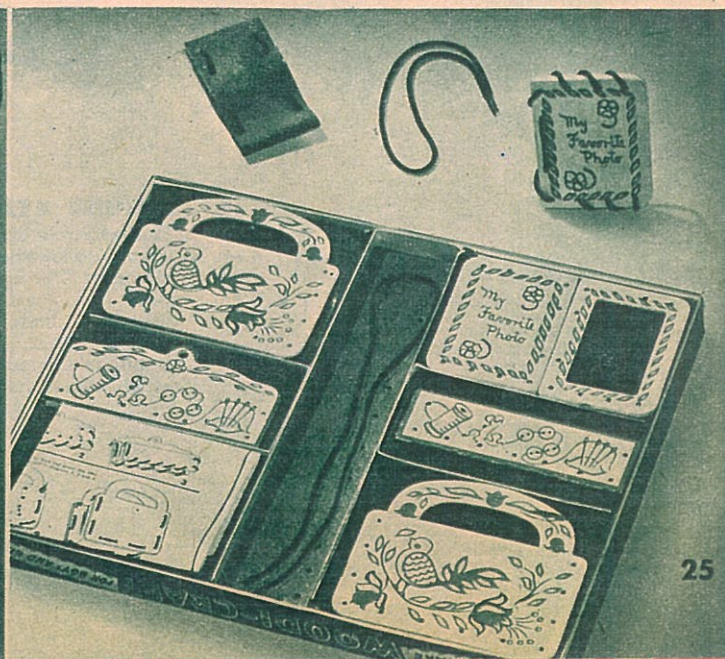
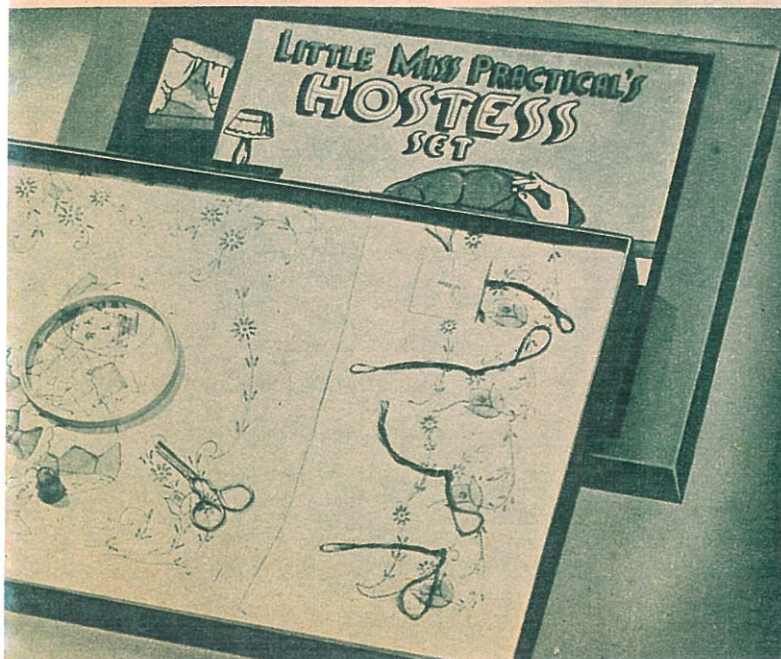
ASK FOR 25BR3



WOODICRAFT 1²⁵

Such pretty things you can make. And so useful, too . . . things that you will be proud to own. You can make pocket books, picture frames, catch-all box, and all in lovely bright colors. Big sister and Mother can have fun, too, making these useful wooden objects.

ASK FOR 25BR4





BABY PEGGY

O-o-oh she's so pretty. She has beautiful curls and long silky eyelashes. She's so soft and cuddly too. She's dressed in a pretty dress with bonnet to match, petticoat and panties, shoes and socks.

ASK FOR 26BR2



DIMPLED DARLING

You'll love this baby with the saucy, rosebud mouth. She can turn her head and close her long lashed eyes. She's adorable in a dress and bonnet to match, petticoat, panties, shoes and socks.

ASK FOR 26BR3



MARY-JO

Such a darling. You'll lose your heart to this pert baby with her soft cuddly body and big sparkling eyes that close when you lay her down. Her clothes are the cutest ever with a dotted lawn dress and cap, pinafore, petticoat, knitted snuggies, shoes and socks.

ASK FOR 26BR4



BRIGHT STAR

This adorable doll is just asking you to take her home as a playmate. Her eyes are sparkling blue and when she sleeps are shadowed by long curling lashes. Her rosebud mouth is parted in a smile which shows her tiny white teeth.

ASK FOR 26BR1

HAPPINESS IS BUSTING
"WITH THE LOVELIEST DOLLS YOU





BETTY-ANN

A soft cuddly baby that you'll want to hold in your arms. Betty-Ann can say "Mamma" and can cry. She turns her head and opens and closes her eyes. Her dress and bonnet are daintily trimmed with tulle, and she wears white panties, socks and shoes.

ASK FOR 27BR1



HONEY BUNCH

Honey is right—you should see her in her rayon jersey coat and hat with marabon trimming. Her eyes move and her hair is so soft. She has a sweet voice and guess what... she has on knitted snuggies under that dotted lawn dress. ASK FOR 27BR2



SWEETIE PIE

Is just as sweet as sugar. Precious and chubby she stands on her own feet, and she can move her arms and head. Her eyes open and close and have the sweetest expressions. She wears a dotted lawn dress and a cap to match tied with a big bow. She wears a lawn undergarment and socks and shoes.

ASK FOR 27BR3

OUT ALL OVER!

"EVER SAW" says Ruth

at prices that will please you

SKI-GIRL

She's quite a gal... and ready for any kind of weather. But you can take off that snow suit of heavy fleeced material, and dress her in other clothes if you want to. She has a lovely, soft voice; movable head, arms and legs; moving eyes with lovely long lashes, and shoes and socks.

ASK FOR 27BR4



America's Sweethearts

"DARLING MINIATURE DOLLS
YOU'LL ALWAYS ADORE!"

Ruth

2⁹⁵ ea.

RENEE

Saucy, painted face, tiny rosebud mouth. Lovely net dress trimmed with beautiful ribbon. Big, picture hat.

ASK FOR 28BR1

JEAN

Adorable, pert face, soft sweet mouth. She wears a lovely dress with ruffled net trimming and ruffled net halo on her hair.

ASK FOR 28BR2

GLORIA

"Here comes the Bride" . . . so sweet and demure. Lovely lace dress ribbon trimmed. Her flowing veil is held in place by beautiful flowers. You just can't help but love her and her attendants.

ASK FOR 28BR3

DOLORES

A beautiful blond in a ravishing net dress, she almost steals the show. Her dress is net, trimmed with satin-like ruffling

ASK FOR 28BR4

LOUISE

Charming face and sweet, our party girl is dressed in lovely silk dress, trimmed with net, caught up in points and tied with bows. Just adorable.

ASK FOR 28BR5

FAIRYLAND BED 2⁹⁵

Daintly fashioned bed large enough for your six and seven inch miniature dolls. Exquisitely covered in silks, it is fit for a Queen. Quilt and pillow are removable.

ASK FOR 28BR7

De luxe HOLLYWOOD BED

Most gorgeous piece of doll's furniture you ever saw. Of a large size, it is completely covered in luxurious fabrics . . . no wooden parts show at all. The lovely quilted spread and silky pillow can be removed at will.

ASK FOR 28BR6

Specially Priced



LOOMWEAVE 1⁰⁰

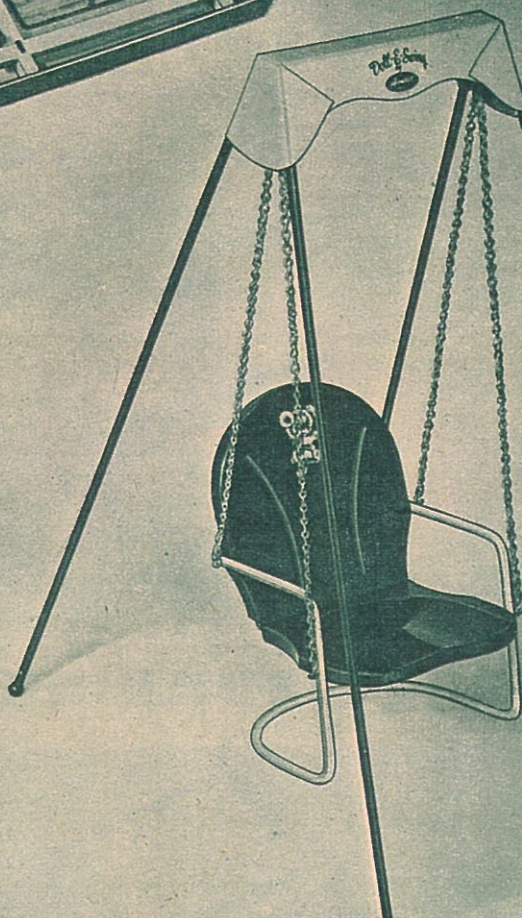
A most attractive set that will give you much worthwhile amusement. You can make doilies, bags, pictures for framing and many other useful and ornamental gifts . . . and they're all so colorful and pretty.

ASK FOR 29BR1

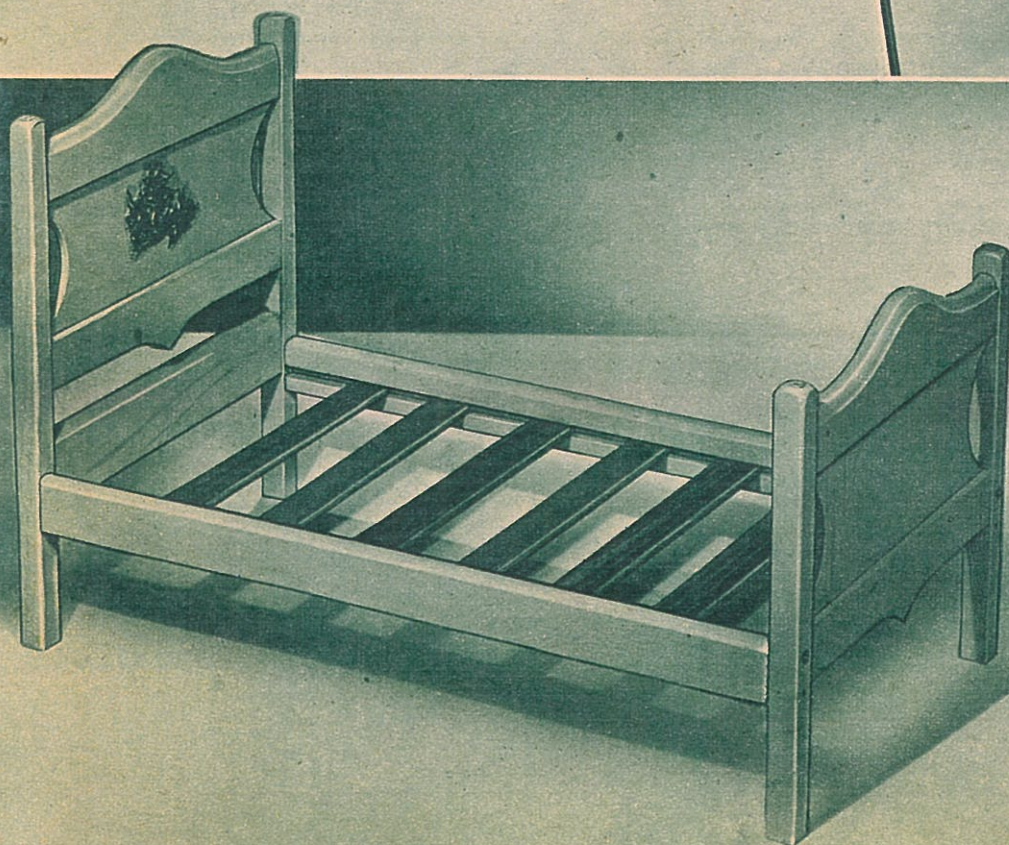
DOLL-E-SWING 2¹⁹

Brightly painted and sturdily made, your dollies will love this little swing. Really a "must" to add to your other dollie equipment . . . for a good little Mother provides for her dollies fun, too.

ASK FOR 29BR2



Doll-E-Swing
Amisco
TRADE MARK



"The Doll Bed of the Year"
says Ruth

PANEL BED

Strongly put together and beautifully painted in pastel colors, this bed will hold your large dollies, and your small ones, too. Can be taken apart just like a real one and packed away for moving purposes or for cleaning . . . Comes in peach, blue and cream colors.

2²⁵

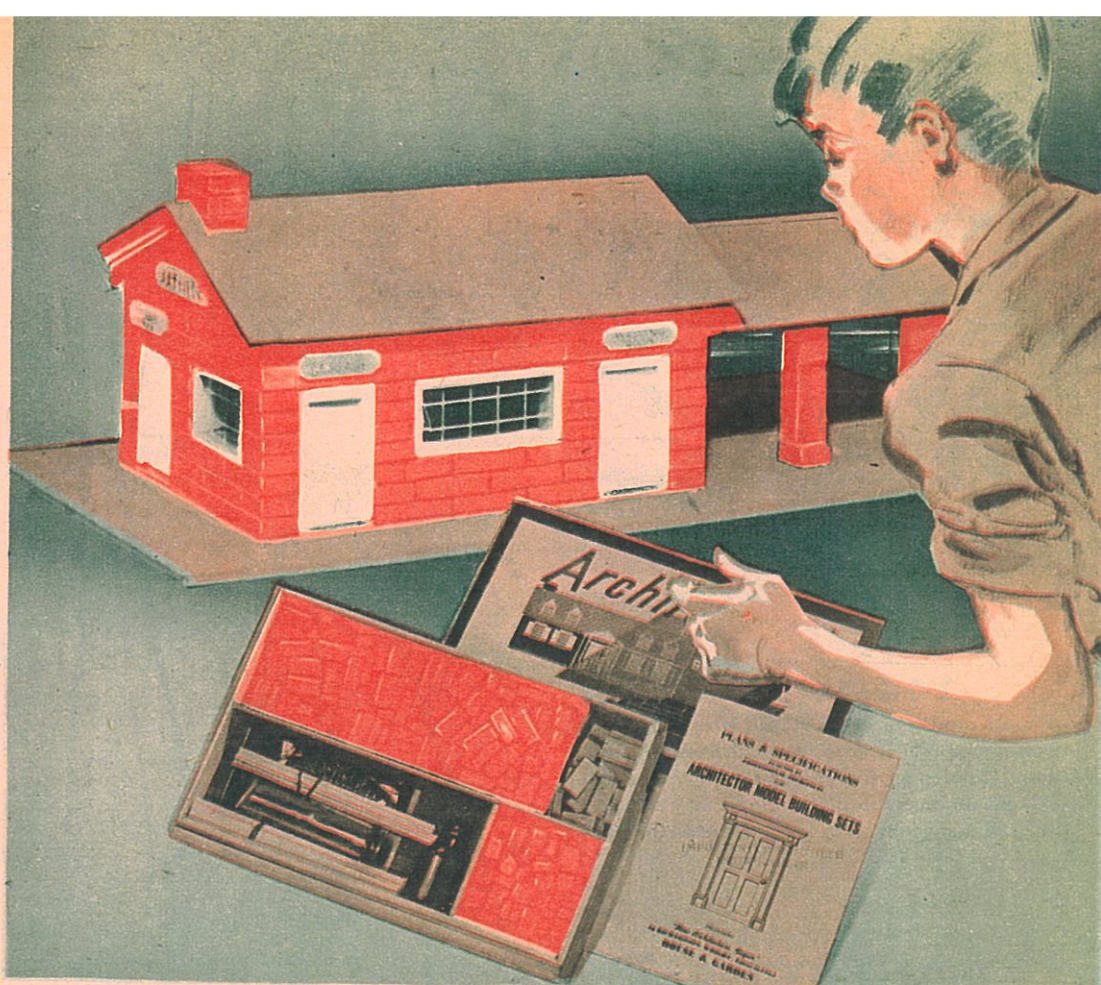
ASK FOR 29BR3

ARCHITECTOR SET

No. 11 2.75

This is the house that you can build with an Architector Model Building Set. The big wooden box is packed with real bricks, wood trim, shingles, window panes, cement, paint, directions, and easy-to-follow blueprints... All parts can be used again and again. Build a model for that clubhouse the gang wants... or perhaps Dad will help you make a model of the family's dream house. There are hours of fun ahead of you with a set like this!

ASK FOR 30BR1



No. 12 5.50

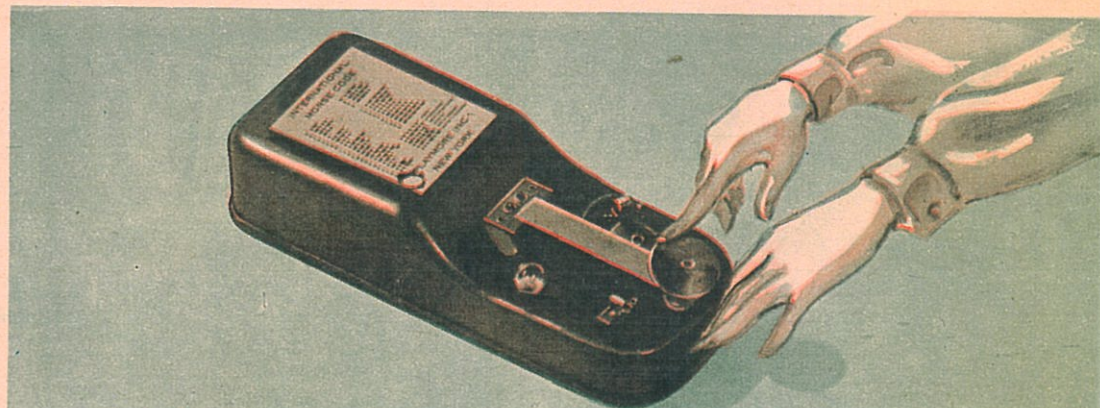
The same as No. 11 but it contains twice the quantity of material. ASK FOR 30BR2

Billy says... **"START BUILDING YOUR CAREER**

RADIO TELEGRAPH SIGNAL SET

Unusual Value!

A replica of the armed forces instrument. It flashes for visual operation and clicks for telegraphic communication. It has a high frequency buzzer to simulate short wave transmission. With simple switch you select your own means of operation. . . . Made of heavy steel. ASK FOR 30BR3



ELECTRIC JIG SAW

Special

Calling all junior mechanics... here's an expertly made tool with a thousand uses. For one example, government approved airplane designs are easily made and you can sell the parts to your friends to make model planes. Furnished with extra blades and wood to cut.

ASK FOR 30BR4

