

"Constructive play means happier children"



198

**YOU CAN REALLY
MIX YOUR BABY'S
OWN FORMULA**

DOLL-E-NURSER
21 piece set

Gee, this is really fun. You can sterilize the bottles, mix the formula and give "baby" all the attention she needs. Imagine, 21 pieces of real formula making equipment. By American Metal Specialties Corp. Ask for 11BR1.



**FOR "MOMMY'S"
NEW BABY —
ALL-STEEL
DOLL-E-CRIB**
with Mattress

995

26 inches long.

"Gosh I love this," says Ruth. "It's for my favorite doll. It has full paneled headboard and footboard. A dropside, spring latches, swivel casters, steel link bedsprings, and just about everything a little girl dreams of." By American Metal Specialties Corp. Ask for 11BR2.



DOLL-E-FEEDER
DeLuxe 32 piece
formula feeding set

There are 32 pieces! Everything that's needed to make Dolly's daily food schedule. "Mommy" can make sure she is giving her dolly just the right amount and can follow through carefully with all the utensils. By American Metal Specialties Corp. Ask for 11BR3.

298

DOLL-E-HICHAIR

"Sharon and I both love this one," says Ruth. "It's light blue with Ivory trim. Has a moveable feed tray, a step plate and it can't skid because of the rubber feet."

By American Metal Specialties Corp. Ask for 11BR4.



"I'M LARRY
AMSCO"



**30 inch
ALL-STEEL**

398

Everything
"Mommy" needs to make
baby's formula

All prices subject to change without notice. Some items slightly higher in some sections of the South and West.

FOR GROUP SINGING
EVERY NIGHT

Magnus SELF
PLAYER Organ

IT'S ELECTRIC

by MAGNUS
HARMONICA

the world's
very **FIRST!**

Wonderful for Home,
School, Clubs, Entertain-
ment Places.

SIMPLE . . .
Insert roll
with 2 fingers;
automatic re-roll;
off-and-on switch

"Now we can play all the old-time fa-
vorites that Mommy and Daddy love and
the popular songs for Billy and me," says
Ruth. It's sturdily constructed and has two
chromatic octaves for rich, melodious
tones. It really is wonderful for every-
body and operates electrically on 110-
115 V. A.C. Size overall 13 inches x 9
inches x 8 inches. By Magnus. Ask for
12BR1.

19⁹⁵

Includes 3 Rolls—
each with 3 songs.
Additional music
rolls available.

I add the
Harmony with
my
**SUPER
ACCORDION**

It helps to
teach music
appreciation

"I'M SMILEY MAGNUS"

3⁹⁵

"Everybody wants a turn at playing my accordion,"
says Billy. "With the ten buttons and the twenty reeds
you almost get the rich full tones of a large accordion."
It's beautifully made . . . strong, rich plastic. Specially
coated bellows. Closed measures: 4 inches x 4 1/4 inches
x 8 1/2 inches. Bellows open to 14 inches. By Magnus.
Ask for 12BR2.

Musical **KIDDIE-KIT**
4 TOYS IN 1

"Gee, we can have a regular band"! There's a
Jr. Accordion, a Jr. Harmonica, a Jr. Keymonica
that sounds like a whole band in itself and a
Jr. Horn Harmonica for novelty effects. It's real
fun and they're all in the handy carrying case.
By Magnus. Ask for 12BR3.

2⁹⁵

LOOK AT THE MUSIC MAKERS
BY MATTEL

CALLOPE CLOWN

The jolly, oversize, bouncing clown plays a favorite tune on the keyboard of his callopie wagon as he rolls along . . . colorful wooden wheels . . . silvered callopie pipes. A pull toy that plays real music. 8 inches high. By Mattel. Ask for 13BR2.



198

Plays "Hickory Dickory Dock" as crank is turned. "The clock strikes One" —the sleeping cat's eyes open, bell rings and jumps up uncovering hidden mouse. 8¼ inches high. By Mattel. Ask for 13BR1.

198

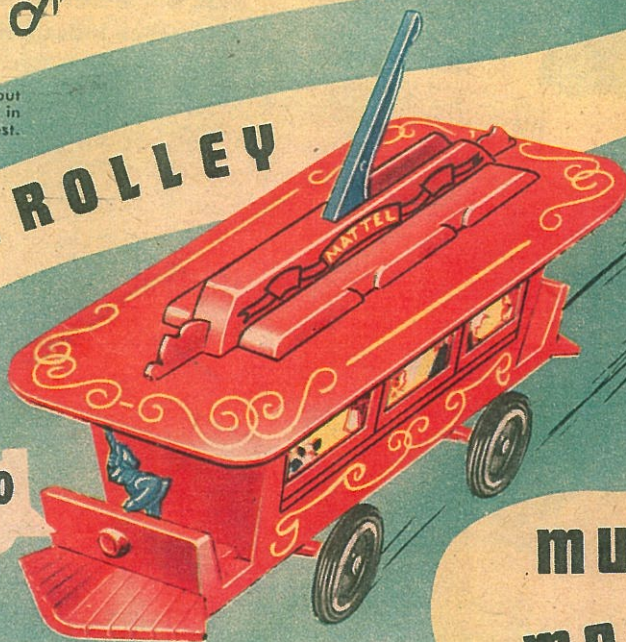
HICKORY DICKORY CLOCK



All prices subject to change without notice. Some items slightly higher in some sections of the South and West.

TRICKY TROLLEY

100



Tricky Trolley is no trick to operate. Push down trolley pole. Let it up and WHIZZZZ the bell-ringing streetcar scoots along. Activated by impact proof plastic spring motor . . . Trolley of sturdy, Styrene plastic . . . Nothing to wind . . . No keys to lose. 8 inches long. By Mattel. Ask for 13BR3.

MUSIC MAKER MAN

198



Action! Surprise! Participation! They're all here. The colorful, gaily-dressed organ grinder moves his head as he turns the crank while he and the children play the REAL musical Hurdy Gurdy together . . . then . . . SURPRISE . . . up jumps bell-ringing Jocko. 10¼ inches high. By Mattel. Ask for 13BR4

Now
Play like Arthur Godfrey
with his

FLAMINGO UKELELE

and Arthur Godfrey
UKE PLAYER

No lessons needed

4⁹⁸

It's easy with
this UKE PLAYER
Just snap it on and Play!

UKE PLAYER AND UKE

"Now I can play at all our parties and without a lesson," says Billy. "It's easy with the 'Uke Player' . . . simply press the button bearing the name of the chord you want and strum! The songbook is packed with tunes too! All the kids will want one when they hear me play." By Emenee Industries. Ask for 14BR1.



Song and Instruction Book
make it easy for you to
play loads of your favorite
melodies.



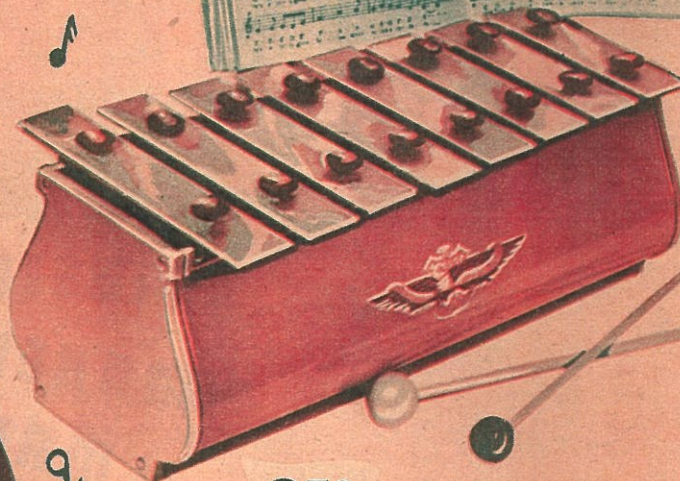
IT'S FUN AT HOME
IT'S FUN AT PARTIES

Sharon and her friends play all
the merry tunes in beautiful Bell-
like clearness.



Maureen O'Brien,
age 14 months, on
Christmas morning 1951

INCLUDES . . .
16 page music sheet
and instruction sheet.



2⁷⁹

TUDOR

Famous
All Metal
XYLOPHONE
8 NOTES

XYLOPHONE

Listen to Sharon's sister play the Xylophone! And not only her sister, but all the gang. It seems they all want their turn. The older ones can really play some merry tunes with the 16 page music book and instruction sheet. It's so easy and so much fun. By Tudor Metal. 12½ x 6¼ x 5½ inches Ask for 14BR2.

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some sections of the South and West.



Let's play
our records

*Priced right
just for you*

Plays up
to 10 inch records

PLASCO RECORD PLAYER

"Every child should have a record player," says Ruth. "And a good one too!" This "Plasco" has the most beautiful tone you've ever heard and it's so easy to operate . . . you just push the button to start and stop! Beautifully colored plastic. And look at the cute decals on it! Comes with "unbreakable" plastic record. A.C. only. By Plastic Art. Ask for 15BR1.



COLMOR

*Big value
for little money*

16 INCH CIRCUS TRAP DRUM

"Zing! Bang! Boom! Let's start a Circus Band and I'll be the drummer," says Billy. "It's just like a real set only a little smaller but you can still set a merry pace for the boys. We'll have lots of fun and lots of noise!" By Coleman-Morris. Ask for 15BR4.

Alice In Wonderland

Plastic Tea Time Dishes

Sanitary . . . Durable . . . Washable *Pink or Blue*



46 Piece Set

2⁹⁸

. . . and oh, the party was more fun! There's everything in the set that's needed. Cups, saucers, knives, forks, spoons, napkins and the important tea pot. Come on . . . get all your friends together and have a wonderful "Alice in Wonderland" Tea Party. The set is really beautiful. By Plastic Art. Ask for 15BR2.

14 Piece Set

Pink or Blue



For The
Younger Set

98c

This one's for Sharon and Chipper and their little friends. You can hear them gayly laughing as they enjoy their party. And look who is playing the "Mad Hatter". . . it's Chipper! Gosh this party will last all afternoon! By Plastic Art. Ask for 15BR3.



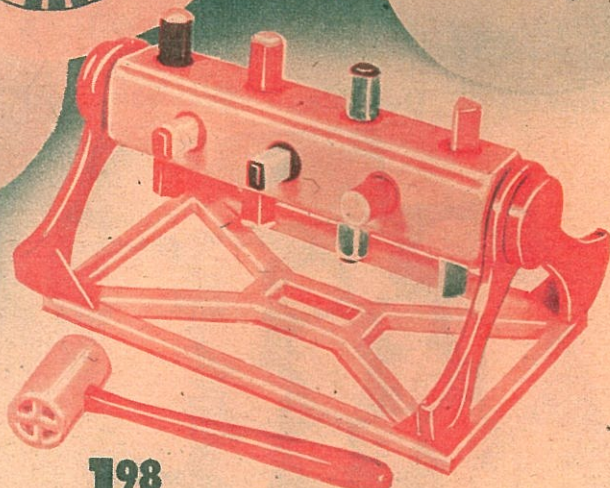
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Safe

Fun

Colorful



198

COLORFUL PLASTIC PEG 'N POUND SET

Hey Chipper . . . rock 'em, sock 'em, make it twirl, it's loads of fun! You can fit the seven different-shaped pegs in their holes and pound them home with your sturdy hammer. And gosh, isn't it colorful! By J. Donald Biever, Inc. Ask for 16BR1



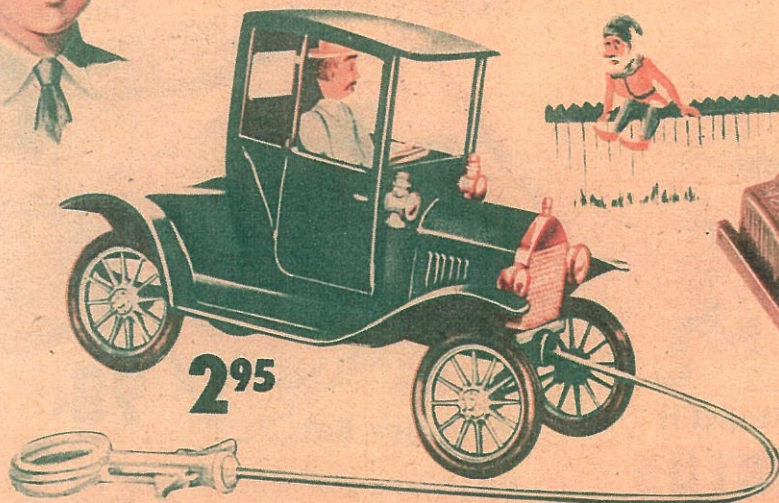
189

WHIRL-A-BLOCK CART

Gee, this is a real toy for a girl or boy! Look at the gayly colored plastic blocks twirl around as you pull the cart along. If you want . . . blocks come off for extra fun. There's action, education, happiness just packed into this one. By J. Donald Biever, Inc. Ask for 16BR2.

Plenty of Action, Loads of Fun!

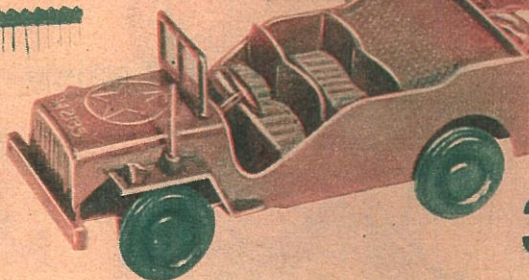
Remote Control



295

BACK-FIRING FORD

"Boy oh boy, this is real fun," says Billy. Squeeze the trigger and BANG . . . listen to it backfire and bounce all over the place. All the kids take turns. An exact miniature of a 1917 Model "T." Made of durable plastic with "brass" radiator, lamp, accessories. Laugh at the funny driver, By Precision Specialties Ask for 16BR3.



395

GEE-I-JEEP

Butch and Billy each have a real army-style Gee-I-Jeep. They have more fun trying to out-race each other and see whose "jeep" can climb the highest hill. It has a centrifugal motor. Precision built. Works by two powerful flashlight batteries, 6½ inches long, By Vibro-Roll. Ask for 16BR4.

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FUN

AND THEY'RE EDUCATIONAL, TOO



2⁰⁰

AMERICAN LOGS

86 Piece Set

Billy builds block houses, forts, log cabins and many, many other things just like the pioneers. All the logs are interlocking so he can move what he builds. By Halsam Products Co. Ask for 17BR1.



1⁰⁰

ALPHABET BLOCKS

Gosh! Chipper will learn his A-B-C's in a jiffy and have loads of fun at the same time. They're bright and cheery and the edges and corners are rounded so he can't get hurt. By Halsam Products Co. Ask for 17BR2.

HARMLESS COLORS



1²⁵

ROLLER CART WITH BLOCKS

Gee, there's just hours of fun with these and they're so colorful too. Chipper carefully loads his cart . . . then whisks them along to another spot where he starts all over again. By Halsam Products. Ask for 17BR3.



225 Piece Set

AMERICAN PLASTIC BRICKS

We build houses just like a bricklayer! There's enough to build a whole town. The bricks look real and stay in place . . . they interlock. By Halsam Products Co. Ask for 17BR4.

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"I'M BUDDY HALSAM"

3⁷⁵



*For Happy, Healthful
Hours of play...*

WALT DISNEY PAINT SET

You should see what Sharon and Chipper just painted. And they used their Walt Disney paints too. There's a palette in the shape of "Mickey" and he holds a brush. His smock holds 5 rainbow colored paints. It has mixing trays for your water too. It's really swell for the young artist. 16½ x 13 inches. By Transogram. Ask for 18BR1.

designed
for the Kiddies

195

52 VARIETY GAME CHEST in Kit

Loads
of fun

Games! Games! Old and New. Checkers, Dog Race, Chinese Checkers, Game of India, Nine Men Morris and many other favorites with all the needed parts made to the highest standards. Loads of fun packed into one! 15¼ x 11¼ inches. By Transogram. Ask for 18BR2.

195

Weaves
plastic
and regular
ribbon

Real RIBBON WEAVING LOOM

Wonderful for active boys and girls. Ruth loves hers. She weaves belts, place mats, hand bags, coasters, wallets and lots of other things. It's packed with everything you need including 2 weaving frames. 14¾ x 10 inches. By Transogram. Ask for 18BR3.

DESK-ETTE & TAK-A-PEG set

Chipper just won't keep away from his Desk-ette-Tak-A-Peg set. It has a sturdy constructed blackboard top with alphabet and numbers. This swings up to reveal the Tak-A-Peg Set complete with pegs and hammer. Can also be used for storage of pencils, erasers, chalk, etc. Complete with reinforced legs and seat attached to desk. 24 inches high x 25 inches long x 19 inches wide. By Transogram. Ask for 18BR4.

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*Packed with
Play Value
at a sensible price*

It's a Blackboard, Too!

there's something new for every day!

LITTLE COUNTRY DOCTOR KIT

by TRANSOGRAM

LITTLE PLAY NURSE KIT



2⁹⁸

Billy's the doctor with his new all plastic kit. There's everything he needs in realistic miniature plus a 3 way infra-red plastic X-Ray machine with germ slide and film, an otoscope for eye, ear, and nose study and many, many more things needed to be a good doctor. 10 x 6½ x 4 inches. By Transogram. Ask for 19BRT.



2⁹⁸

Ruth and all her friends are little nurses with this new all plastic and simulated alligator carrying case. Kit includes real rubber stethoscope (you can actually hear heartbeats). Apron, microscope, wristwatch, toy hypodermic and just everything a good nurse needs. 6¼ x 4 inches. By Transogram. Ask for 19BR2.

for dolls SHADOW WAVE

Hair Waving Kit



1⁹⁸

LOVELY LADY KIT

Safe, sanitary, washable. Wonderful for the "little Lovelies." Here's a two color Vanity with mirror, compact, hand mirror, rouge box, lipstick tube that turns, manicure set, perfume, soap, tissues and many, many other beauty aids. It's really complete and packed in a sturdy carrying kit with handle and lock. 14¾ x 8¾ inches. By Transogram. Ask for 19BR3.

"I'M MAC
TRANSOGRAM"



"Gosh Ruth", says Sharon. "This is a complete, one solution Home Permanent for our dollies. We can have hours of fun giving them natural looking waves. There's Doll Hair Lotion, Curlers, Beauty Cape, Bowl, Cotton and Container and lots more. It's just like the actual Shadow Wave Kit. 12 x 7½ inches. By Transogram. Ask for 19BR4.

1⁹⁸

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All children love a circus!

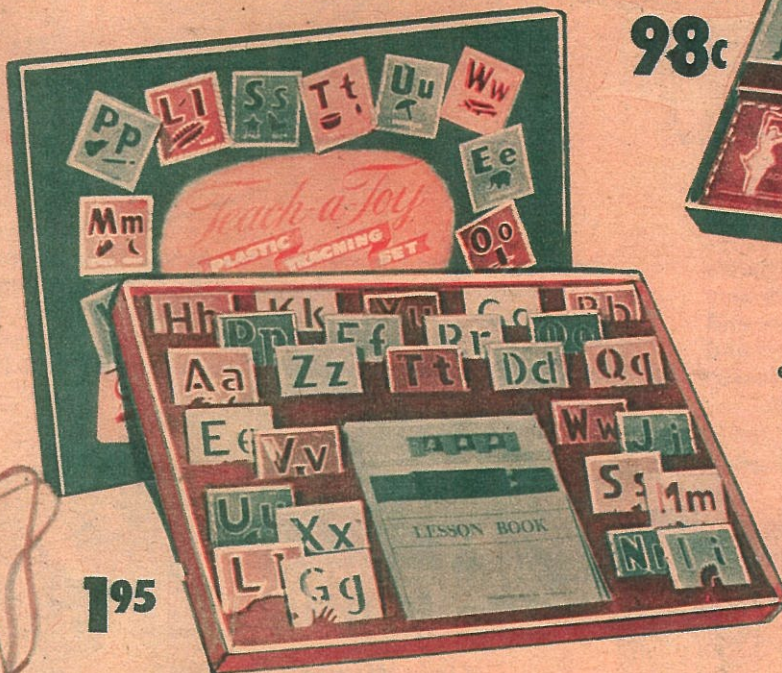
PLASTIC CIRCUS SET

IT'S A TEACH-A-TOY!

Hours of fun and educational enjoyment

"It's raining outside, Ruth," says Billy. "But that's all right, now we can draw with our stencil set. You make the circus animals with your pencils and I'll color them in. There's everything we need . . . paper, pencils, and lots more. Boy this is going to be fun! 11 inches x 9 1/4 inches. By Hassenfeld. Ask for 20BR1.

98c



195

Complete with everything including sewing machine



DOLLY SEWING KIT

Look girls a real sewing kit and in a shoulder strap bag. You get a real Sewing Machine, Thread, Thimble, Cloth and Instructions. It's completely safe and you can use the bag to carry other things too. It's a pretty pastel color. By Hassenfeld. Ask for 20BR3.

295

Children love to learn the alphabet this easy way TEACH-A-TOY

PLASTIC TEACHING SET

"You'll learn the alphabet and all kinds of things. Just put your stencil down on the paper and run your pencil around the edges. Look . . . an Elephant! Now color it in. Isn't that swell! You'll never want to stop, once you get started." By Hassenfeld. Ask for 20BR2.

"I'M CHUBBY HASSENFELD"

PLASTIC U. S. MAP PUZZLE

"Hi Sharon! Let's all learn the states in our wonderful country! We'll name them as we put them in place. Then put in the capital and the principal products with the tabs provided. Gee, we'll go to the head of our class in school." 19 1/4 x 12 1/2 inches. By Hassenfeld. Ask for 20 BR4.

295

LEARN ABOUT YOUR COUNTRY



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