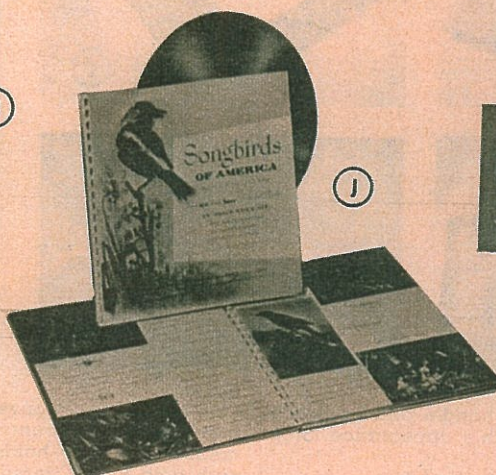
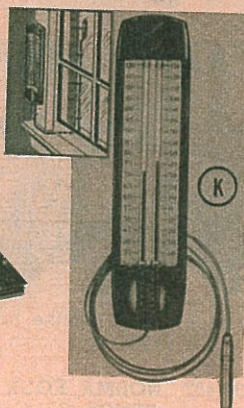


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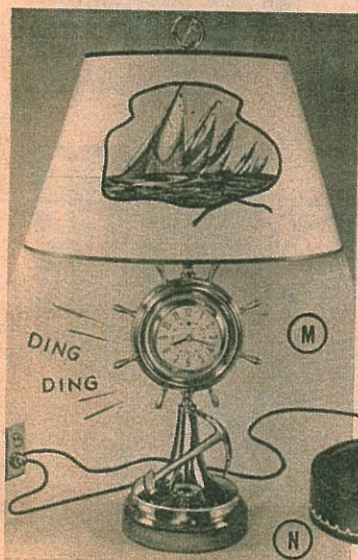
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### E 31-29X MUSICAL ALARM CLOCK

(Imported) (Tax incl.).....\$10.95

Awakening to a lilting melody from a Swiss music box is a pleasant way to start the day. Made in a novel radio design 5" long by 2 3/4" high and covered with a highly polished plastic casing. Wine, red or ivory. STATE COLOR. Ship. wt. 2 lbs.

### F 31-54 PEDOMETER (by NEW HAVEN).....\$5.95

Hang or carry this watch-like looking device in an upright position and it will (without winding) measure distances walked up to 100 miles. Adjusts to length of stride. Has nickel plated case. Indicator can be returned to zero. Ship. wt. 1 lb.

### G 31-159 STOP WATCH (Imported).....\$10.95

An excellent Swiss stop watch, necessary for referees, interesting for spectators at all sporting events when time is of the essence. Large hand registers from 1/5 second up to one minute. Small hand registers minutes (up to 30 minutes). Starts, stops and returns to zero by successive pressure of crown. Chrome case. Ship. wt. 1 lb.

### 31-161 STOP WATCH (1/10) (Imported)

(Not Illustrated) .....\$11.50

Trackmodel. Small dial registers minutes up to 15, large dial 1/10 seconds. Ship. wt. 1 lb.

### H 31-530 BALLERINA MUSIC BOX .....\$5.95

(Imported) Accompanied by a Swiss music box melody, the prima ballerina spins and seems to leap into the air as she performs her miniature ballet. Figure is enclosed in plexi-glass dome jeweled top. Golden base houses music box and silent dance mechanism. Ship. wt. 3 lbs.

### J 5-65 SONGBIRDS OF AMERICA...\$4.95

In this first soundbook on birds, just published, the songbirds of America come to life in color, sound and story. Assembled by world famous authorities in a beautiful 10 x 10" volume with 24 full-color photographs and 32 pages of interesting text answering such

### A 31-43X GIRL'S WRIST WATCH

(Tax incl.) .....\$15.

A gracefully designed, accurate watch of feminine appearance. The case round, of 10 karat rolled gold plate with stainless steel back and houses a jewel Swiss movement. Gold numerals dial with sweep second hand and a justable silk wristcord with gold clasp enhance the beauty of the watch. plastic watch case. Ship. wt. 1 lb.

### B 31-16X CALENDAR WRIST WATCH

(Tax incl.) .....\$16.

Days of the month as well as hours of the day are shown on the dial of this accurate timepiece. A 7-jewel Swiss movement is the heart of a practical yet extremely attractive, gift. Has moisture-proof chrome case with stainless steel back and leather strap. The calendar feature is a novel and useful extra value. In plastic watch case. Ship. wt. 1 lb.

### C 31-23X POCKET ALARM WATCH

(Tax incl.) Ship. wt. 1 lb. \$14.

Reliable 7-jewel timepiece. Swiss work in sturdy chromium case, diameter 2 1/2". Radium dial with alarm hand. Time and alarm are stem wound simultaneously. Excellent for travel or camping.

### D 31-26 CORONET BAROMETER \$25.

This handsome instrument is weather-conscious in three vital ways, registering temperature, barometric pressure and humidity. Its solid mahogany case is a lustrous background for the gleaming spindle and bezel of polished brass and the silver finished dials and scale. 20" long, its graceful appearance adds to the beauty of any room. Ship. wt. 1 lbs.

questions as "Why do birds sing? How do feathers get their color? Where do birds fly in their migrations?" and many others relating to the specific habits of the 24 birds under discussion. The records, with a running commentary, present the distinctive calls of birds ranging from the robin to the Baltimore oriole. A half hour of high fidelity recording (45 speed). Ship. wt. 3 lbs.

### K 31-22 INDOOR-OUTDOOR THERMOMETER. Ship. wt. 2 lbs.....\$5.00

Mounted indoors, yet tells both outdoor and indoor temperatures. Outdoor unit has flexible capillary tube (over which the window sash can close tightly) to show the outdoor temperature inside the house. Plastic case. Silvered scale. 8 3/4 x 2 1/2".

### L 31-519 SINGING BIRD IN CAGE.....\$95.00

Often mistaken for the real thing. This 11" gilded cage contains a beautiful feathered bird. It sings the clearest, most realistic song imaginable, fluttering and moving its beak as it sings. One winding operates the tiny bellows located in the base of the cage for about 3 minutes. Ship. wt. 10 lbs.

### M 10-56 NAUTICAL LAMP WITH ALARM CLOCK (Tax incl.).....\$46.50

Both the design and material of this lamp are the best. Across its polished solid brass base lies ship's anchor at an attractive angle while above it and within a ship's wheel is mounted an excellent electric clock with an alarm that slowly strikes with bell-like sound at any designated time. To complete the nautical effect, the trim 16" parchment shade is decorated with a hand painting of sail boats. Ship. wt. 10 lbs.

### N 31-33 ALADDIN REMOTE CONTROL SWITCH 15' cord .....\$4.95

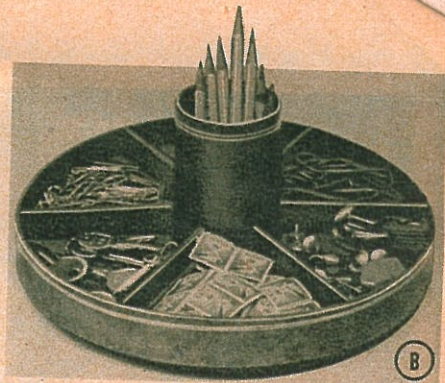
At the touch of a finger, a lamp, radio, television set or even a coffee pot can be conveniently turned on or off from any location selected. Set on the floor near your door, lights can be turned on or off as you enter or leave. Attractively covered in green, gold-tooled leather. Ship. wt. 1 lb.



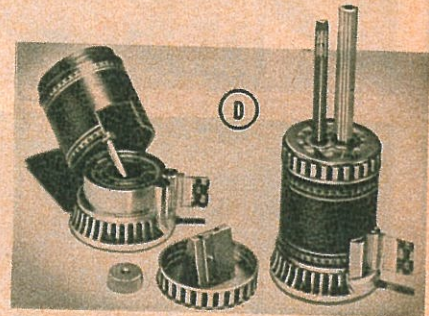
**31-34 PENCIL CADDY AND SHARPENER**.....\$3.95  
 Attractive and useful, the leather pencil caddy holds pencils where they are easily reached—on top of the desk. A golden magnetic sharpener clings to the side of the caddy 3½" in height and diameter. Complete with 48 pencils with erasers. Green or brown. STATE COLOR. Ship. wt. 2 lbs.



**31-35 LAZY SECRETARY**.....\$4.95  
 This revolving desk tray in gold-tooled genuine leather, is excellent for keeping the clutter from desk tops. Small objects of all sorts fit into the six compartments and pencils into the center caddy. 9½" round. Green or brown. STATE COLOR. Ship. wt. 3 lbs.

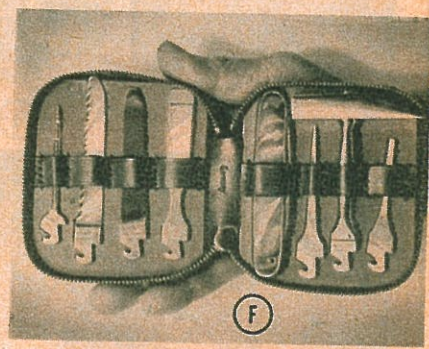


**31-9 STAMP DISPENSER**.....\$4.95  
 Useful as a paperweight in addition to holding a roll of 10 stamps, this weighted dispenser has a gold-trimmed top and base. It is bound with genuine leather, hand-tooled in gold. The felt base assures no scratches on the desk top. Top threads on to heavy bolt which holds stamp roll in place. 2½" high. Dark Green only. Ship. wt. 2 lbs.



**31-39 SHARPENER-TAPE DISPENSER**.....\$5.95  
 Distinctive appearance and exceptional usefulness are combined in this fine desk appurtenance. Gold trimmed and bound with genuine leather decorated in gold hand-tooling, it holds standard rolls of Scotch tape up to ¾" wide. The double sharpener has places for regular and ge pencils. Shavings disappear without leaving a trace on desk or floor and can be emptied at any time. Dark Green only. Ship. wt. 2 lbs.

**31-47X MANICURING SET** (Imported) (Tax incl.) \$7.50  
 Neatness—essential to all. Smooth red leather case with slide fastener contains (neatly secured in individual leather loops) heavy duty nail clippers, tweezers, cuticle scissors, file and cuticle shaper. Ship. wt. 1 lb.



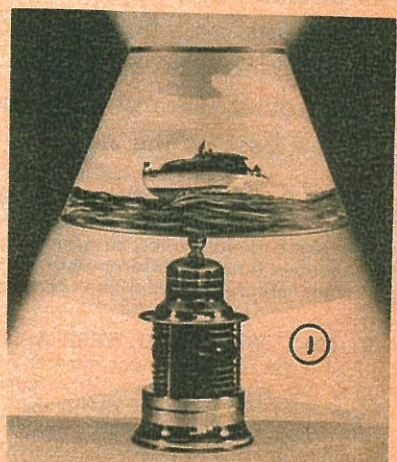
**31-3 POCKET TOOL KIT** (Imported).....\$10.95  
 Though it takes up only as much space as a package of cigarettes, this handy new kit includes such tools as hammer, screw driver, saw, file, drill, chisel, punch and a knife which also serves as the universal handle for the tools. Beautifully mounted in a zippered, polished rhinoceros case. Tools made of fine German steel. Ship. wt. 2 lbs.



**31-120X BOY'S DRESSING CASE** (Tax incl.)....\$6.75  
 Compact little (4½" oval) fitted case, very convenient for traveling. Brown, saddle stitched, genuine cowhide with zipper, contains unbreakable mirror, folding comb, nail clipper, toothbrush, utility bottle, toothbrush, band-aids, and safety pins. Ship. wt. 1 lb.

**31-37 FIRST AID KIT**.....\$4.95  
 A zippered leather case keeps first aid materials for emergencies clean and accessible. Excellent for camping trips, vacations or kept in glove compartment of a car. Contains gauze, adhesive tape, band-aids, burn-ointment, iodochrome, swabs, tweezers and scissors. Ship. wt. 2 lbs.

**31-37 LAMP** — Heavy brass base in the shape of a running light with glass globe and lining a light controlled by separate switch. Twelve inch parchment shade for the lamp light decorated with hand painted sea scene 16" high.  
**3**.....\$18.75  
 wt. 5 lbs. (Red Globe)  
**4**.....\$18.75  
 wt. 5 lbs. (Green Globe)



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 WHERE NEEDED, AND  
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(3 to 6 yrs.)—Two little girls play with Annabelle, a delightful old fashioned doll in this charming story and alphabet book. By Tasha Tudor, with her prettiest full color pictures.

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(3 to 7 yrs.)—A revised and enlarged edition of a popular collection of very young stories. A large book with over 150 brightly colored pictures, and 21 stories — each a proven favorite with young children. Edited by Watt Piper, illustrated by Eulalie.

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(3 to 6 yrs.)—A story of a teddy bear. An eventful, laughable, happy story which will have a very strong appeal for little children. Written and illustrated by Don Freeman.

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(3 to 6 yrs.)—Beautiful drawings of horses. Especially one foal from the day he was born until he grew big enough to crop grass. His joyous delight in new day-by-day discoveries is recaptured both in the story and the pictures. Written and illustrated by Zhenya Gay.

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(3 to 7 yrs.)—Hilarious pictures and story show a boy and his dog taking an unexpected but most active part in circus performance, both in the spot-light and behind the scenes. By Will and Nicolas.

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(5 to 8 yrs. up)—Dr. Seuss's latest book is one of the funniest—both in the pictures and the story. It also carries a timely and appealing moral.

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(4 to 8 yrs.)—Hilarious drawings of horses and children illustrate the brief and funny story of what would happen if a horse tried to act like a child—and the other way around. Written and illustrated by Pers Crowell.

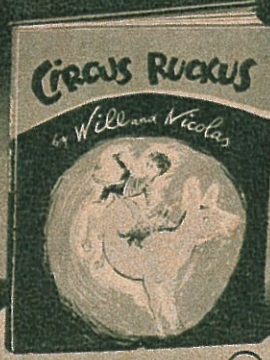




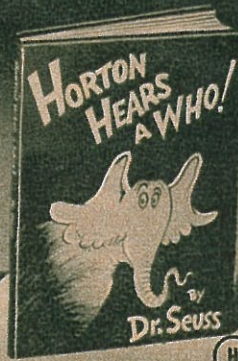
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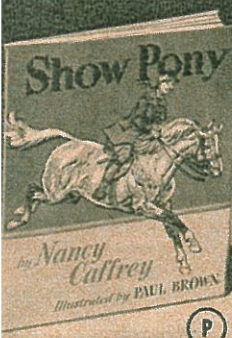
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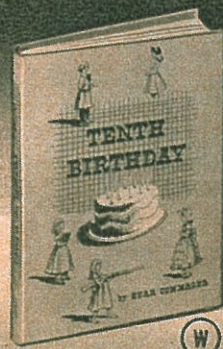
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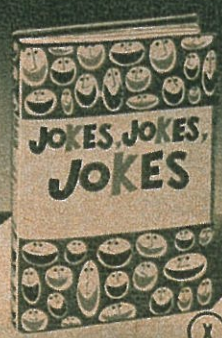
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(6 to 10 yrs.)—A true-to-life tale of a burro and a boy, by a master story teller who knows how to keep the reader interested. Big print and frequent pictures. By Mary Russell, illustrated by Jeanne C. Manget.

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(5 to 10 yrs.) — As engaging a doll story as could be found. Impunity Jane almost cracked with longing to leave her lonely doll house and live in somebody's pocket so she could see the world—and she got her wish. By Rumer Godden, illustrated by Adrienne Adams.

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(8 to 11 yrs.)—Science Fiction—in which two boys build successful space ship, and are thereby privileged to experience extraordinary adventures. By Eleanor Cameron, illustrated by Robert Henneberger.

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(8 to 12 yrs.)—A very good astronomy book for an amateur of any age. The unusual illustrations show clearly the sky views, planet finders and time tables. The text is scientifically accurate and also direct and simple. Written and illustrated by H. A. Rey.

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(8 to 12 yrs.)—An Ellery Queen Jr. mystery—written with the skill and fast action of an adult Ellery Queen book. Plenty happens, and real detective work is required of the hero, and the reader.

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(10 to 14 yrs.)—The unmasking of a ghost, and a daring rescue from a blazing mine, climax this absorbing suspense story. It is laid in Nova Scotia. By Zillah K. MacDonald, illustrated by Eleanor Troth.

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(8 to 12 yrs.)—An exceptionally good book. Each chapter is a period story centering around a little girl's tenth birthday. The first is in 1844 and the last in 1950. By Evan Commager, illustrated by Don Sibley.

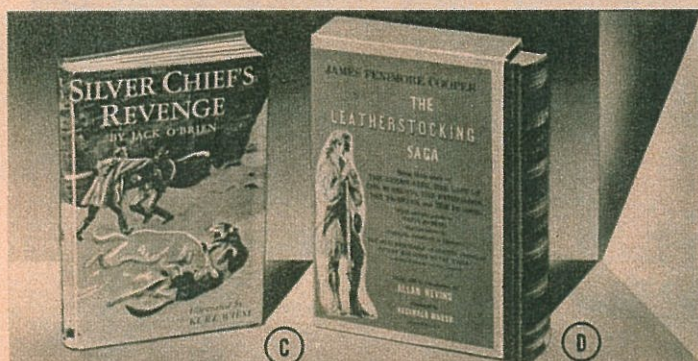
**X 030-21 JOKES, JOKES, JOKES**.....\$3.00  
(10 yrs. up)—265 pages gathered together for sheer amusement. Jokes and funny sayings of every sort—from the best of the old chestnuts to the latest gag. Selected by Helen Hoke, illustrated by Richard Erdoes.





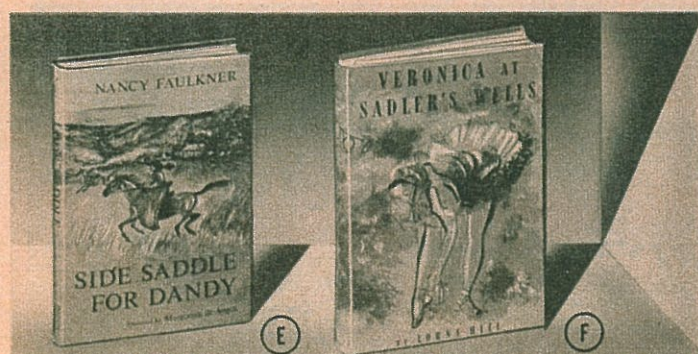
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(10 yrs. up)—Walter Farley's newest horse thriller is about a worthy son of the Black Stallion. Alex Ramsey again proves his skill with horses—whether saddle champions or Hambletonian winners.

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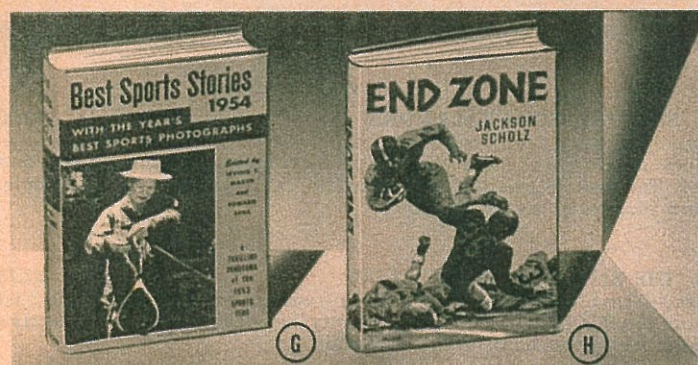
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(12 yrs. up)—From the five James Fenimore Cooper stories those parts have been selected which deal with the exploits of Natty Bumpo, also known as Hawkeye, Pathfinder and Deerslayer. The result is a chronological and highly exciting and vivid picture of America from the Colonial New York frontier to the western prairies in Jefferson's Administration. A volume for a permanent library. Handsomely illustrated by Reginald Marsh. Edited by Allan Nevins, professor of history at Columbia University.



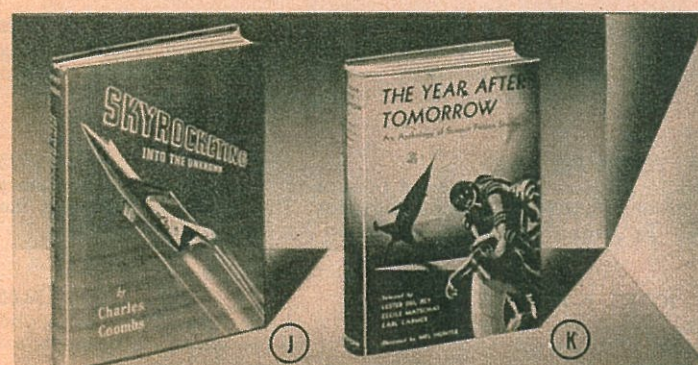
**E 030-26 SIDE SADDLE FOR DANDY .....\$2.75**  
(Girls 12 yrs. up)—Not only is this a story of action and adventure, it also will appeal to readers because they will recognize so personally the pleasures and problems of the heroine. The background is Virginia before the Revolutionary War. By Nancy Faulkner, illustrated by Marguerite de Angeli.

**F 030-27 VERONICA AT SADLER'S WELLS .....\$2.75**  
(Girls 12 yrs. up)—Based on the famous ballet school in London, this story will interest not only ballet enthusiasts but any girl who likes a good realistic plot, humor and a certain amount of romance. By Lorna Hill, illustrated by Oscar Liebman.



**G 030-28 BEST SPORT STORIES: 1954 .....\$3.50**  
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(12 yrs. up)—This handsome book does a magnificent job of presenting the sensational possibilities of space travel in our lifetime. Clear factual text and 141 photographs show U. S. rocket and jet experiments. For adults as well as boys.

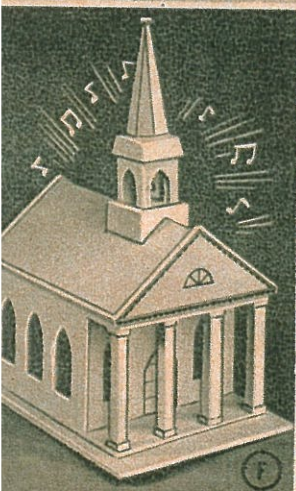
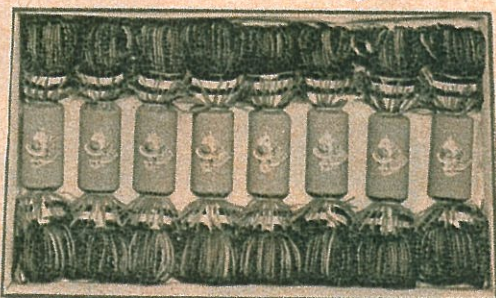
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(Boys 12 yrs. up)—Rocket expeditions into space—mysterious planets peopled by strange races—all the imagined thrills based on scientific possibilities. Nine excellent stories, selected by Lester del Rey, Cecile Matschat and Carl Carner, illustrated by Mel Hunter.

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**28-39 MUSICAL REVOLVING TREE** (Imported).....\$9.95  
Where space is limited, this 24" tree and stand makes a fine substitute for the real thing. When the base is wound, the tree slowly revolves to a tinkling music box accompaniment. Silver tinsel and approximately 18 vari-colored ornaments adorn its green branches. Ship. wt. 3 lbs.

**28-37 MUSICAL ANGEL BELLS** (Imported).....\$6.95  
An attractive brass decoration especially for Christmas. When the 4 teal candles are lit, the heat causes three angels suspended above to revolve, striking two delicate-toned bells as they do so. Tuneful holiday music is provided by the Swiss music box in the base. appealing to both eye and ear. Ship. wt. 2 lbs.

**28-89 ANGEL** (Imported).....\$6.75  
12" high to the tips of her gilded wings, this angel is a distinctive holiday decoration. She is dressed in a shining metallic dress of blue and gold and holds a violin in her wax hands. Ship. wt. 1 lb.

**28-41 SANTA PARTY PIE** (Exclusive).....\$21.00  
A lovely centerpiece all in red measuring 16" in diameter and 5" high, concealing 8 gifts each individually wrapped. Gifts extracted from base of pie by pulling ribbons attached to them. Standing on top of the pie is a jolly 20" Santa with a buckram face and hand-detailed features, carrying his fancy "gift" wrapped package. Ship. wt. 5 lbs.

**28-44 CHRISTMAS MOTTOES.** Ship. wt. 2 lbs. ....\$2.25  
A set of snapping mottoes containing paper hat, favor and verse. Made of crepe paper fringed edges and Santa Claus medallion.  
**28-45 CHRISTMAS MOTTOES.** (Not ill.) Ship. wt. 2 lbs. ....\$2.95  
A set of deluxe snapping mottoes, extremely attractive.

**F 28-3 MUSICAL CHURCH** (Exclusive).....\$8.95  
Holiday music from the concealed music box inside this pretty church adds much to the enjoyment of this festive season. All white and covered with simulated snow, the church stands 15½" high to the top of the steeple, which houses a tiny bell. Base 10" x 7¼". Ship. wt. 5 lbs.

**G 28-47 MUSICAL NATIVITY SET** (Exclusive) Ship. wt. 10 lbs. \$15.75  
Twelve imported composition figures (about 3½" high) are exquisitely detailed. Wooden manger (14" wide) has concealed music box to play "Silent Night," and concealed light bulb.

**H 28-9 CHRISTMAS PIE** (Exclusive).....\$20.00  
Atop this 15" diameter pie, deep in cotton snow and dotted with evergreen trees, rides Santa Claus with his toy filled pack in a reindeer drawn sleigh. Pie edged with red and white crepe paper. Contains 8 gifts for boys and girls tied with ribbon. Ship. wt. 5 lbs.

**GIFTS FOR PARENTS TOO:** Turn about is fair play — so youngsters who have for years been receiving gifts from their parents can now arrange to have their parents receive gifts from them. A group of very well made, properly priced and just a little out of the ordinary "present for parents" is shown on Pages 88 to 91.



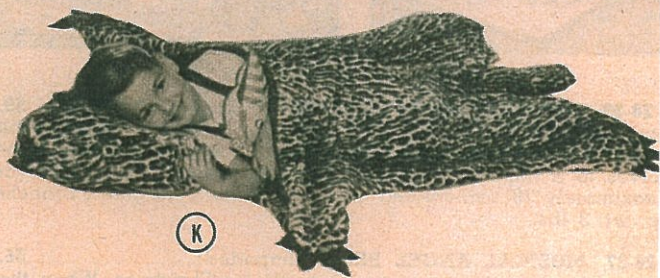
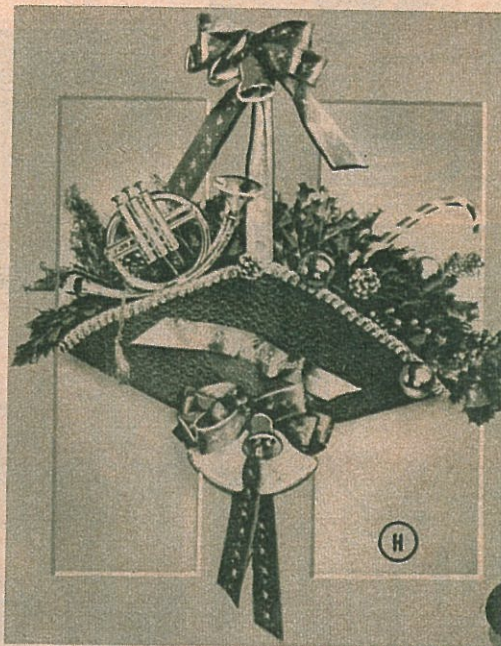


**A 8-79 SANTA CLAUS OUTFIT.....\$18.95**

To provide the youngsters with the thrill of coming face to face with Santa, a man must look the part. This de luxe outfit is meant to do just that, with its coat, trousers and stocking cap of traditional red with rich white plush trim, a shiny black belt, leggings to match, flowing white beard, mustache and hair. Santas of all sizes accommodated. STATE SUIT SIZE. Pack not included. See below. Ship. wt. 4 lbs.

**8-80 SANTA PACK** Of sturdy red fabric with white trim, drawstring and stencil. Wt. 1 lb. **\$2.95**

**5-220 SANTA MASK** (Not illus.) Latex rubber with full beard, mustache and wig. Wt. 1 lb. **\$2.75**



**B 28-49 MUSICAL SNOWMAN.....\$6.00**

A perfect Christmas doll is this musical snowman. With coal-black eyes, nose, mouth and buttons, his soft, fuzzy covering of pure white is set off by a flaming red scarf and cap. His arms, legs and body are pleasingly soft and turning the key on his back brings forth sweet tunes from the fine Swiss music box inside. He's the kind of fellow who draws a smile from all who look at him. Ship. wt. 2 lbs.

**C FILLED CHRISTMAS STOCKINGS**—Packed plump with toys . . . for happy girls and boys . . . a delightful surprise "extra". Naturally the toys are modest ones as reflected by the quantity and price.

**28-14 (BOYS)**—about 28 toys. Ship. wt. 4 lbs. **\$3.75**

**28-15 (GIRLS)**—about 28 toys. Ship. wt. 4 lbs. **\$3.75**

**28-16 (BOYS)**—about 35 toys. Ship. wt. 6 lbs. **\$6.75**

**28-17 (GIRLS)**—about 35 toys. Ship. wt. 6 lbs. **\$6.75**

**STOCKINGS TO FILL** Different and decorative, these luxurious jewelled stockings are 18" of eye-catching appeal. Of red felt, stitched with heavy white wool and trimmed with white and gold braid. White felt gussets at top provides ample gift space. 1 lb. ea.

**D 28-36-3 BOY'S MODEL** (with Western Saddle felt-applique) **\$6.95**

**E 28-34 12-YEARS UP MODEL** (Ballerina felt-applique) **\$6.95**

**F 28-33 GIRL'S MODEL** (with Teddy Bear felt-applique) **\$6.95**

**G 16-84 HAND SANTA (by Steiff).....\$8.95**

A hand puppet perfect for the season, his jolly face and colorful garb make him a Christmas time favorite. Dressed in red jacket with fuzzy white trim, his soft molded face is framed by a flowing white beard and red stocking cap. Ship. wt. 5 lbs.

**H 28-35 FESTIVE BASKET (Door decoration).....\$8.95**

A gaily colored collection of Christmas decorations brimming to the edges of the red net basket hung over the fireplace or on the door emanates the spirit of the season. Pine cones, Christmas baubles, a "candy" cane, holly leaves and a golden horn peep out from among snow-sprinkled evergreens. Ship. wt. 4 lbs.

**J-K JUNGLE RUGS** (1½ to 6 years)—Children play on, in or under these sturdy Jungle Rugs, made of brilliant animal plush with striped denim bottoms and red broadcloth linings. Youngsters can sleep in them, using the soft head as a pillow or use them as toys. 4' long and 3½' wide, they submit well to dry cleaning and excel as midday nap-inducers. Ship. wt. 5 lbs.

**J 16-99 TIGER JUNGLE RUG.....\$29.95**

**K 16-98 LEOPARD JUNGLE RUG.....\$29.95**