

IT'S A WONDERFUL TOY....

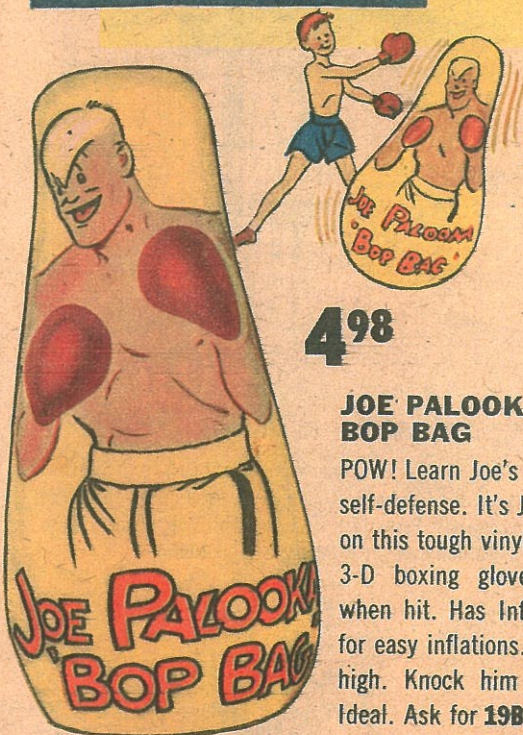
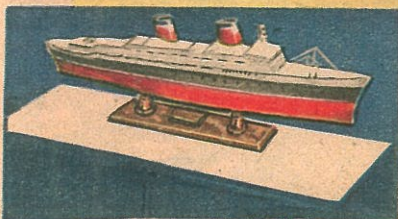
IT'S **IDEAL**



**998**

### S.S. UNITED STATES ASSEMBLY KIT

Assemble more than 200 pre-painted parts into the world's famous luxury ship. Wire it for light (included). Has lifeboats, davits, masts, pennants and funnels. Put it in your playroom! 28 inches long! By Ideal. Ask for **19BR1**.



**498**

### JOE PALOOKA BOP BAG

POW! Learn Joe's own art of self-defense. It's Joe himself on this tough vinyl bag. Two 3-D boxing gloves squeak when hit. Has Inflato-Pump for easy inflations. 54 inches high. Knock him over! By Ideal. Ask for **19BR2**.

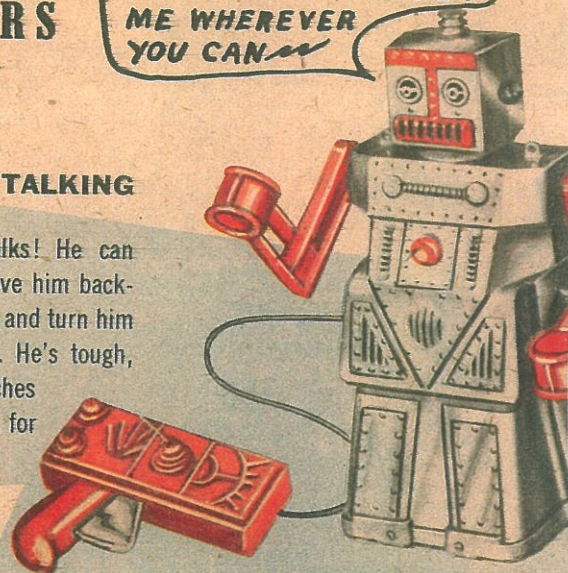
## HOURS AND HOURS OF SUPER FUN

I'M ROBERT ROBOT. DRIVE ME AND STEER ME WHEREVER YOU CAN.

### ROBERT THE TALKING ROBOT

He walks! He talks! He can clutch objects! Move him backwards and forward and turn him by remote control. He's tough, too! Big—14 inches tall. By Ideal. Ask for **19BR3**.

**598**

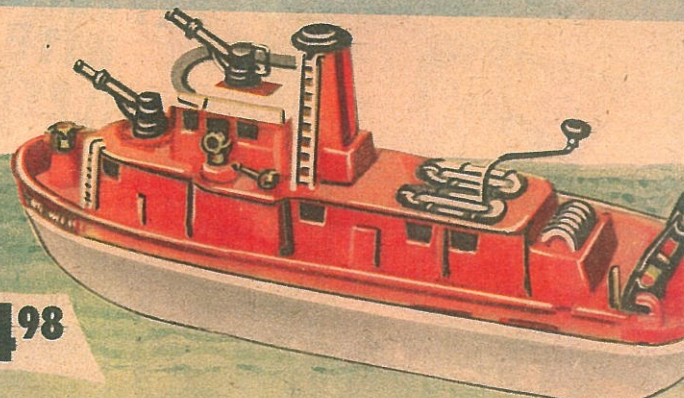


### TALKING TELEPHONE BANK

The Operator actually talks, asks for your number! What fun! It's a bank, too, and has slots for 5c, 10c and 25c coins. Almost 10 inches high. By Ideal. Ask for **19BR4**.

**298**

**IDEAL**



**498**

### WATER SHOOTING MECHANICAL FIRE BOAT

There go the sirens! Man the pumps! Rotating fire guns pump out water in steady long-range streams. Metalized deck accessories. Life boat can be lowered into water. 15 inches long. By Ideal. Ask for **19BR5**.



# GILBERT



**16<sup>95</sup>**

## ERECTOR WITH ELECTRIC ENGINE

110-120 VOLTS  
60 CYCLES

It's jam-packed with girders, gears, pinions, wheels, plates, bolts, etc. Powerful electric engine gear train runs in forward and reverse. Set builds thrilling airplane ride, lift bridge, windmill, pump, pile driver, elevator, others. By Gilbert. Ask for 20BR1.



## FUN WITH ELECTRICITY SET

Fun for all! Make a magnetic boat, a jumping static-charged cork and many others. Contains 1½ volt electric motor with "see-through" housing, plus carbon, rubber, zinc, rods, gears, apparatus to perform dozens of experiments. By Gilbert. Ask for 20BR3.

**5<sup>95</sup>**

## BUILD AND EXPERIMENT WITH GILBERT



**6<sup>95</sup>**

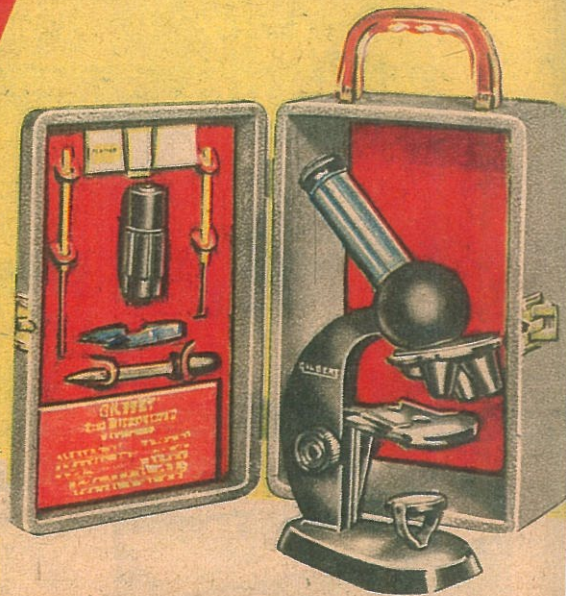
## TOOL CHEST

Build anything from a playhouse to chairs and tables. Contains saw, hammer, wooden mallet, plane, set of 3 magnetized screwdrivers, pliers, wood screws, tacks, brads. Handy compartmented steel chest, steel triangle, tri-square, dial-angle level. By Gilbert. Ask for 20BR5.

## MIRRO-FLECTOR MICROSCOPE

Magnifies 60, 150, 200, 325, 450 and 750 times actual sizes! Field remains in view even when turrets change. Ramsden eyepiece. Laboratory type table focus-tube and eye piece remain fixed. Die-cast base. Includes dissecting equipment, slides, specimen By Gilbert. Ask for 20BR2.

**14<sup>95</sup>**



**10<sup>95</sup>**

## CHEMISTRY SET—SENIOR LABORATORY

Sandy and Chipper, Billy's friends, say this set is tops! Has 32 chemicals and 24 pieces of equipment for hundreds of interesting experiments. Big steel cabinet with basic chemicals, Pyrex test tubes, alcohol lamp, funnel, brush, etc. Two big, new illustrated books. By Gilbert. Ask for 20BR4.



**10<sup>95</sup>**

## MICROSCOPE SET

Watch the shrimp eggs (included) hatch with the 4-stop Turret Microscope with optically-ground lens. Magnifies 60, 150 and 325 times actual size. No need to refocus when changing power. Polaroid attachment. Has chemicals, slides, other equipment. By Gilbert. Ask for 20BR6.

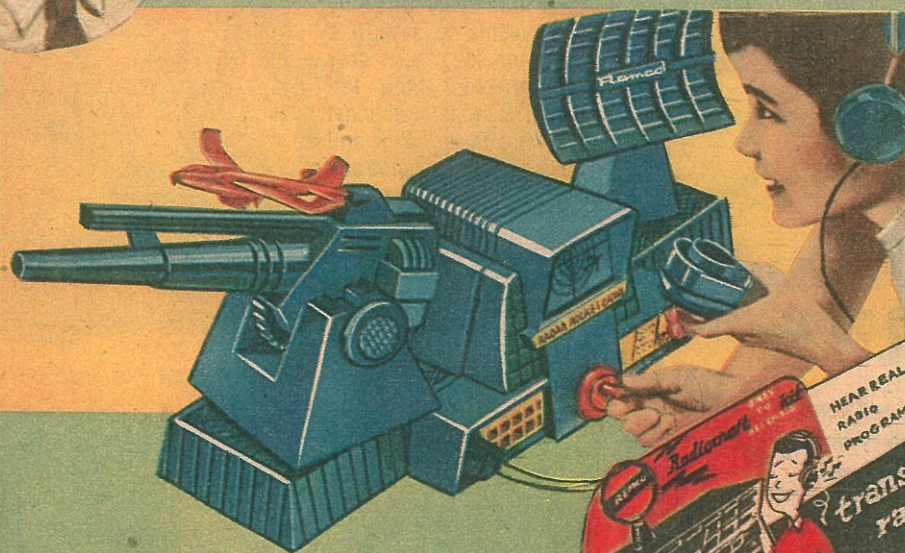






# FOR THE ELECTRONIC MINDED! REMCO

WIN A FREE TRIP in our big contest!  
FLY BY AMERICAN AIRLINES to a real Dude Ranch—49er's RANCH (Tucson, Arizona). See pages 2 and 41! 10,000 other prizes!



## RADAR ROCKET CANNON

There she goes! Your giant radar cannon launches the flying rocket plane! Moving airplane targets appear on TV screen! Radar warning antenna rotates, picks up beep signals. Microphone, head set included. Aircraft spotter communicates with radar operator. Telegraph key for codes. By Remco. Ask for **21BR1**.

**7<sup>95</sup>**

## TRANSISTOR RADIO KIT—ELECTRONIC WONDER

Build your own radio set—pick up real radio programs, hear them on the headphone. No need for radio tubes—transistor powered. Pre-assembled plastic cabinet, sensitive station tuner, battery, diode detector, other parts. By Remco. Ask for **21BR2**.



**6<sup>95</sup>**



**6<sup>95</sup>**

## INTER PHONE SYSTEM

Make it easy for Mom! Set up this real telephone system between your backyard clubhouse and the kitchen! Billy and his buddy, Chipper, have this system between their rooms! Has batteries, wire—ready to operate. By Remco. Ask for **21BR3**.

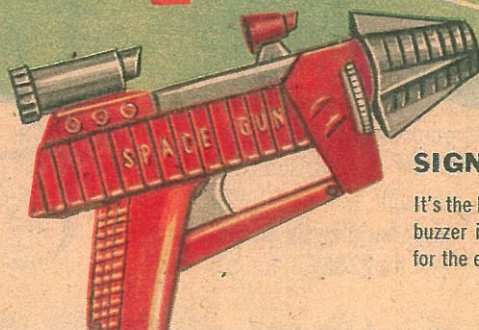
## RAILROAD LOUDSPEAKER TOWER AND MICROPHONE

Your train engineers can't go wrong now—keep them up with latest schedule changes with giant railroad loudspeaker tower and powerful 4 inch Alnico speaker. Railroad type microphone, communication wire cable, 4 batteries. By Remco. Ask for **21BR4**.



**5<sup>95</sup>**

**1<sup>95</sup>**

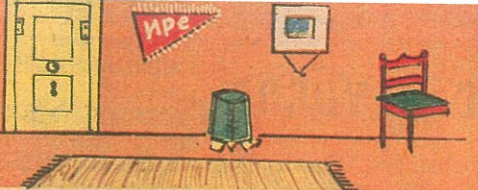


## SIGNAL RAY GUN

It's the best gun yet! Send 4 color light signals to your pals or press the electric buzzer if you want to send a message by ear! Batteries included. A "must" for the electronic-minded gang-buster. By Remco. Ask for **21BR5**.



HOW MANY  
THINGS WRONG  
WITH THIS  
PICTURE?



#### BILLY BUTTS

"Look out or I'll 'butt' you!" this frisky little Billy Goat seems to say. He's made of long pile gray spotted plush with felt hoofs. Handpainted vinyl face and horns. Bell and bows. "Take me home and I'll be good!" By Rushton. Ask for 22BR2.

5<sup>00</sup>



#### SLEEPY KITTY, SLEEPY LAMB, SLEEPY PUP

2<sup>00</sup> Each!

RUSHTON

The Kitty and Pup have already closed their eyes and you can see their droopy black lashes! The little lamb is just settling down. They all want to be loved—won't you give one a home? Washable plush. By Rushton. Ask for 22BR1.



3<sup>00</sup> Each!

#### STINKY SKUNK, MAIZIE, LAZIE AND FIDO

The baby skunk is smelling a little red flower. Maizie, a little calf, and her twin brother, Lazie, have bows and cow bells so you'll know where they are. Fido is wishing you'll love him. All lustrous plush with handpainted vinyl faces. By Rushton. Ask for 22BR3.

Without notice, all prices subject to change. In some sections of the South and West, some items slightly higher.



#### DELUXE DOLL CARRIAGE

"If baby fusses, gently rock the carriage," says Ruth, "and she'll go right to sleep—that's why I like this carriage." Has full-length visor, hidden hood braces. 28½ inch high handle. In beautiful colors. By South Bend. Ask for 22BR4.

You'll  
Want  
This  
Value



SOUTH BEND  
Toys

A  
Wonderful  
Buy

#### DOLL CARRIAGE

Every girl's doll looks better in a bright new carriage! Match your dolly's dress to the color of the carriage and go strolling through the park! 22½ inch high handle. By South Bend. Ask for 22BR5.







**3<sup>98</sup>**  
Each!

#### MUSICAL CUDDLE KITTEN AND CUDDLE HONEY BEAR

You'll want to stroke their soft plush coats and listen to their nursery tunes on the Swiss movements. They have safety eyes and are 12 inches tall. You'll always know they love you. By Wal-Feld. Ask for **23BR1**.

**Wal-Feld**



**4<sup>98</sup>**  
Each!

#### CUDDLE PANDA BEAR AND CUDDLE ELEPHANT WITH MUSIC

Hug them tight and never let them go! They're big (16 inches) and soft plush and will play nursery tunes on their Swiss movements. Safety eyes. Take them everywhere you go. By Wal-Feld. Ask for **23BR3**.

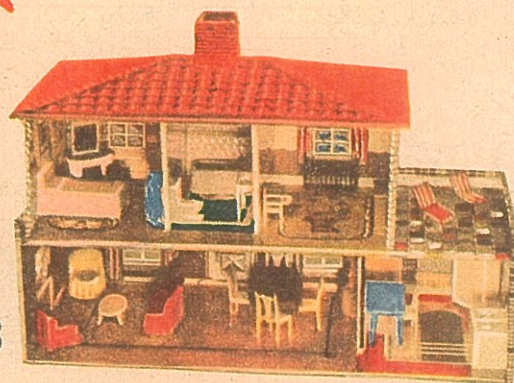
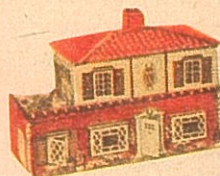


**2<sup>98</sup>**

complete  
set

#### NURSERY

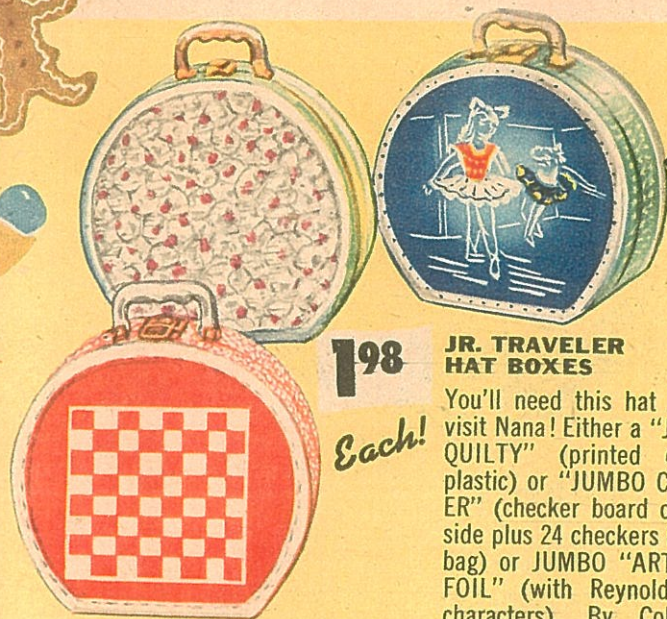
You'll love your 8 inch "drink" and "wet" baby with her moveable eyes, legs, arms. Bathe her on the bathinette, put her to sleep in the crib. Has toydee rocking chair with potty, diaper, bottle. By T. Cohn. Ask for **23BR2**.



**4<sup>98</sup>**

#### METAL DOLL HOUSE

Set up housekeeping in this dream house! Six rooms, two stories with a terrace. Includes 25 pieces of plastic furniture. Ground floor doors and windows open. In beautiful four colors. Almost 2 feet long. By T. Cohn. Ask for **23BR4**.



**1<sup>98</sup>**  
Each!

#### JR. TRAVELER HAT BOXES

You'll need this hat box to visit Nana! Either a "JUMBO QUILTY" (printed quilted plastic) or "JUMBO CHECKER" (checker board on outside plus 24 checkers in poly bag) or JUMBO "ARTISTIC FOIL" (with Reynolds Foil characters). By Columbia Products. Ask for **23BR5**.



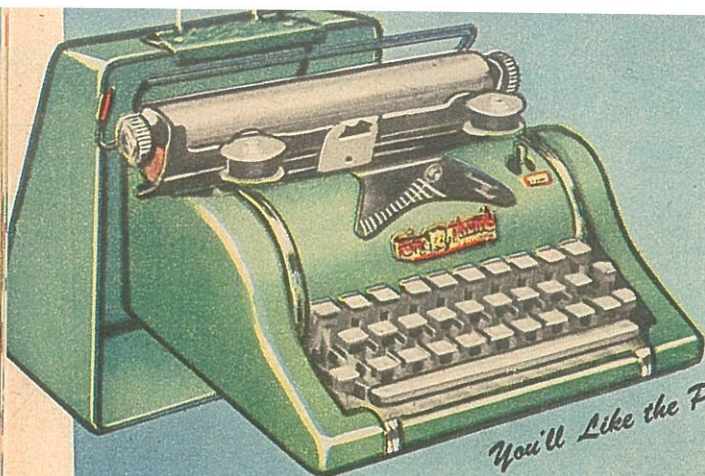
**3<sup>98</sup>**

#### JR. TRAVELER "UMBRELLA TOTE CASE"

Won't you feel grown-up with this jumbo size case made of heavy rubberized Tartan plaids. Complete with 15 inch umbrella attached to outside of case with snap tab closure. Carrying handle. By Columbia Products. Ask for **23BR6**.







*You'll Like the Price*

### TOM THUMB TOY TYPEWRITER

For playing "office secretary" or for making your important letters and other special documents look "official"! In special carrying case with new ribbon shift, standard 1/2 inch ribbon, finger tip spacer. Letters arranged same as standard keyboard. By Western Stamping. Ask for 24BR1.

**Western**

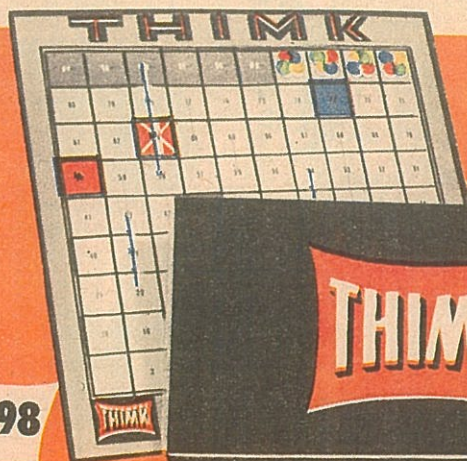
### THE ORIGINAL TOM THUMB CASH REGISTER

What a thrill to ring up those sales when you play store! Has broad base, compartmented cash drawer. Chrome and red. Play coins, too!

Sharon likes to play cashier in a movie theater. By Western Stamping. Ask for 24BR3.



**298**



**298**

### THIMK GAME

And Billy beat his Mom and Dad at THIMK three times out of four! It's simple as checkers, fascinating as chess. Object is to get your four "Thims" into the home squares. Combines skill, chance and strategy. By Tryne. Ask for 24BR2.

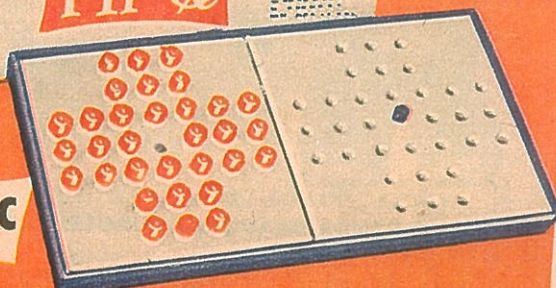


**TRYNE**

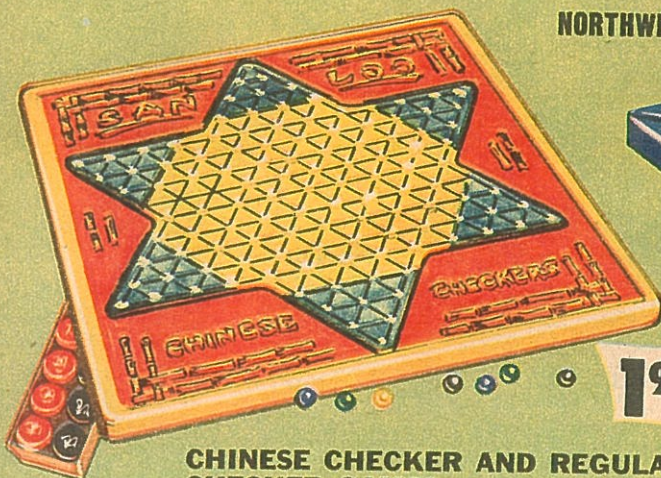
**98c**

### NEW DOUBLE MASTER HI-Q PUZZLE GAME

Ruth can get all the way down to one peg, but Dad is always left with four! This exciting game can be played by one or two. The greatest test of patience and skill ever! In sparkling, break resistant plastic. By Tryne. Ask for 24BR4.



**NORTHWESTERN**



**198**

### CHINESE CHECKER AND REGULAR CHECKER GAMES

A double feature! Billy and Ruth like nothing better than to settle down with their metal framed checker set. Has marbles and 24 plastic checkers and is latest design. Large, too—17 by 18 inches. By Northwestern. Ask for 24BR5.

**24**



**398**

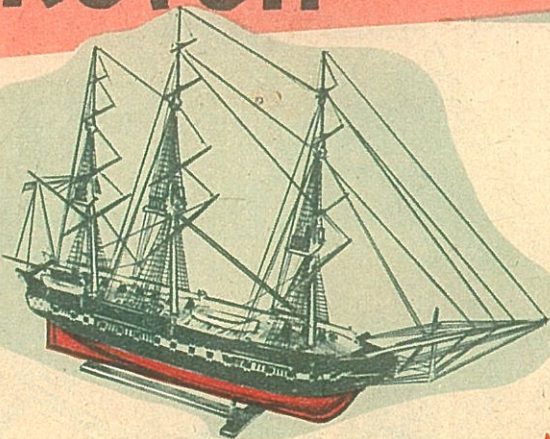
### JET FIRE GAME

It's packed with thrills! Has all the excitement of a jet raid and jet flying. It's electronic, too, with bulbs flashing for replays. Steel marbles. Clever scoring setup adds to the fun. Less battery. By Northwestern. Ask for 24BR6.



# Revell

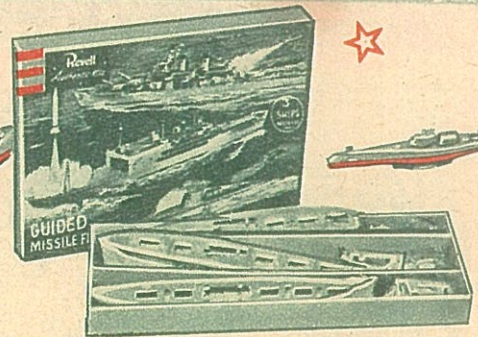
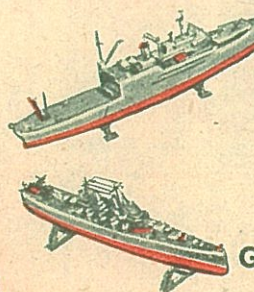
## AUTHENTIC HOBBY KITS



### U. S. FRIGATE CONSTITUTION KIT

"Old Ironsides" itself! Historically authentic replica of the ship launched in 1795 and still afloat! Each detail of decks, equipment, armaments, spars, long boats with oars, companionways complete to be assembled. Has pre-assembled ratlines. 18½ inches long.

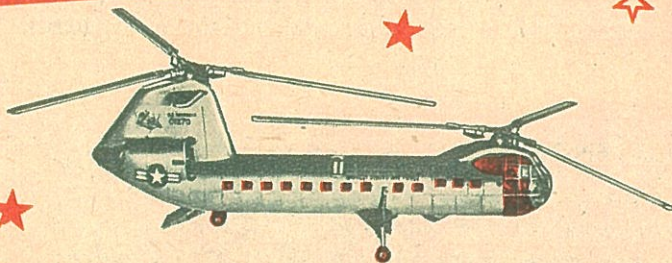
No. H-319 **\$2.98**



### GUIDED MISSILE FLEET GIFT KIT SET "NAVY LOG"

Scaled from official blueprints; 16 inch Norton Sound; floating guided missile laboratory; 13 inch Guided Missile Submarine Nautilus; 17 inch Guided Missile Cruiser Boston. Cement and display stands.

No. G-333 **\$4.95**



### PIASECKI TRANSPORTER HELICOPTER KIT

GIGANTIC TRANSPORT HELICOPTER. The world's largest. Can carry 40 troops and is 134 feet long. Every exciting detail in scale model in finely wrought plastic pieces to be assembled. Fully scaled engine. 10½ inch rotospan. Swivel base.

No. H223 **98¢**



### AIR POWER GIFT KIT SET

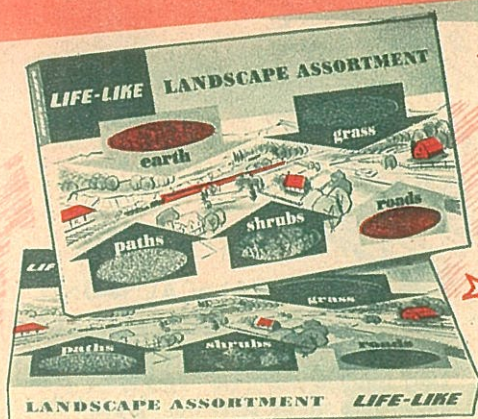
Jet Guardians of the Air. Scale replicas of Scorpion, Air Force interceptor; Convair F-102A; F-100C Super Sabre which set speed record of 822 m.p.h.; Martin B-57B bombing plane; McDonnell Voodoo F-101A Jet fighter. Swivel bases and cement.

No. G-240

**\$4.95**

## LIFE-LIKE products

## FOR REALISTIC CHRISTMAS GARDENS AND TRAIN LAYOUTS



### LANDSCAPE ASSORTMENT

Contains everything important to a train layout or Christmas garden—highest quality grass, earth and lichen for trees and shrubs plus scenic stone for roads and paths.

No. LL-6 **\$1.00**

### THE LANDSCAPER

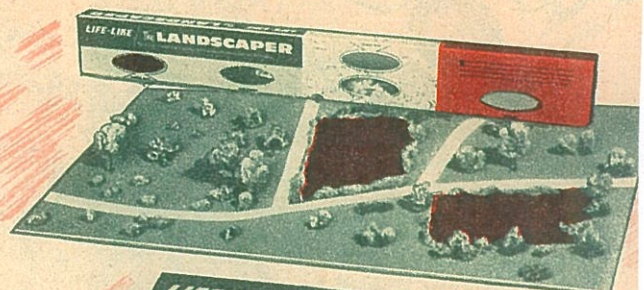
All materials necessary for 4 by 8 feet of realistic model landscaping: 48 by 96 inch grass mat; 12 by 48 inch brown earth mat; 12 by 48 inch white path; trees, shrubs, bushes.

No. LL-49 **\$4.95**

### LYCHEN

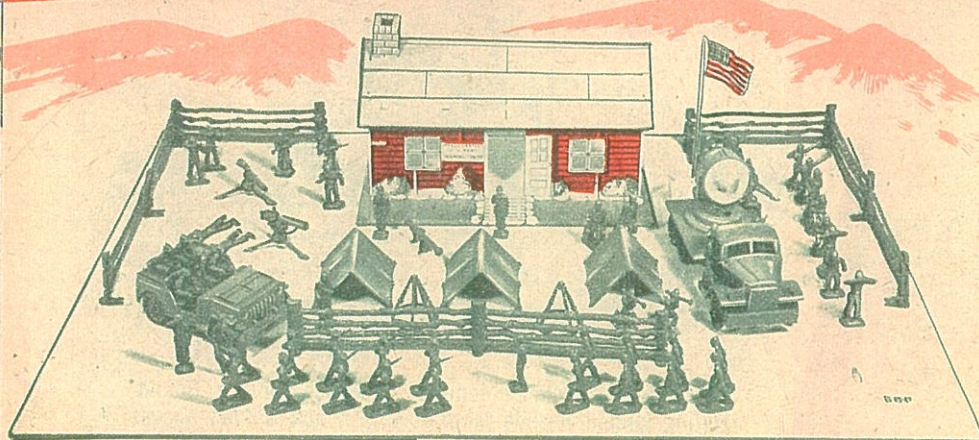
Mixed lichen in assorted colors to blend into autumn scenes. Permanently soft. Excellent for mountain and shrubbery.

No. LL-4 **\$1.00**





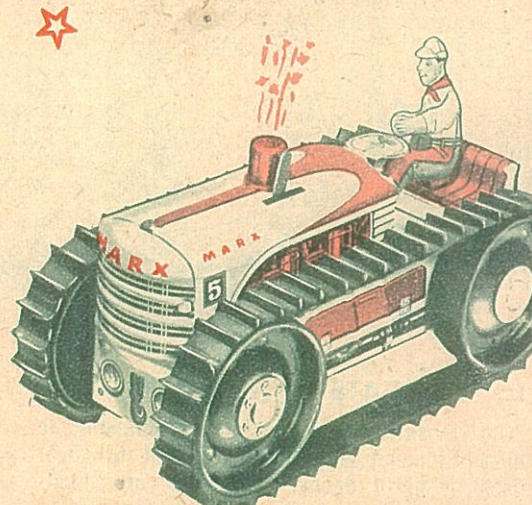
# THE EXCITING MARK LINE...



## ARMY TRAINING CENTER

Fully equipped with all steel Headquarters Building, complete field training equipment, 50 soldiers in action positions and army combat vehicles. Interlocking fence for boundaries, even a flag! Endless hours of play for young soldiers.

No. 4123 \$3.98



## CLIMBING SPARKLING TRACTOR

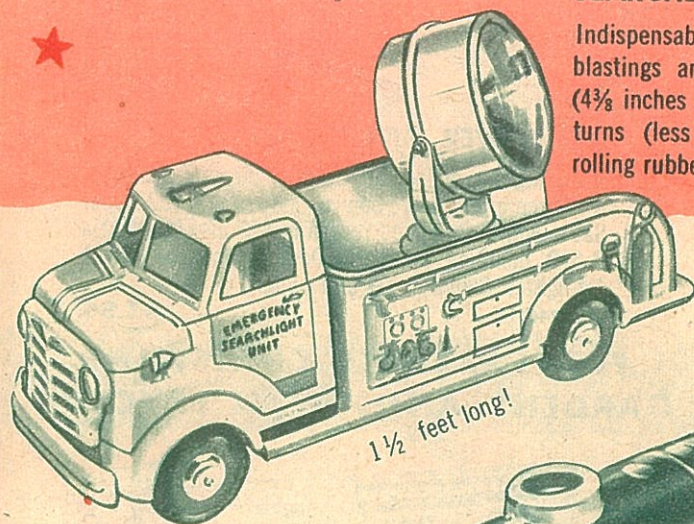
Nothing will stop it! Heavy duty, clockspring motor furnishes power to climb steep grades, over obstacles and pull heavy loads. Harmless sparks come from hood. Steel with sure-grip rubber treads, hook rear, brake.

No. 903 \$1.9

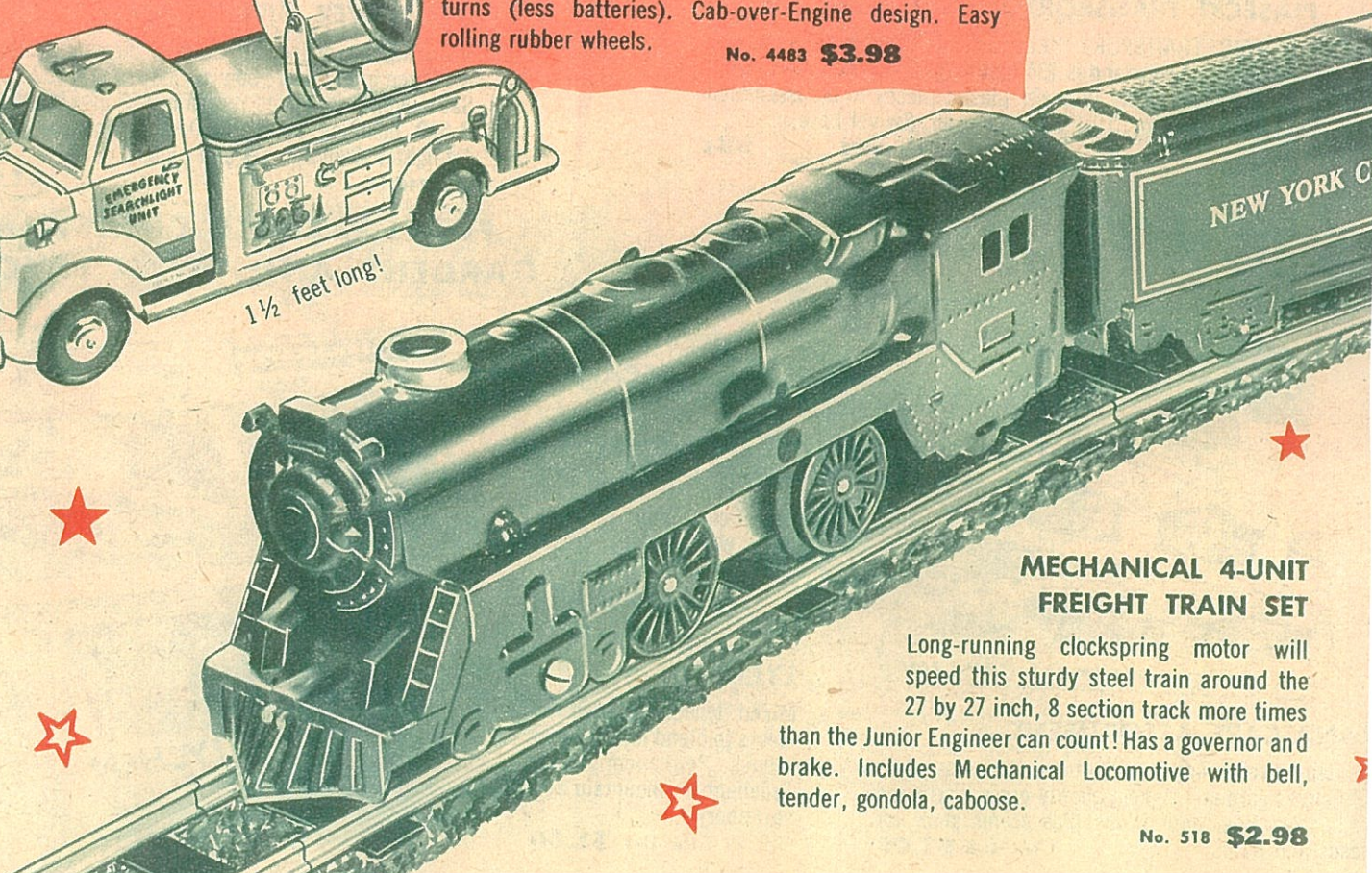
## SEARCHLIGHT EMERGENCY TRUCK

Indispensable for junior first aiders "called out" on fires, blastings and civil defense work. All steel with large (4 3/8 inches in diameter) searchlight which tips, tilts, and turns (less batteries). Cab-over-Engine design. Easy rolling rubber wheels.

No. 4483 \$3.98



1 1/2 feet long!



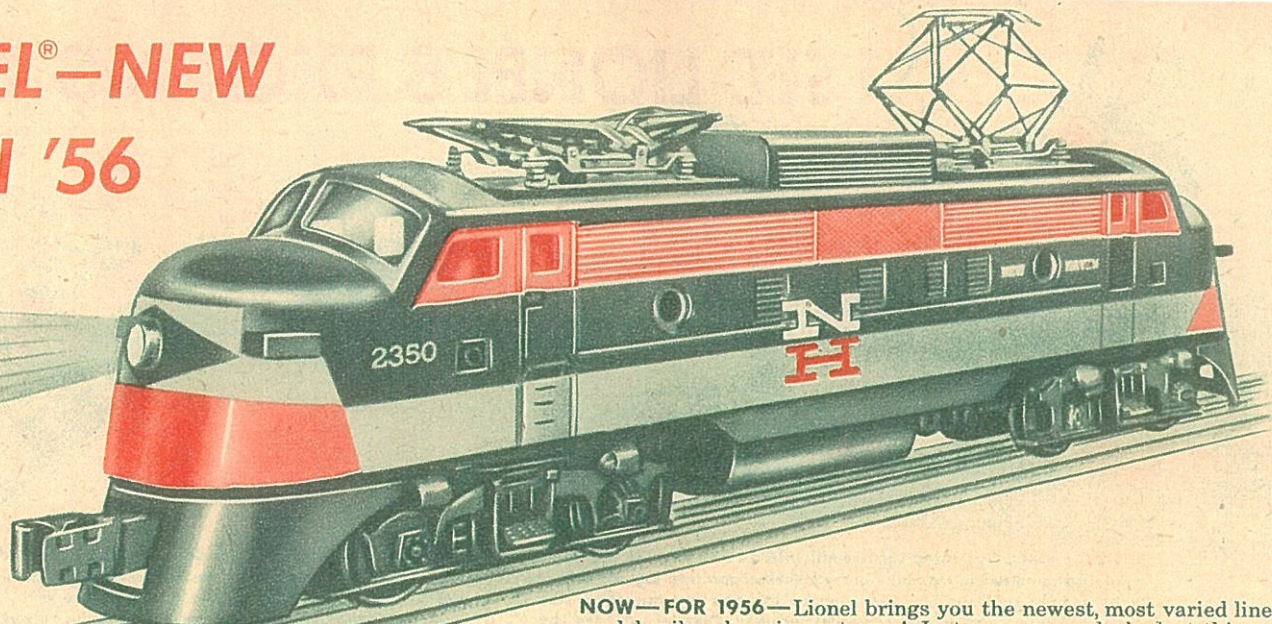
## MECHANICAL 4-UNIT FREIGHT TRAIN SET

Long-running clockspring motor will speed this sturdy steel train around the 27 by 27 inch, 8 section track more times than the Junior Engineer can count! Has a governor and brake. Includes Mechanical Locomotive with bell, tender, gondola, caboose.

No. 518 \$2.98

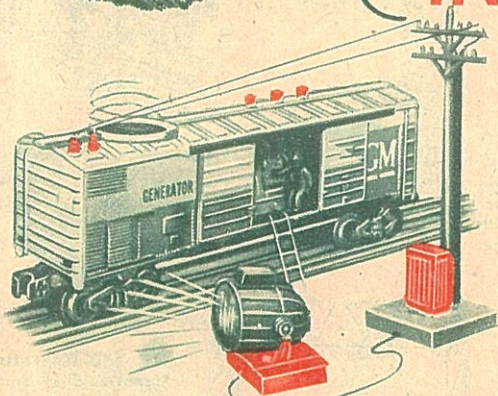
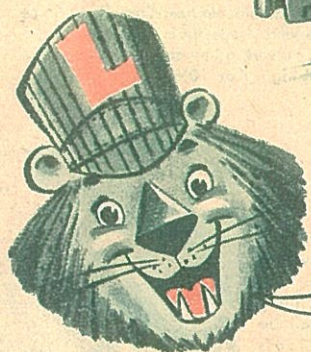


# LIONEL®—NEW IN '56



NOW—FOR 1956—Lionel brings you the newest, most varied line of model railroad equipment ever! Just as an example, look at this magnificent NEW No. 2350 "New Haven" electric engine, complete with horn, lights, operating pantographs and Magne-Traction for super pull and power. This superb locomotive is just one example of the many new and exciting items that typify the 1956 Lionel line. Lionel gives you the best in realism, operation and sturdy construction. And Lionel trains are priced to fit every budget.

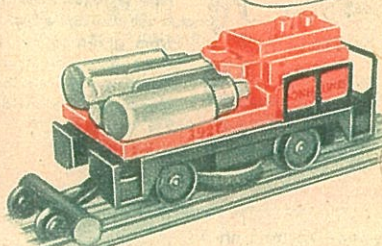
## THE GREATEST VARIETY IN MODEL R.R. EQUIPMENT!



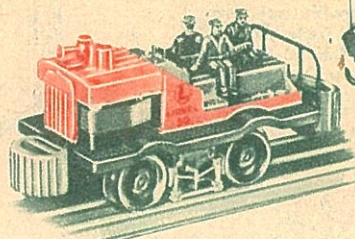
**NEW No. 3530 Operating GM Generator Car**—Plenty of action! When activated, generator hums, fan under roof rotates, searchlight goes on. Lighted interior shows attendant and generator. Power pole is included. Car is 10½" long. Power pole is 7½" high.



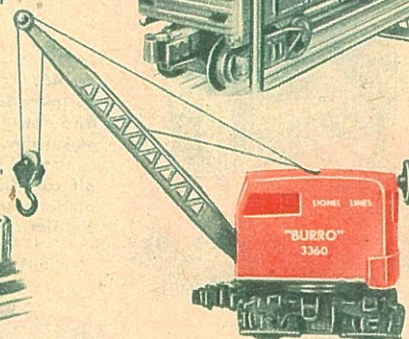
**NEW No. 3424 Operating Tell-Tale Car**—To warn trainmen walking on car. Includes two poles. First tell-tale causes man to fall prone, second brings him upright again. Car is 10½" long. Poles are 7½" high.



**NEW No. 3927 Track Cleaning Car**—Will actually clean the track! Coupled to a locomotive it can be pulled around. Rotating brush cleans the track. Cleaning fluid is included. Length 6½".



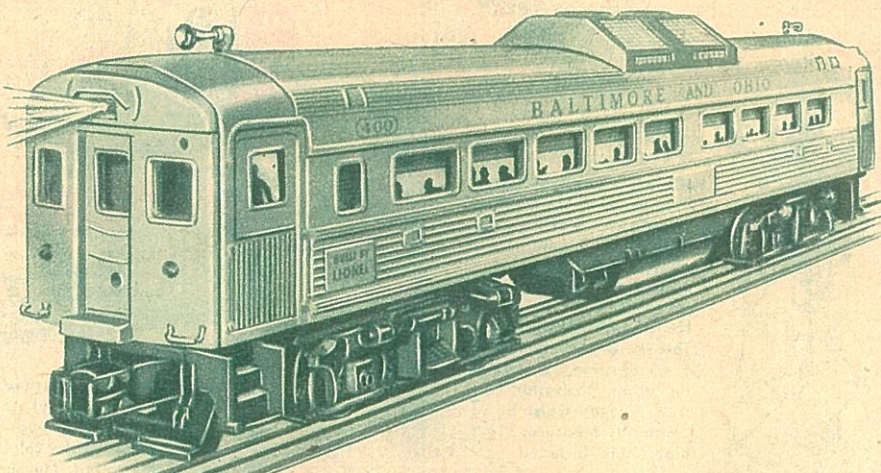
**No. 50 Section Gang Car**—Has its own motor and operates from track power just like a loco. Reverses direction when buffers on either end strike an object like a bumper. 4¾" long.



**NEW No. 3360 Burro Crane**—Self-propelling and can pull its own work cars! Rotation of cab and "hook" action controlled by levers. Self-reversing motion by rail-side bumpers. Cab is 4" long. Boom 7¼".

### New Exciting Self-Propelled Unit

**No. 400 Budd RDC Car**—Produced by popular request. This gleaming, self-propelled car is a reproduction of the Diesel car that is taking over short runs for the big railroads. Has headlights, marker lights and operating knuckle couplers on both ends. Equipped with Magne-Traction and horn. Interior lights show passengers in the windows. Length 16½". Can be used on either "O" or "O27" track.



## ONLY LIONEL TRAINS HAVE MAGNE-TRACTION