

## FISHER-PRICE TOYS

**A—CASH REGISTER**—Press the key, sales indicator with nursery rhyme figure pops up! Three wood coins fit slots and drop in drawer. Wood with unbreakable window, poly keys, crank, jam-proof mechanism. Educational! 2 to 5 yrs. Ask for 10BR1  
East **5.00**  
West **5.50**

**B—SAFETY SCHOOL BUS** has rolling eyes! Driver's head turns. Hear the "putt-putt" sound. Take out wood figures through hinged door or unbreakable top. Big, sturdy. 14 inches long. Ages 2 to 5. Ask for 10BR2  
East **5.95**  
West **6.50**

**C—FIFTY STATION WAGON** is on way to happy family outing! Watch eyes roll! Exhaust roars, heads of child and dog spin merrily. Removable top. Figures lift out, tailgate lowers. Wood and tough plastic. 2 to 5 yrs. Ask for 10BR3  
East **3.00**  
West **3.25**

**D—SNORKY FIRE ENGINE** to the rescue! Clanging bell and 9½ inches long "snorkle". Jam-proof gears with safety-guard raise and lower snorkle. Four, wood firemen can hold hose nozzle and be lifted in sturdy plastic bucket. 2 to 5 yrs. Ask for 10BR4  
East **3.00**  
West **3.25**

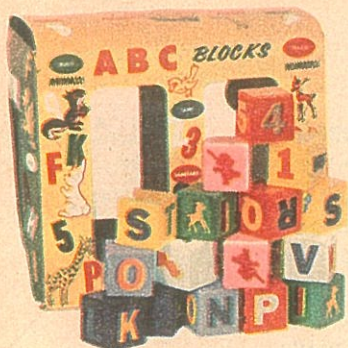
**E—FARMER-IN-THE-DELL-MUSIC BOX** plays tune as crank is turned. Genuine Swiss music box. You'll love decorations of farmer and family. Neck strap, jam-proof crank. 1 to 5 years. Ask for 10BR5  
East **2.00**  
West **2.19**

**F—BOUNCY RACER** sounds "Roar-r-r-r-r" as helmeted driver bounces up and down. Giant poly balloon tires. Unbreakable sturdy wood body, steel axles. Almost 10 inches long. Ages 1½ to 5 yrs. Ask for 10BR6  
East **2.00**  
West **2.19**

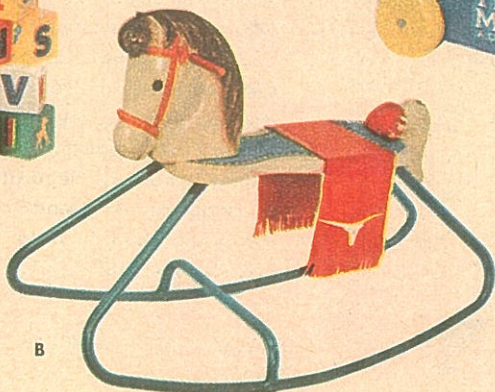
**G—GIANT SNAP-LOCK BEADS** to put together, take apart! Too big to swallow, squeezable, unbreakable, washable. Infants to 4 yrs. will learn shape, colors, finger dexterity. Ask for 10BR7  
East **2.00**  
West **2.19**

**H—POP 'N RING!** You'll laugh! Three acetate balls pop against tuneful metal bells. Sturdy wood construction. Safe plastic knob. Push toy for ages 1 to 3. Ask for 10BR8  
East **2.50**  
West **2.69**

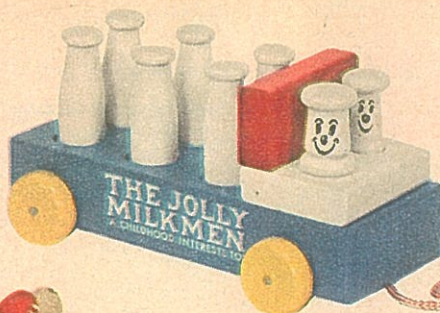




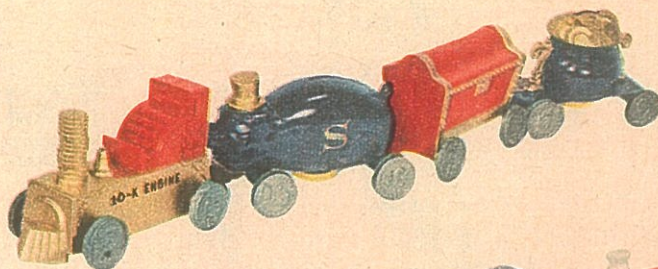
A



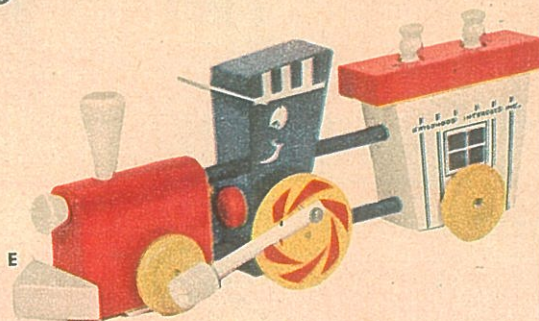
B



C



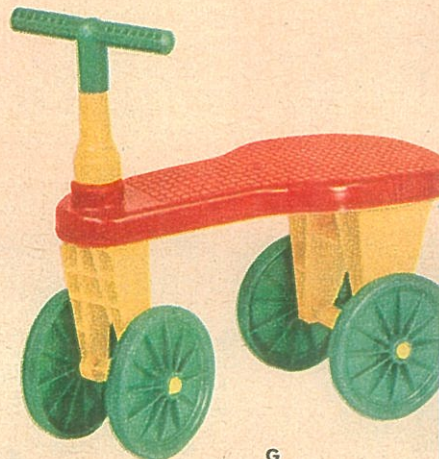
D



E



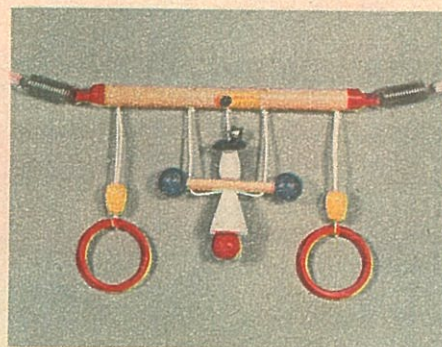
F



G



H



I

*Carts to pull and rainbow blocks—  
And look at that funny Jack in the Box!*

**A—KUSAN ABC BLOCKS**— Shake, float or build with them! Colorful, 1½ inch plastic blocks with numbers, letters, nursery rhyme friends on them! Non-toxic. 1 to 5 yrs. Ask for 11BR1 **1.98**

**B—GONG BELL ROCKING HORSE** means action! Molded head and tail. Wood seat. Rockers, legs of enameled steel tubing. 8 months to 3 yrs. Ask for 11BR2 **5.98**

**C—CHILDHOOD INTERESTS JOLLY MILKMAN** make deliveries with your help! Pull the sturdy wood milk truck, "deliver" six wooden bottles. Milkmen come off too! 1 to 5 yrs. Ask for 11BR3 **2.00**

**D—KUSAN MONEY TRAIN OF FOUR ROLLING BANKS!** 10 Karat Engine, Penny Pig, Treasure Chest and Pot 'O Gold. Over 2 feet long. Pull them! Cars come apart easily. Play and save. 1 to 5 yrs. Ask for 11BR4 **2.98**

**E—CHILDHOOD INTERESTS CATCH UP TRAIN'S** engineer always catches up! Engineer is between engine and caboose, as wheels turn he lags behind, then catches up. Beeps too! 16 inches long. 1 to 5 yrs. Ask for 11BR5 **3.00**

**F—CRADLE TUNE TIME BY CHILDHOOD INTERESTS**—Pull the cord and music box in huge clock plays "Hi Diddle Diddle" and nursery rhyme characters revolve around Man-in-the-Moon. Numbers change colors. 6 months to 5 yrs. Ask for 11BR6 **5.00**

**G—BANNER POLY KIDDIE CART** can't break! Won't rust either, indoors or out. Steering mechanism with turning front wheels. 15 inches long. 1 to 3 years. Ask for 11BR7 **3.98**

**H—MATTTEL JACK IN THE MUSIC BOX** has gay moving eyes! Has hands, too, and a suit of real cloth! Turn the crank, play the tune—up pops Jack! 1 to 5 yrs. Ask for 11BR8 **2.50**

**I—CHILDHOOD INTERESTS CRADLE GYM** will keep baby amused for hours. Jolly doll with bell beret does tricks on center trapeze. Two rings to pull. Sanitary hardwood and plastic, steel exercise rings. 4 month to 2 years. Ask for 11BR9 **2.00**

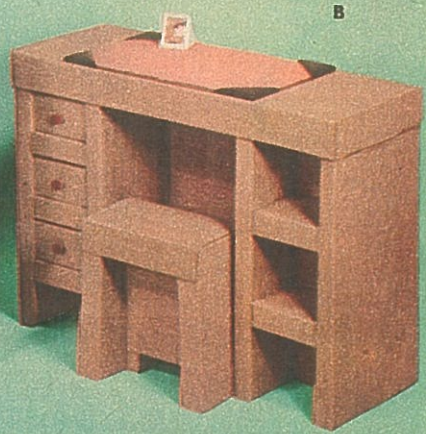


E CORNER STORE

*Did you ever see such a fine array  
Of wonderful toys for a rainy day?*



A



B

**A—TOYMASTER CORNER STORE** is super fun! It's 64½ inches tall—walk in and look around! Has grocery cartons, shelves for storing, play money, wall phone, cash register with money drawer, separate check-out counter. Made of sturdy fiberboard. 3 to 8 yrs. Ask for 12BR1 **4.98**

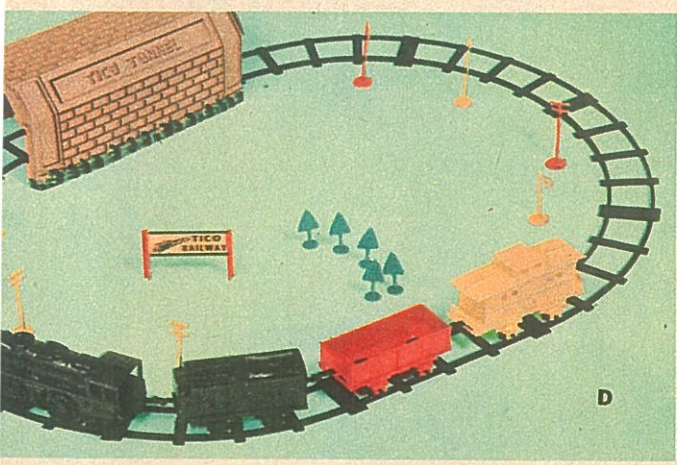


C

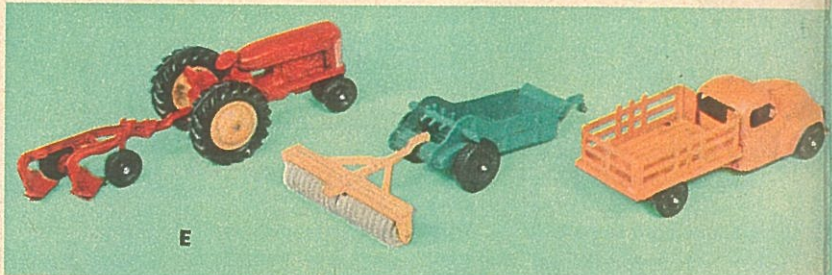
**B—TOYMASTER DESK AND BENCH SET** has three real working drawers, 3 open shelves, desk pad, picture frame. Desk is 32¼ inches wide. Sturdy fiberboard. 3 to 8 yrs. Ask for 12BR2 **4.98**

**C—BLACKBOARD AND DESK BY AMERICAN MANUFACTURING.** Has 8 scroll chart, chalk, eraser, writing panel 12 x 16 inches. Forty inches high. 3 to 8 yrs. Ask for 12BR3

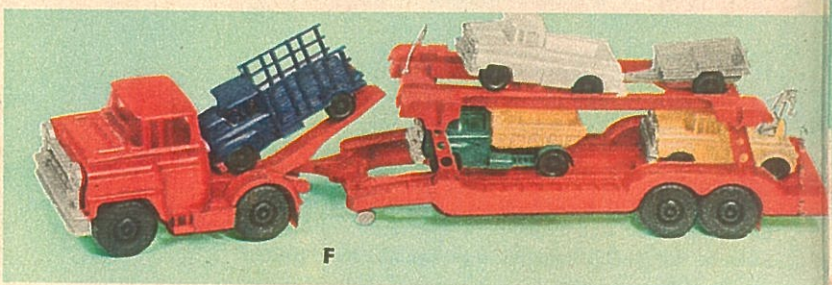
*At A Billy And Ruth  
Attractive Price*



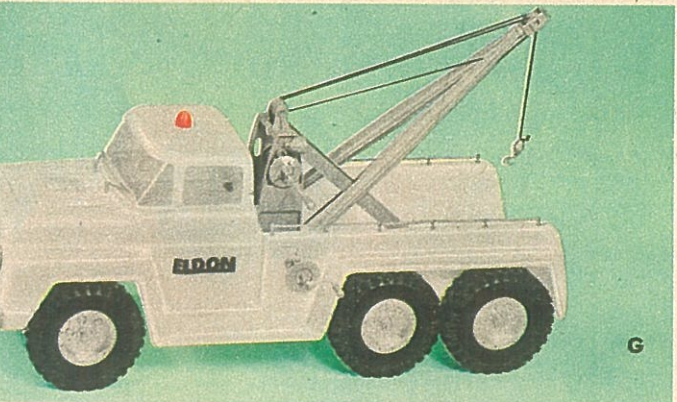
D



E



F



G



H

**D—TICO TRAIN**—Your very own, with battery driven motor (batteries not included). Put the tracks together—8 ft. of them!—the tunnel anywhere you like. Three cars and locomotive. Unbreakable poly. 3 to 7 yrs. Ask for 12BR4 **2.98**

**E—HUBLEY FARM SET** has all metal tractor, truck, spreader, plow and cultivator. The box makes a barn for everything a real farmer needs! 3 to 7 yrs. Ask for 12BR8 **2.98**

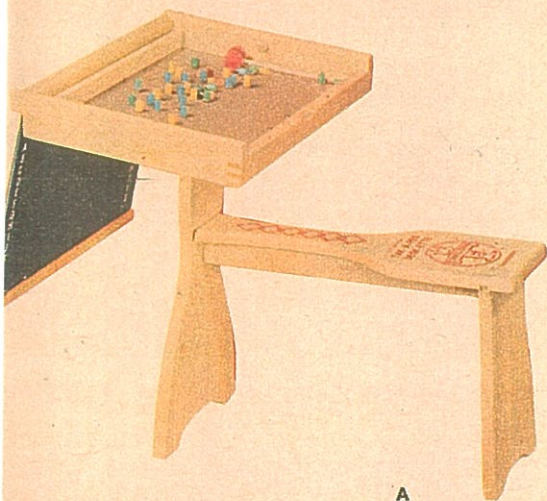
**F—ELDON TRUCK TRANSPORT** is 26½ inches long! Top level shifts down for loading, unloading. Loading ramp slides out from rear. Trailer unhitches. Carries 4 trucks, and trailer. Unbreakable Fortiflex. 4 to 8 yrs. Ask for 12BR6 **5.00**

**G—ELDON TOW TRUCK** really works! Big, 21 inch long truck has 2 operating handles, one to raise, lower boom, the other to raise and lower hook. Both lock. Windshield and wipers. Unbreakable fortiflex. 4 to 8 yrs. Ask for 12BR5 **5.00**

**H—HUBLEY TRACTOR** looks like it has a real engine! Metal. Red with aluminum trim. Steering wheel operates front wheels. Treaded back tires. 9¼ inches long. 3 to 7 yrs. Ask for 12BR7 **1.98**



Hey kids!  
Look at this new feature—  
Let's play school!  
You be the teacher!



A

**A—TRANSOGRAM STURDY DESK, BLACKBOARD AND PEGBOARD** for educational and creative fun! Top swings up, large board punched with 188 holes inside. Pegs, hammer included. Desk attached to seat. Safe, non-tippable. 2 to 6 yrs.

Ask for 13BR1 *Priced For You!*

**B—TRANSOGRAM DOCTOR'S MEDICINE CHEST AND BAG**—Lots of medical equipment including microscope, hypodermic, head reflector in chest with clear plastic sliding doors. Also fully equipped doctor's bag. 3 to 7 yrs.

Ask for 13BR2

**2.98**

**C—TRANSOGRAM NURSE'S KIT**—Pink and white poly vinyl with sides that open flat. Realistic nurses' instruments and supplies. Nurse your dollies back to health! 3 to 7 yrs. Ask for 13BR3

**2.98**



B

C



D

**D—DAVIS FLANNEL BOARD FUN**—Flannel backing on pictures sticks to flannel board like magic! Contains flannel board, 6 sheets of adventure containing pictures, numbers, shapes. Creative. 3 to 7 yrs. Ask for 13BR4

**1.98**

**E—TRANSOGRAM MILK AND JUICE BAR**—It's fun to pump your own milk and juice from three bottles into 3 cups. Straws, spoon. All non-toxic, play-safe polyethylene. 3 to 8 yrs. Ask for 13BR5

**1.98**



E



F

**F—RAINBOW CRAFTS PLAY-DOH FUN FACTORY**—Make your own toys! Built-in extruder, 12 interchangeable custom dies for modeling forms, shapes. 2 cans Play-Doh, 2 cans Wood-Doh, plastic trimmer, instruction book. 3 to 10 yrs. Ask for 13BR6

**4.98**

**G—RAINBOW CRAFTS PLAY-DOH FOUR PAK** has a different color in each can. Red, blue, yellow, white. It's like modeling clay, but clean, non-toxic, easy to mold. 3 to 10 yrs. Ask for 13BR8

**.98 pkg.**

**H—DAVIS ADJUSTABLE LOOM** makes pot holders, scarfs, afghans! Loopers and yarn in assorted colors, looper hook, weaving needle and instruction booklet. All time favorite for ages 6 to 60! Ask for 13BR7

**1.98**



G



H





*Play that trumpet! Isn't it grand?  
Here are toys to "beat the band!"*

**A—EMENEE GOLDEN TRUMPET** plays silvery tones! Over 13 inches long. Tuned reeds. Sanitary, sealed mouthpieces. Trumpet mute, music book with easy-to-play marches, songs. 5 to 10 yrs. Ask for 14BR1 **4.00**

**B—EMENEE GOLDEN PIANO ACCORDION** extends to nearly 2 feet. Full scale piano keyboard for right hand, bass notes and chords for left to play harmony and rhythm. 52 tuned reeds. 6 to 14 yrs. Ask for 14BR2 **Regularly 8.00 Special 5.93**

**C—EMENEE TEEN TIMER GUITAR**—Be the hit of the party! Six strings, "teen-age" motif decoration. Shoulder cord, felt pick, song book. Nearly 3 feet! Ask for 14BR3 **5.00**

**D—SCHOENHUT SPINET PIANO AND BENCH**—Follow the color chart for keys and colored note in book and you will be able to play tunes! 30 plastic keys, 2½ full octaves. Precision steel tone rods. Piano and bench of quality plywood, walnut finish. Piano 18¼ inches high. 3 to 8 yrs. Ask for 14BR4 *Her First Piano! Attractively Priced!*

**E—J. CHEIN TRAP DRUM SET**—You'll learn rhythm! Large drum 21 inch diameter. Strong cloth heads on 3 drums. Wooden block, 2 cow bells, 2 cymbals, drum sticks. Beautiful iridescent colors. 5 to 12 yrs. Ask for 14BR5 **East 5.98 West 6.50**

**F—EMENEE ELECTRIC ROYAL CHORD ORGAN** is handsome! Sounds resonant chords. 27 full size black and white keys play sharps, flats. Over 2 full chromatic octaves, plus automatic chord player push buttons. Emenee key selector for easy playing. Music book. 8 yrs. to adult. Ask for 14BR6 *Play Like a Real Organist! Come See It!*







*Billy & Ruth  
know this is true—  
These tuneful toys  
were made for you!*



D



**A—SPEAR 4-SPEED ELECTRONIC PORTABLE** has tandemonic sound! A compact portable with 2 speakers that open outward. Either or both speakers detach from central unit and can be placed 8 feet away from central amplifiers. Permanent type needle. Hi-gain crystal pickup. Plays all 16, 33½, 45 and 78 RPM records. UL Approved. 115 volts, 60 cycles, AC. 8 yrs. and up. Ask for 15BR1

*Priced Within Your Budget!*

**B—SPEAR PHONOGRAPH SET**—For dancing or quiet listening! Plays 45 and 78 RPM records (two of each included). Beautiful tone. Record rack, loud and soft needles. In carrying case. 8 to 14 yrs. Ask for 15BR2

*A Dream Gift! At a Realistic Price!*

**C—WYATT EARP GUITAR BY JEFFERSON**—Play cowboy tunes—any tune at all, on handsome black, 30 inch long guitar. Wire and nylon strings, plastic pegs. 7 to 14 yrs. Ask for 15BR3

**3.98**

**D—SPEAR SUPER-MATIC JUKE BOX** is coin-operated and changes records! Plays 6 inch and 7 inch records, all others up to 12 inches. A penny in the slot starts turntable. Records drop by pushing button! Electrically operated UL Approved. 6 to 12 yrs. Ask for 15BR4

*A Super Gift at a Bargain Price!*

**E—DISNEY XYLOPHONE BY TUDOR** is fun to play! Felt cushioned, well tempered steel bars. Entry blank for Disneyland Vacation Contest. Disney friends on front. 2 to 8 yrs. Ask for 15BR5

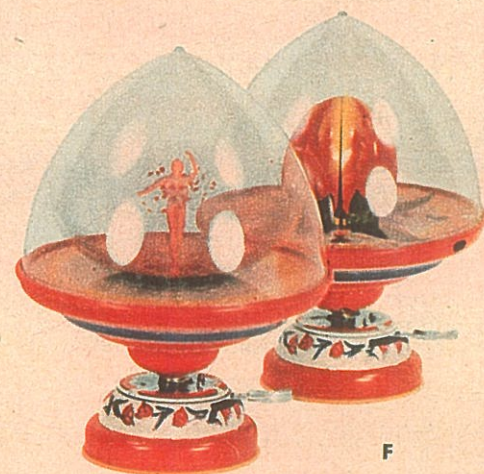
**3.00**

**F—J. CHEIN TULIP TOP**—Watch the ballerina appear as tulip opens! Exciting! Pretty! Ballerina disappears when top stops spinning. Reed music plate. 3 to 8 yrs. Ask for 15BR6

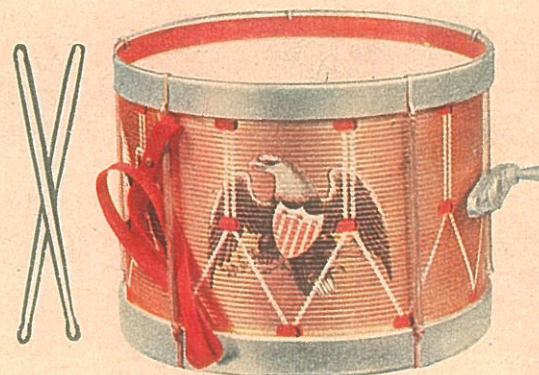
**1.98**

**G—EMENEE AUTOMATIC PLAYER DRUM**—Turn the handle, it plays marching rhythm automatically! Or play manually with drum sticks included. Sturdy. 4 to 10 yrs. Ask for 15BR7

**4.00**



F



G

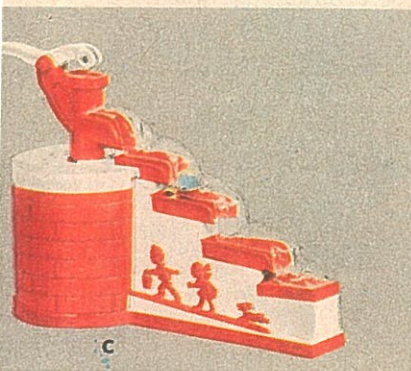




*You'll like every one of these,  
Ask Santa for them—do say "Please!"*

**A—HASBRO JR. DOCTOR KIT** has 44 realistic toy medical instruments and items in washable decorated padded vinyl case. Want to be a doctor? 3 to 8 yrs. Ask for 16BR1 **4.98**

**B—HASBRO DOLLY NURSE CASE** is washable, padded vinyl; contains 45 nurse's instruments and equipment. Just the thing to make dolly well! 3 to 8 yrs. Ask for 16BR2 **4.98**



**C—STRUCTO JACK AND JILL PUMP** is like a real playmate! Teaches coordination, too. Pump the handle, bell rings and marble comes rolling down steps, then back into pump. 1½ to 3 yrs. Ask for 16BR3 **2.98**

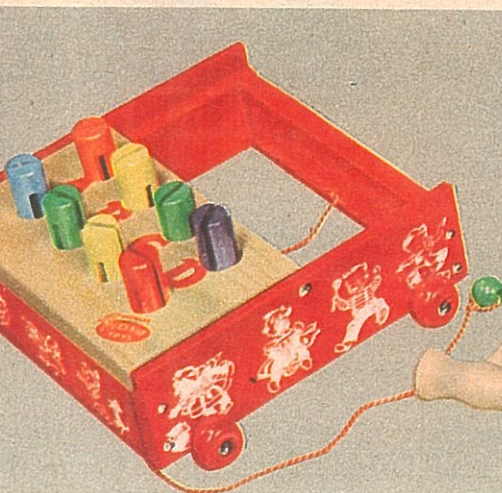


**D—HASBRO DELUXE JR. SHAVER SET.** Handsome vinyl case has Hasbro non-electric safe shaver, lotion, comb, talcum powder, toothpaste, brush—everything! 4 to 7 yrs. Ask for 16BR4 **2.98**



**E—TICO GIANT CHRISTMAS STOCKING** was packed by Santa himself. 20 toys and games for boys and girls. Ask for 16BR5 **1.98**

The prices in this book, in most cases, are those suggested by the manufacturers. For current prices consult the storekeeper whose name is on the front cover of this toy book. In some places of the South and West prices may be slightly higher.



**UNCLE SAM'S 3 COIN REGISTER BANK BY WESTERN STAMPING**—Watch your savings add up! Rings, adds, locks and unlocks automatically every \$10.00. 5 yrs. and up. Ask for 16BR7 **3.98**



**TARCO BANK-O-MATIC** is a junior size vending machine and bank. Operate with penny, nickel, dime or quarter. Use standard size ball candy or gum included. Extra gum refills available. 3 to 8 yrs. Ask for 16BR8 **1.50**



**EACH 'N FUN FLIP FLOP POUNDING CART**—Pound away—jumbo pegs are reversible panel. Pull string and wheels. Non-toxic finish. 1 to 5 yrs. Ask for 16BR6 **1.98**





## BASIC TOOLS OF PLAY!

**A—PEGBOARD PLAYTILES** will make you use your imagination! It's a designing set. Make a modern brick house plaque, mosaic design, letters, numbers with 336 tiles in 4 colors, 3 shapes. 4 to 12 yrs.

Ask for 17BR1

**2.98**

**B—AMERICAN LOGS** — Build a log cabin with 150 splinter free, colored and waxed logs. Notched ends interlock so securely you can pick up house. 4 to 10 yrs. Ask for 17BR2

**2.98**

**C—AMERICAN SKYLINE**—Build a huge skyscraper! 510 pieces include colored windows, floors. Easy to build with three basic interlocking parts. 5 to 12 yrs. Ask for 17BR3

**3.98**

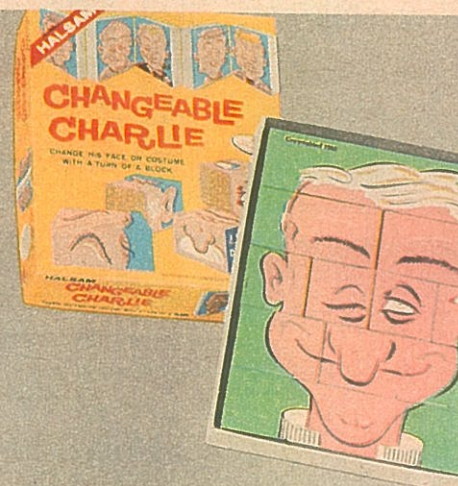
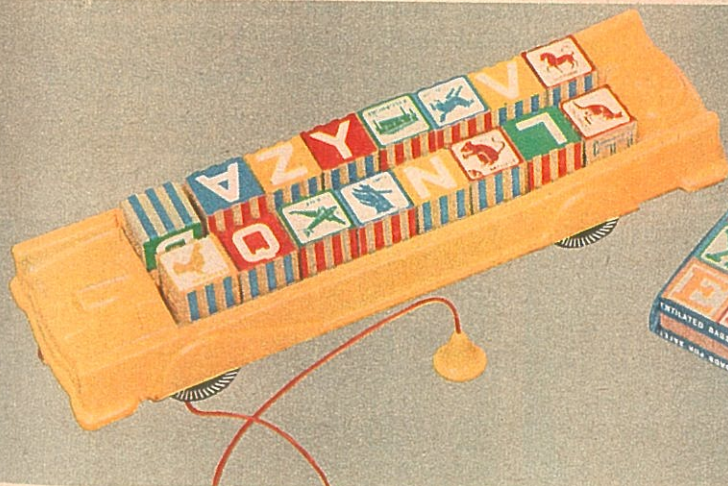
**D—AMERICAN PLASTIC BRICKS** can be made into two-story house. 290 pieces include picture windows, jalousies, sliding garage door. Perfect for train layouts. 5 to 12 yrs.

Ask for 17BR4

**4.98**

**E—PICTURE BLOCKS** have brightly colored lithographed pictures of familiar objects on all sides. Harmless colors. 24 blocks. Make a train! 1 to 5 yrs. Ask for 17BR5

**2.98**



**HI-LO CRUISER** has 16 colorful, safe blocks in streamlined cruiser! Can be interlocked with grooves in cruiser. Build them up high. 2 to 6 yrs. Ask for 17BR6

**1.39**

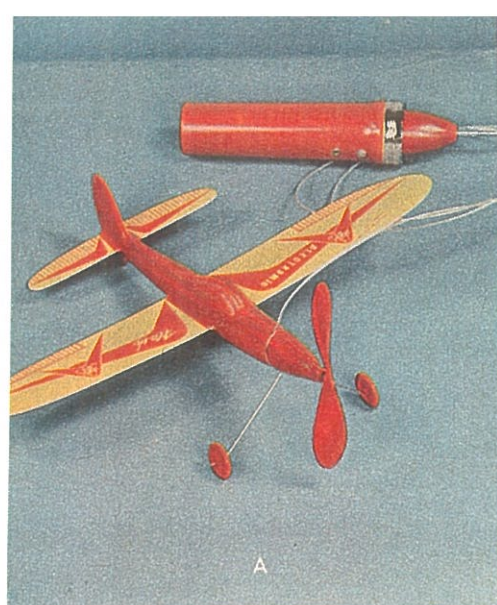
**BAG OF BLOCKS** contains 25 safe blocks. Fun to play with, fun to carry to Grandma's. 1 to 6 yrs. Ask for 17BR7

**1.00**

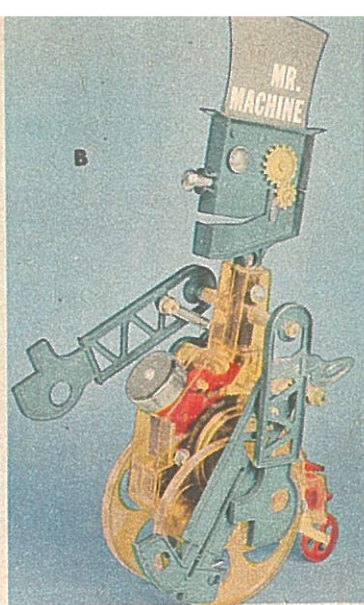
**CHANGEABLE CHARLIE** will make you laugh and laugh! Turn a block and watch the hilarious changes in Charlie's face or costume! 1 to 8 yrs. Ask for 17BR8

**1.19**





A

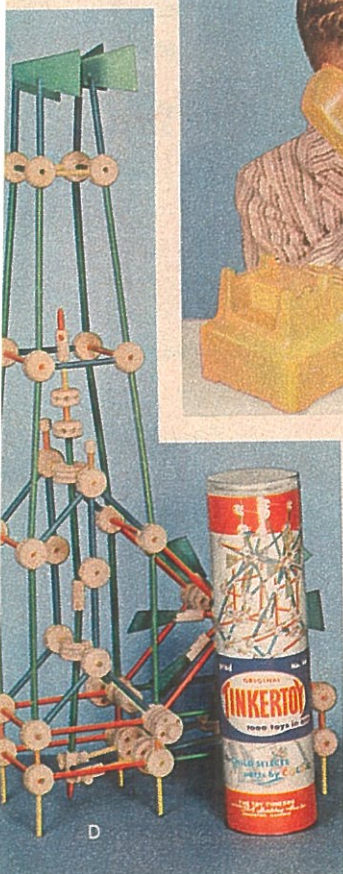


B

*Sellers! Look at this page—it's filled  
With rockets and planes and things to build!*

**A—VICTOR STANZEL ELECTRONIC FLASH** is a real flying model! Colorful plastic plane takes off, climbs, dives, loops, does tricks. Torque control system, 6 ft. cable, 14 inch wing span. Powered by batteries, not included. For ages 6 and up. Ask for 18BR1 **2.98**

**B—IDEAL WONDERFUL ROBOT, MR. MACHINE!** Wind up key, press lever and he walks, swinging arms, ringing bell. Mouth opens and closes, siren sounds. Take him apart. Numbered gears for easy assembly. Color instructions. Operates on steel strings. 5 to 10 yrs. Ask for 18BR2 *New! See It Operate!*



D



C

**C—REMO DIALMASTER PHONES** are for junior executives! Work like regular phones, same size and styling. Flip the dial, bell rings on other phone. Transmits loud, clear conversation. Operates on four "D" batteries (not included.) 5 yrs. and up Ask for 18BR3 **7.98**

**D—GRAD TINKERTOY SET**—This set will make 85 different things. Colored parts match color diagrams in idea book. Pulleys and parts to build windlass drive. 215 pieces. 5 to 14 yrs. Ask for 18BR4 **2.98**

**E—TEACH 'N FUN WOODBURNING SET** develops your artistic talents. U.L. approved guaranteed Wonder Pen, burning points, paint dishes, 8 plaques, cork coasters, paint, brush, more! 6 to 14 yrs. Ask for 18BR5 **2.98**

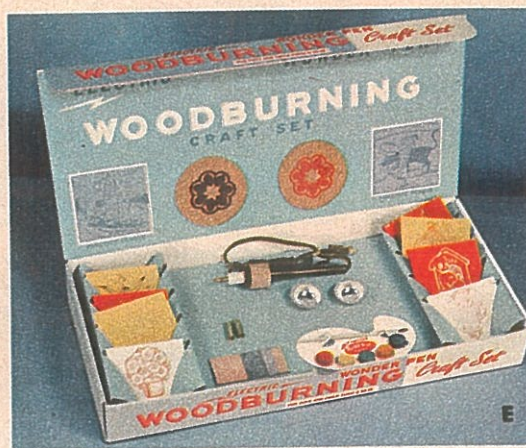
**F—TEACH 'N FUN TOOL CHEST** has 14 pieces including tempered steel saw, hammer, wrench, nail rack, project book, all in steel chest. 3 to 9 yrs. Ask for 18BR6 **2.98**

**G—HUBLEY TIC TOY CLOCK**—Take it apart! Reassemble it! Multi-colored, with color-keyed gear assembly to match instruction sheet. Runs 14 hours. 11½ inches high. 5 to 15 yrs. Ask for 18BR7 **5.98**

**H—GILBERT ERECTOR SET** has been a favorite for over 50 years! Rugged steel girders and multitude of other parts permit building of models, including jet fighters, rocket launchers, bridges, bombers and space models. Powerful electric motor. Steel chest, instructions. 8 to 14 yrs.

Ask for 18BR8 *Regularly 18.98 Special 14.97*

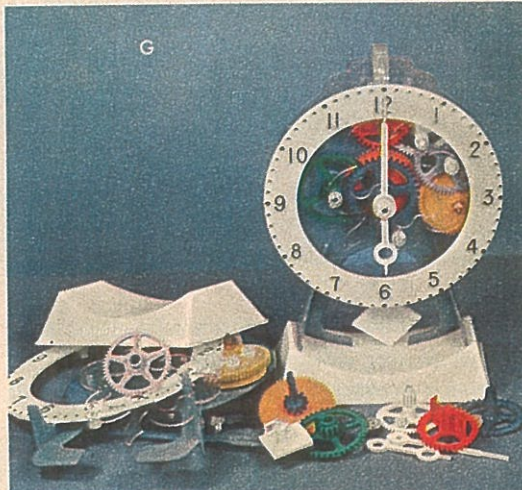
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E



F



G



H