

TRANSOGRAM GAMES!

A—"YOGI BEAR" SCORE-A-MATIC BALL TOSS GAME—Toss ball into Yogi's mouth—score registers automatically in dial at front, ball returns through opening at bottom. 5 balls, 3 to 10 yrs. Ask for 29BR1

3.98

B—BINGOMATIC BINGO OUTFIT is perfect for young and old for home, clubs, parties and charities! Plastic number dispenser mixes, selects and ejects one number at a time. Instructions. Ask for 29BR2

2.98

C—GAME ASSORTMENT—Your choice of three exciting, suspense-filled games: "Overland Trail" Western game, Perry Mason's "Case of the Missing Suspect," or "screwball," the mad, mad, mad game! 7 yrs. to adult. Ask for 29BR3

2.98 ea.

D—VARIETY "52" GAME CHEST IN KIT contains 52 of America's favorite games and playing parts, instructions. Complete bingo, racing and fishing games, checkers, Pa Chiz Si, etc. 7 yrs. to adult. Ask for 29BR4

2.98

E—CHESS, CHECKERS, BACKGAMMON AND ACEY DUCEY SET—Four all-time favorites! Two-sided playing board, plastic chessmen, interlocking checkers, dice, dice cup. 6 yrs. and up. Ask for 29BR5

1.98

F—ROCKY COLAVITO'S 2-in-1 DART GAME has baseball on one side, bowling on the other! Rubber suction cup darts, poly feathers, 24 x 22 inch masonite target which hangs on wall or stands on floor. 7 yrs. to adult. Ask for 29BR7

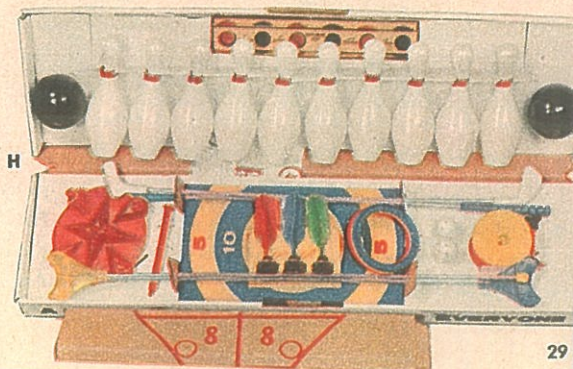
2.98

G—"HUCKLEBERRY HOUND" LIDS OFF GAME—Three 8 1/2 inch poly figures of Huckleberry Hound are attached to cross bar. Roll plastic balls, hit bottom of figures, knock off Huckleberry's hats! 3 to 10 yrs. Ask for 29BR6

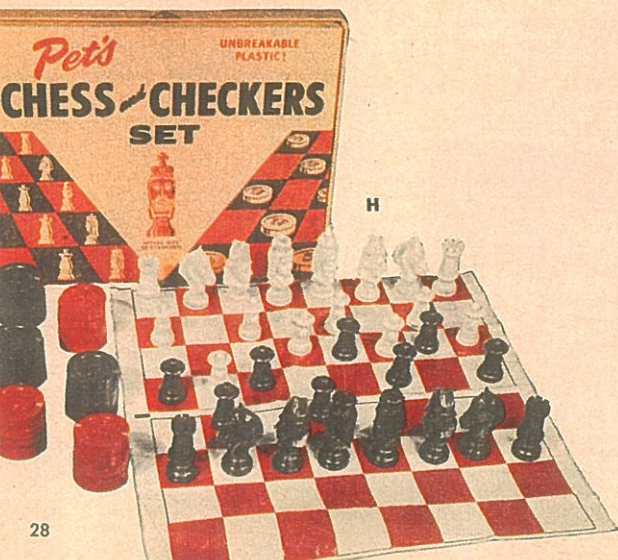
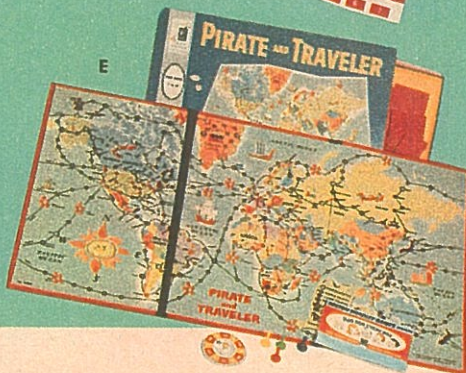
2.98

H—SIX IN ONE SPORTS COMBINATION—All parts for bowling, darts, shuffleboard, quoits, golf and shufflebowl. Includes 12 ft. x 2 ft. vinyl mat with shuffleboard and bowling layouts. Enormous games in handy storage box. 6 yrs. and up. Ask for 29BR8

9.98



*When Mother tells us to be quiet—
We'll choose a game—and then we'll try it!*



A—MILTON BRADLEY PARK AND SHOP—A traffic game for 2 to 6 players from 6 years to adult. Outsmart other players by parking your car, completing shopping quickly and being first to return home! Ask for 28BR1

2.98

B—MILTON BRADLEY CHUTES AND LADDERS—For ages 4 to 12—even those who can't read. Teaches the rewards of good deeds. 2 to 4 players. Ask for 28BR2

1.98

C—MILTON BRADLEY GAME OF LIFE is fascinating and fun! Each player sets out on road of life with a car and \$2000.00—tries to be first to make a million. 2 to 8 players. 10 yrs. to adult. Ask for 28BR3

5.98

D—MILTON BRADLEY CONCENTRATION—The new edition of TV's famous game. Match hidden items, numbers to work out word puzzle solutions. Has new rollamatic puzzle changer. Suspense! 2 to 5 players. 10 to adult. Ask for 28BR4

3.98

E—MILTON BRADLEY PIRATE AND TRAVELER—Learn major cities, products and exports of foreign countries! Go to all corners of the earth to complete trips designated by draw of cards. 2 to 4 players. 7 to 14 yrs. Ask for 28BR5

1.98

F—CADACO ELLIS SEVEN SEAS is a new game of trade. Venturesome traders compete for profit. Buy and sell cargo on all the Seven Seas! Ages 10 to adult. Ask for 28BR6

2.98

G—CADACO ELLIS BAS-KET is real basketball in miniature! Mechanically controlled levers throw ball at basket. Rules, scoring same as in real game. Sturdy construction. Steel mechanism. Fast Action. 7 and up. Ask for 28BR7

4.98

H—PET TOY CHESS AND CHECKERS SET has giant size (6 inch high king) chess and checker (3½ inch diameter) pieces of unbreakable plastic. Playing board 30 x 30 inches. Ages 7 to adult. Ask for 28BR8

4.98



FAMOUS PARKER GAMES!

A—MONOPOLY®—Build houses and hotels, run railroads, public utilities, buy, sell real estate. If you get a monopoly you win! Removable bankers tray, plastic houses, hotels. 8 yrs. to adult.

Ask for 30BR1

3.98

B—TRADE WINDS —New! For 2 to 6 players. In search for treasure players move ships to various islands and ports. Players never safe from attack! 8 yrs. to adult.

Ask for 30BR2

3.98

C—SORRY®—Play is rapid—always a chance for the tail-end to win! Point scoring rules for adult and club play allows for judgment and skill to count in play. 10 to adult. 2 to 4 players. Ask for 30BR3

2.98

D—KIMBO —Brand new! Fast, exciting play for 2 to 4 players. No two games alike. Play is controlled by movement of fences. 10 to adult. Ask for 30BR4

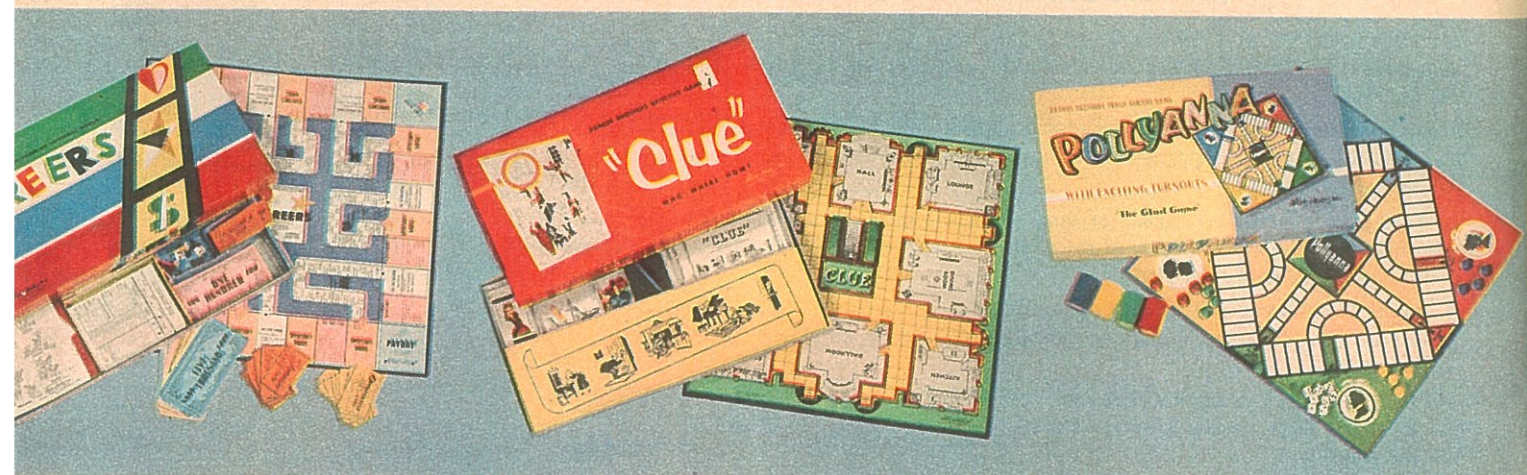
2.98

E—RISK®—Requires skill, luck and develops a talent for planning strategy. It spans oceans, embraces continents. Dramatic moves. 14 to adult. 3 to 6 players.

Ask for 30BR5

7.50

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.



ERS®—As in real life each player sets own goal of fame, fortune, happiness chooses formula to gain objective. Different each time it's played. 14 to adult. 2 to 4 yrs. Ask for 30BR6

2.98

CLUE®—The challenge of thrilling detective story plot fascinates adults and teenagers. Fine playing pieces include detective notes, illustrated cards, pencils. 3 to 6 players.

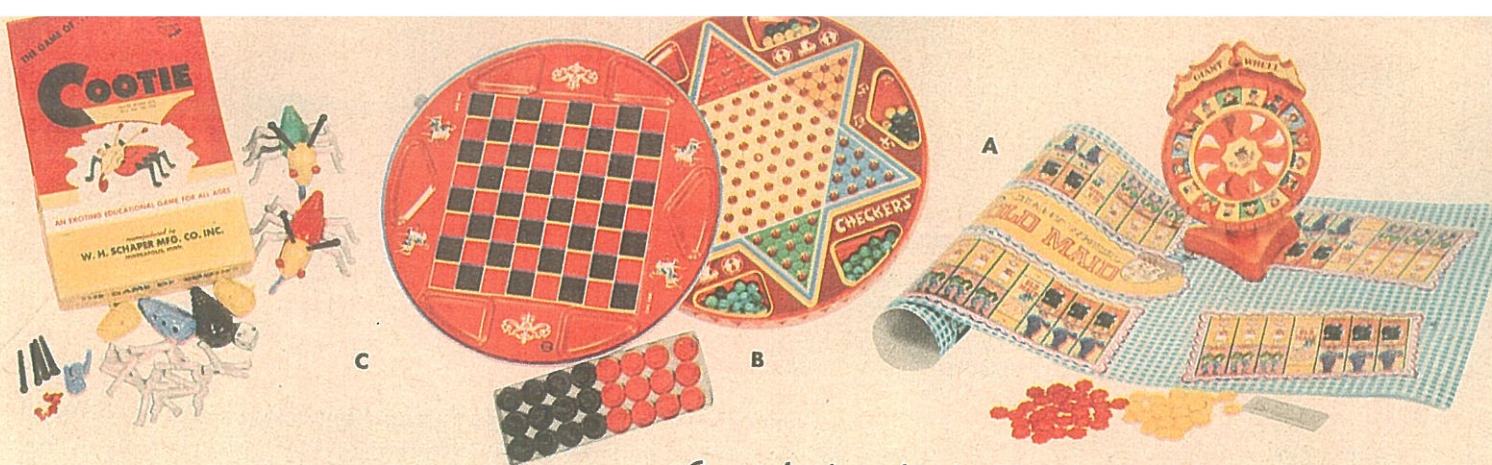
Ask for 30BR7

3.50

POLLYANNA®—A game of pursuit allowing for good judgment, skill and a bit of chance. For all ages, 2 to 4 players.

Ask for 30BR8

2.50



A—REMCO GIANT WHEEL OLD MAID GAME includes a huge wheel, old maid marker, plastic markers. A modern version of an old game! 4 to 10 yrs. Ask for 31BR1 **3.98**

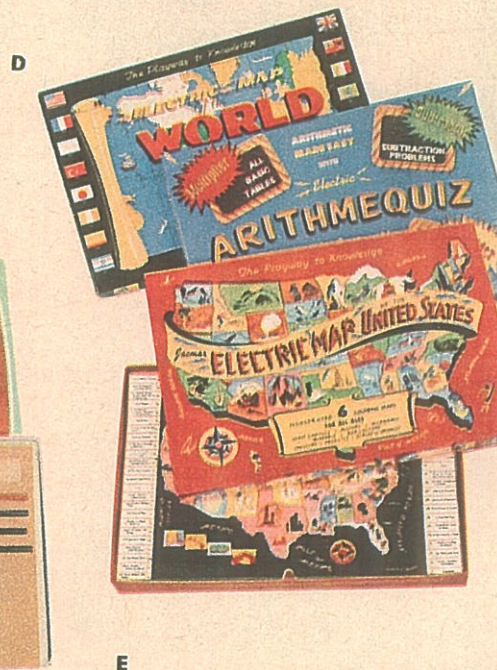
B—OHIO ART CHINESE CHECKERS AND CHECKERS—Play one game on each side! Metal litho board 15¼ inches in diameter. Lever action enclosure for storing 60 glass marbles, 24 interlocking checkers. 8 yrs. to adult. Ask for 31BR2 **East 1.98 West 2.29**

C—HIGHLANDER COOTIE—The whole family will laugh! Fun to get the pieces that make a cootie—who will get his together first? 7 yrs. and up. Ask for 31BR3 **1.98**

D—JACMAR ELECTRIC EDUCATIONAL GAMES—Learn while having fun! Choose either Electric Map of the U.S., Arithmequiz, or Electric Map of the World. Light glows when questions and correct answers are matched. 8 yrs. and up. Ask for 31BR4 **2.98 ea.**

E—JON GNAGY LEARN TO DRAW OUTFIT BY ARTHUR BROWN is based on the TV artist's step-by-step television teaching methods. 64 page instruction book, 12 x 18 inch art board, drawing papers, shading stomp, more! 8 yrs. and up. Ask for 31BR5 **2.98**

*Our school work's finished for the day—
Are you "game"? Come on let's play!*



CRAFT MASTER NEW ARTIST SERIES 24—Your choice of 12 subjects including "Hunter's Pals", "Old Sadface" clown, "Bluegrass Beauties." Fun and easy! Two 12 x 16 inch companion pictures in each set, brushes, 24 Kenro oil colors in screw top jars. 6 yrs. and up. Ask for 31BR6 **2.98 ea.**



CRAFT MASTER NEW ARTIST SERIES 18—12 different subjects to choose from including religious, animal, scenery, flowers, ballet dancers, etc. 18 oil colors in screw top jars, brushes, 2 companion 10 x 14 inch pictures in each set. 6 yrs. and up. Ask for 31BR7 **1.98 ea.**



PAINT BY NUMBER TRANSOMOSAICS—Patented embossed plastic pre-formed picture, 14 x 20 inches. Looks exactly like real mosaic tiles when painted! Choose from either Classic or Living Artists series. Numbered guide for painting, paints, brushes, gold foil background paper. 6 yrs. and up. Ask for 31BR8 **2.98 ea.**



A



B



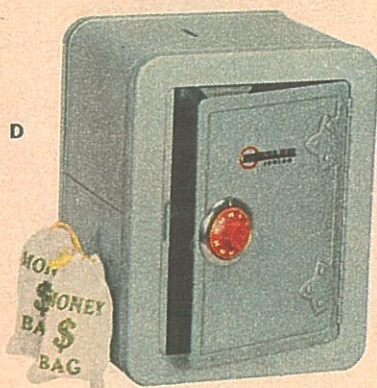
C



A—AMSCO BEAUTY BAR FOR GIRLS—SLICK-UP CHEST FOR BOYS! Sliding door cabinets attach to bathroom wall with adhesive hangers. Beauty Bar contains: Pond's beauty aids. Slick-Up Chest has Seaforth products, shoe shine necessities. Both have Ipana toothpaste, Tek toothbrush, hair brush, comb, more! 6 to 12 yrs. Ask for 32BR1 **4.98 ea.**

B—KENNER PRESTO SPARKLE COLORING AND GLITTER PAINT SET— First color your picture with 6 brilliant paints in plastic holders, then make them glitter by brushing on 5 jewel-like colors! 9 pictures included. 6 yrs. and up. Ask for 32BR2 **1.98**

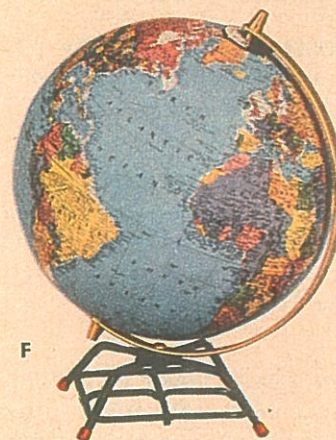
C—RAINBOW CRAFTS MAGNAJECTOR is an opaque projector that enlarges any illustrated material in comic books, magazines, etc. up to 4 feet wide. Insulated socket housing. UL approved. Uses house bulb (not included). In carrying case. 8 yrs. and up. Ask for 32BR3 **Regularly 7.98 Special 6.66**



D



E



F

D—BRUMBERGER SAFE VAULT HAS BURGLAR ALARM and 2 number real combination lock! It's fun to have a place of your own for your valuable! Heavy gauge steel safe is 9 inches high, has money bags for coins, bills. 6 yrs. and up. Ask for 32BR4 **4.98**

E—KENNER GIVE-A-SHOW PROJECTOR will project full color pictures on walls, screen, ceilings. Has 112 color, 35 mm. slides with stories of TV's favorites including Huckleberry Hound. Also western and fairy stories. Uses flashlight batteries, not included. Invite your friends for a show! 5 to 12 yrs. Ask for 32BR5 **4.98**

F—REPLOGL 10 INCH GLOBE—The perfect "starter" for new geography student! 10 beautiful colors—in 3D. See the earth as it is! 7 yrs. and up. Ask for 32BR6 **4.98**

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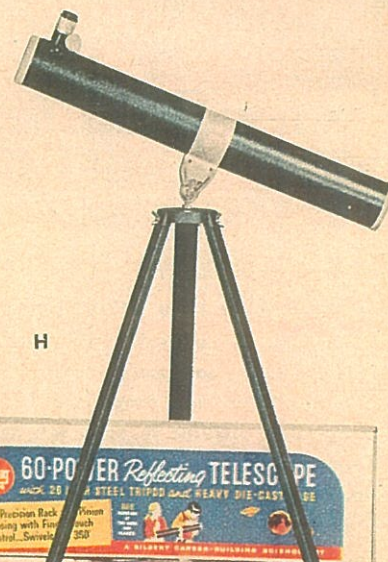
G

G—TOM THUMB TOY TYPEWRITER has letters arranged same as standard keyboard. Individual key operation. Shift keys. Ball bearing carriage. Nylon tape. Carrying case. 7 yrs. and up. Ask for 32BR7

*Learn To Type!
Sensibly Priced!*

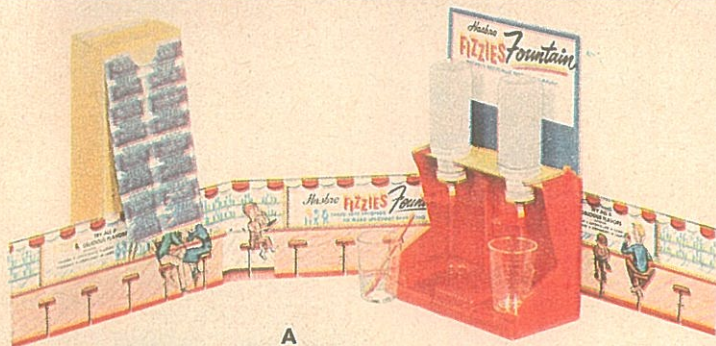
H—GILBERT 60-POWER REFLECTING TELESCOPE—View close-ups of the Moon, see Jupiter, Saturn, other planets! Has new finger-touch rack & pinion eyepiece for precision focusing! Swivels 360°, has 2½ inch optical lens. Complete with steel tripod, manual. Ages 7 and up. Ask for 32BR8

Regularly 14.98 Special 11.83



H





A

A—FIZZIES FOUNTAIN dispenses "Fizzies" as soda pop! Generous supply of Fizzies included. Cups, dispensers, instructions. Just like real carbonated soda fountain! Ages 4 to 14. Ask for 33BR1

Regularly 3.50 **Special 2.79**

B—MR. AND MRS. POTATO HEAD transforms ordinary fruits and vegetables into 1001 lifelike characters! 2 sport cars, shopping trailer, boat trailer included. Ages 3 to 10 yrs. Ask for 33BR2

1.98

C—DELUXE PENCIL CRAFT ASSORTMENT—Choose either Felix the Cat, Huckleberry Hound or Popeye. Each set has 12 delightful pre-sketched pictures, color guides, colored pencils, sharpener. Ages 3 to 7.

Ask for 33BR3

1.98 ea.



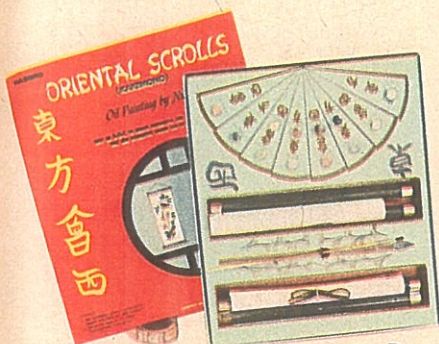
B



**HASBRO
TOYS
AND
GAMES!**



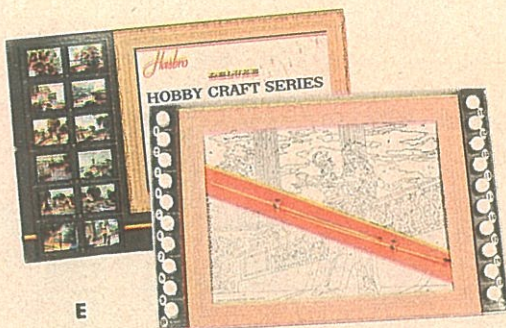
C



D

D—ORIENTAL SCROLL PAINTING is brand new! Contains 2 Japanese parchment wall hangings (Kakemono), pre-drawn and pre-numbered, 12 jars oil paint, brush. Ages 7 and up. Ask for 33BR4

2.49

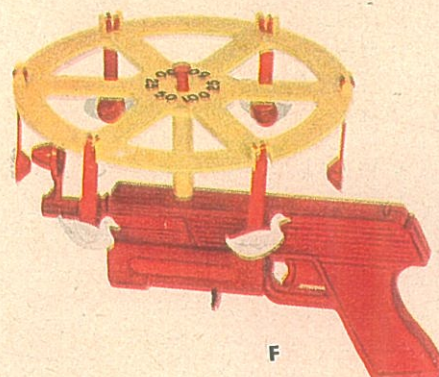


E

E—DELUXE HOBBYCRAFT SERIES—Each set has two 16 x 12 inch mounted, pre-numbered canvasses of outstanding companion subjects, 20 jars paint, brushes, stunning ivory colored gilded frame. Ages 10 and up.

Ask for 33BR5

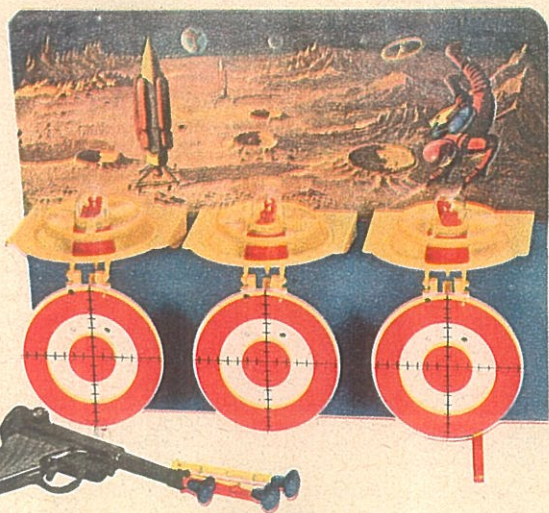
3.98 ea.



F

F—TARG-O-RAMA—Try to knock the ducks out of action! Ducks are on mechanically revolving carousel—pull the trigger when one comes around. Fun for the entire family! Ask for 33BR6

2.98



G

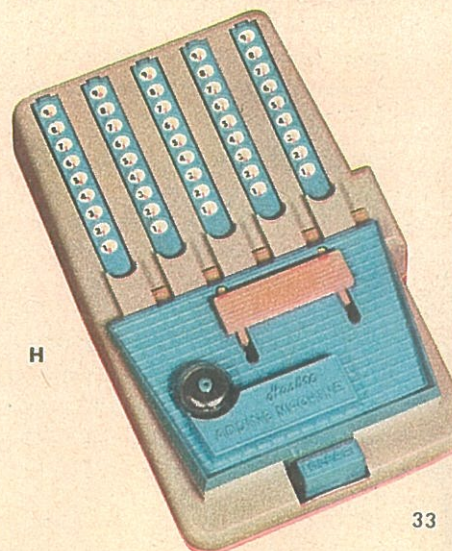
G—LUNAR LAUNCHER is a triple action skilled target game that launches 3 high-flying satellites. Hit target, astronauts are launched in space ships into the air! Gun and 3 safety darts. Ages 6 and up.

Ask for 33BR7

3.50

H—ADDING MACHINE also subtracts, multiplies figures up to 99,999! Styled like electric machines! For home, office, school—answer hidden till total bar is pressed. Bell rings! Ages 7 and up. Ask for 33BR8

3.98



H

A



B



C



Here's every item
you will need—
If you love action,
fun and speed!

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A—SPEEDY TRIKE has 12 inch ball bearing front wheels, molded rubber semi-pneumatic puncture-proof tires. Tubular steel, modern design. Will take hard wear and still be in great shape for little sister to ride! Also available in 10 inch and 16 inch front wheels. 2 to 5 yrs. Ask for 34BR1.

Come Check Our Low Price!

B—SNAPPY BOY SCOOTER is the world's best make! No slip foot rest, with sure-gripping brake that saves shoes! Puncture proof, semi-pneumatic tires, congo graphite bearings. Husky, heavy gauge steel frame! Parking stand. Red! 5 to 12 yrs. Ask for 34BR2

At A Price You'll Like!

C—SNAPPY BOY WAGON—For riding, hauling or hitching to your bike! Congo graphite bearings, steel sleeve bearing support, white double disc wheels, puncture-proof, semi-pneumatic tires. 34 inch long wagon body. Ages 6 to 12. Ask for 34BR3.

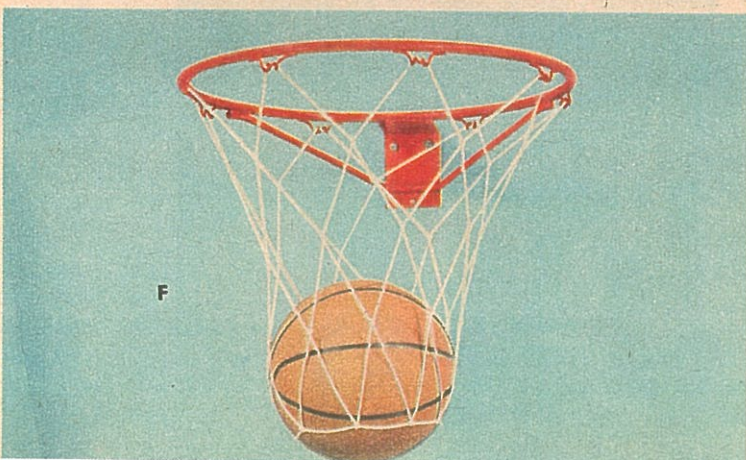
At A Billy And Ruth Attractive Price!

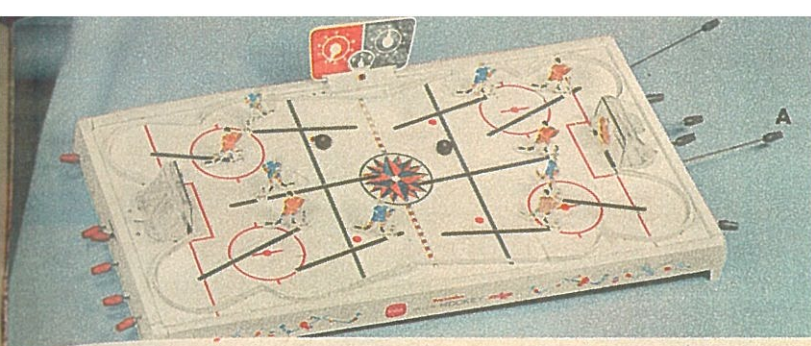
D—IDEAL WONDERFUL RIDE-A-CYCLE is like a real motorcycle. A two-seater with hand grips for passenger, trainer wheels for balance. Unbreakable poly on enclosed steel frame. Durable, one piece wheels, beeping horn. Fun! 2 to 4 yrs. Ask for 34BR4

Just Like Real! Priced Sensibly!

E—HIGHLANDER DELUXE WHIRLEYBIRD is a family game with plenty of action! The catcher scores instead of the pitcher! Two durable metal saucers, feathered ball, with suction cup. Can't roll in street! Ages 6 and up. Ask for 34BR5. **1.98**

F—B&M SPORTOY BASKETBALL & GOAL SET will make you the champ! Put it up in your back yard for practice shots! Official 8 inch goal of heavy steel with welded net holders, and net. Official size and weight ball. Ages 6 to 16. Ask for 34BR6. **4.98**





A—TUDOR TRU-ACTION HOCKEY is new and exciting! Two players move their teams. Perfect control of puck maintained while players skate across ice by unique angling of each man in correct hockey playing posture. Battery-operated (not included) score-board flashes goals! Instructions. 8 yrs. to adult. Ask for 35BR1.

Fun For The Entire Family! At A Low Price!

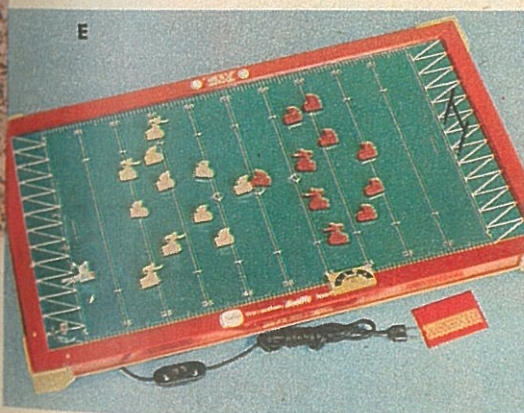


B—PET TOY SULKY RACING GAME calls for skill and judgment as you sit on driver's seat and maneuver for each position. Playing surface 34 x 50 inches. Sulky figures almost 6 inches long. All parts! 8 yrs to adult. Ask for 35BR2. **3.98**



C—TUDOR TRU-ACTION ELECTRIC BASEBALL permits throwing out base runners! Tudor Robot pitches magnetic baseball, batter smacks it and races electrically around bases. Batter hits line drives, long flies and bunts! 8 yrs. to adult. 110 volts, AC only. Ask for 35BR3.

Priced For You!

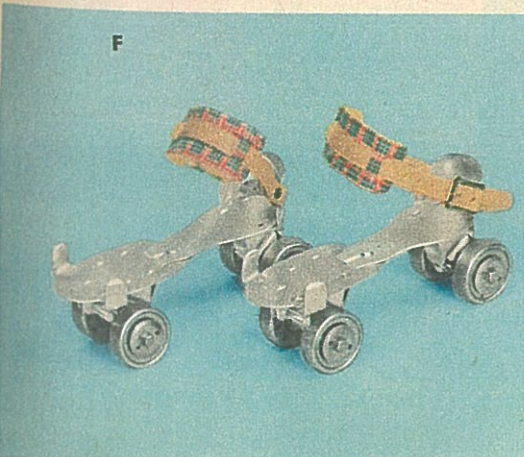


D—BURROWES POOL TABLE is 40 x 22½ x 27 inches high—designed for the pre-teen set! Ruggedly built—wide, deep frame, sturdy hardwood legs, cross bars. Cloth-covered playing surface. Ball return. 16 numbered balls, two 30 inch hardwood cues, metal triangle, instruction book. Ask for 35BR4.

Priced Sensibly For Junior And Sis!

E—TUDOR TRU-ACTION ELECTRIC FOOTBALL duplicates thrills and excitement of stadium! Permits endless offensive and defensive formations and strategies. "Mr. Kickoff" kicks ball, throws, passes. 22 electrically operated figures run! 8 yrs. to adult. 110 volts, AC only. Ask for 35BR5.

Coach Your Team! Priced For You!

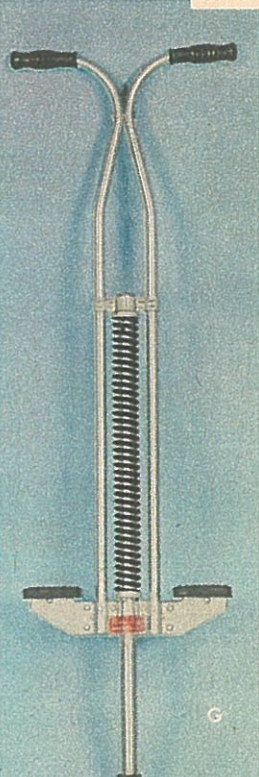


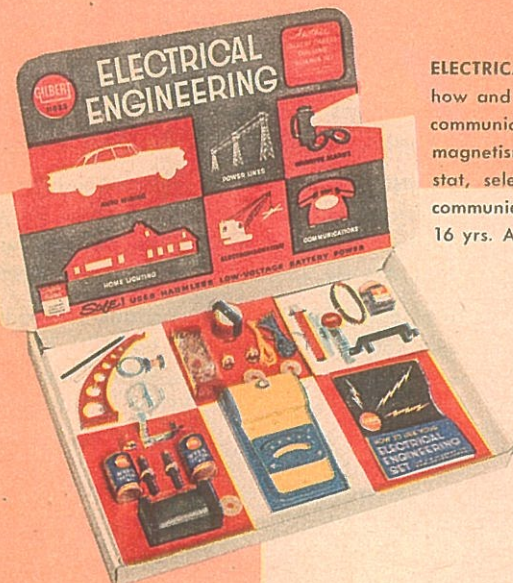
F—UNION HARDWARE SIDEWALK ROLLER SKATES are fast, smooth, for ages 5 and over! Hug foot firmly, leather strap, front truck brace. Oscillating trucks for easy turning. Extends from 8¼ to 10¾ inches. Ask for 35BR6.

At a Billy and Ruth Attractive Price!

G—MASTER JUVENILE POGO STICK is wonderful exercise! Stick is chrome and steel tubular construction, hand grips. Free spring, no friction, adjustable. 8 yrs and up. Ask for 35BR7. **EAST 8.98**

WEST 9.50





ELECTRICAL ENGINEERING SET will teach you how and why electricity behaves! Experiments in communications, lighting, auto wiring, electro-magnetism and many other fields. Includes rheostat, selector switch, magnetic crane, telegraph communication code set and other parts. 8 to 16 yrs. Ask for 36BR1 **7.98**



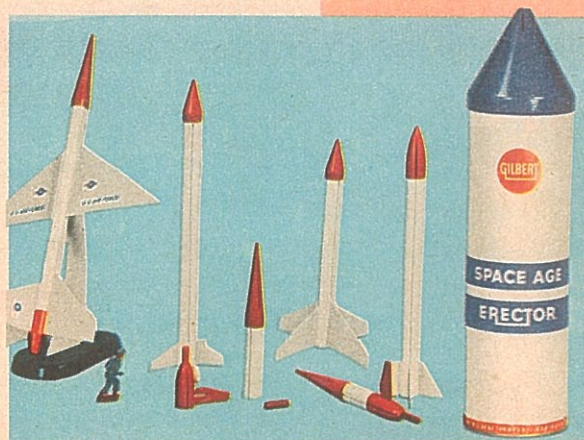
Career-Building SCIENCE TOYS



EREK-TRONIC TRANSISTOR SET—All the parts to build a working radio in just 10 minutes! Needs no tools, solder. Printed templates on pegboard show where parts go; place where indicated, hook 'em up and set is complete! Includes crystal diode, 250 mmfd. capacitor, code sending key and more. Instructions. 8 to 16 yrs. Ask for 36BR2 **9.98**



SENIOR ELECTRIC MICROSCOPE & LAB SET has 3 objective revolving turret with powers of 60, 90 and 400 times actual size. Large adjusting wheel, clear field of view. Positive focusing. Table raises, lowers. Electric plug-in illuminator lights slide from above and below. Steel chest. 8 to 16 yrs. Ask for 36BR3 **9.98**



SPACE AGE ERECTOR is interesting and fun for all ages! Rockets, missiles, space stations, and jet aircraft go together, come apart in seconds. Parts fit together in thousands of combinations—no glue or cement needed! Dream up your own space craft! Instruction book. Ask for 36BR4 **5.98**



PHYSICS LAB has professional laboratory equipment for fascinating experiments in dynamics, light, heat, optics, temperatures and air and water pressures. Completely safe. Contains beaker, flask, radiometer, parabolic reflector, optical bench and other apparatus. Ideal for girls and boys alike. Instruction book. 8 to 16 yrs. Ask for 36BR5 **9.98**



CHEMISTRY EXPERIMENT LAB—A complete home laboratory designed to provide exciting experiments in crime detection, food testing, chromatography, secret writing, etc. Contains molecular model building kit. Steel cabinet. 8 to 16 yrs. Ask for 36BR6 **9.98**