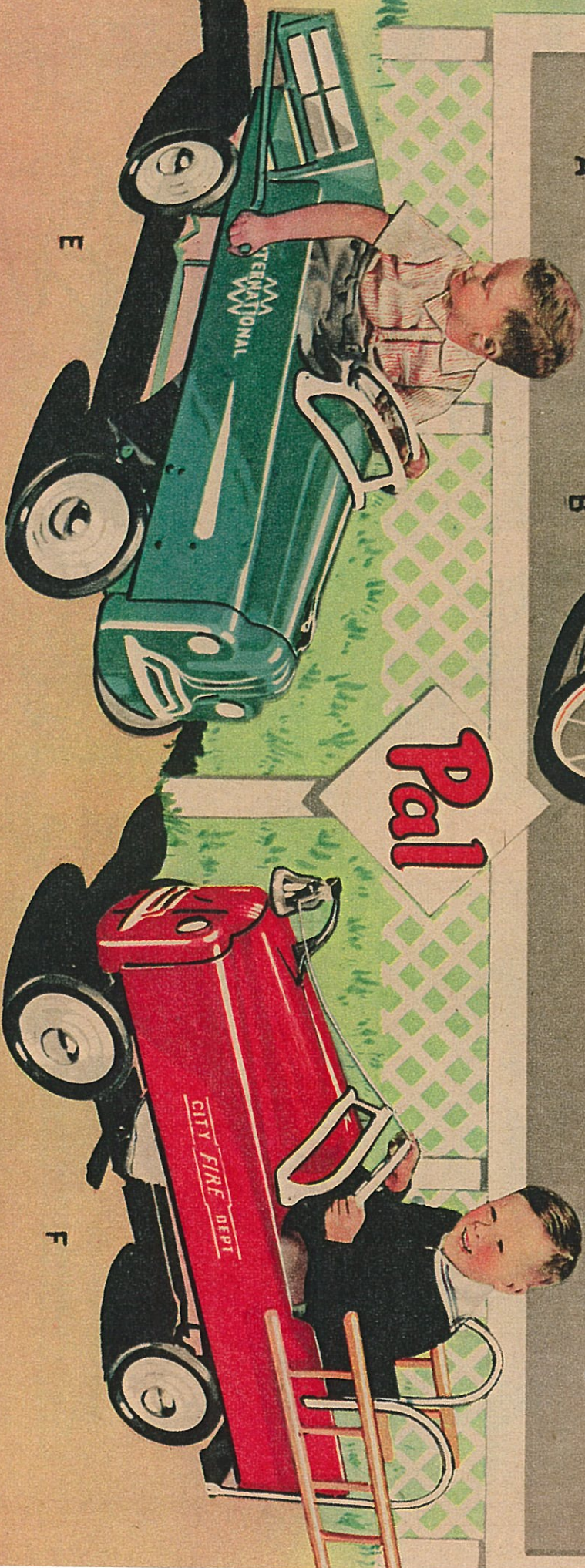


The La Porte Corporation



Pal



CHILDREN'S VEHICLES are precision-engineered manufactured by the most modern methods, to provide long service and trouble-free operation.

FULL BALL BEARING SUPERBIKE. Features 16" and 10" rear tangent spoke wheels with 1 3/4" pneumatic rubber tires. Has chromium plated rods, adjustable coil spring saddle and handle mud guards and ball bearing rubber pedals. 15". (Same model with 12" front wheel \$23.95*; 20" front wheel \$27.95*.)

BOYS' MODEL SIDEWALK BICYCLE With Removable Rear Trainer Wheels. Recommended for beginners. 16" ball bearing wheels, riveted spokes, adjustable handle bar, coil spring saddle, puncture proof semi-pneumatic tires and ball bearing rubber clips. Rear trainer wheels 7" in diameter. Also available in girls' model. Price \$34.95*.

THE "CHIEF". Ball bearing 13" front wheel with rear wheels, riveted spokes, 1" rubber tires and red hub caps. Fitted with siren and gong bell, ruby reflector. Handle bar and saddle adjustable. \$16.95*. (Same model with 10" front wheel 95*; 16" front wheel \$17.95*.)

SUPERBIKE. Ball bearing 16" front wheel and 10" rear wheels with riveted spokes and 1" rubber tires. Metal saddle and handle bar adjustable. Price 95*. (Same model with 12" front wheel \$11.95*; front wheel \$13.95*.)

DUMP TRUCK. 49" long, of heavy gauge steel with windshield, seat pad, adjustable pedals and rubber-tired 8" double disc wheels. Mechanical dumping mechanism raises and lowers box, operates gate \$18.50*. (Also available as Station Wagon, long, \$18.50*.)

HOOK & LADDER. 41" long and fully equipped with wood ladders, gong bell and seat pad. Heavy gauge steel construction with adjustable pedals and windshield. Has 8" rubber-tired double disc wheels, stimulating outdoor toy. \$18.50*.

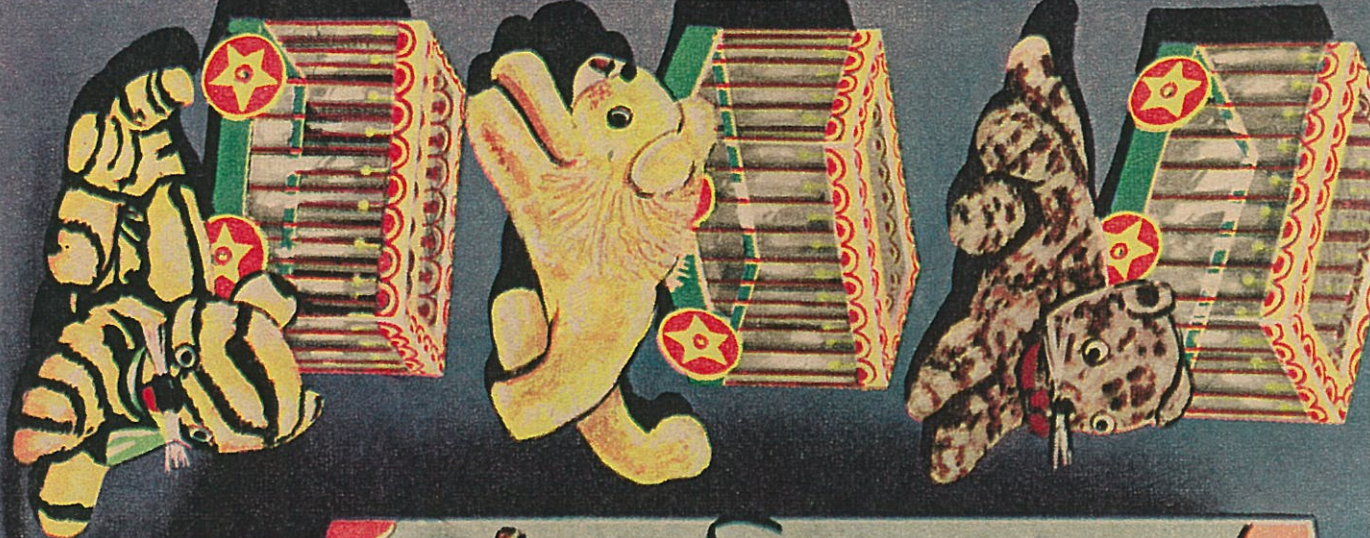
*Prices Approximate—See Page Four

Pages Ten and Eleven

The illustration shows three different models of Castelli toy wagons.
Model A: A large wagon with a white canvas top and a red wooden frame. It has a steering wheel and a gear shift. The name 'Roy Rogers' is written on the side, and 'Castelli' is on the front.
Model B: A smaller, red wagon with a steering wheel and a gear shift. The name 'Steger' is written on the side.
Model C: A red tractor-like wagon with a steering wheel and a gear shift. The name 'Castelli' is written on the side.
 The background is a simple landscape with a horizon line and some stylized trees.

A. B—STEGER WAGONS with Oil Impregnated Hardwood "Duro-Life" Bearings. (A—The Roy Rogers Chuck Wagon.) Hardwood body 17" x 36" x 3" with removable and adjustable double stake sides and ends, 9" steel wheels fitted with 1 1/2" non-roll-off semi-pneumatic rubber tires. Canvas top on steel loops can be let down or rolled to the top. \$19.95*. (B—Coaster Wagon.) Heavy gauge ribbed steel body, 36" x 17" x 4 1/2", with rolled edges for safety. 9 1/2" double disc wheels, 1 3/4" semi-pneumatic non-roll-off rubber tires. \$9.95*. (Same wagon with removable stakes, \$13.95*.)

C—CASTELLI SUPER TRACTOR. Chain drive operated and engineered for long, trouble-free service. Combines the fun and muscle-building values of a trike with the thrills of operating a farm tractor. The heavy gauge steel top is equipped with Firestone rubber tires. Greater speed with less effort is afforded by the 2 to 1 gear ratio chain drive. It's easy to steer, balanced for safety, and comfortable to ride. Measures 37" long x 26" high. \$22.95*. (Pedal driven model also available at \$16.95*.)



A



IND STUFFED TOYS are designed with realistic feel and produced of quality materials to assure life, lasting pleasure for all of America's Small Fry.

—CIRCUS WAGON ASSORTMENT. Each of these toys contained in an acetate gift box that resembles a circus wagon. The animals are 6½" tall, covered in plush, with decorative ribbon. All have clamped-in living eyes for safety. Assortment consists of a lion, a leopard and a lion, priced at \$3.19* each.

—MICKEY MOUSE. Walt Disney's famous characters risk to see Minnie Mouse and Donald Duck, too) are more lovable than ever, in their coats of beautiful short-pile plush. They come in two sizes: 13½" tall at \$4.25*, 15½" tall at \$5.75*.

—PLUSH CUDDLE PANDA. Soft and huggable, this tractive plush panda has clamped-in moving eyes for safety. He is available 15½" tall at \$3.19*, 18" tall at \$4.25*, 20½" tall at \$5.75*.

—MUSICAL BEAR. Equipped with concealed Swiss music box that plays a pleasant tune when wound, this bear is especially enticing. Nose and mouth are embroidered, eyes are clamped-in for safety. 12½" high of quality plush, \$5.25*.

—PLUSH CUDDLE BEAR. This honey bear has safely clamped-in moving eyes. Alluringly huggable, he comes in 3 sizes: 15½" tall at \$3.19*, 18" tall at \$4.25*, 20½" tall at \$5.75*.

—SPANIEL. Covered in shiny, smooth plush with lifelike eyes, long ears, a pointing tail, and embroidered nose and mouth with red felt tongue. 13" long by 10" high, priced at \$3.69*. (Also available in larger size at \$5.75*.)

—CUDDLE ASSORTMENT. 4 popular soft stuffed animals covered in plush, with clamped-in moving eyes, embroidered noses and mouths, and tinkling bells around their necks. This group consists of a bear, a panda, a monkey and an elephant, all 1½" high. \$2.09* each.

*Prices Approximate—See Page Four

Pages Twelve and Thirteen



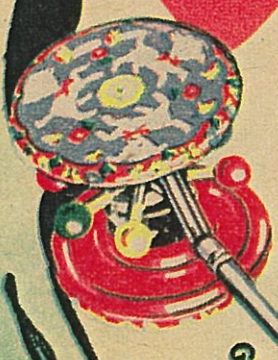
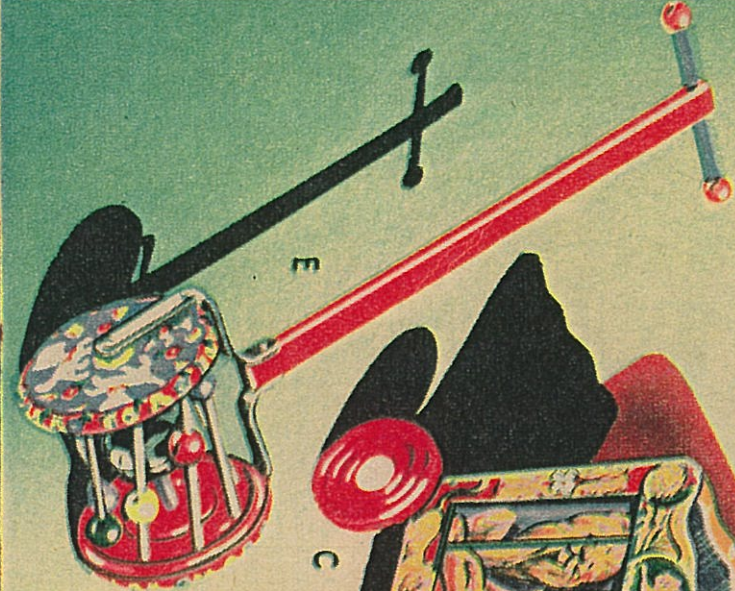
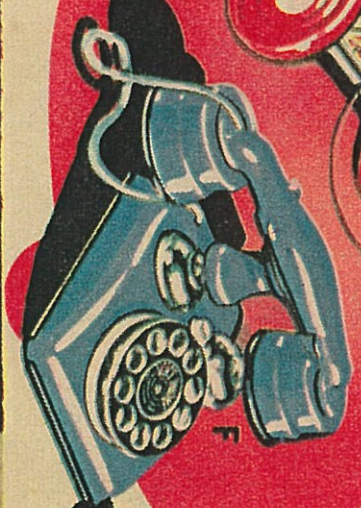
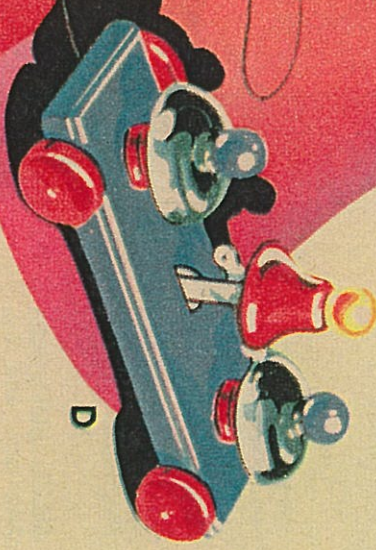
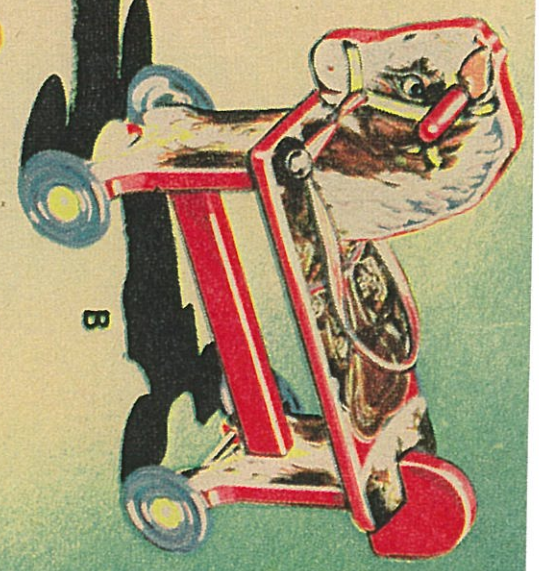
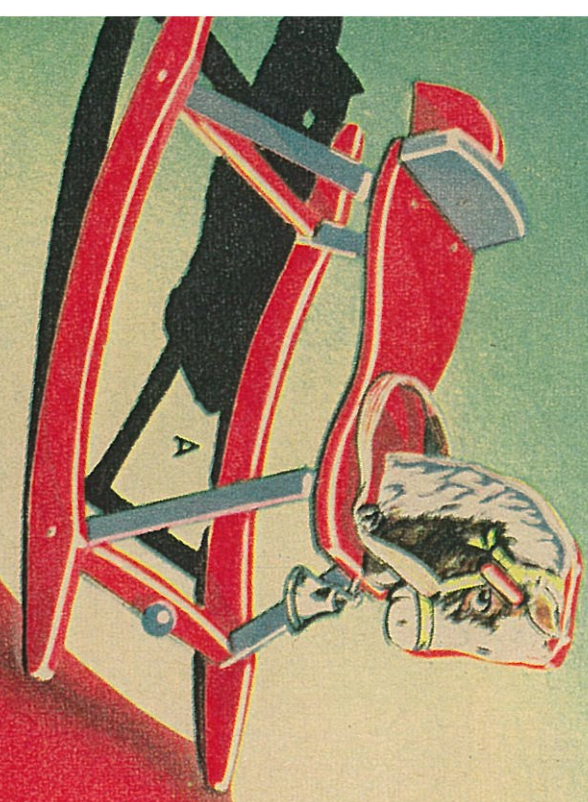
H—HAMPDEN TABLE & CHAIR SET. Constructed of steel, finished in chip-resistant enamel. Masonite table top and upholstery on chair removable. Rubber-tipped feet. Table 22¾" square; chairs 24¾" high. Folds compactly. \$12.50*. (Additional chairs \$3.29* each.)



CARRON MANUFACTURING CO.

I.—CARRON ELECTRIC PHONOGRAPHS have self-starting motors, play standard records up to 12", and operate on 110 volts, 60 cycles, A.C. All models Underwriters Approved. (I—Portable Case.) ¼" thick fibre, covered with Pyroxin Coated Leatherette, with leather handle. Size 14½" x 12" x 7", weight 9½ lbs. \$13.50*. (J—Strong Metal Case.) Size 13" x 9" x 3", \$8.50*. (Amplified models as described above, with volume control, \$19.95* and \$23.95* respectively.)

Gong Bell
Toys



—RING BELL.—toy makers since 1866—produce the fine grade of playtoys today as those which are that famous trademark nearly 9 decades ago. Here are some of the newest GONG BELL playthings.

—ROCKING HORSE. Designed for hard play, this toy is strongly constructed of wood and steel, with safe, well balanced rockers. As the horse goes back and forth, bells attached to the reins jingle and meriment. \$4.25*.

—HORSE RIDER. The seat on this solidly built toy is rounded edges for safety. Wheels are steel, rings are plated. This toy is 19 3/4" long overall—big enough to ride comfortably. \$2.50*.

—CIRCUS WAGON. This realistic circus wagon is built to carry a doll or blocks—10 1/2" long x 6 1/2" wide x 9 1/4" high. Equipped with 4 steel chime wheels \$1.59*.

—TRIPLE BELL TOY. Mounted on the all-steel platform of this attractive toy are 2 large nickel-plated steel gongs and a bell. When pulled along, an oscillating striker sounds the chime. 11 1/4" long, built for hard play. \$1.00*.

—MOWER CHIME. Designed to resemble a lawn mower. As the toy moves, 8 colorful balls and colored gongs make fascinating sounds. Handle is 11" long. \$2.19*. (Also recommended: Smaller Novelty Push Chime at \$1.00*.)

—VOICE PHONE. Here is a splendid stimulus for dramatic play. The child picks up the receiver and actually hears a voice at other end! As the spring turn dial is operated, a double bell rings. \$1.50*. Without voice, \$1.00*.)

—RAINBOW HOBBY CHIME. This toy is 32" long x 17" steel disc wheels with horse head at the other end. It is equipped with 2 pairs of gongs and many colored revolving wood balls. Bells on the rein add pleasing sound. \$2.00*. (Also recommended: Standard Hobby Chime at \$1.50*.)

*Prices Approximate—See Page Four

Pages Fourteen and Fifteen

CAL'S COLT

H—CAL'S COLT. This all-season plaything will provide healthy fun and exercise indoors or out. Made of selected woods and specially tempered steel, it is strong enough to carry 55 lbs. Seat and stirrup are adjustable. \$6.98*. (Larger model, \$8.98*.)

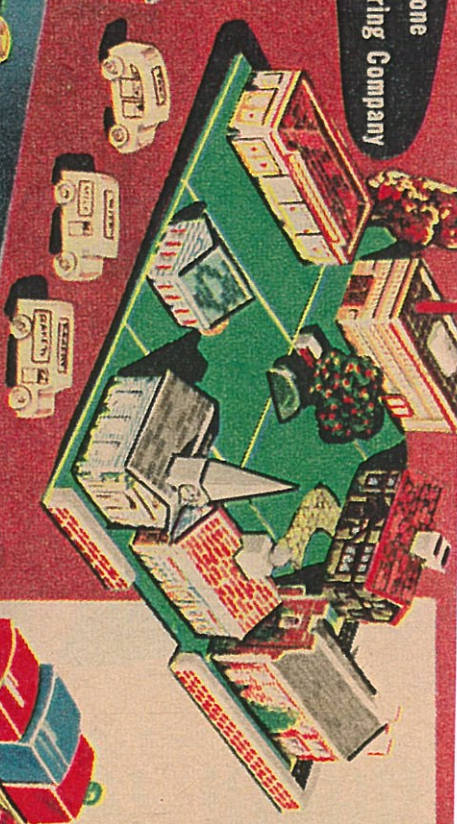
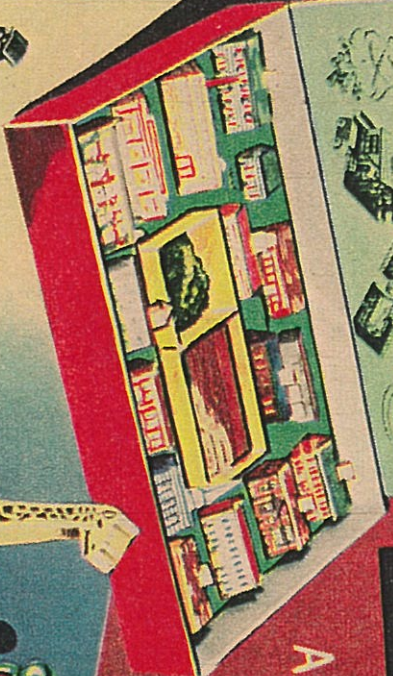
I, J—DOUGHBOY Giant Inflated Plastic Toys are made of heavy, durable Vinylite—fully capable of giving youngsters endless enjoyment and healthful exercise. They can punch 'em—beat 'em—jump on 'em—tackle 'em. These toys will bounce right back for more! (I—Pee Wee—The Jr. Roly-Poly Clown.) Inflates to 3 1/4 ft. high, 3 1/2 ft. in circumference. \$3.50*. (J—Bobo—The Roly-Poly Clown.) Fully inflated, this toy is 4 1/4 ft. high and 4 1/2 ft. in circumference. Priced at \$5.00*.

Doughboy

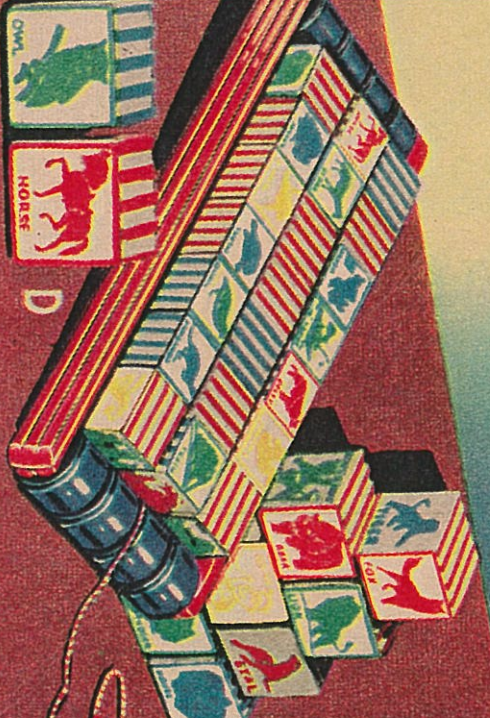
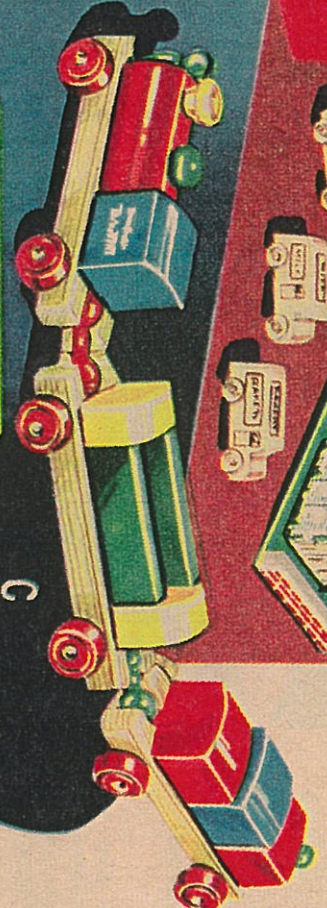


Keystone Manufacturing Company

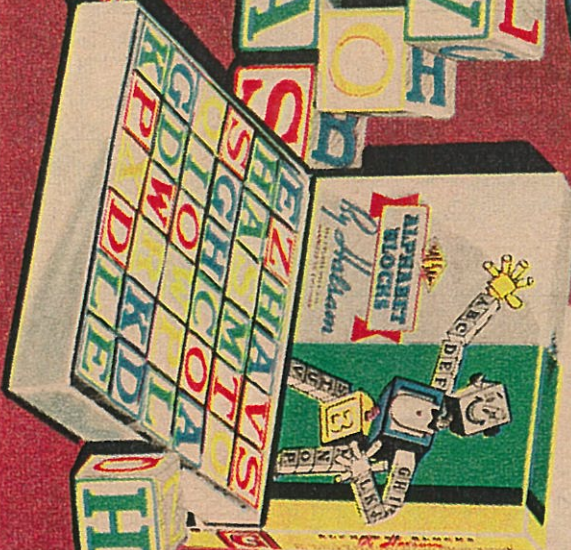
KEYSTONE VILLAGE
HOUSES - WALLS - ROADS - TREES - BUILDINGS - FENCES - GARDENS - BRIDGES - RAILROADS - CARS - TRUCKS - BOATS - AIRPLANE



StromBecker



HALSAM



A—KEYSTONE VILLAGE. 16 wood house plots, 4 "brick" wall sets, 3 wood trees 3 wood trucks. With these, youngsters plan set up towns and villages. Excellent for five play activity and artistic development \$5.00*. (Smaller sets \$3.00* and \$2.00*.)

B, C—STROMBECKER "Take-Apart" Toys—Zoo(Apart.) Parts and animals slide in out of hardwood base or stand up separate. Available in 2 different models. \$1.35* (C)—Train(Apart.) 12 removable wood pieces which, assembled, make up a 3-unit train wheels, 18 3/4" long. Removable parts easily on and off bases, enabling make 1 different car styles. Wood couplers. \$2 (Smaller set, \$1.35*; larger set, \$3.50*.)

D, E—HALSAM "Basic Tools Of Play". Roller Cart with "Hi-Lo" Blocks.) Large with harmless colors, smoothly finished safe rounded corners, and designed patented interlocking grooves—these are beautifully embossed and decorated pictures of familiar animals and other objects. The Roller Cart (a permanent for keeping the set of 21 blocks when in use), can be pulled right side up or side down. Roller Cart 15 7/8", blocks \$2.00*. (Smaller Set \$1.00*.) (E)—Alp Safety Blocks.) Deeply embossed sides easy-to-see letters. Other sides have embossed pictures. Set of 36 blocks each \$2.00*. (Smaller Sets \$1.00* and \$1.50*.)

*Prices Approximate—See Page For

PLAYSKOOL TOYS are recognized throughout the world for their educational play features, design and sturdy construction.

WORKBENCH. Complete with screws, nuts, washers and nails—all of wood. Bench comes apart by use of wooden screw driver. Also equipped with claw hammer, vise and bench vice. 11½" long, \$2.50*.

COLO-O-ROL WAGON. Consists of 6 rods, 9 washers and 6 cubes for building "bridges", "towers", etc. Sturdy 13" wagon. \$3.00*.

NOK-OUT BENCH. As peg is pounded into hole, another pops out of bench end, assuring continuous action. 12 pegs, wooden mallet. For living room furniture! \$2.00*.

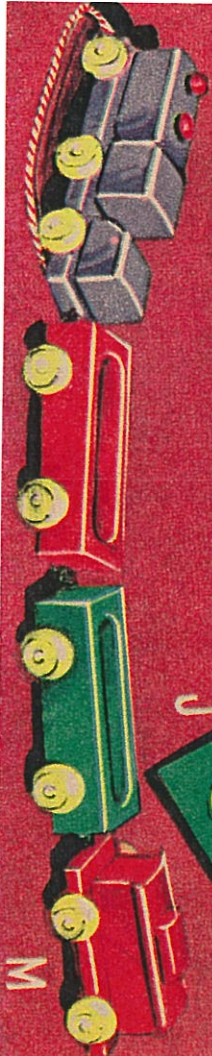
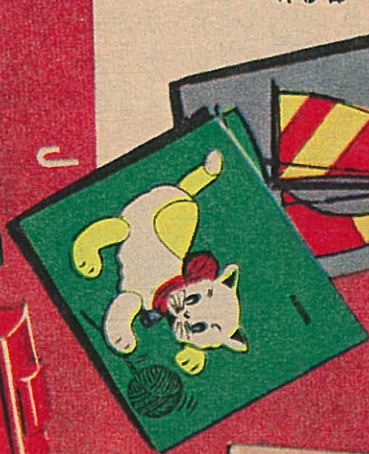
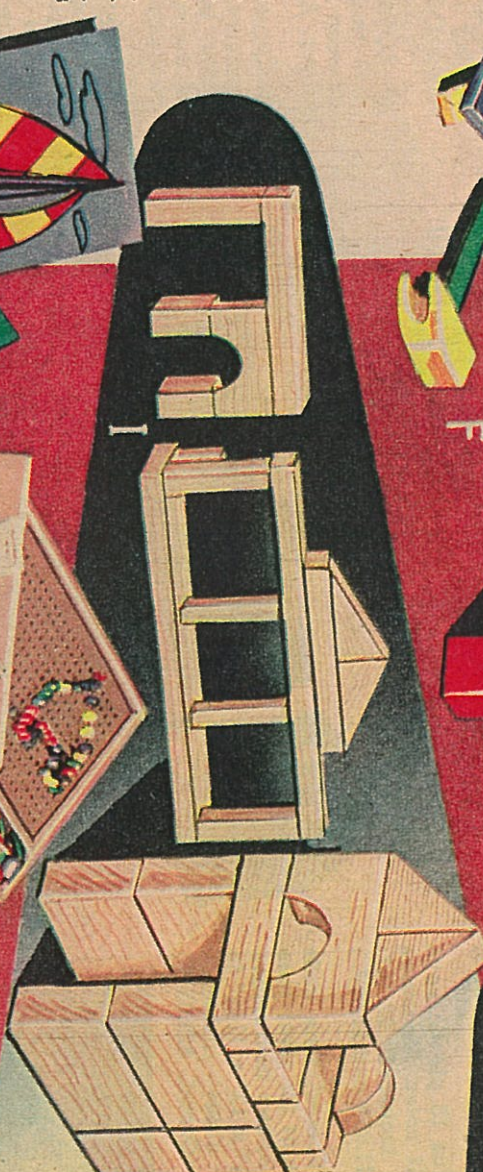
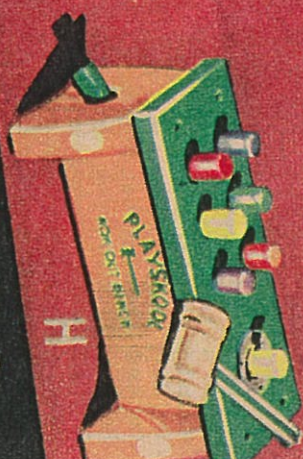
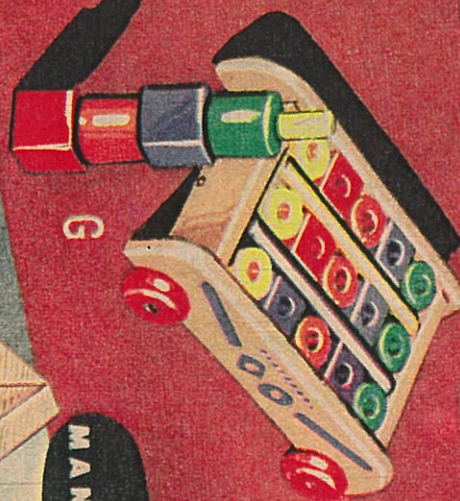
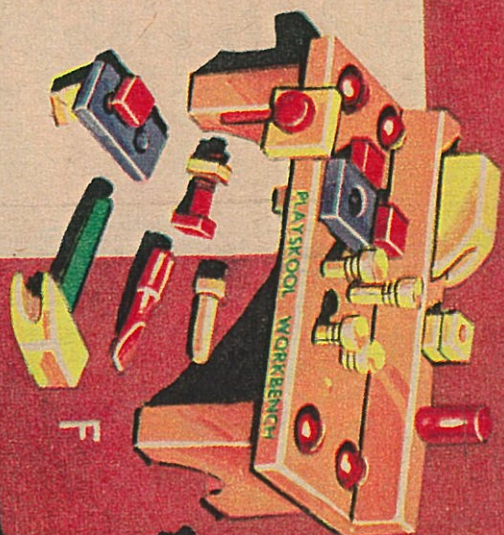
PUZZLE PLAQUES. Each plaque has a lid base, ¾" thick, into which fit the carefully jigsawed pieces. Designs vary from simple to advanced, allowing progress. \$1.50* each.

SADDLESEAT HAMMER-NAIL PEG SET.—A variety of nail and peg parts for making designs. Pounding board is removable. Middle-seat designed for posture as well as comfort. 24" long, \$4.00*.

SPECIAL FREIGHT TRAIN. This 4-unit freight train is 28" long and has easy-to-handle wheel couplings. Open gondola cars allow for loading and unloading. \$3.00*.

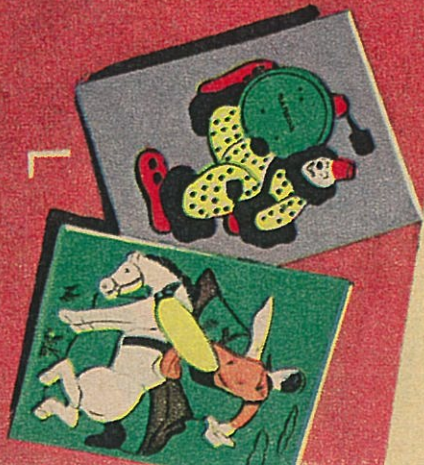
*Prices Approximate—See Page Four

Page Seventeen



Playskool
MANUFACTURING COMPANY

PLAYSKOOL KINDERGARTEN BLOCKS. Scientifically designed, carefully made these blocks aren't just pieces of wood! They embody specifications and principles recommended by leading child authorities for youngsters from the age of 18 months to 9 years. The more popular sets are priced at \$7.50*, \$3.00*, and \$15.00*. (Write to Playskool Manufacturing Co., 1750 Lawndale Ave., Chicago 4, Ill., for free copy of Kindergarten Block Booklet.)

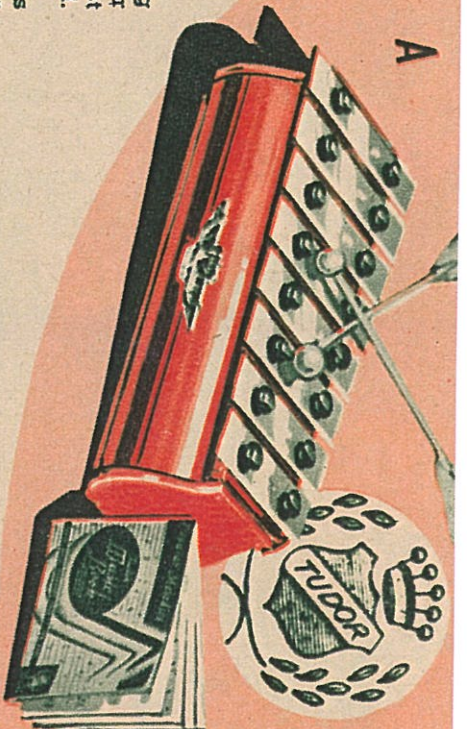


A—TUDOR XYLOPHONE. Lithographed metal instrument, fitted with a scientific, built-in tone chamber that helps musical quality. 12½" long with 8 bars, 1 rubber and 1 wood mallet, plus music book and instruction sheet. A really efficient musical toy with unusually accurate tone values. \$2.19*. (Larger model, \$3.29*.)

SCHOENHUT PIANOS have been starting America's youngsters on musical careers ever since 1872. They are reputed to be the finest toy instruments made anywhere in the world.

B—BABY GRAND PIANO. Has 13 plastic keys—8 whole notes and 5 half notes. Measures 10¼" x 8¼". Music sheet included. \$2.98*. (Other recommended sizes, \$1.95* and \$3.98*.)

C—SPINET WITH BENCH. Special tone rods imbedded in steel bars account for clear tone produced by this beautiful 30-key instrument. Piano is 22" high; bench 7½" x 12" x 11¼" in Mahogany finish. Music sheet included. \$29.95*. (Floor model Baby Grand, \$29.95*.)



FISHER-PRICE TOYS are famous throughout the world for their amusing, unique action, pleasing sound or music, safe design and sturdy construction.

D—LOOKY CHUG-CHUG. The eyes on the locomotive roll up and down, while piston rods move in and out of cylinders making a "chugging" sound, as the 14" toy is pulled along. Also equipped with large nickel bell that can be rung when desired. \$2.19*

E—SNOOPY SNIFFER. This fascinating, action pup toy is known everywhere as the "Personality Pup." Snoopy moves along with his nose to the ground in a ludicrous swagger as he "woofs", with co-spring tail wagging, and cloth ears flopping. 16½" long (plus 4" tail), \$2.00*.

F—LOOKY FIRE TRUCK. Eyes roll and the alarm bell rings in rhythm, while the heads of the 2 firemen bob up and down as this 12" truck is pulled along. A delightfully unique and exciting toy. \$1.59*

G—PONY CHIME. All the color, action and music a merry-go-round is embodied in this toy. Patented action inside the drum gives forth a tuneful chime as the cylinder rolls along. Excellent for encouraging youngsters just learning to walk. 13½" long, \$1.59*

H—MUSICAL SWEEPER. Actually picks up carps sweepings and plays "Whistle While You Work." It is pushed along in the home or outdoors. Rubbed treaded wheels protect floors. Sweeper 8" wide push stick 18½" long. \$2.39*.

I—TEDDY BEAR ZILLO. Here's alluring action wheels, to encourage toddlers to walk! As the child pulls the toy along, the bear's arms move up, down and sideways, hitting all the keys on the xylophone 10½" high. 9" long. \$1.59*.

J—MUSICAL PUSH CHIME. As this toy moves, fascinating tunes come from the revolving cylinder. Hinged of appeal for the very small fry. Cylinder 7¾" wide, push stick with knob 18½" long. \$1.19*.

*Prices Approximate—See Page Four

Pages Eighteen and Nineteen