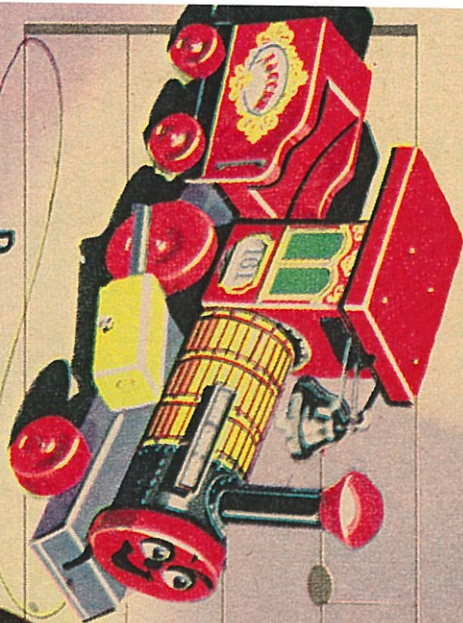
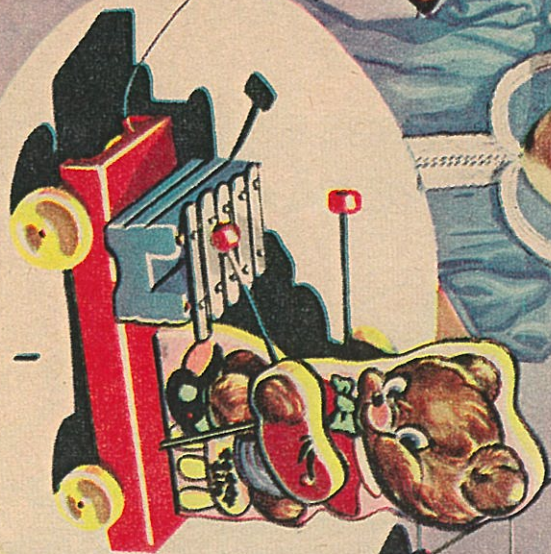




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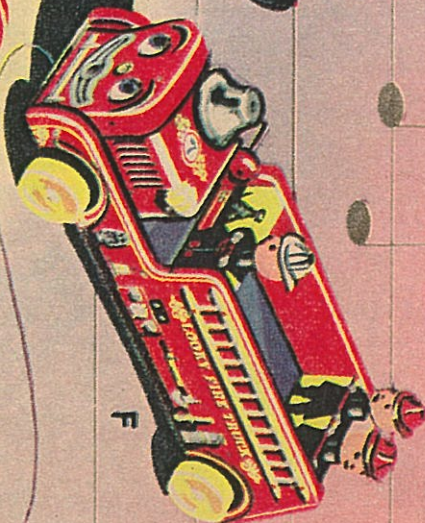
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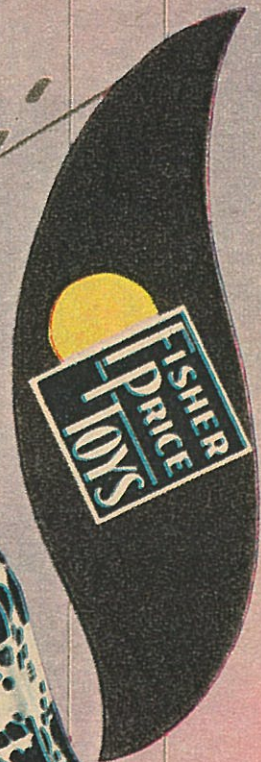
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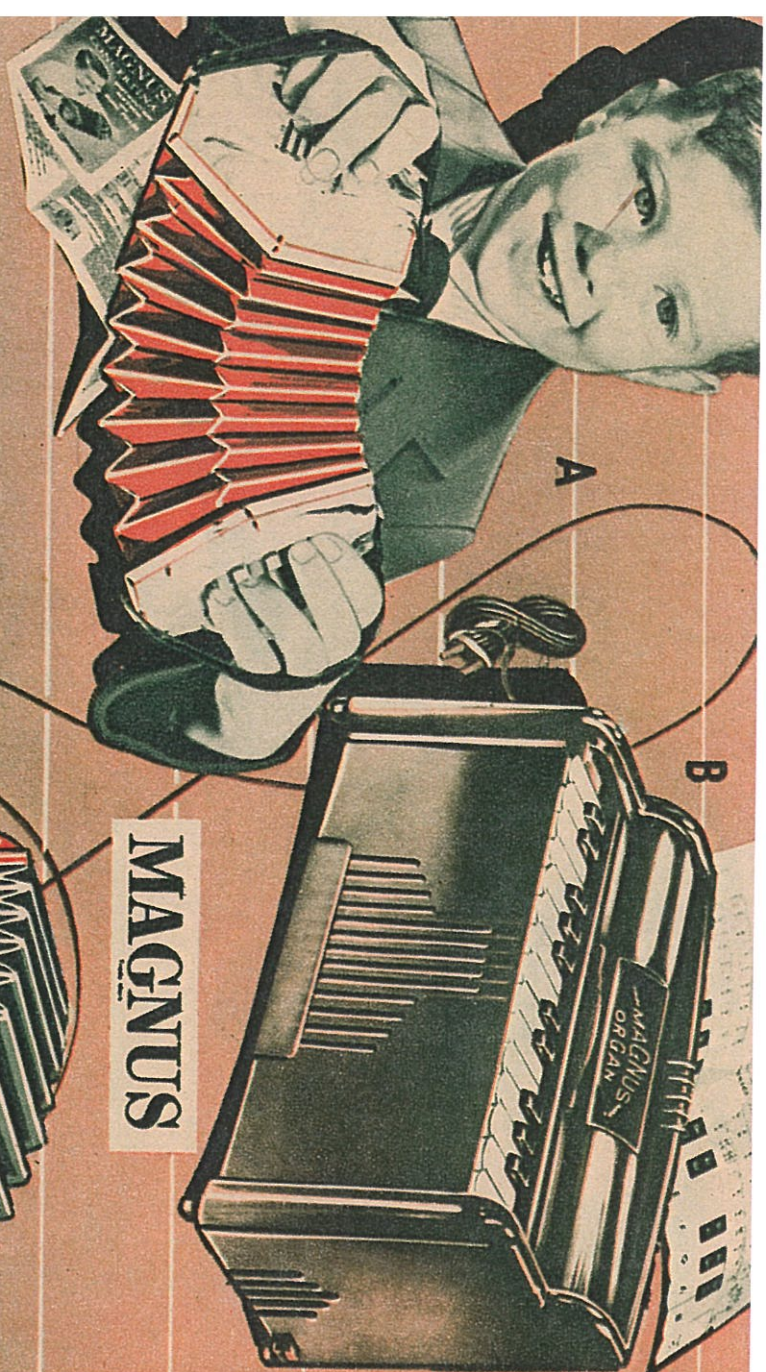
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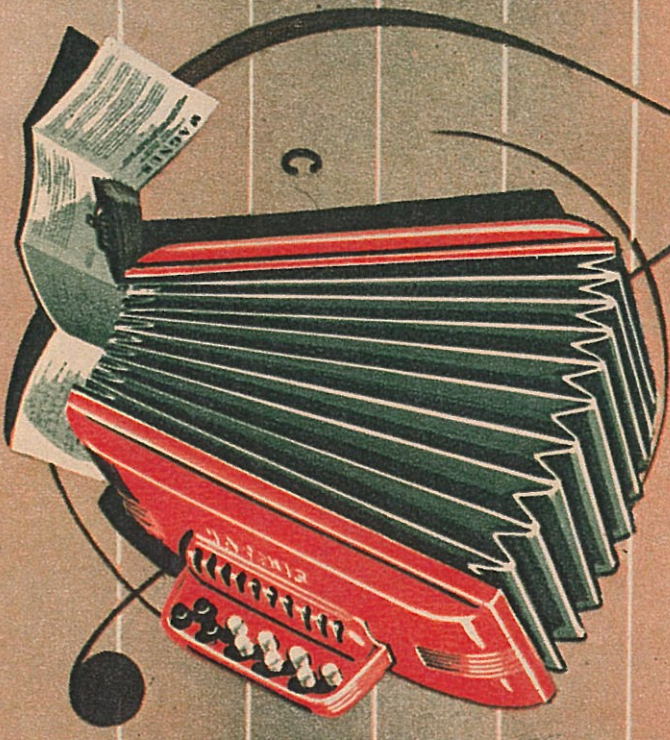






## MAGNUS

A, B, C—MAGNUS MUSICAL TOYS have full, rich tones—comparable with professional-type equipment. All models include instruction Song Folios. (A—Concertina.) Tuned to Key of "C", 6 keys play  $1\frac{1}{2}$  octaves. Base key actuates 6 notes for chord—3 notes simultaneously play on the pull—3 on the push. Bellows open to  $11\frac{1}{2}$ ", instrument closes to  $5\frac{1}{2}$ ". \$2.95\*. (B—Portable Electric Organ.) Operates on 110-115 Volts, A.C. Has 2 full chromatic octaves. Reeds respond to slightest touch of keys. Sustained notes and chords full bodied and rich.  $11\frac{1}{2}$ " long. \$18.75\*. (C—Accordion.) Tuned to Key of "C". Has 10 quick-acting ivory-like buttons. Bellows open to 14", closed instrument measures  $4" \times 4\frac{1}{2}" \times 8\frac{1}{2}"$ . \$3.95\*. (Tr. size Accordion, 6 keys, \$1.69\*.)



MATTEL MUSICAL TOYS are ingeniously designed and constructed to afford exceptional pleasure and moderate expense. The principal feature of toys is a patented music box which renders surprisingly true tone values and plays a familiar song appropriate to each toy simply by turning a crank.

D—HURDY GURDY. As the crank handle on this Hurdy Gurdy is turned, the monkey dances rily to the tunes of reel music. To add realism rubber mustache and metal collection cup are included. The Hurdy Gurdy has an over-the-head attached and measures  $4\frac{1}{4}" \times 8\frac{3}{8}" \times 2\frac{1}{2}"$ . \$1.39\*.

E—COWBOY GELTAR. This attractive plastic toy so realistic, it actually can be tuned like a fiddle. It plays a popular song when the crank handle is turned—but if desired, can be strummed with the pick furnished for that purpose. Overhead cord attached. Priced at \$1.39\*.

F—SQUARE DANCING TWINS. Here are Dosie Dokes in the latest style western attire, mounted on a metal stage  $7\frac{1}{4}"$  in diameter. This high-step pair whirls 'round and 'round to the tunes of familiar western songs as the crank handle is turned. Both dolls are  $6\frac{1}{2}"$  tall and the price of the complete toy is \$2.98\*.

G—DANCING DUDE MUSIC BOX. Here is an fascinating toy. The appropriately attired "Dude" jigs in humorous fashion on the  $8\frac{1}{4}"$  square to a reel western song, as the crank handle is turned. The action is extremely amusing in Mattel Creation, which is priced at \$1.98\*.

H—JACK-IN-THE-MUSIC-BOX. Every grown-up will remember this old-time favorite—but now it's new with fascinating new appeal. As the crank handle is turned on this new style jack-in-the-box, the clown plays "Pop Goes The Weasel". When the crank is turned the sound representing "Pop", the box springs open and the clown's head pops up. Measures  $5\frac{3}{8}"$  wide  $\times$   $5\frac{3}{4}"$  high and is priced at \$1.98\*.

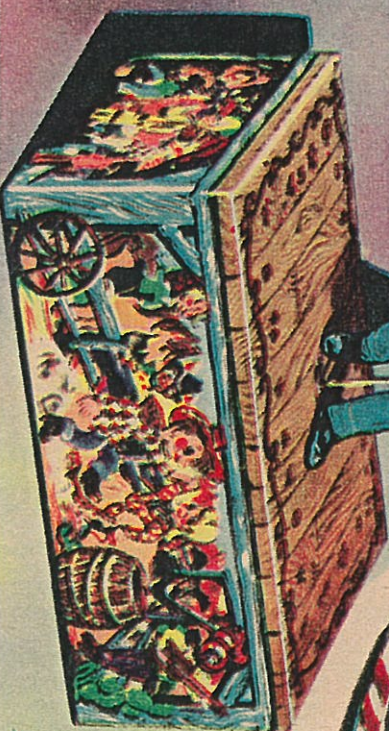
\*Prices Approximate—See Page Four

Pages Twenty and Twenty-one



Master Creations

"CARNIVAL  
IN VENICE"



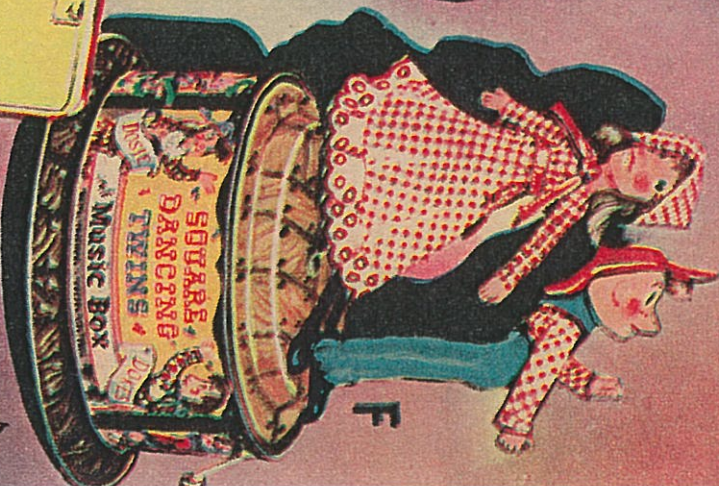
"TURKEY  
IN THE STRAW"

"ON THE LONE PRAIRIE"  
OR  
"RED RIVER VALLEY"



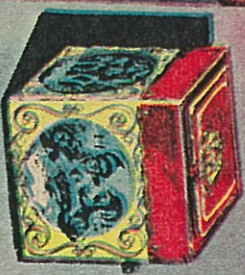
E

"PUT YOUR  
LITTLE FOOT  
RIGHT OUT"



F

"POP GOES THE WEASEL"





**TRANSOGRAM**  
"GOLD MEDAL" TOYS

TRANSOGRAM DOCTOR and NURSE KITS feature full size plastic uniforms, "hearing" stethoscopes, infra-red X-ray scopes, otoscopes, hypodermics, blood pressure units and swivel head mirrors—all designed for safe play. (A—"little Play," Nurse Kit.) 15½" x 9" x 3½" with metal handle and snap lock. Contains wide assortment of nurse's equipment, \$2.00\* (Other sizes \$1.00\* and \$2.98\*.)

(B—"Little Country" Doctor Kit.) Same size as item "A", filled with play equipment for young doctors. \$2.00\* (Other sizes \$1.00\* and \$2.98\*.) (C—Combination "Little Country" Doctor and "Little Play" Nurse Kits.) Large wood-framed carrying kit, 16½" x 11½" x 3½" with 2 plated metal snap locks and plastic handle. Contains full assortment of doctor's and nurse's play accessories. \$4.95\*.

**D—CASTON CHANGEABLE CHARLIE.** 11 wood blocks designed on all sides with varied facial features and expressions. More than 4,000,000 different faces can be composed. \$1.00\*. (Also recommended: *The Clown*, \$1.00\*.)

**E—PRESSMAN BARBER SET.** Plastic shaving t  
paper razor blades, brand-name lotions—eve  
musciche—are provided in this 13-unit set. Locc  
imitative fun, \$1.98\*. (7 pc. set, \$1.00\*.)

**F—IDEAL CHICLET BANK.** Here's the play-winning banking—what's more, the dividends are delicious! Plastic bank 10½" x 6¾" x 3¼" holds 24 packs of genuine 1¢ Chiclets, and can be refilled. As coins are deposited and knob is turned, each releases a package. \$2.00\*.

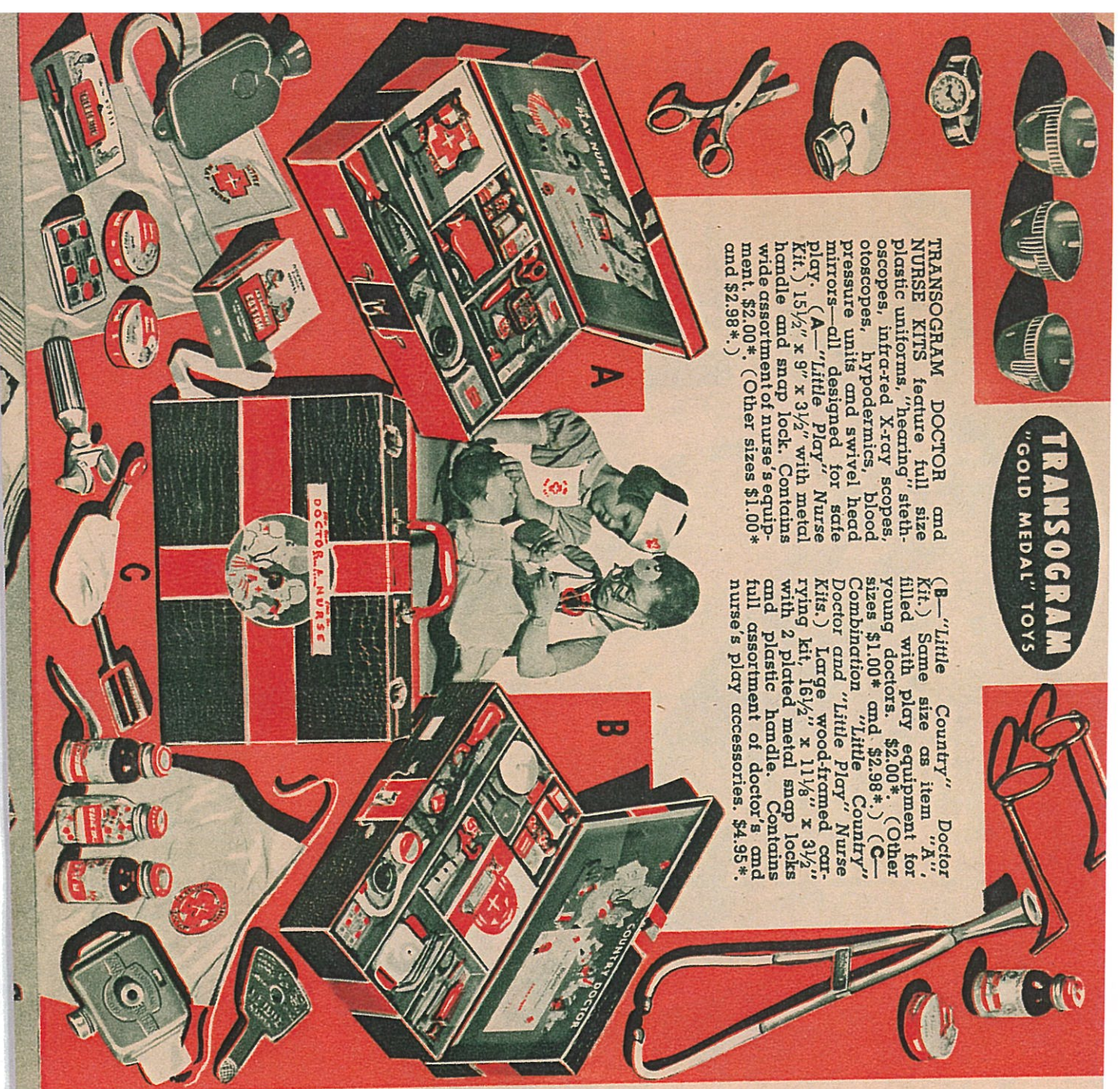
**G—STRATHMORE MAGIC SLATE BLACKBOARD.** practical playtool is as entertaining as it is practical. Dust-proof and dirt-free because dry or writing on the "magic slate" surface with the "magic stylus". By lifting the trans film the surface automatically clears itself for next assignment. A flick of the finger change educational chart. Size 11¼" x 17¼". \$1.00\*.

**H—NOBLE & COOLEY CHILDREN'S JAZZ SE**  
real trap drum outfit including 16" Bass Drum,  
Drum, Tom Tom, Foot Pedal, Cymbals, 3 Gong  
Cow Bell, Spurs, etc. Comparable with adult  
ment but priced at \$5.50\*. (Also recommend  
**Noble & Cooley cloth-headed drum, 12" dia**  
with embossed outspread eagle design. Fe  
constant pressure spring rods and inside s  
\$2.00\*). (10" drum available at \$1.00\*.)

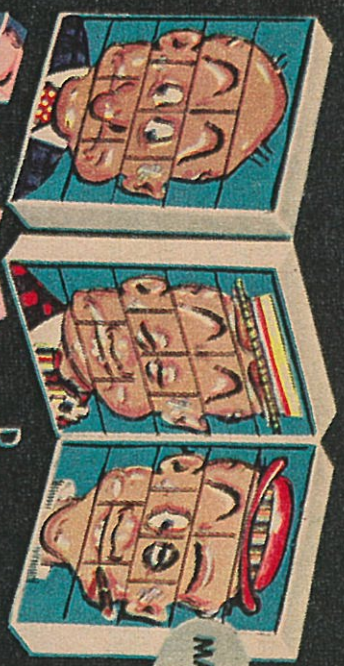
1—LANGWOOD JUGGLE-HEAD. Youngsters various 3-dimensional plastic features with bases on magnetized plastic head, to form the of humorous animal and human faces. In addition the plastic features, cardboard hats, should signs, ties, eyeglasses, etc. are furnished creative play value. \$1.98\*. (Smaller size, \$

\*Prices Approximate—See Page Four

Pages Twenty-two and Twenty-three

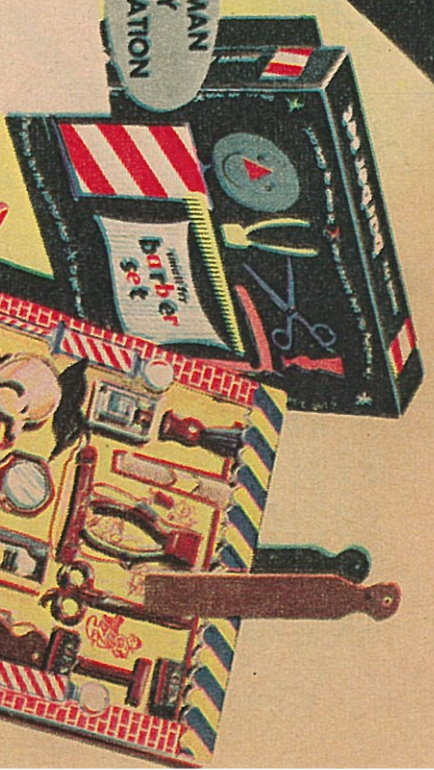






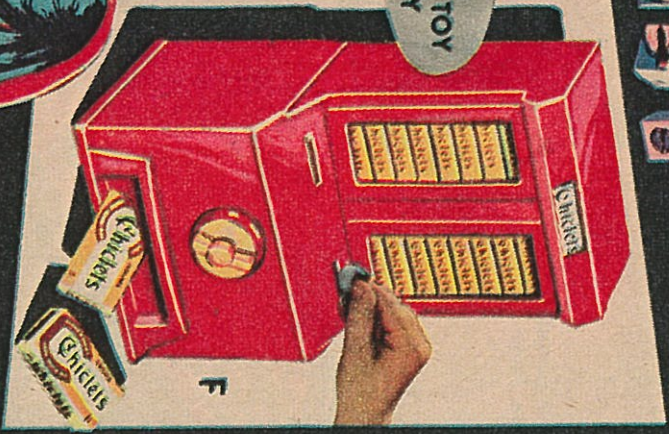
GASTON  
MANUFACTURING  
COMPANY

PRESSMAN  
TOY  
CORPORATION

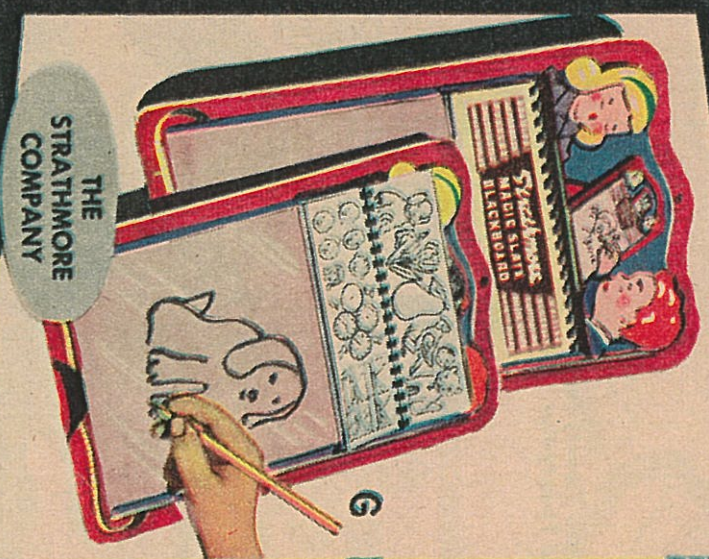


E

IDEAL  
NOVELTY & TOY  
COMPANY



F

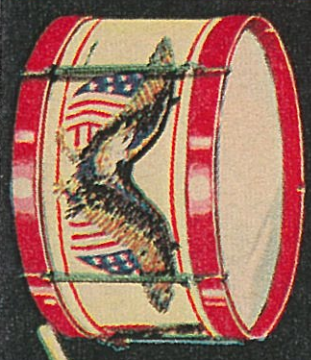
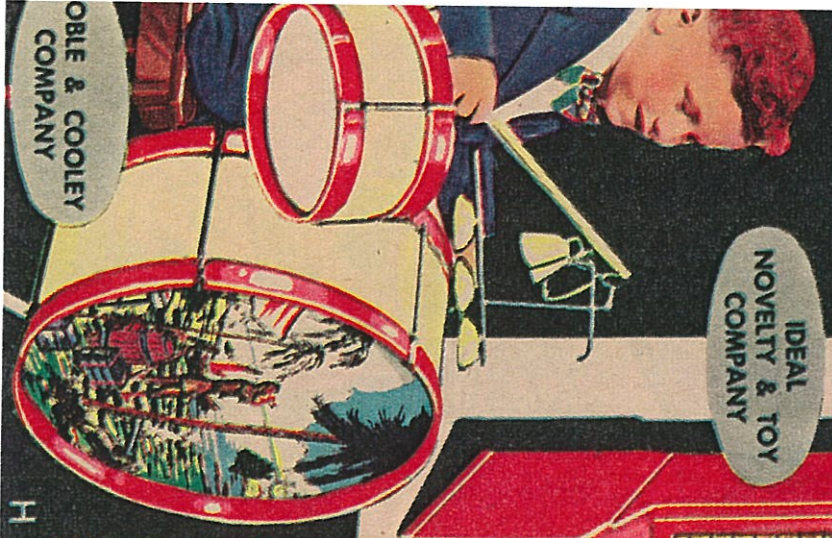


G

LANGWOOD  
PRODUCTS, INC.



I



H



HUBLEY KIDDE TOYS are popular with parents as well as children, because they offer so much, for so little! Designed with accurate realism and built of solid metal for lasting pleasure, their excellent die-cast details, bright and permanent finishes, in addition to novel play features, will insure their welcome at all times—wherever children see them.

**B—BELL TELEPHONE TRUCK.** Has a nickle plated winch and boom that operate with crank handle (not shown), on left side of truck. Equipment includes a trailer and telegraph pole, also 3 digging tools. Truck 10½" long, with rubber wheels. \$1.50\*.

Pages Twenty-four  
and Twenty-five



\*Prices Approximate  
—See Page Four

**C—STAKE TRUCK.** Has knee action rear wheels, retractable trailer support and removable sides which can transform it into a flat bottom truck. 17½" long with rubber wheels. \$3.98\*.

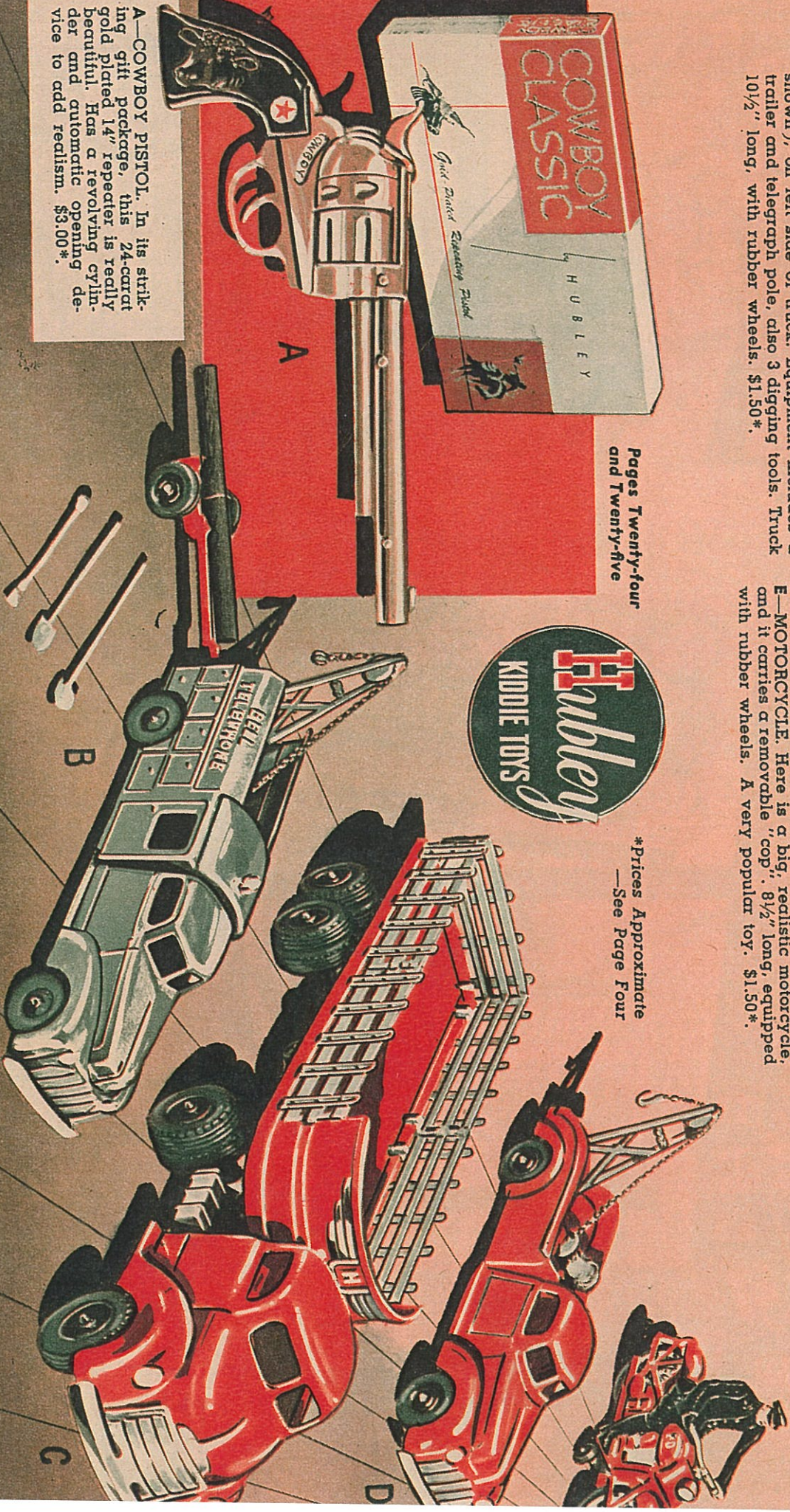
**D—TOW TRUCK.** Equipped with nickle plated "searchlight", also winch and boom that operate with crank handle (not shown), on left side of truck. Measures 9¾" long, with rubber wheels. \$8.99\*.

**E—MOTORCYCLE.** Here is a big, realistic motorcycle, and it carries a removable "cop". 8½" long, equipped with rubber wheels. A very popular toy. \$1.50\*.

**F—DUMP TRUCK.** Built with a lever that raises while tail gate opens to unload. 9½" long with wheels. \$8.99\* (Also recommended: 7¼" Tractor shown in Farm set—see item "J"—\$8.99\*.)

**G—AUTO TRANSPORT.** Trailer has runway for ing and unloading 4 plastic autos in varied colors. Vehicles have rubber wheels. The overall length of tractor and trailer is 18". \$3.98\*.

**A—COWBOY PISTOL.** In its striking gift package, this 24-carat gold plated 1¼" repeater is really beautiful. Has a revolving cylinder and automatic opening device to add realism. \$3.00\*.





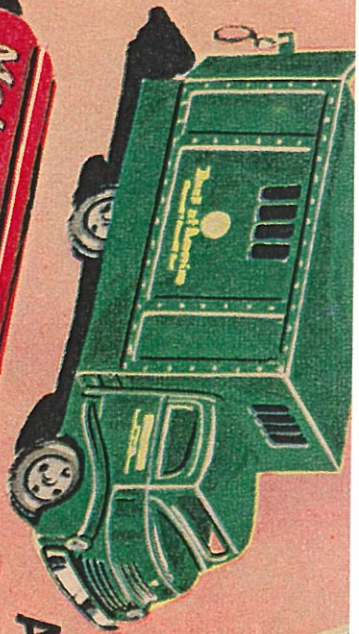
**THE DEPARTMENT.** Set consists of realistic fire line, hook and ladder, chief's car, motorcycle and attic ladder. All toys have rubber wheels. Complete it priced at \$1.59\*.

7

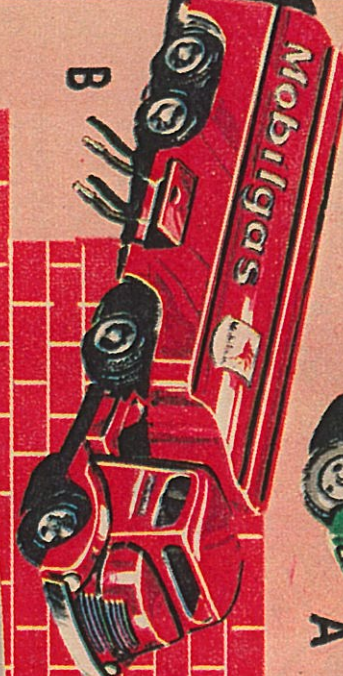
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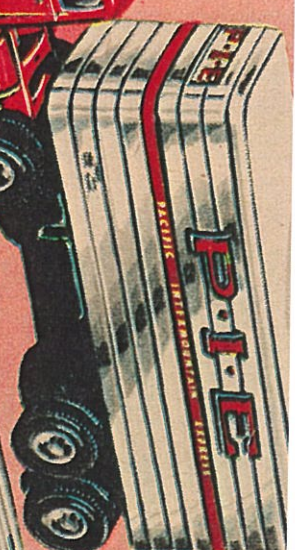
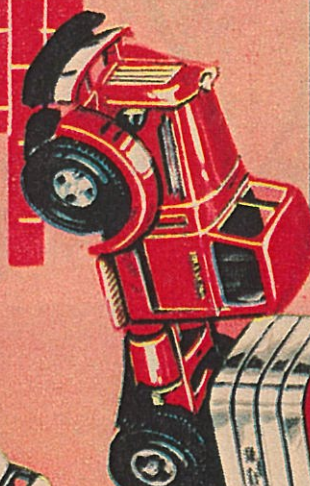


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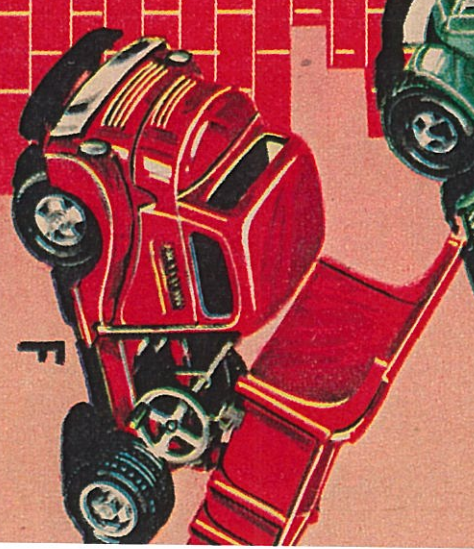
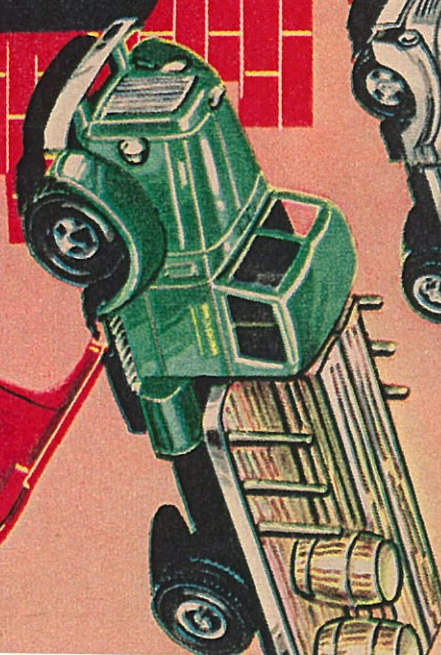
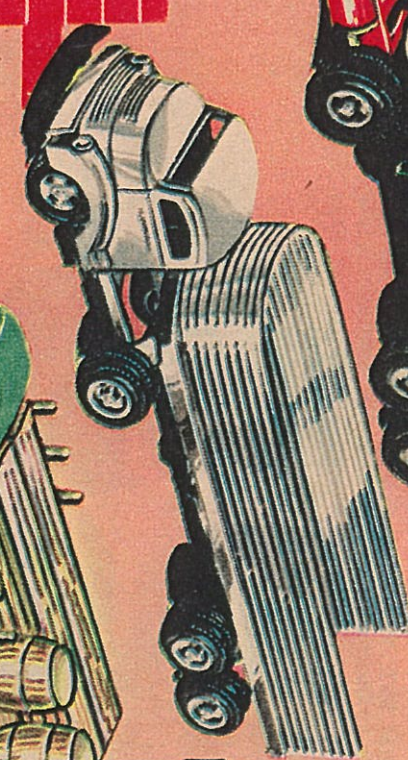


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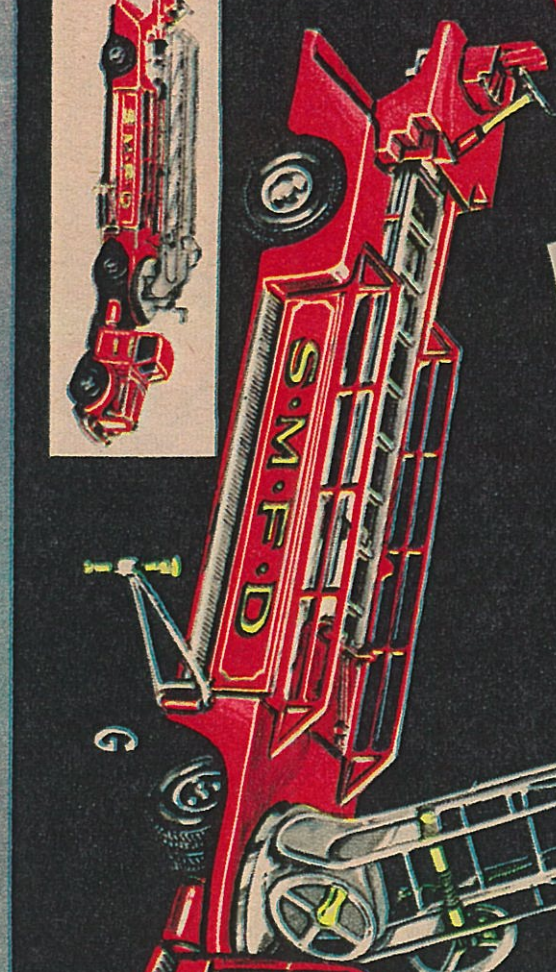
*Smith-Miller*  
FAMOUS TRUCKS IN MINATURE



C



F



G



FIRE DEPT.



ITH-MILLER Famous Trucks In Miniature represent the finest tradition in quickly-built American toys. Truck chassis are equipped with "leaf springs" on wheels, auxiliary "fuel tanks", heavy bumpers, and many other authentic features. Detail in these e-scale playtools is exceptional.

**-BANK OF AMERICA ARMORED CURRENCY CARRIER.** Steel "vault" body, rivet studded. Opening doors have padlock. 13 $\frac{3}{4}$ " long. \$6.95\*. (Also recommended: Triton Oil Truck, equipped with 3 miniature "oil drums" oil-drum-banks. 14" long, \$6.95\*.)

**-MOBILGAS TANKER.** Has hose with nozzles in side and is faithful replica of the big Mobilgas Gas Tanker. Complete with insignia. 22 $\frac{1}{4}$ " long, 0.95\*. (Also recommended: Machinery Hauler with wheel. 26 $\frac{1}{8}$ " long, \$10.95\*.)

**-P.I.E. TRUCK.** Here is the giant Pacific Intermountain Express with double loading doors, equipped with the new Mack tractor. 24" long. \$15.95\*. (Also recommended: Lyon Van Truck with double loading doors. 22 $\frac{1}{4}$ " long, \$9.95\*.)

**-SILVER STREAK.** This shiny cab and trailer are as reliable as they are handsome. 23 $\frac{1}{2}$ " long, \$10.95\*. Also recommended: Tandem Timber Truck with full-rivelling tongue and front wheels on trailer. Comes with chains, rollers, loading bars and 24 timbers. The overall length of truck and trailer is 35". \$13.95\*.)

**-MATERIAL TRUCK.** 20" long and ready-equipped with load of 2 barrels and 6 timbers. \$8.95\*.

**-DUMP TRUCK.** This extra heavy die-cast aluminum truck features a rack and pinion lifting mechanism that raises body, opening gate and dumping load. Measures 11 $\frac{1}{2}$ " long, \$7.95\*.

**-AERIAL LADDER TRUCK.** This toy is replete with realistic mechanical and operating detail. The aerial ladder extends to 4 ft. on a rotatable base. There are extra aluminum scolding ladders furnished. Precision made throughout, insuring the utmost in play satisfaction. 35 $\frac{1}{2}$ " long, priced at \$21.95\*.

\*Prices Approximate—See Page Four

Pages Twenty-six and Twenty-seven



**WESTERN STAMPING COMPANY**

**H-1—WESTERN STAMPING TOM THUMB TOYS.** Ruggedly constructed models of heavy gauge steel, built for practical play. (H—Cash Register.) Has 13 price keys and 5 compartment drawers. When key is pressed, bell rings, drawer pops open, and the amount of sale registers in the unbreakable, plastic window at top. No sharp edges, rubber feet. Measures 7 $\frac{1}{4}$ " high. \$2.95\*. (Deluxe Model, \$4.95\*.) (I—Typewriter.) Really types—82 different characters with capitals, small letters, numerals and punctuation marks. Uses standard  $\frac{1}{2}$ " typewriter ribbon and will hold regular 8 $\frac{1}{2}$ " x 11" stationery. Letters, spacing bar, bell action for margin, shift keys, paper release, etc., arranged like regular machine. An excellent playtool. Measures 11" wide by 5 $\frac{1}{2}$ " high. \$14.95\*.

