



STANDARD TOYKRAFT products are expressly designed and manufactured to satisfy the exacting needs of growing youngsters for creative play equipment.

—TOM SAWYER SLATE AND CHALK OUTFIT. Has  $\frac{1}{4}$ " x  $9\frac{3}{4}$ " natural slate blackboard, also special chalk x blackboard, wood or paper. In addition, set contains 10 stick crayons, 4 round crayons, felt eraser, BC chart, stencils and drawing paper. Box 17" x 13", 1.00\*. (Larger set, \$2.00\*.)

—STREAMLINER LUGGAGE PAINTING KIT. 2 sections for painting and drawing implements in addition to outline pictures, for coloring. Includes poster paints, water colors, crayons, brushes, water pans and mixing tray.  $15\frac{3}{8}$ " x  $12\frac{1}{4}$ " x 3" case has hinged cover with nickel plated snap lock and handle. \$2.00\*. (Smaller set, fewer utensils, \$1.00\*.)

—TOM SAWYER FINGER PAINTING SET. An excellent medium for free artistic expression. Set includes 6 harmless and stainless paints, 18 sheets of specially treated paper, fixative, wooden spatulas, finisher brush and 6-page instruction booklet. \$2.00\*. (Smaller set, fewer utensils, \$1.00\*.)

—"JEAN DARLING" LUGGAGE SEWING KIT. 2 sections of implements and material. Includes handkerchief and doily set for embroidering—also hoops, arm, bobbins, scissor, thimble, needles, jointed doll with cut out dress material, bed jacket, pajamas and hanging robe—all ready for sewing. Carrying case similar to item "B", size  $15\frac{1}{2}$ " x  $12\frac{1}{4}$ " x 3". Comes with instructions. \$2.00\*. (Smaller set, less units, \$1.00\*.)

—"JEAN DARLING" TOY MAKE-UP KIT. All contents are pure and safe. 2 sections in carrying case similar to item "B", size  $13\frac{3}{4}$ " x  $9\frac{1}{2}$ " x  $2\frac{1}{2}$ ". Includes cologne, bubble bath, compact, simulated rouge, lipstick, nail polish, etc., also 2 composition faces for make-up, 8 make-up colors in popular shades, soap, facial tissues and dispenser, nail polish applicator brush, plastic comb, scissors and bobby pins. \$2.00\*. (Smaller set, fewer utensils, \$1.00\*.)

\*Prices Approximate—See Page Four

Pages Forty-six and Forty-seven

**StromBecker**

**NEWELL**

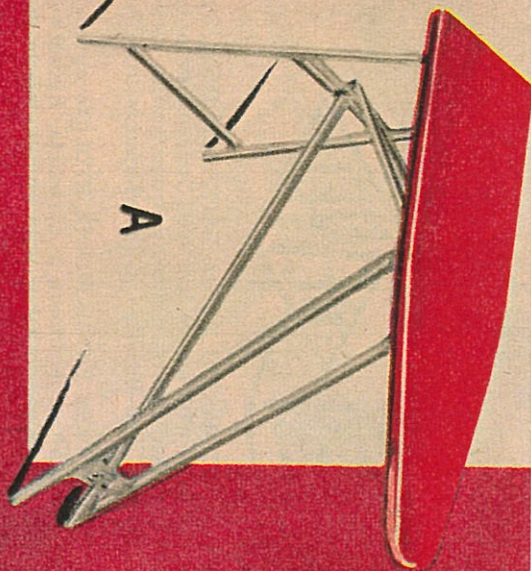
**Maxwell Toys**

**F**—NEWELL AUTOMATIC Airfire REPEATER GUN. Fires 6 table tennis balls with single loading. Constructed of heavy aluminum and Tenite plastic. Box designed for use as target. \$4.95\*. (Airfire Sub-Machine Gun available at \$2.98\*.)

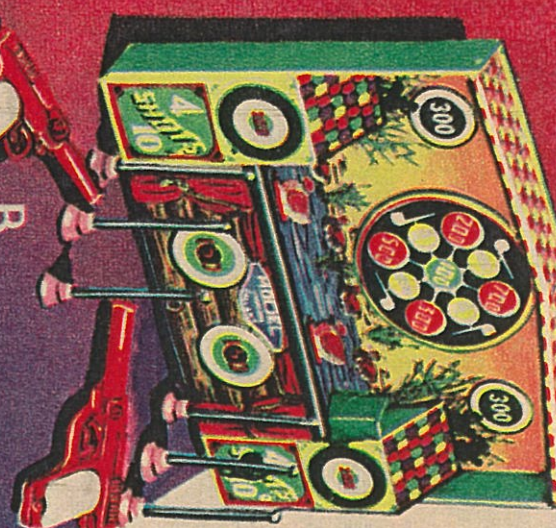
**G, H**—STROMBECKER WOOD MODEL KITS are authentic in detail, yet simple for beginners to assemble. Ready-shaped parts are quickly fitted together with easy-to-follow instructions. Illustrated are the B-29 Superfortress and R-200 City of San Francisco Streamliner Kits, at \$2.50\* each. (Other recommended Kits are priced from \$.59\* to \$2.50\*.)

**I**—MAXWELL AUTO Action PULL TOY. Operated by remote-trigger mechanism. As a pull toy, it rolls along with rear end clattering. When trigger is squeezed half-way, motor backfires—squeezed all the way, horn honks, car bucks, and driver leaps on seat. Another squeeze and car stalls as driver flops back onto the seat. \$1.98\*.

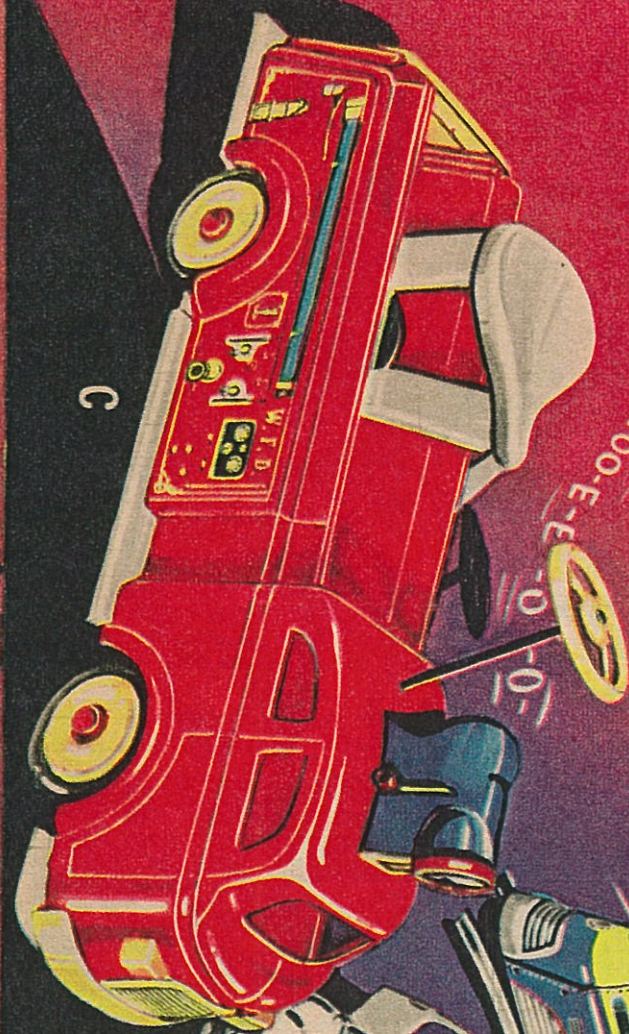




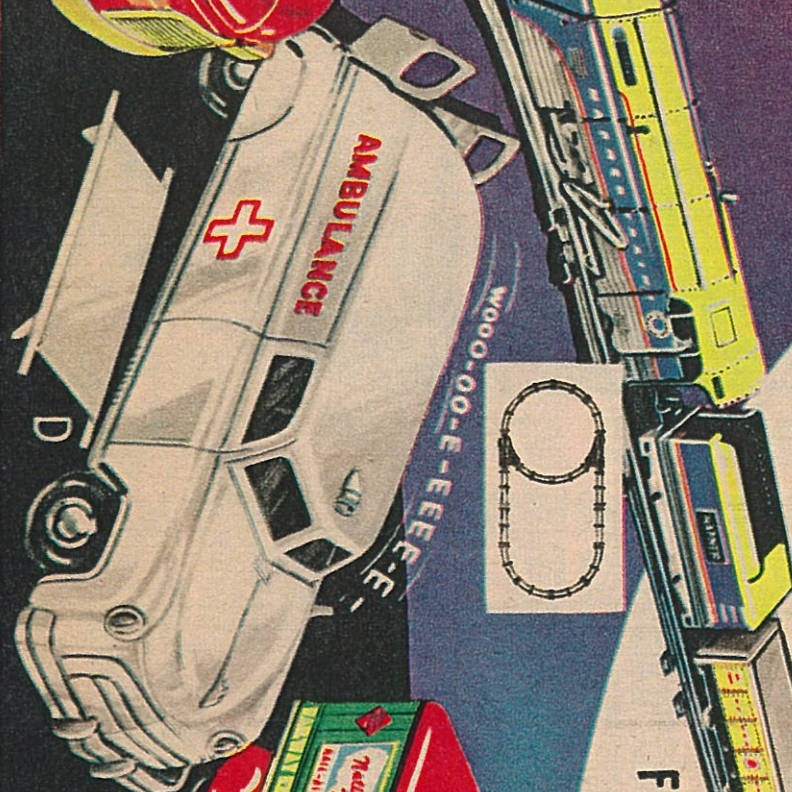
A



B



C



D



E



F

Page Fo

powering in child appeal.  
A—FOLDING IRONING BOARD, 26½" long and 22¼" high, of solid steel, with locking device. \$2.25\*.

B—MECHANICAL SHOOTING GALLERY. A real 15" shooting gallery in full motion. When hit, targets fall back and score appears. Has 2 plastic pistols, 6 suction-tipped plastic darts. An exceptional toy! \$4.50\*.

C—HEAVY DUTY RIDER FIRE TRUCK. Steel, reinforced and welded, 32½" long. Flashlight battery operated searchlight flashes red light on and off as siren screams. Has rubber tires, bicycle type seat and tail gate. \$7.95\*.

no winding, with this forward motor. 9½" long, with open doors, siren, rubber tires, re stretcher. \$1.29\*.

E—RAILWAY EXPRESS TRUCK long, equipped with rubber \$1.25\*. (Also recommended Trailer Moving Van, \$1.25\*.)

F—HAFNER MECHANICAL TRAIN. 34" long, with decorative, ringing bell and flashlight operated headlight. Includes car, cattle car, caboose, 10 cu 4 straight track, pair of Clockspring motor has custom and start switch. \$5.00\*. (Outer Trains \$4.00\* and \$3.00\*.)



UBLE BARREL POP GUN. 28" steel barrel, walnut stock, with action. Self-loading, has 2 triggers, safety cork retaining device. \$1.69\*. recommended: 23" Double Bar-Gun at \$1.25\*.)

UBLE HOLSTER SET. Genuine leather, decorated with metal studs and Grain leather belt has clip and buckle, tip and loop. Complete includes decorated cuffs, also die-graved western spurs with heel towels and straps. \$3.19\*.

## METAL DUCTS CO.

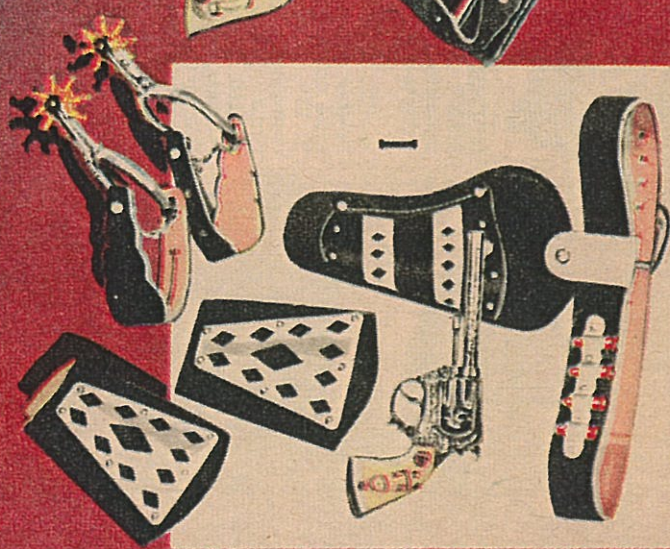
\*Prices Approximate  
See Page Four



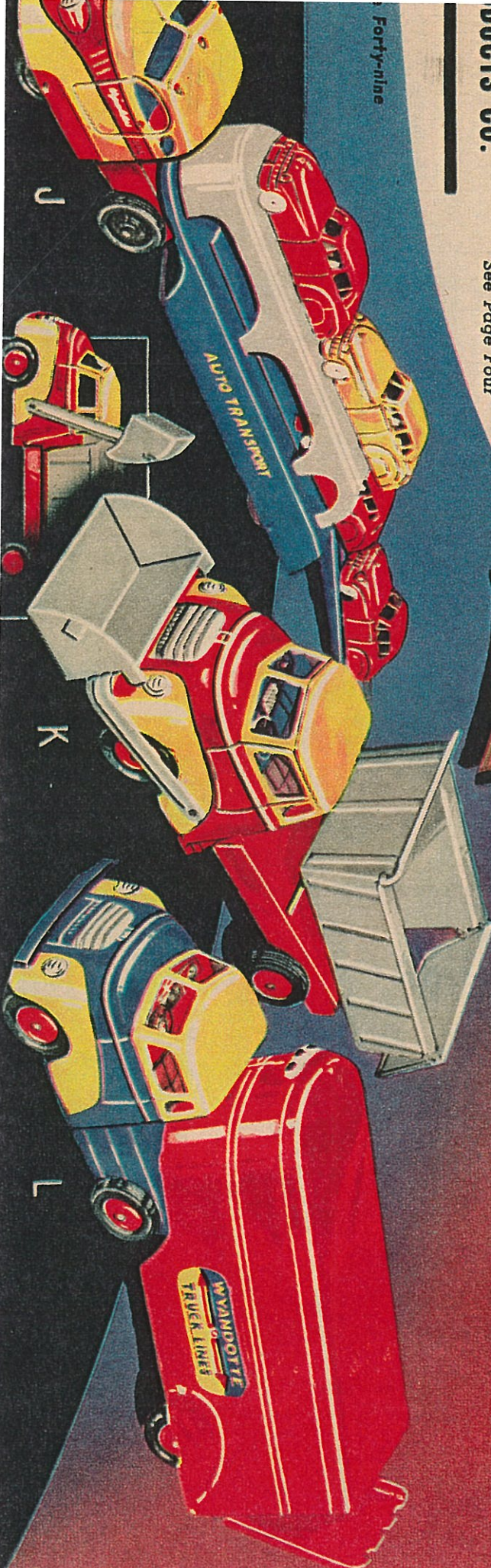
J—AUTO TRANSPORT. Detachable trailer has retractable support. Tail gate forms ramp for lower deck, slid rolls attach to upper deck. Comes with 4 plastic cars. All vehicles have rubber tires. 22" long overall. \$2.50\*.

K—FRONT LOADER DUMP TRUCK. Front scoop elevates and deposits "load" in body which unloads by lever action, as tail gate opens. Steel, 20" long overall, rubber tires. \$2.50\*. (Also recommended: Standard Dump Truck, 12 1/2" long, \$1.25\*.)

L—EXPRESS TRUCK. Semi-trailer style, heavy gauge steel, 25" long. Has bumper and regulation red reflectors on front and rear of trailer. 6 rubber tires and spare. \$3.50\*. (Also recommended: Van Truck, 25" long, \$3.50\*.)



Forty-nine







DODGER "MEDALIST" SPORTS EQUIPMENT is well styled, practical and specifically designed to satisfy young athletes who know their sports.

A—JR. PLAYGROUND BASKETBALL. Pebble grained simulated leather, genuine valve bladder. 22" circumference. \$1.19\*. (Official Size Basketball, lined, complete with inflicting needle, \$2.29\*.) B—ALL-POPULAR FOOTBALL. Official Size, simulated pebble grained leather, guaranteed valve bladder, inflicting needle, \$1.39\*. (Official Collegiate Football of double lined fabric construction, \$2.29\*.) C—MIDGET FOOTBALL, 7 3/4" "touch" football of same quality as larger models. \$89\*. D—"GOLDEN" GLOVES. Embody all important features for comfort and durability. For youngsters 5 to 7 years, \$6.95\*, 2 to 4 years, \$5.50\*, 8 to 12 years, \$7.95\*. E—PUNCHING BAG. Simulated horsehide bag attached to flexible 42" steel rod on metal stand. Adjustable and portable. Inflicting needle included. A practical, health-building toy. \$4.95\*.

ESQUIRE Pony Boy AND Lone Ranger HOLSTERS are realistically designed in authentic style to meet the precise requirements of America's young cowboys and cowgirls—correctly styled for those "who it ain't law and order in the wild and woolly west".

F, G, H—PONY BOY Genuine Leather Holster (F—Double "Texan Jr." Holster Set.) 6 large nickel rivets are used to decorate these holsters, fitted with slotted girdles and metal bullet clips, 3 "bullets" plastic ties. Leather belt and 2 "Texan Jr." pistols included. \$4.00\*. (Same set with single holster gun, \$2.00\*.) (G—Double "Cowboy" Holster Set. Comes with two 14" Hubley "Cowboy" guns as shown on page 24. Holsters decorated with jewel clusters nickel rivets. Belt has 2 metal bullet clips, 6 "bullet" jewels, rivets, a western buckle, tip and loop. \$8 (H—Single "Cowboy" Holster Set.) Same as item but has one holster and gun. \$5.00\*.

K, L—LONE RANGER Genuine Leather Holster (K—Combination "Texan Jr." Double Holster Holsters are decorated with gold veiling, jewel tiers, gold spots and plastic ties. Belt has gold 1 clips, 6 "bullets", official Lone Ranger insignia, ern buckle, tip and loop. Set complete with leather cuffs decorated with metal and jewels, also disc spurs with adjustable decorated leather straps. C with 2 "Texan Jr." pistols. \$6.95\*. (Same set single holster and gun, \$4.95\*.) (L—Single "Cow Holster Set.) This set is deluxe equipment! Highly orated holster has jewels, cut outs and gold ; Cowhide belt has cut outs, jewels, gold rivets other ornaments, as well as western buckle, tip loop. Comes with 14" Hubley "Cowboy" pistol shown on page 24. \$7.95\*.

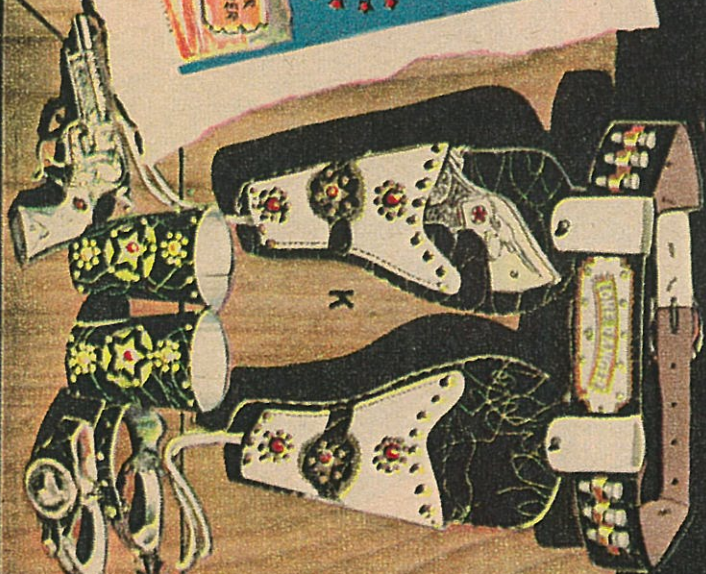
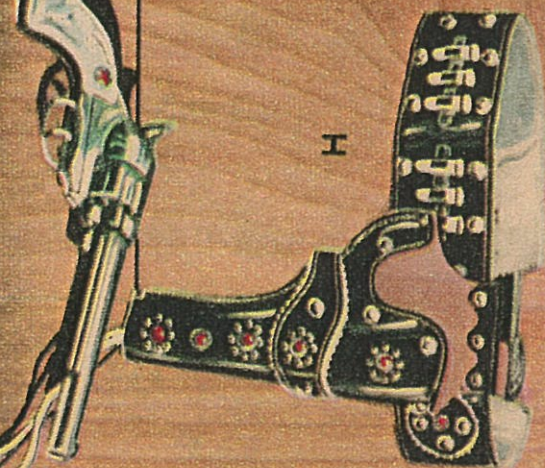
I—WESTERN COWBOY SPURS. 2-piece, die-cast orated with metal conchas. Rowels have extra ends for safety. \$1.50\*.

J—PONY BOY CUFFS. Genuine leather, decorated black and gold spots, conchas, and fitted with 2 fasteners. \$1.50\*.

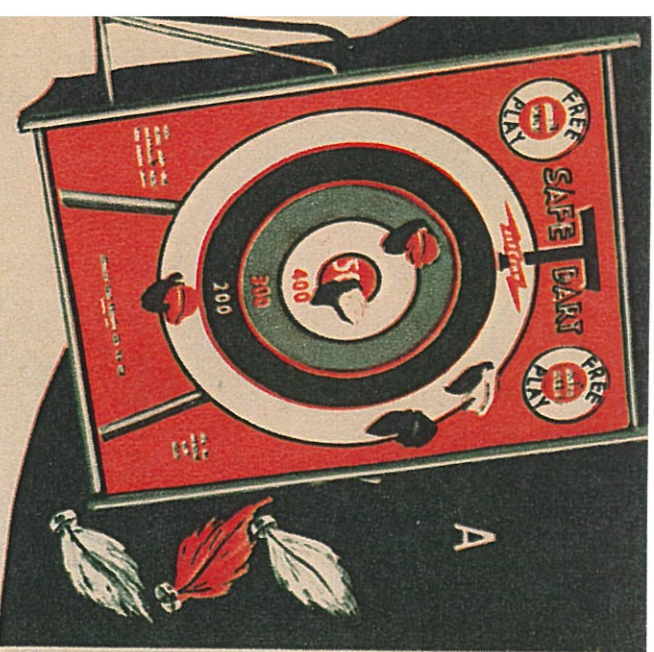
\*Prices Approximate—See Page Four

Pages Fifty and Fifty-one





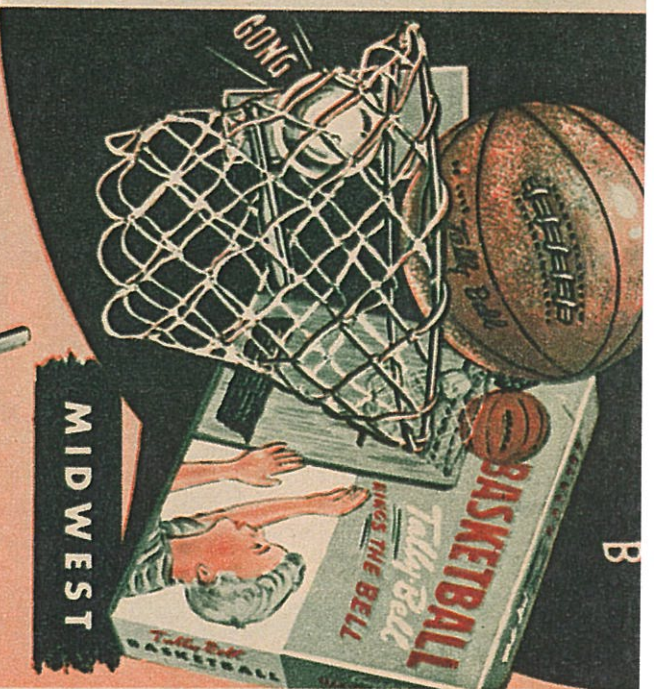




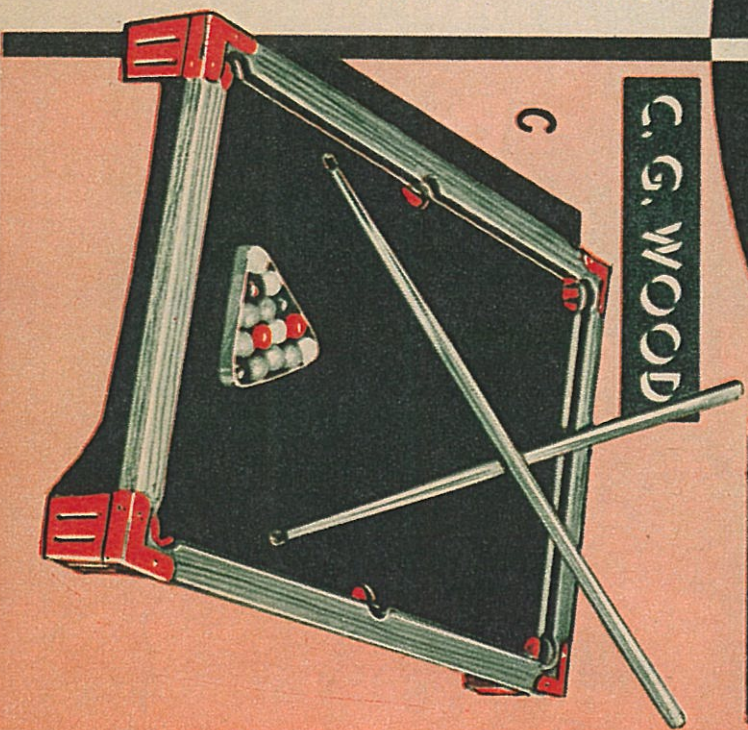
**A—AMERICAN DOLL CARRIAGE TARGET GAME.** Actually 2 games in 1, a bull's eye target on one side, big league baseball target (not illustrated) on opposite side. Features safe, magnetic non-dangerous darts without points. Hardwood framed target, 21" x 15 3/4". Complete with 5 safet-darts and attached reversible hanging easel which can also be used for wall hanging. \$2.00\*. (Smaller set, \$1.00\*.)

**B—MIDWEST TALLY-BELL BASKETBALL.** For indoor or outdoor use. Shoot a basket and ring the bell. 7" diameter pebble grain ball has a self-seeding bladder, inflating needle, and plastic bracing. Other equipment includes "over-a-door" bracket to hold basket, 12" diameter plated ring, white cord net and bell mechanism. An excellent toy for developing hand-eye coordination. \$2.45\*.

**C—C. G. WOOD TABLE MODEL POOL TABLE.** Sturdy hardwood frame 25" x 17" x 3 1/4" with a non-warp playing surface covered with smooth green plush flock. Features highly resilient sponge rubber cushions and automatic ball return and tray. Set complete with 1 white and 15 colored balls 3/8" diameter. 2 rubber tipped 24 1/4" waxed hardwood cues and steel triangle. Legs equipped with rubber feet. \$4.00\*. (Smaller model \$2.00\*, larger model \$5.00\*.)



**C. G. WOOD**



**D—HOPALONG CASSIDY SHOOTING GALLERY.** game of skill with all the challenge and excitement you would expect from a plaything bearing this famous name. Hoppy, California and Lucky are joined by the players in a bandit chase. Targets actually move on the 6-shooter gun mounted on turret can be aimed. Steel construction, 14" x 18" x 7". \$3.25\*.

**E—KNICKERBOCKER PLASTIC HORSESHOE & RING TOSS SET.** 2 games in one! 4 horseshoes, 4 rings, 2 removable 6" pegs and 2 stands, 9 3/4" square. Plastic shoes are cleated for easy gripping and base has erbossed numbers for scoring. \$1.29\*.

**F, G—CADACCO-ELLIS GAMES** are pre-tested for enjoyment and durably constructed for lasting pleasure (F—Foto-Electric Football.) Spectacular action! You actually see every play in motion. One player calls the play and his opponent selects the defense. Then, in magic, the ball-carrier is seen running from behind the line of scrimmage, dashing down the field and finally downed. Gain or loss is recorded on playfield. This game provides all the thrills of real football for 2 to 6 players. A.C. or D.C. current. \$5.95\*. (G—Bas-Ket.) Action is similar to real basketball, and just as exciting. Players control mechanically operate levers which throw ball toward basket from any position on the 20" x 12" court. \$3.50\*.

**H, I, J—NORTHWESTERN GAMES** are designed and constructed for prime enjoyment—capable of making friends everywhere. (H—San Loo Chinese Checkers Actually 2 games; Chinese Checkers on one side and regulation checkers on the other. When not in use, the marbles are held in tubular sliding frame at the edge of the 16" x 18" board. \$2.09\*. (I—Big 5 Poosh-M-Up Plays 5 different, exciting games. Glass-covered and fully automatic, the 24" x 14" board has folding legs and comes with 11 metal balls. \$3.75\*. (Smaller game \$2.50\*.) (J—Electric Poosh-M-Up.) Feeds and reloads automatically. Plastic domes light up when balls enter certain score cups. Battery-operated for safety. Folding legs support the 24" x 14" glass-covered field which 5 different games can be played. \$5.50\*.

\*Prices Approximate—See Page Four

Pages Fifty-two and Fifty-three





**AUTOMATIC**  
Toy Company

**KNICKERBOCKER**  
Plastic Co. Inc.

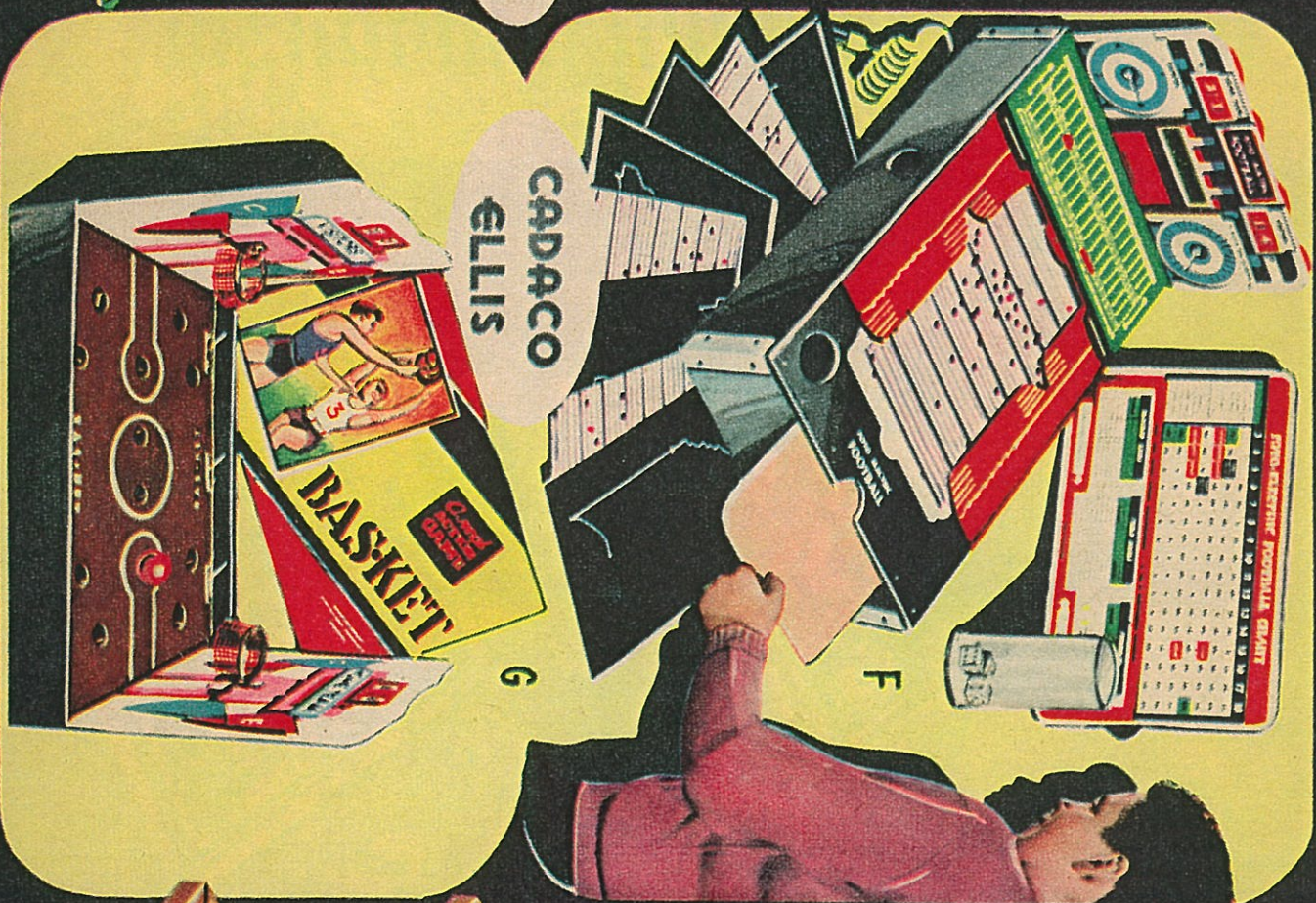
**HORSESHOE**  
RING AND TOSS



E

**CADACO**  
**ELLIS**

G



F



H



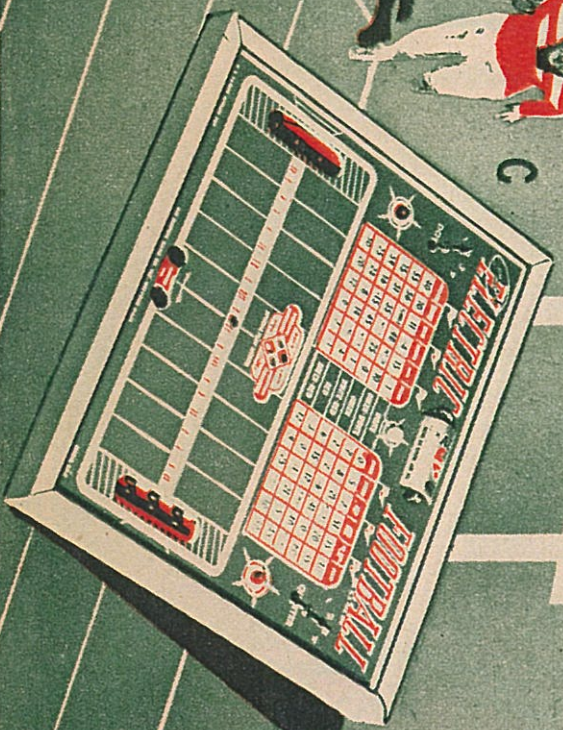
## Electric Game



A



B



C

JIM PRENTICE ELECTRIC GAMES come with flashlight batteries and are wired with fascinating combinations of switches that produce different plays, according to manipulation.

A—SENIOR ELECTRIC BASEBALL. Pitched steel ball is batted into switch box. Instantly, colored lamps flash the play. Special direction switches protect the field. 19 3/4" x 13 3/4". \$5.00\*. (Also recommended: Senior Electric Football, same size game, \$5.00\*.)

B—VARSITY ELECTRIC BASEBALL. Reel pitching and batting skill required. All plays known to the diamond occur as dials record scores. \$3.00\*.

C—VARSITY ELECTRIC FOOTBALL. 2 huddles of switches beam colored lamps to give yardage. Dials record downs and quarters. Includes breakaway feature for spectacular plays. 15 3/4" x 13 3/4". \$3.00\*. (Also recommended: Varsity Electric Basketball, \$3.00\*.)

MILTON BRADLEY GAMES, designed to provide lively "fun at home" while stimulating mental development and competitive spirit for the family, have been entertaining America's young for the past 90 years. Today these unique games enjoy an enviable reputation throughout the world.

D—HOPALONG CASSIDY. "Hoppy" and his mates chase and finally capture a dozen desperadoes in the "wild and woolly" west. Set complete with metal cowboys on horseback, 12 bandits, real money, spinner and 18 1/2" square playing board for 4 players. \$2.00\*.

E—UNCLE WIGGILY. A time-tested favorite. When you get poor, ciling Uncle Wiggily through the streets to the doctor's office first? Cards tell where to go, no spinner or dice. 2 to 4 players. 16 1/4" sq. board. \$1.00\*. (Deluxe Edition, \$2.00\*.)

F—GO TO THE HEAD OF THE CLASS. A grand game. Players move ahead from desk to desk to grade to grade, and the winner is the one who reaches college first. Advancement depends on knowledge, ingenuity, wit and a bit of luck. For 2 to 9 players. 18 1/2" square board. \$2.25\*.

G—SENIOR COMBINATION BOARD. Not 1, but 6 different games! Everything from checkers, to tic-tac-toe, to football, makes this set a household essential. One large, double-faced board with 1 inch of space utilized. Complete with all necessary equipment. \$2.00\*.)

H—EASY MONEY. One of the most popular of all games in a completely revised, improved edition. Thousands of "dollars" handled in real estate deals, big business "deals", etc. For 2 players. \$1.75\*. (Deluxe Edition, \$2.25\*.)

I—PIRATE & TRAVELER. World geography is easy on this big game board for 1 to 4 players. Race each other to all points of the earth for "gold". Board is 30" x 16 1/4". \$1.75\*.

\*Prices Approximate—See Page Four

Pages Fifty-four and Fifty-five