

**FUZZY ANIMALS EVERYWHERE!  
CAT AND DOG, AND GROWLER BEAR,  
FAT ELEPHANT AND FUNNY CLOWN;  
MAKES KIDDIES LAUGH AND NEVER FROWN!**



### GROWLER BEAR

"Who's surprised? I'm just sitting here open-armed waiting for some child to claim me as their very own. I'm soft and cuddly, made of lustrous plush and love to play with kiddies in their crib. I'm 16 inches tall and have a pretty bow around my neck (and glory be, it's almost choking me!) I have a growler but I never growl at my friends. I'm too nice!" By Gund. Ask for 11BR1.

**4<sup>00</sup>**



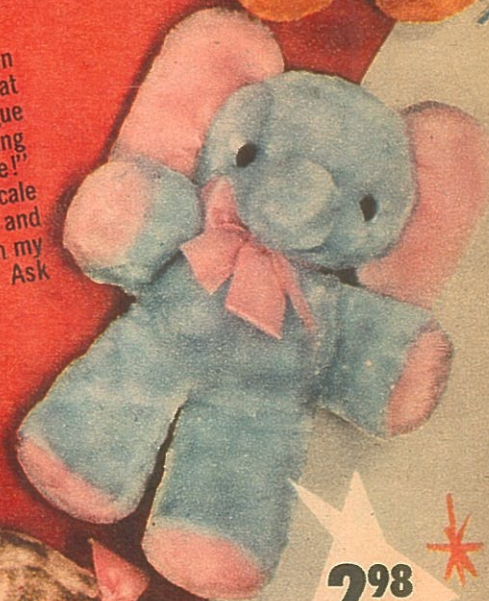
**2<sup>98</sup>**



**2<sup>98</sup>**

### FOAM STUFFED ASSORTMENT

"I'm a cuddle plush elephant. I even have a voice when you push my fat tummy! I'm a bundle of joy!" Here's what the loose pup says: "I have a felt nose and my tongue sticks out, but not at you. And my skin is of plush, I hang by an elastic strap and dance merrily when you push me!" ... "Hey, wait a minute, don't forget me! I'm the percale dressed clown with plastic face and golden yarn hair and kids almost burst their sides when I dance for them on my elastic strap!" By Gund. All 12 inches in height. Ask for 11BR2.



**2<sup>98</sup>**



**5<sup>00</sup>**

### REGAL BEAGLE AND KITTY

"We're looking for a master and we must say we'll be the best pals you ever had! We're pretty cute too, with eyes that open and shut and if you want us to, we'll wink them. We are 16 inches big with vinyl face. Beagle barks, if you tweak his ears. Kitty meows if you touch her paw. It's a 'dog's life' when nobody loves you. Will you make us the 'cat's meow' and have us for your very own? We're awful nice!" By Gund. Ask for 11BR3.

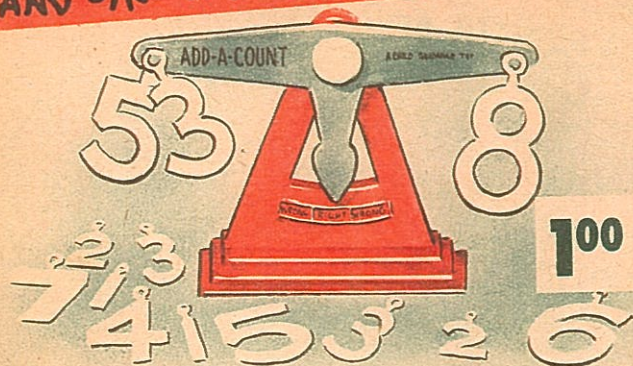


**5<sup>00</sup>**

Without notice, all prices subject to change. In some sections of the South and West, some items slightly higher.



**CIRCUS PARADE ...OH BOY! WHAT FUN!  
BALLOONS AND CANDY FOR EVERYONE.  
TAKE YOUR FAVORITE DOLL ALONG,  
AND SING A HAPPY CIRCUS SONG!**



### ADD-A-COUNT SCALE

Learn to count and have fun too! The arrow tells you when you are correct when a combination of numbers on one arm equals those on the other arm. It's easy to learn this way with the set of 14 numbers. This CHILD GUIDANCE toy is unbreakable and sturdy too! Gives hours and hours of exciting fun, and what a happy way to learn! By Archer Plastics. Ask for 12BR1.

### ARCHER



### CLIME-A-CLOWN

More fun than a circus clown! Seven, gaily-colored clowns that can be interlocked into thousands of combinations. Put them on top of one another and they're two feet high. Put them upside down, right side up, they're piles of fun in any way you want! A top educational toy too! By Archer Plastics. Ask for 12BR2.



### PLUSH ANIMAL ASSORTMENT

A cute little animal for every girl and boy! A terrier, panda, bear, cat, lamb and fawn. All are as soft as a cloud and cute as buttons! Children love to squeeze them, hug them and snuggle up to them. Youngsters' best little pals! By Rushton. Ask for 12BR3.

by  
**RUSHTON**

Wrapped in  
Polyethylen  
bag



### WASHABLE COOKIES PLUSH ASSORTMENT

We're the washable cookies quartette! You can call us Gingerbread Boy, Frosty Snowman, Blueberry Bear, Strawberry Kitten—that's our names. 12 inches high. Of foam rubber we are made with black pompon eyes and nose and mouth. We're soft and cuddly and I-o-v-e to play with you! By Rushton. Ask for 12BR4.



### 7.00 Each! HOWDY DOODY'S ZIPPY

Hi kids! Haven't I seen you someplace? Sure, right in your own living room when you watch me on TV. Well, you can have me for your very own and am I fun! I'm dressed in velveteen overalls and tee shirt. I'm made of black shaggy rayon plush, 15 inches tall. Don't look at my ears, they're a little big (the better to HEAR you with!) By Rushton. Ask for 12BR5.

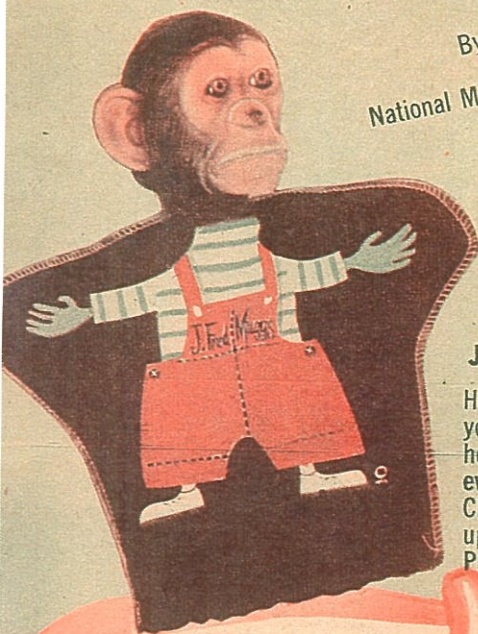
### 5.00 Each!

### CHUBBY TUBBY BEAR

Mammy, I'm a'waitin' for you with open arms! Don't you know me? I'm your irresistible, adorable little Tubby, 12 inches tall, vinyl face and feet. I have a voice and my fur is black and peach and my eyes, oh my eyes! They're smilin' right at you! If you'll be my mammy, I'll wear my big satin bow every day. By Rushton. Ask for 12BR6.







By  
National Mask and Puppet

**95¢**

### J. FRED MUGGS PLUSH TOY

"I must say I almost look like a human with my jazzy striped T shirt and corduroy overalls and real tennis shoes! Horrors! I'm a 100% chimpanzee with real rooted hair from ear to ear and my hands and head are made of vinyl. I'm the best play pal around. Have you seen me on TV?" A foot and a half tall. By National Mask and Puppet Corp. Ask for 13BR2.

**6<sup>98</sup>**



### J. FRED MUGGS HAND PUPPET

He's a chimp after your own heart! Just stick him on your hand and move him any way you want. His head is made of vinyl so it looks just like real. He even has tremendous ears and a mischievous grin. Chock-full of playing play—he's the craziest-mixed-up chimp you ever saw! By National Mask and Puppet Corp. Ask for 13BR1.

### BABEE-BEE

**4<sup>98</sup>**

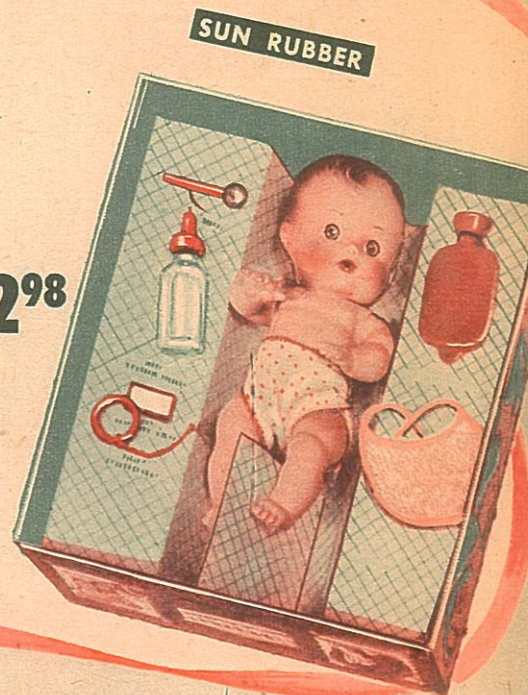
Ooh, look at her big, blue eyes! She's as sweet as apple cider and more fun than a summer's day. Wash her, she's tubbable—her rubber body is water-proof. 13 inches long. She cries just like a real baby. Why, she even blows bubbles, and wets and drinks too! Dress her in her sacque, knitted panties and booties. By Sun Rubber. Ask for 13BR3.



### SO-WEE-WENDY

**2<sup>98</sup>**

She drinks! She wets! She even cries! Just like a real baby. To help her "little mother" (take a bow, that's you!) keep her in tip-top shape there's a hot water bottle, nursing bottle, rattle, bib, teething ring, soap and soap dish. A red and white polka dot diaper puts Wendy in a class all her own. Be her very own mother! Height 10 inches. By Sun Rubber. Ask for 13BR4.

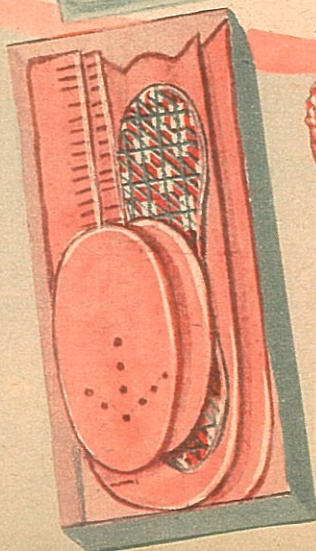


### INDIAN MOCCASIN KIT

For squaws and braves who like to DO-IT-THEMSELVES! Make your own moccasins with this wonderful kit—it's as easy as pie. Illustrated instructions tell you how to do it. Shoes are pre-beaded and pre-cut and an air foam cushion inner sole make them seem like you're walking on air. Assorted colors in small, medium and large sizes. By Connecticut Leather Co. Ask for 13BR5.



**1<sup>98</sup>** a pair



HAVE YOUR FRIENDS ENTER THE GREAT CONTEST SEE PAGES 26 & 27





A.



B.

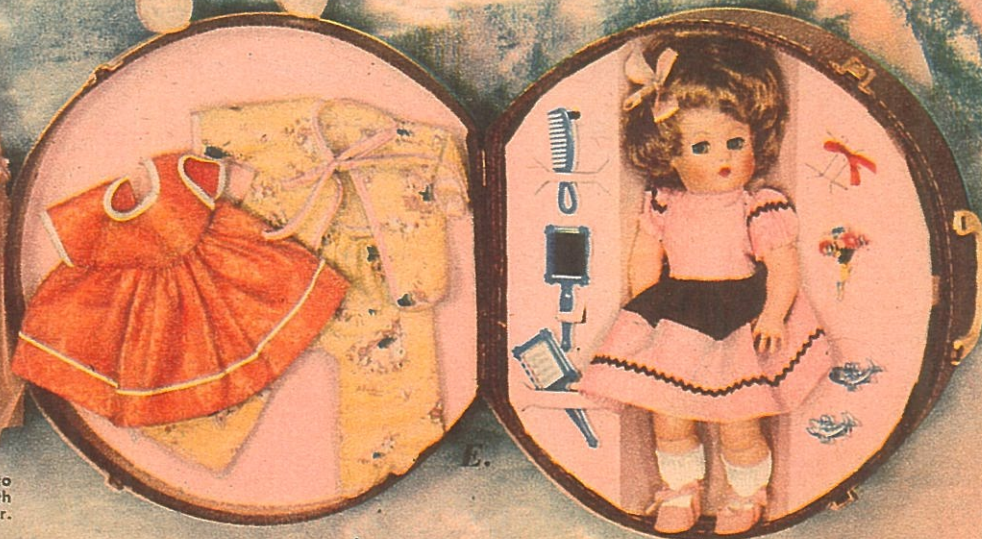


D.



C.

**Knights-slay  
mighty dragons..  
for maidens  
such as these**



E.

Without notice, all prices subject to change. In some sections of the South and West, some items slightly higher.

#### A. PINAFORE PEGGY

She's chic! In a pretty taffeta and organdy dress with matching bonnet. Peggy's shining glories? Her fairy skin, shiny rooted hair (that can be washed and set!) and her lovely sleeping eyes! She coos and even closes her eyes. She's 19 inches high and has vinyl shoes. By Horsman. Ask for 14BR1.

7<sup>98</sup>

#### B. POODLE PATSY

Hug her and she coos! One of the top stars in Makebelieve Land with soft saran hair styled in a cute poodle cut. You can change her hairdo when you wash and set it! Vinyl fairy skin, sleeping eyes and over a foot tall. Take off her cotton dress and wash her, she's waterproof! By Horsman. Ask for 14BR2.

3<sup>98</sup>

#### C. CINDY STRUTTER

Two feet tall, eyes of blue—oh, what Cindy does to you! She's queen of the prom in her lace-trimmed gown. Her glowing hair is even rooted so you can wash and set it. Cindy's skin you'll love to touch, it's almost real. And she walks too! By Horsman. Ask for 14BR3.

13<sup>95</sup>

#### D. POLLY PONYTAIL

Long, glowing rooted hair that you can wash and set! Listen to her pitter patter heartbeat. Dressed in pretty pique lace-trimmed dress—her pert vinyl head, glassine sleeping eyes, coo voice make her seem just like real! With comb, brush and mirror. 21 inches. By Horsman. Ask for 14BR4.

9<sup>98</sup>

#### E. SUZY IN THE SUITCASE

Traveling Suzy really goes around—she even carries her boudoir in her suitcase! Comb, brush, mirror, bows, flower and even a pair of pj's. You can fix her rooted hair any way you want (she loves bangs!) She's as cute as a button! 13 inches. By Allied Grand Doll. Ask for 14BR5.

7<sup>98</sup>





F.



G.



H.

IDEAL



I.



J.

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#### F. KISSIN' KATE

Hair as soft as a morning breeze, you can fix it any style you want (it's rooted). She's made of latex, the skin of doll queens and Katie's a leader in the fashion parade with her lace-trimmed dress with pert bonnet to match. A charmer, 17 inches tall! By Allied Grand. Ask

4<sup>98</sup>

for 15BR1.

#### G. IDEAL'S BETSY WETSY DOLL

"Squeeze my tummy and I'll cry real tears. I drink and wet and cry and if I stand real straight I'm 13½ inches tall!" And Betsy comes dressed in shirt and diapers with complete layette in carrying case of organdy dress, slip, kimono and booties. Wash her lamb's wool hair and look how pretty she is! By Ideal. Ask for 15BR2.

11<sup>98</sup>

#### H. IDEAL'S PRINCESS MARY (walking doll)

She just stepped out of a dream! More beautiful than a sunset. Yes, 21 inches tall and fully jointed which makes dressing her a breeze. Vinyl head with rooted saran hair that can be shampooed and combed. Dressed in a beautiful high style party dress with floral decoration in her hair. By Ideal. Ask for 15BR3.

14<sup>95</sup>

#### I. MERRY MAUREEN, J. ROBERTA ANN the bride

Full of laughter and joy ever-after and as beautiful as a Spring morning! Lovely saran hair. She carries a hand bouquet of lilies of the valley. Maureen's lace-trimmed Ninon Bridal dress and veil make her a real "leading lady." Look, her eyes move! Comes with shoes, stockings, slip and hair curlers. Height 14 inches. By Roberta Doll Co. Ask for 15BR4.

5<sup>98</sup>

Sugar and spice and everything nice—with shiny eyes that move, a peppy walk (her head moves from side to side too!), and saran hair that you can really wash and set. She's 19 inches tall and dressed in red and white polka dot frills. By Roberta Doll Co. Ask for 15BR5.

7<sup>98</sup>



YOU THINK THIS IS FUN?... YOU CAN BE IN A TWA CONSTELLATION,  
SOARING TOWARD ENGLAND AND FRANCE ....SEE PAGES 26 AND 27



"Absolutely divine.

What utter bliss!"

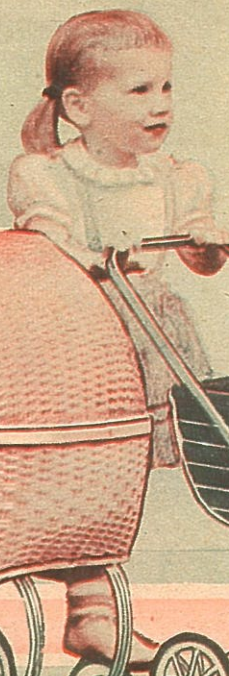
Echo three little dollies named Beatrice  
"Feel the comfort, rides like a cloud, of the  
doll carriages you REALLY can be proud



*Specially  
Priced!*



**6<sup>95</sup>**



*Hits the Target  
In Low Price*

### FOLDING DOLL CARRIAGE

Keep your doll in luxurious comfort like Ruth does with this "exclusive" doll carriage with 22 inch body and 28 inch high handle, made "for only the very chic dolls in the social register." In the prettiest blue you ever did see and it's in a quilted diamond pattern. And girls, it comes with a Viso-ramic hood design visor, retractable. Dolls love it 'cause it's so warm and snug inside! By South Bend. Ask for 16BR1.

### FIBRE DOLL CARRIAGE

A snug place to hang her bonnet—that's what this fancy loom woven fibre carriage will be to your favorite doll! She'll fit perfectly in it too, it's 18 inches by 8½ inches, with handle 23 inches high, big enough so she can really stretch out and relax. Push her through the park in this handsome carriage that comes in candy pink and you'll just burst with pride! By South Bend. Ask for 16BR2.

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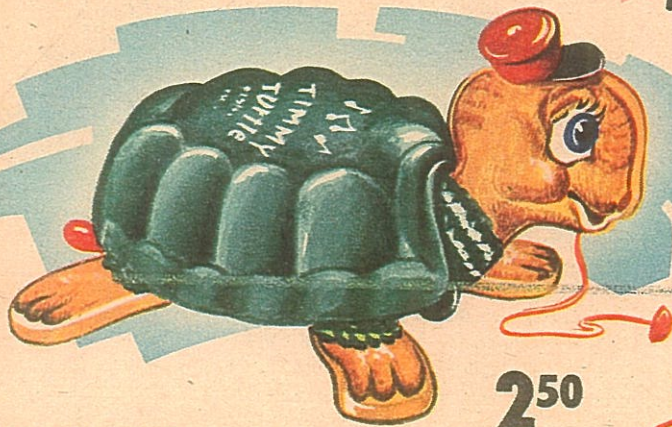
### FOLDING DOLL CARRIAGE

She's as proud as a queen wheeling her dolly in this beautiful Regency Blue carriage. And she's a perfect little mother who gives her "baby" plenty of room in the 19 inch long carriage. The handle is 28 inches high, just right for taking dolly on long afternoon strolls. Hood folds when it's chilly so dolly can have a little sun. By South Bend. Ask for 16BR3.





WE CAME UPON A LITTLE  
ELF . . .  
HE WAS PUMPING A LITTLE WHEEL  
OUT POPPED A TOY WITH A . . .  
**FISHER-PRICE SEAL!**



**TIMMY TURTLE**

Slow as molasses but jolly as a circus clown! His legs move, red tail wags. Listen to the lively music as he ambles along. Almost a foot long, durable wood construction, it's hard as nails. A gaily-colored "gem of a toy" by Fisher Price. Ask for 17BR1.

**2<sup>50</sup>**

**FISHER  
PRICE  
TOYS**



**FARM TRUCK**

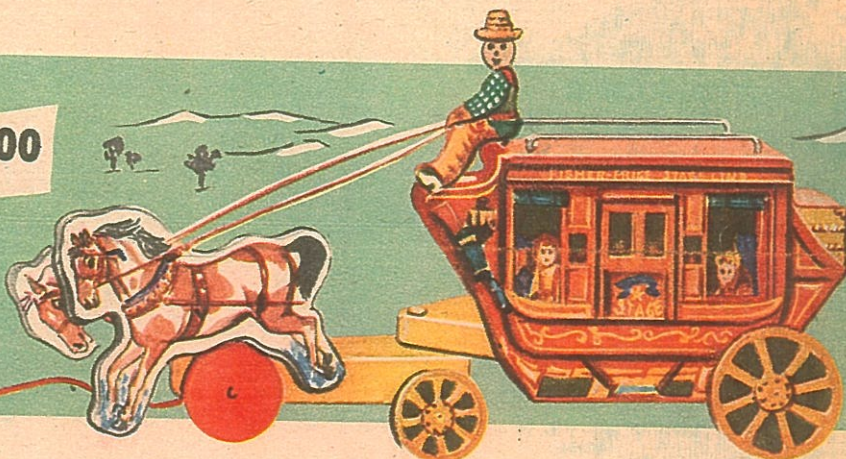
"This little Campbell kid goes to market"—in a bright and shiny truck that "putt-putts" along as the driver sways side to side. For added fun there's a vegetable cut-out book. Pile them high in your truck and off you go to market! 9 inches long. By Fisher Price. Ask for 17BR2.

**1<sup>25</sup>**

**GOLD STAR STAGECOACH**

"Let's play Cowboys and Indians in this realistic stagecoach!" Galloping horses make hoofbeat sounds. See the driver's action. You can put things inside the coach and in the gold box too. Watch out for highway robbers! 15½ inches long! By Fisher Price. Ask for 17BR3.

**3<sup>00</sup>**



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**2<sup>00</sup>**

**MUSICAL SWEEPER**

Be Mommy's little helper, and swish that dirt away with your very own sweeper! A fun-packed toy that plays a merry tune while you work. It's got a real brush and a dust compartment. Steel cover, wood sides and wheels, 8½ inches wide. Push it, pull it . . . dirt disappears! By Fisher Price. Ask for 17BR4.



**1<sup>25</sup>**

**MUSICAL PUSH CHIME**

"Tinkle, tinkle, merry little bells"—a gay tune plays as you push this gaily-colored toy! Nursery rhyme figures painted on metal drum, they go round and round as the music plays. 8½ inches wide. It's a favorite with children beginning to walk. By Fisher Price. Ask for 17BR5.



**2<sup>50</sup>**

**KATY KACKLER**

"Cluck, cluck, squa-awk"—that's Katy talking to all her young friends! Watch her wings and feet move up and down as she walks. And each time she walks, Katy clucks. Her bright and shiny eyes show she's a happy bird. 9½ inches high. Say—she's looking straight at you! By Fisher Price. Ask for 17BR6.





**Holy Cow! Golly Gee!**  
**One look at Hubley Factory...**  
**And Billy burst with glee!**



**2<sup>98</sup>**

### TRACTOR LOADER

Smaller than the real thing (over a foot long), but it has every feature of the tractors you see in road building and on farms, all metal. Spring seat, steering wheel which operates front wheels and an engine you can see on both sides. The shovel in the front can scoop up a heap of dirt! By Hubley. Ask for 18BR2.



**1<sup>49</sup>**

### TANKER

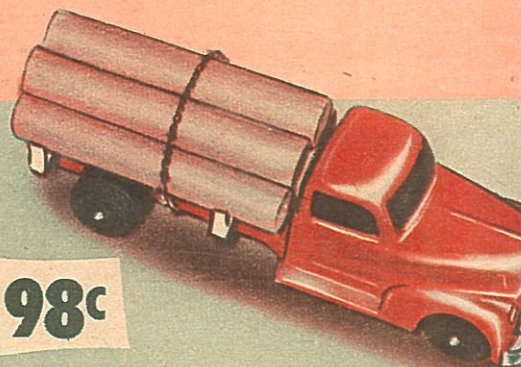
Charges ahead with a V-8 engine and 14 rubber tires! See it on every highway as it transports gas throughout the country. Truckers say it's a jewel of a plastic truck, and boys, well, the strong red color of the body and flashy aluminum trim catches their eye right off! Over 1 foot long. By Hubley. Ask for 18BR4.



**2<sup>98</sup>**

### FARM SET

Complete set of equipment every farmer uses on his farm. There's a tractor, a wagon, a plow, a cultipacker, spreader and farm wagon—and the beauty of it is that they all interlock! You can spot them a mile away too, they're all bright red with shiny aluminum trim, and black rubber wheels. By Hubley. Ask for 18BR1.



**98<sup>c</sup>**

### LOG TRUCK

Out of the forest comes this sturdy, 10 inch metal log truck piled high with lumber. Holds 5 logs with a heavy chain to keep them in place. Bright color makes it easy-to-see on the road, and bright metal trim glistens at night. Rubber wheels. Favorite truck of lumberjacks! By Hubley. Ask for 18BR3.

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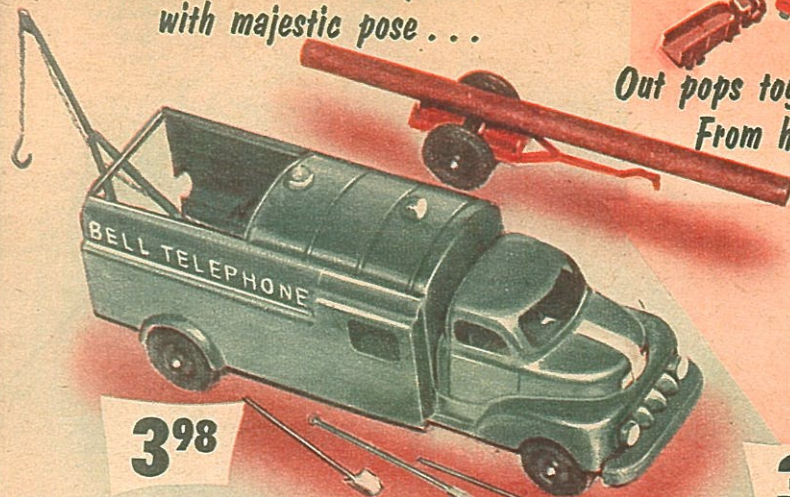
### SPORTS CAR

Perfect all metal car for driving to the races! Red, sporty-looking with rubber wheels. Tire in the back, and right-hand steering wheel give it a continental flavor. 9 inches long with bright metal trimming. Definitely the "young boys about town." By Hubley. Ask for 18BR5.



Shaped like a Giant Elephant  
with majestic pose...

Out pops toy trucks—  
From his big Nose!



3<sup>98</sup>

### TELEPHONE TRUCK

Here's a fun-packed 12½ inch truck, with pole hauling trailer that has all the features of a truck that hoists up real telephone poles. Crank raises or lowers rope and hook. Plastic ladder, 11 inch telephone pole, plus 3 digging tools, come with it too. Truck as sturdy as a rock, with black rubber wheels. By Hubley. Ask for 19BR1.

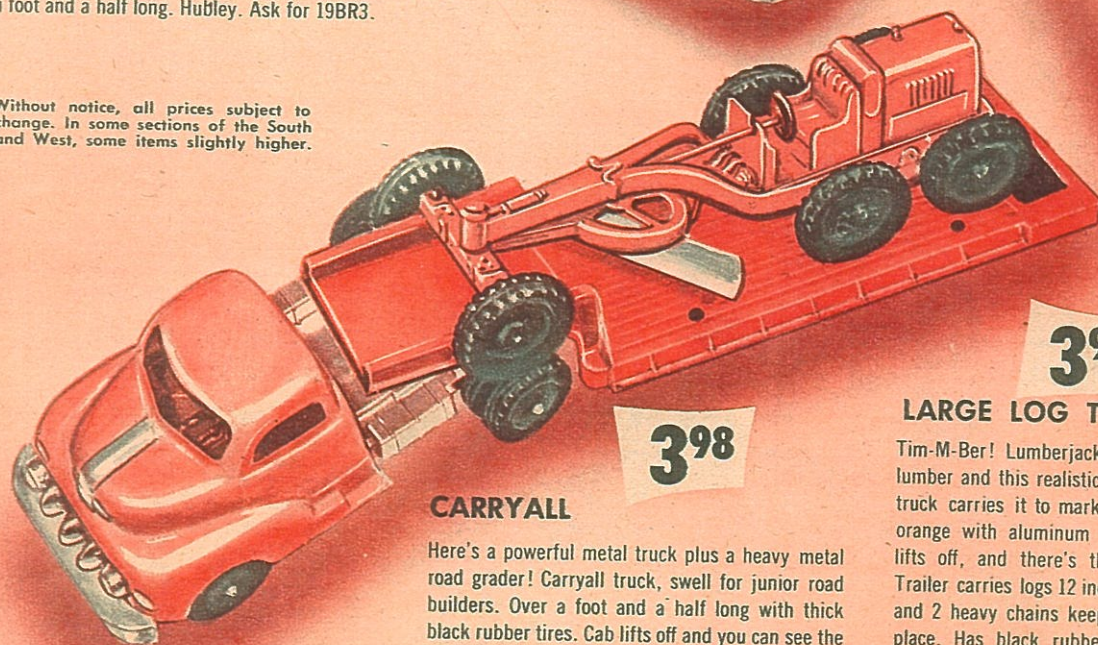


3<sup>98</sup>

### DUMP TRUCK

Push a lever on the side of this red and green metal truck to raise the dump; tail gate opens automatically. Shiny aluminum trimming and black rubber wheels make it stand out as an up-to-date, always on the job, truck. Just like real and almost a foot and a half long. Hubley. Ask for 19BR3.

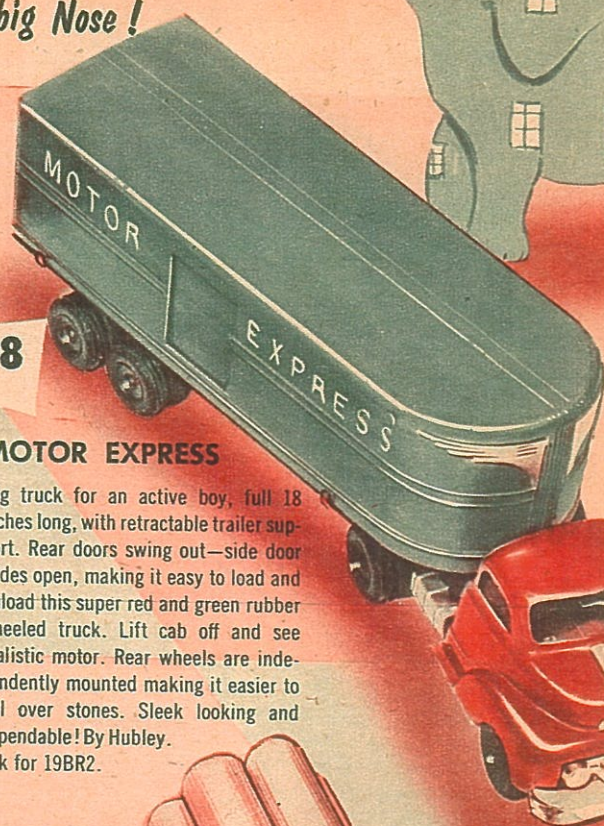
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3<sup>98</sup>

### CARRYALL

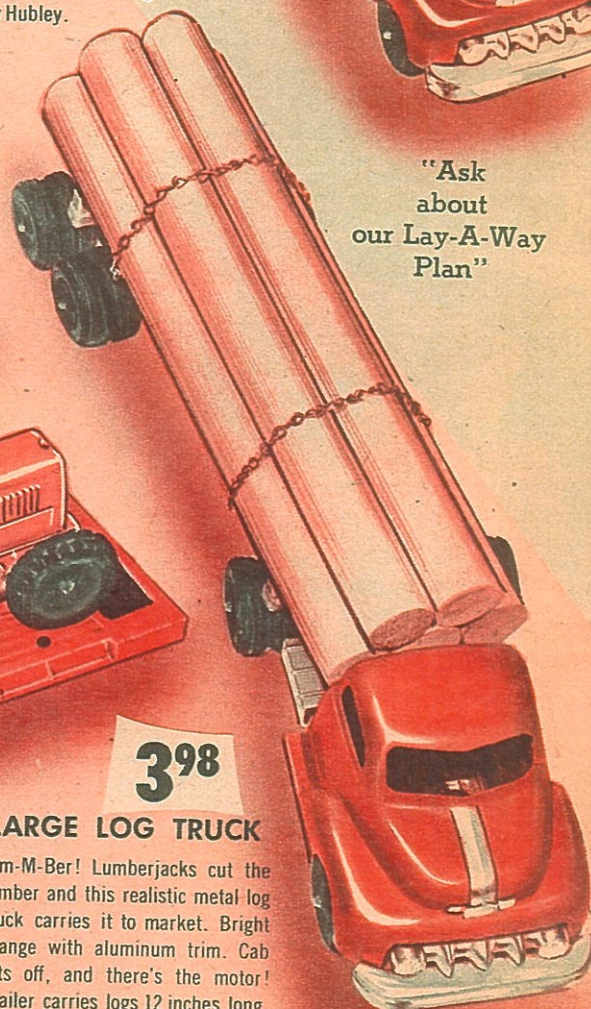
Here's a powerful metal truck plus a heavy metal road grader! Carryall truck, swell for junior road builders. Over a foot and a half long with thick black rubber tires. Cab lifts off and you can see the realistic motor. Takes steep hills like a dream! By Hubley. Ask for 19BR4.



3<sup>98</sup>

### MOTOR EXPRESS

Big truck for an active boy, full 18 inches long, with retractable trailer support. Rear doors swing out—side door slides open, making it easy to load and unload this super red and green rubber wheeled truck. Lift cab off and see realistic motor. Rear wheels are independently mounted making it easier to roll over stones. Sleek looking and dependable! By Hubley. Ask for 19BR2.



3<sup>98</sup>

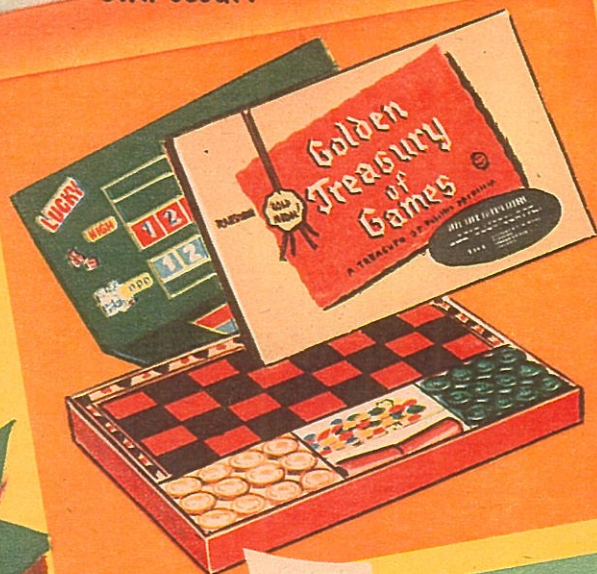
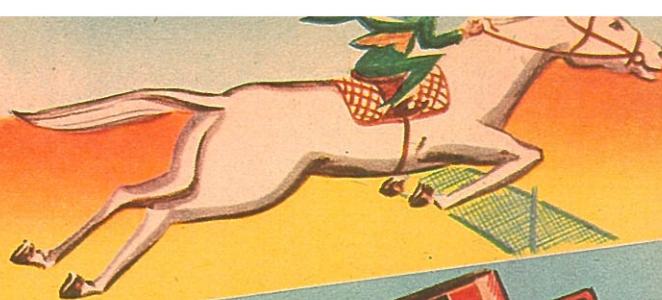
### LARGE LOG TRUCK

Tim-M-Ber! Lumberjacks cut the lumber and this realistic metal log truck carries it to market. Bright orange with aluminum trim. Cab lifts off, and there's the motor! Trailer carries logs 12 inches long, and 2 heavy chains keep them in place. Has black rubber wheels. Loads of fun to play with! By Hubley. Ask for 19BR5.

"Ask  
about  
our Lay-A-Way  
Plan"



*Astirae a white steed carrying a telegram,  
an elf raced over to factory Transogram.  
'They're coming! They're coming!'  
he said with a shout,  
They sent me ahead as their very  
own scout!"*



## GOLDEN TREASURY OF GAMES

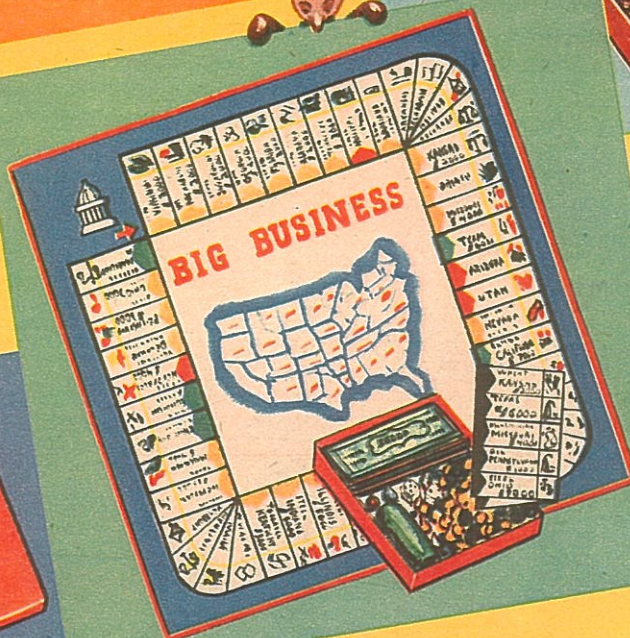
What a treasure! A set of 5 excitement-packed games! Two boards for checkers, backgammon, Michigan Rummy, Acey Ducey and Lucky Roll. Comes with dice, chips, checkers and a book of instructions that's simple to understand. Hours of enjoyment and endless variety. Perfect solution for rainy day blues, when you wonder what you can do! By Transogram. Ask for 20BR1.

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## VARIETY "52" GAME CHEST

A game a day, brings fun to s  
A Chest with 52 different, exc  
games. When Ruth opened  
game at the factory she was ple  
to find so many of her favorite ga  
to play with her friends. By Tra  
gram. Ask for 20BR2.

198



## BIG BUSINESS GAME

Here's 1 billion dollars! See ho  
you are in this fascinating game  
quires money-sense to win! B  
colored playing board 17 x 17 inc  
states, capitals, industries (easy  
learn what each state is know  
Comes with plastic dice, playin  
dice shaker, cards, play mon  
book of instructions. By Trans  
Ask for 20BR3.

## LITTLE COUNTRY DOCTOR PLASTIC KIT

You'll say "AAH" at this comp  
doctor's kit. Fun for every young  
with a yen for curin'! There's a ste  
scope (you can really hear heartbe  
microscope, head reflector, therm  
eter, grow meter, doctor's uniform  
for the wall of your little offic  
doctor's diploma! Hang your sign  
and be a full-fledged doctor!  
Transogram. Ask for 20BR5.

Without notice, all prices subje  
change. In some sections of the  
and West, some items slightly hi



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## BINGO-MATIC BINGO OUTFIT

A thrilling game for all groups! Piles of fun for the whole family. A plastic number dispenser mixes 75 plastic calling numbers and ejects them one at a time. New Banker's chart keeps a record of numbers called. Professional looking cards and markers. Set of instructions make this exciting game simple to play. By Transogram. Ask for 20BR4.

TRANSOGRAM!



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