

**ALL
METAL**

**ALL METAL
PRODUCTS**

Slamming a home run. Flying a kite:
Are tops in thrills—a real delight!
But for super fun, giant sized
joys, All Metal toys
are tops with Boys.

*Tops
In Value*

ALL STEEL WINCH TRUCK AND STEAM SHOVEL

Steam shovel fits on heavy steel 22½ inch truck and can be carried from one spot to another. Real rubber wheels can be removed and put back again as easy as pie. A favorite with all "youngsters" who like solidly built equipment! An action-packed toy constructed for tough wear and tear! By All Metal Products. Ask for 30BR1.

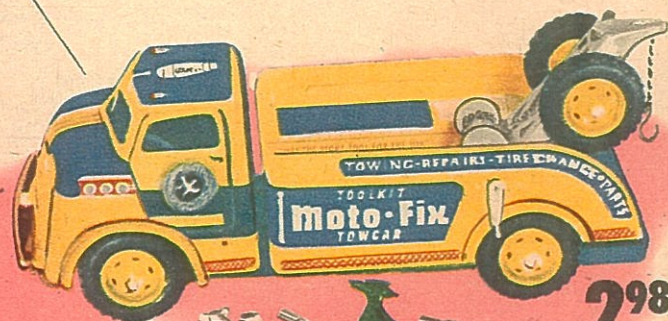
2⁹⁸

ALL STEEL AUTO TRANSPORT

Four plastic, modern cars can be loaded on this colorful, heavy-duty 23 inch truck. You can load and unload from the tail gate and remove the rubber wheels. Tool box with lid on back of cab holds a complete set of tools, including a miniature jack, tire iron, screw driver, hammer and tire wrench. A five-in-one auto package! By All Metal Products. Ask for 30BR3.

RIDER FIRE TRUCK

Clear the way for this colorful fire truck 32½ inches which zooms to the scene of the fire in a jiffy! You can sit right on top of it and steer and ring the siren too. Metal searchlight in front. It's great fun—and just like real. Man the engines, boys, the fire's a'ragin'! By All Metal Products. Ask for 30BR2.



2⁹⁸

ALL STEEL WRECKER TRUCK

From bumper to bumper a top truck to do a hundred-and-one jobs! 15 inches long. Tows trucks with a crank operated chain hoist, changes tires, and stores tools in two tool boxes. Comes with handy tire iron, screw driver, hammer and tire wrench. Say, that's a miniature jack there—it really works! Truck made of heavy steel to stand up under heavy pressure. By All Metal Products. Ask for 30BR5.

*I'm packing my bag
for England and France.*

*I hope to be
a
contest winner*

See pages 26 & 27



BIRD GAME

"Watch the birdie!" Aim your plastic dart pistol, shoot rubber-tipped darts at the birds and watch them spin. They return to their normal position and you aim again. Nifty fun for you and all your friends. Keep score to find the winner in this lithographed scenic background sharp-shooting, fun-packed game! By All Metal Products. Ask for 30BR4.

1⁹⁸

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

30

ON THE MINIATURE HIGHWAYS OF AMERICA IT'S MOUND METALCRAFT

"Ask
about
our Lay-A-Way
Plan"



14⁹⁵

AERIAL LADDER TRUCK

"Four alarm fire—man the hoses!" Speed to the fire in this life-like fire truck. Just like real with thick rubber tires, heavy 20 gauge steel tractor, ladders that raise by crank, plated headlight and bumpers. Scaled after 1954 trucks. Get there first with this fire truck almost 3 feet long! By Mound Metalcraft. Ask for 31BR1.

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19⁹⁵

complete
fleet

TONKA TRAILER FLEET

"The Fleet's In!" A trailer fleet of 4 life-like trailers, the same you see every day on the highways of America. There are 2 interchangeable tractors that you can hook to any of the trailers. Boy, are they smart looking, and strong too! Park them in the garage that comes with each set, almost 3 feet long. By Mound Metalcraft. Ask for 31BR2.

14⁹⁵

complete
set

ROAD BUILDER SET

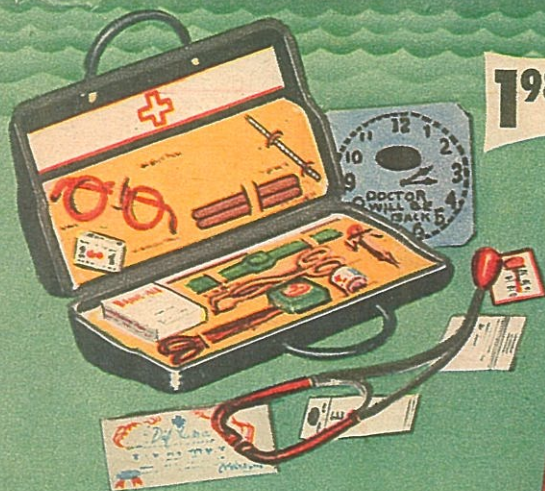
Build your own highways! A fun-packed set that has real-life scale models of the exact same equipment used by Roadbuilders. There's a dump truck, road grader, shovel and trailer—all you need to make super roads. Exciting hours of fun in store for you. Make way for Mound Metalcraft Roadbuilding Set! Ask for 31BR3.

GIANT GREEN TRANSPORT

"Out of the way—here you come!" A super refrigerator truck with a real refrigerator unit. Holds to the road like a bug in a rug. Real rubber tires (14 of them) can carry a mighty heavy load, and they have plated wheel discs too! Almost 2 feet long. Turn it any way—and head for the open road! By Mound Metalcraft. Ask for 31BR4.

6⁹⁸

"HERE WE ARE AT AMSCO PORT
WHERE PLAYING GROWNUPS IS THE SPORT
DOCTORS, NURSES, MOTHERS, TOO
ALL ARE CHILDREN JUST LIKE YOU!"



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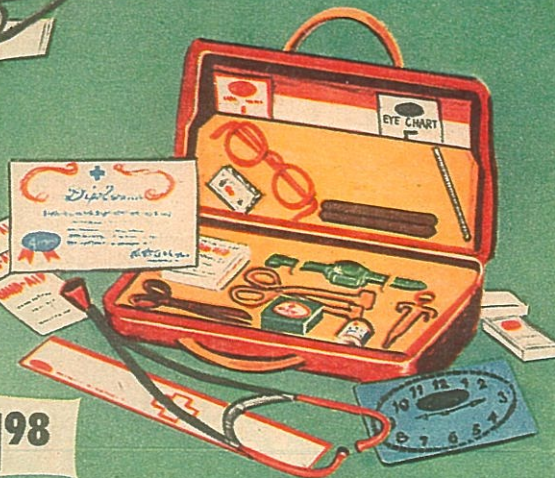
KIDD-E-DOCTOR

Doctor, doctor, hurry! Baby's so sick. Yes sir, with your 49-piece slick medical bag—chuck full of real Johnson & Johnson first-aid products, stethoscope, wrist watch, forceps, Doctor's diploma, tongue depressors, Smith Brothers cough drop box, "medical corps" arm band and pill boxes. With these and much other equipment you can cure anything. By Amsco. Ask for 32BR1.

KIDD-E-NURSE

Every doctor needs a nurse! Assist in taking care of the sick with your 49-piece nurse set. Equipped with Nurse's diploma, wrist watch, eyeglasses and satchel full of Johnson & Johnson first-aid products—syringe, thermometer, scissors, prescription pad, and all sorts of charts, just the thing every sick dolly needs. By Amsco. Ask for 32BR2.

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4⁹⁸

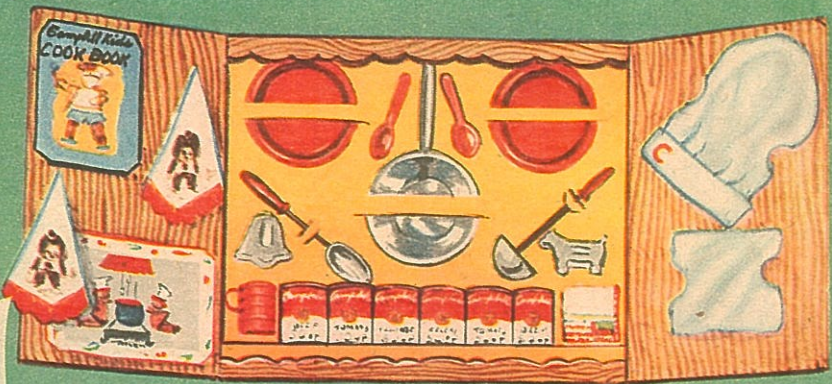
DOLL-E-SHOPPER

This little mother went to market with her all-steel, rust proof Doll-E-Shopper. Place for baby to sit. Removable shopping basket. Full of miniature famous brand packages. Steel front casters have ball-bearing action for easy steering; rear wheels have one-piece, non-skid rubber tires, 24 inches high. Dolly's feed tray is removable. Has easy-grip wooden push handle. By Amsco. Ask for 32BR3.

CAMPBELL KIDS COOKING SET

Soup's cooking! Help Mother fix your lunch. Complete cooking set of 6 filled cans of Campbell's soup, chef's apron, hat; big soup ladle, stirring spoon, cook book, place mats, soup bowls, spoons, pot holder, wear-ever aluminum sauce pan, crouton cutters, measuring cup, decorated napkins, pantry shelf cabinet with place for everything! By Amsco. Ask for 32BR4.

4⁹⁸



DOLL-E-HICHAIR

Feed Dolly the real way! 30 inches high. Doll-E-Hichair has steel pink enamel frame, movable ivory feeding tray with colorful play beads, rubber tray bumpers, non-skid rubber feet and a sturdy foot rest that will make your Dolly just love feeding time. By Amsco. Ask for 32BR5.

3⁹⁸

DOLL-E-FEEDER

Baby hungry? Get out your 43 piece Doll-E-Feeder. Make formulas just like Mommy does. Use measuring cup, spoons, milk bottle, bottles, feeding dish, food strainers, funnels, juicer, bottlerack, sterilizer, bottle brush, apron for you and bib for dolly. Hours of fun every day during dolly's feeding time. By Amsco. Ask for 32BR6.

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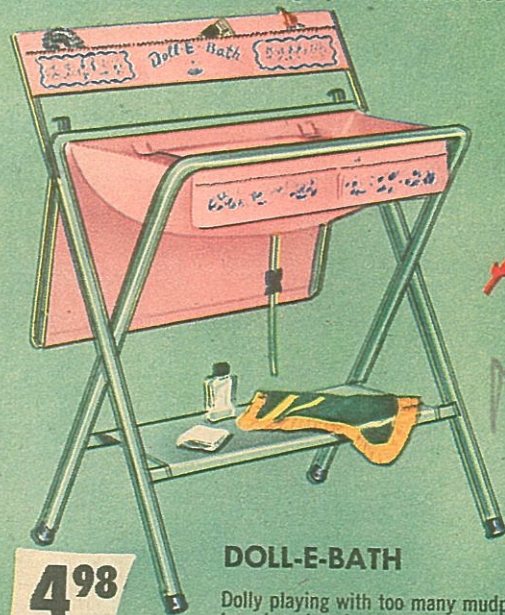
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*Rich in Play Value
With a Good Price*

DOLL-E-BUNKBEDS WITH MATTRESSES

Use as a bunkbed or two separate youth beds (if your dolly won't behave and falls out). Has steel frame, steel link bedsprings; steel ladder with rubber feet, steel side panels and colorful Western decals. In shiny maize-tan finish. 26 inches long. By Amsco. Ask for 33BR1.



4⁹⁸

DOLL-E-BATH

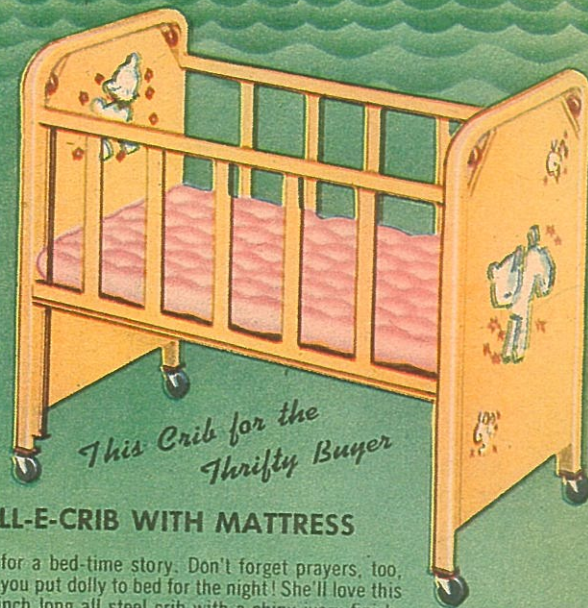
Dolly playing with too many mudpies? You'll have her clean in minutes! Here's a beautiful, all steel frame bath with plastic tub. 27 inches high. Has plastic pocket apron in top and front of tub. Steel tray below holds soap, bottle, washcloth, bath-brush, baby oil. Safety strap, also bath apron. Plastic hammock in tub and drain hose. By Amsco. Ask for 33BR3.



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SHU-SHINE BANK

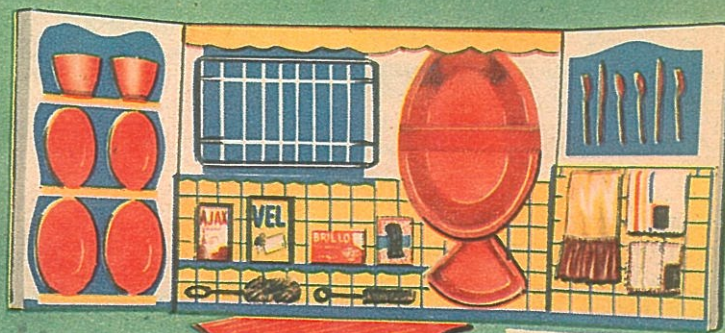
Polish your own shoes, daddy's and mommy's too, with this complete polishing set with a "thrifty bank." Has carrying strap, non-slip foot rest, Shinola shoe polish, black and brown; applying brush, polishing cloth, and brush. Bright red with full colored decals. 8½ inches long. By Amsco. Ask for 33BR5.



*This Crib for the
Thrifty Buyer*

DOLL-E-CRIB WITH MATTRESS

Time for a bed-time story. Don't forget prayers, too, when you put dolly to bed for the night! She'll love this 25½ inch long all steel crib with a shiny ivory finish. Counting the little lambs on the foot and head will help her to go to sleep. Has spring latch dropside, side slats and a "link-lock" bedspring, also inflatable mattress. By Amsco. Ask for 33BR2.



2⁹⁸

KIDD-E-KITCHEN

For the perfect little homemaker. Colorful 26 piece, kitchen cabinet 14¼ inches high with dishpan, drainboard mat, sink strainer, apron, 2 complete place settings, sponge, and many more useful kitchen articles—also Ajax, Vel and Brillo. By Amsco. Ask for 33BR4.

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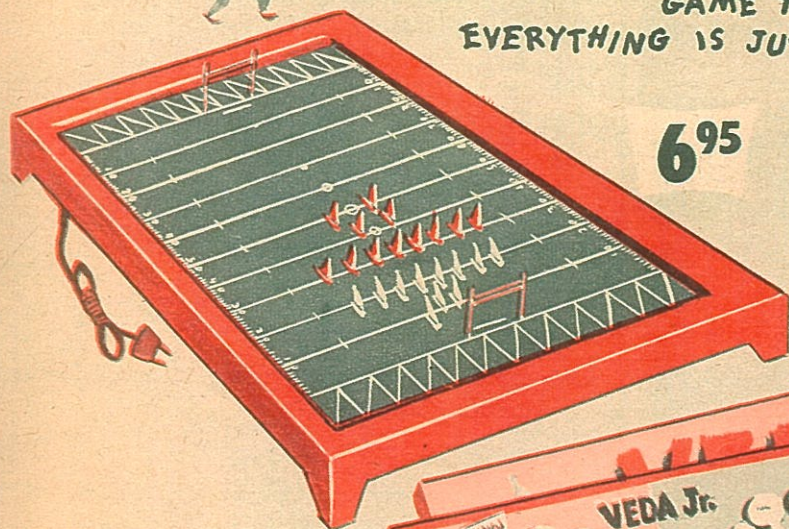
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KIDD-E-KARWASH

Absolutely necessary for your toy auto, wagon and help Daddy wash the family automobile. This nifty package will help you polish, wax and clean your toys. Contains bucket, service station cap, Simoniz Bodygard car wax, liquid kleener, Simoniz instruction booklet, fender brush, tire cleaning pad, spoke brush, sponge, book of 25 car wash tickets, Package of Vel Detergent. By Amsco. Ask for 33BR6.



IN SANTA'S GAME ROOM, HA. HA. HA:
 YOU CAN PLAY DARTS WHILE THE ELVES
 SEE-SAW!
 HERE'S A FOOTBALL GAME AND A WORD
 GAME TOO;
 EVERYTHING IS JUST FOR YOU!

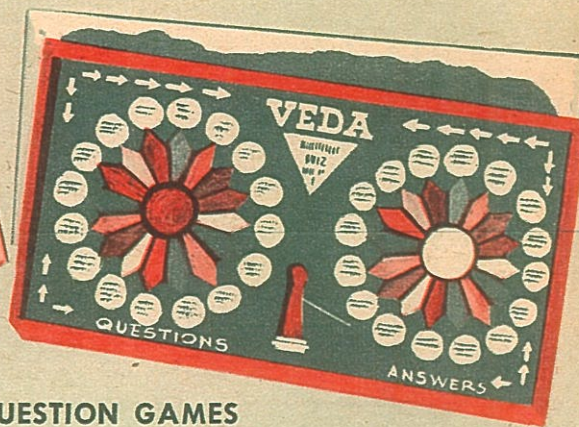
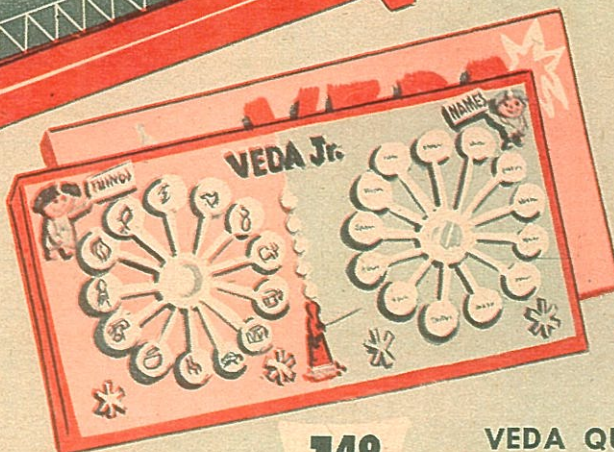


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ELECTRIC FOOTBALL GAME

Second down—two to go! Watch that man on the side. It's a TOUCHDOWN! Yes, in this exciting game the ball is actually kicked and passed. Players are tackled, plays are run from any formation! As much fun as a real football game—just plug in cord to an electric outlet—then you are ready to play on your own living room table. 25 inches long. By Tudor. Ask for 34BR1.

"Buy and pay
 the easy way
 use our Lay-A-Way
 Plan"

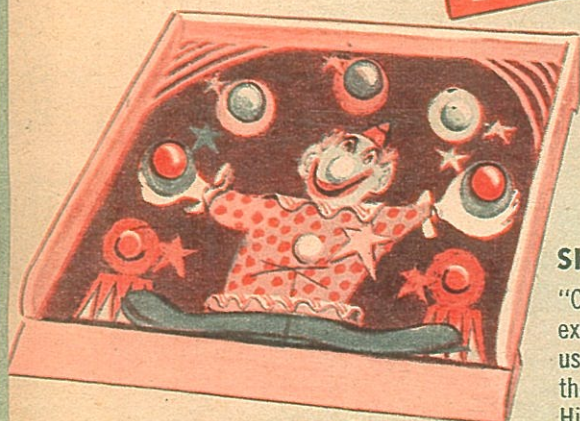


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Each!

VEDA QUESTION GAMES

Who was named Buffalo Bill? Ask the Veda question man and he'll spin round and round and point at the answer, William Cody! For the child learning to read spin the Veda Jr., who magnetically points to the name of the object. Choose your favorite. Learn lots of interesting facts the adventurous way! By Pressman. Ask for 34BR2.



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SKILL BALL

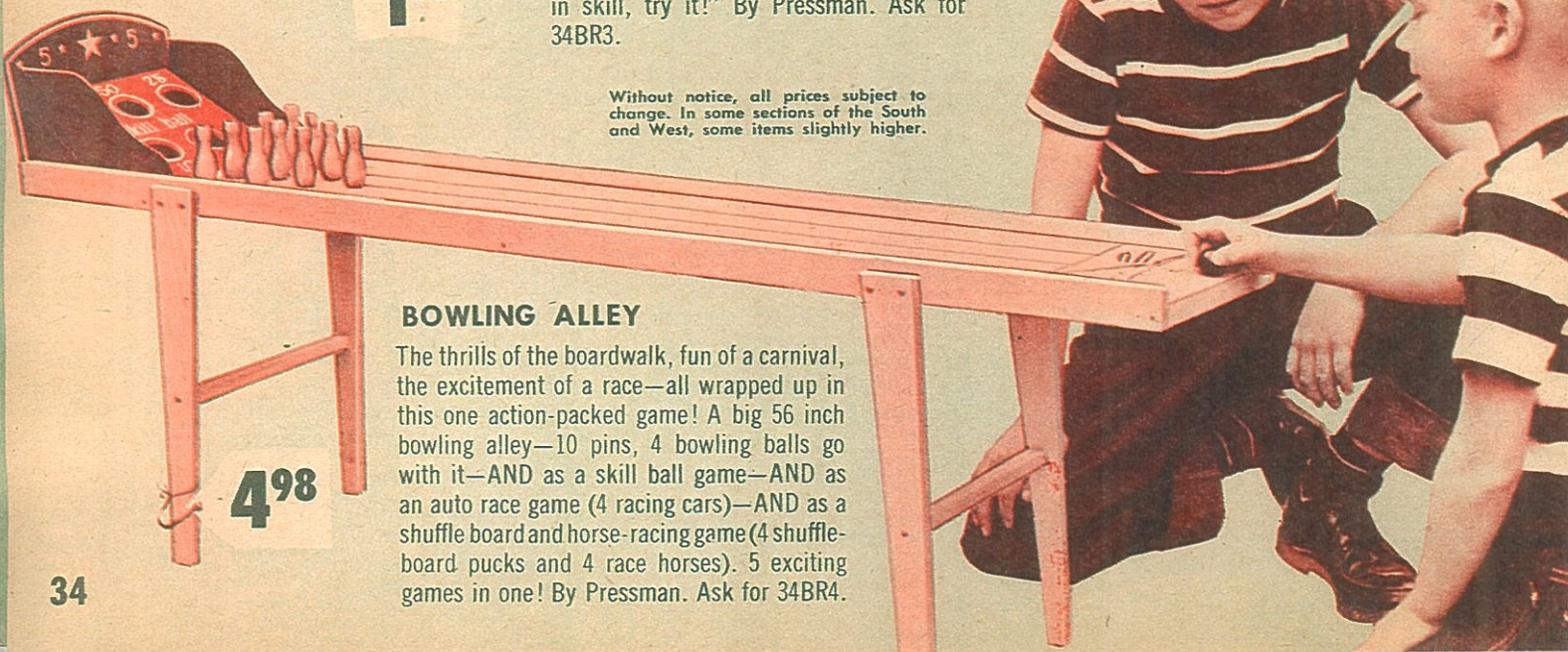
"Come one, come all, try your luck at this exciting, stupendous game. Use your skill, use your head and shoot the balls right into the holes. It's fun for the whole family! Hit the jolly clown in the center and you get 200 smacking points. It's an adventure in skill, try it!" By Pressman. Ask for 34BR3.

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BOWLING ALLEY

The thrills of the boardwalk, fun of a carnival, the excitement of a race—all wrapped up in this one action-packed game! A big 56 inch bowling alley—10 pins, 4 bowling balls go with it—AND as a skill ball game—AND as an auto race game (4 racing cars)—AND as a shuffle board and horse-racing game (4 shuffle-board pucks and 4 race horses). 5 exciting games in one! By Pressman. Ask for 34BR4.

4⁹⁸



BURROW

POOL TABLE

"I'll shoot it in the side pocket," Billy said when he played with this handsome pool table at the North Pole. He shot. The ball rolled around the pocket, went in, popped out again! An elf peeked out, "Who disturbed my nap?" Anyway, it's a peach of a game. Comes with 2 cues, 16 balls and a green cloth top. Size is 42 x 23½ x 27. By Burrowes. Ask for 35BR1.

*At a Price
You can afford*

THE WONDER HORSE
TRADE MARK REGISTERED
"it's gaited"

WONDER HORSE

Ride 'em cowboy! A handsome steed that brings thrills galore to every youngster. It's gaited—suspended on 4 springs to permit trotting, galloping, and made of the finest hardwood. And cowhands, it's every ranger's best friend because it's a heap of fun and a real body builder too! Overall 36 inches, 32 inches high. By Wonder Products. Ask for 35BR2.

*"The time is here
for fun & cheer"
Billy & Ruth*

*A Big Toy
Priced Right*

TABLE AND CHAIR SET

Pint-size table and chair bring gallon-size joy to every youngster who loves to play grownups! This set is tops with mothers because it folds compactly. The table top and chair seats are leatherette covered. Chairs have rubber tipped feet. Kids love it—it's just their size. Table 20½ inches high, top 24½ inches square. Two chairs in matching size. By Hampden. Ask for 35BR3.

*Go back and read all
about the great contest*

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on pages

26 & 27

35

Billy, Billy, do come clean.
Is this really factory Wolverine?
I peeked in the window, out the door I peered,
And not one wolf, not one, dared appear!



5⁹⁸

HUTCH CABINET

"That looks just like my mom-my's," is what every little girl says when she sees this all-steel, lithograph knotty pine finished cabinet, drawer and doors open. It's made strictly for little homemakers with 3 cups and saucers, a tea pot, sugar and cream dishes, and 3 canisters. What are we waiting for, let's have a tea party. Height 20 inches. By Wolverine. Ask for 36BR1.

STOVE

Cook meals fit for a King, in this make believe realistic oven! It's made of heavy metal and is a foot high. No stove is complete without utensils, so look at the whistling tea kettle, saucepan, pot, spatula, and spoons. When you say "soup's on!" they'll really come a'runnin'. By Wolverine. Ask for 36BR3.



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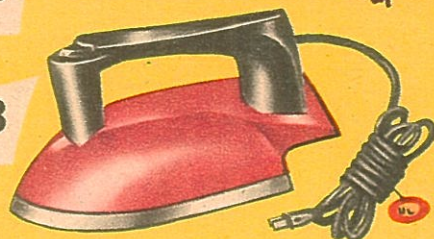
TEA AND BAKING SET

Company coming? Put out your very best dishes! Here is a set of dishes every homemaker can be proud of. It has everything! Cups, saucers, plates, tea pot, canister set, measuring spoons (to help you make that luscious cake!), cookie cutters, breadboard and rolling pin. Also sugar and creamer, 35 pieces in all. By Wolverine. Ask for 36BR4.



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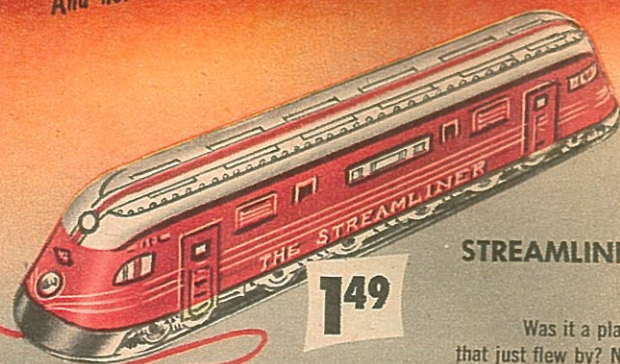
ELECTRIC IRON

Dolly's clothes are kept so neat with this Underwriters' Approved electric iron, 20 watt. It's all steel with aluminum base and red enamel hood. Black bakelite handle and cord. Size 6 1/4 inches long. By Wolverine. Ask for 36BR6.

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ALL STEEL IRONING BOARD

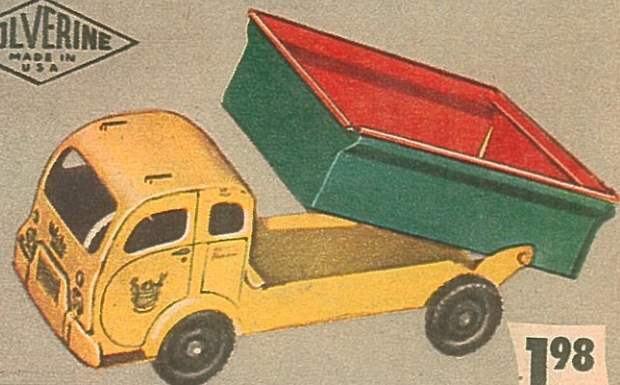
Be Mother's Little Helper—Put your play Ironing Board with the 27 1/4 inch long white enamel perforated top alongside hers. When the work is done you can fold up and store away too. By Wolverine. Ask for 36BR7.



STREAMLINER

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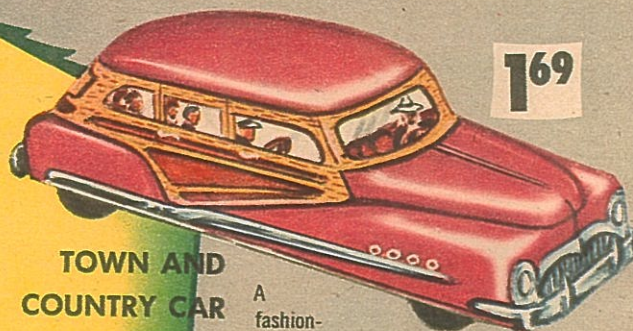
Was it a plane that just flew by? No! It was the super streamliner! And what a beauty it is. Striking colors of red, black, gray and white with a loud bell that rings as you merrily pull it along. Loads of fun for every youngster! Yes, 17 1/4 inches long. By Wolverine. Ask for 36BR2.



1⁹⁸

DUMP TRUCK WITH FRICTION MOTOR

A dream of a truck, and boys, it really runs! Friction motor is powerful and quick on the start. All-steel and ideal for dumping. Tailboard opens automatically and truck actually dumps. 13 inches long. By Wolverine. Ask for 36BR5.



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TOWN AND COUNTRY CAR

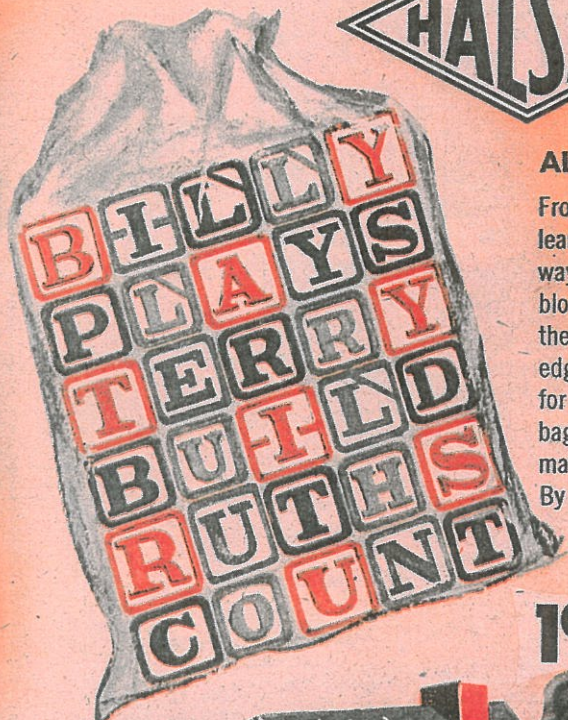
A fashionable car with a "mystery" motor. You don't have to wind it at all, just press down on the back and zoom! the car speeds away. Over a foot long with bright, shiny bumpers. It's sleek for looks, too, a car you'll be proud of owning. By Wolverine. Ask for 36BR8.

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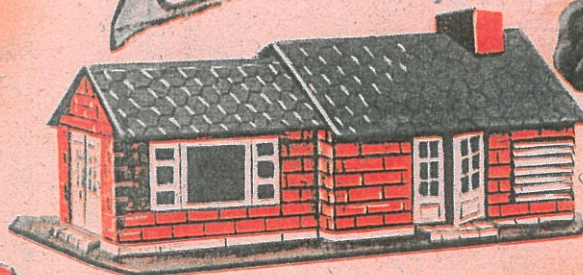


ALPHABET BLOCKS

From A to Z, action and zip in learning the alphabet the easy way! You can build with these blocks and have fun knocking them down all at once. Rounded edges for safety, bright colors for beauty, and a transparent bag for storage. A favorite playmate for every small youngster! By Halsam. Ask for 37BR1.



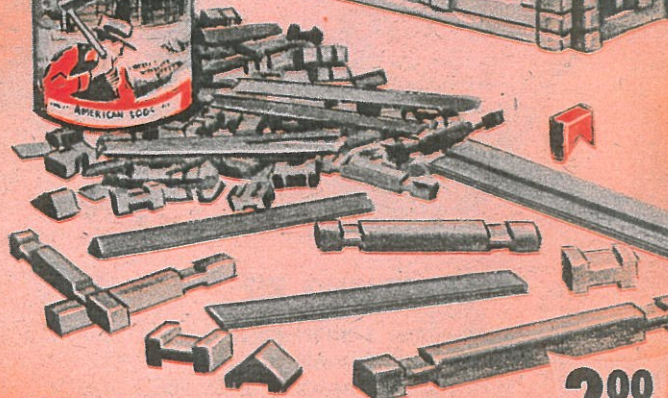
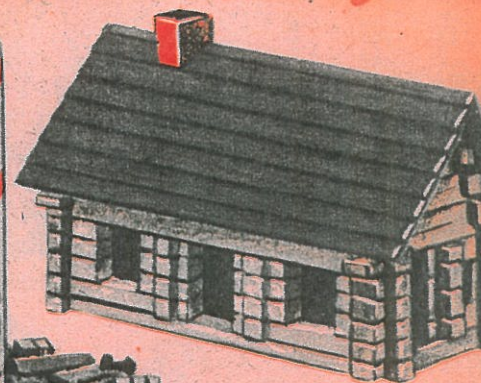
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AMERICAN PLASTIC BRICKS

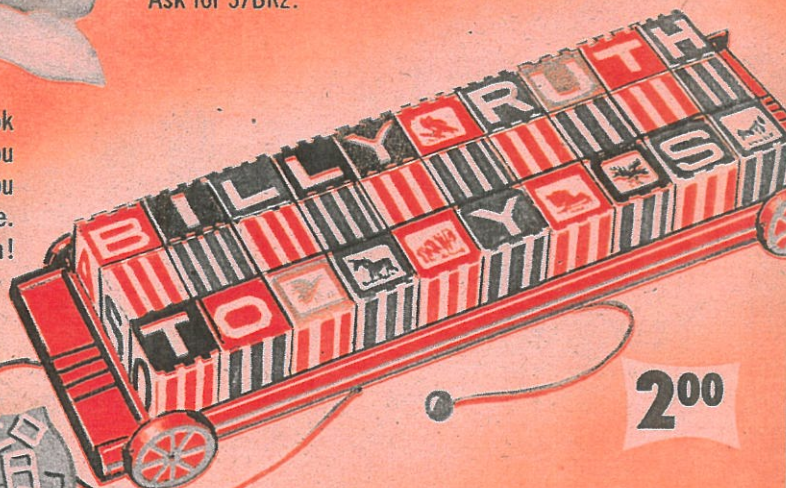
Take a green roof, garage doors that open, windows that look just like real, red bricks to make sturdy walls—and what do you have? A realistic house just like your own! Build whatever you want with the 208 plastic brick set—a city, village, or home. Bricks fit into place, Oh so easily, making bricklaying a cinch! Try it! By Halsam. Ask for 37BR3.



2⁰⁰

AMERICAN LOGS

Build a log cabin with these 103 pieces just like Abe Lincoln was born in! Build houses, forts and cabins that have the "pioneer days" look. Logs interlock so you can move whatever you build. Billy built a cabin for one of Santa's elves (the elf is sure he's going to be President some day!) By Halsam. Ask for 37BR2.



2⁰⁰

BLOCK WAGON PULL TOY

Pull your blocks along with you wherever you go, in a bright wagon as red as a fire engine! Count 'em—there's 30 blocks in all that fit neatly into the wagon. You can interlock the blocks and build with them. The wagon is nifty for storing too! By Halsam. Ask for 37BR4.

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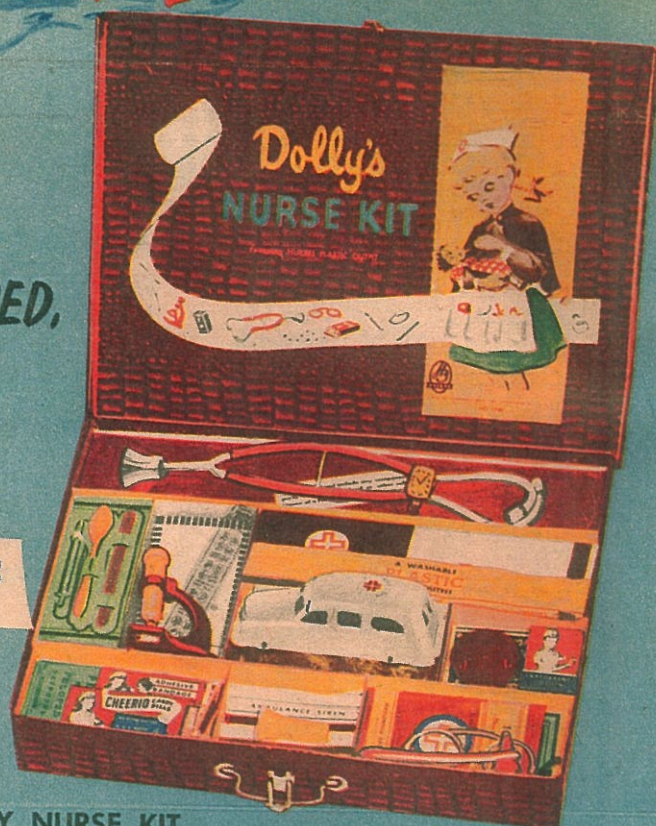
BRIDAL PARTY SEWING KIT

No prettier picture than a bridal party dressed up in lovely satin and lace. This exciting sewing kit is the perfect answer to every little girl's dream. There's a bride doll 7½ inches, 2 bridesmaids dolls 7½ inches, and a cute little 5 inch flower girl—3 with real hair. Each has a beautiful gown ready to be sewn. Fun-packed set for little seamstresses. By Hassenfeld. Ask for 38BR1.

WE SKIPPED

WE HOPPED.

WE JUMPED



1⁹⁸

DOLLY NURSE KIT

"Nurse, nurse, come quick, I have a pain!" You can come a'running with your sturdy nurse's kit by your side, all dressed up in a real nurse's uniform. Listen, do you hear that noise like a drum? It's a heartbeat and you can hear it plainly with your stethoscope! Exciting—that's the only word for this kit. By Hassenfeld. Ask for 38BR2.



1⁹⁸

JUNIOR DOCTOR KIT

"Calling Doctor Kildare! Emergency in Room 200." Here's where your doctor's kit comes in handy. It's got everything you need to make all of your patients healthy and happy. Just look at all the tools of your trade—they're all there and each one is safe and realistic. Be the best doctor in town! By Hassenfeld. Ask for 38BR3.



1⁹⁸

BEAUX ARTS PAINT SET

"It's super!" That's what Ruth said when she played with this deluxe painting set. It has everything, no wonder it's a favorite with little artists—crayons, paper, poster paints, metalized lazy Susan unit and brush. Even the elves in toyland use it to paint the faces on wooden soldiers! By Hassenfeld. Ask for 38BR4.

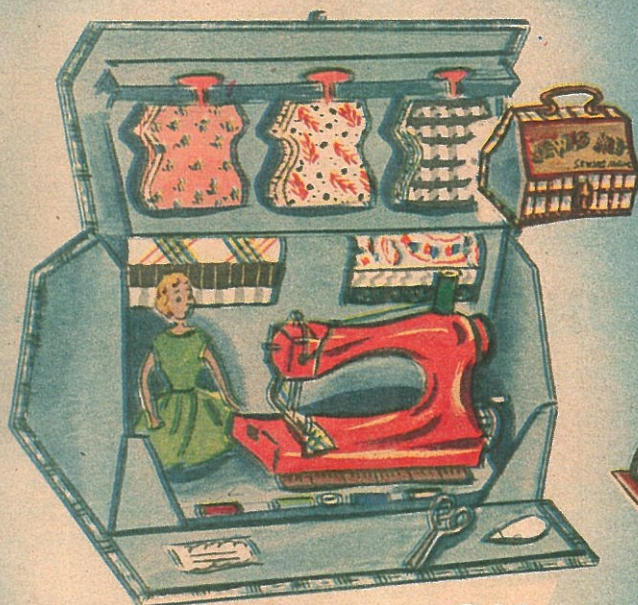
TO THE HASSENFELD FACTORY



198

MR. AND MRS. POTATO HEAD

A gay, 56 piece set of Mr. & Mrs. "Potato Head" parts, that will transform ordinary fruits and vegetables into 1,001, hilarious, lifelike characters. Ever see a man with upside-down ears? Mr. Potato Head can have them if you want. Hours of fun and peals of laughter. By Hassenfeld. Ask for 39BR2.

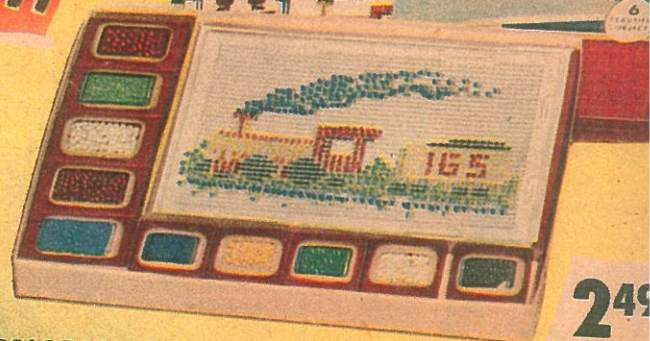


298

JUNIOR MISS SEWING KIT

The dream of every little seamstress, a completely equipped sewing kit starring the famous SEW-RITE sewing machine. Yes, a sewing machine made of durable, colorful plastic. Junior miss dolly patterns come with it too, and other accessories, so you can make your favorite dresses for your very own doll! By Hassenfeld. Ask for 39BR4.

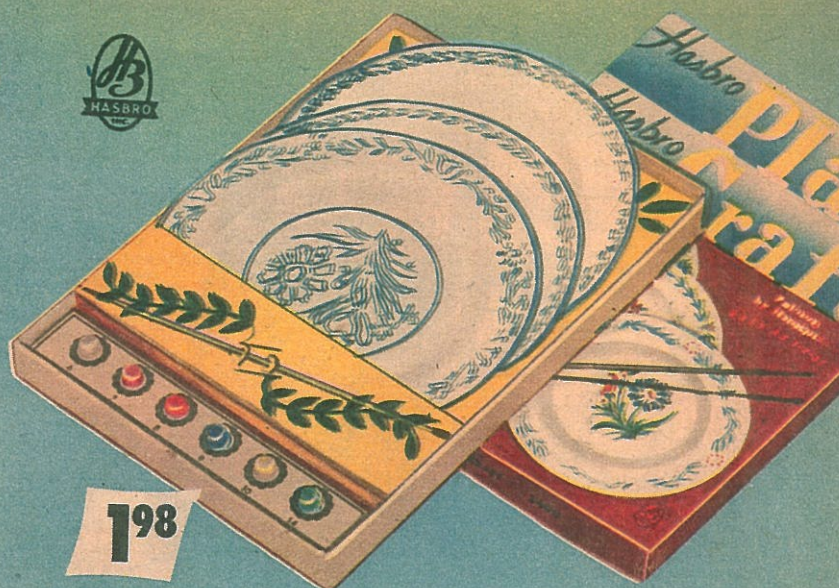
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249

COLORAMA CRAFT

It's here! The newest in 3D pictures, Colorama. You can make pictures of clowns, cowboys, houses, trains, even yourself in a jiffy. No special talent needed. Just follow the simple directions and you have a decorative and colorful picture in plastic frame. Differently colored plastic beads make it a masterpiece in color and design. By Hassenfeld. Ask for 39BR1.



198

HASBRO CRAFT

Paint plates that will add zip to your home. Hang them in your room, you'll pop a button with pride. It's easy to paint, all you do is follow the numbers. Comes with 3 metallic floral design plates, paints and brush. Put some painting fun in your life with this amazing set. By Hassenfeld. Ask for 39BR3.



Sealand

Priced
Right!

SEALAND ROLLER SKATES

"I'm a fortune teller to tell you your fate, O, in your future I see such a SUPER skate! Has super speed with ball bearing wheels, sure-grip foot plate cleats and Sealand seal. You will soar like a star, and glide like a plane, such fun you'll say, 'let's do it again!'" Extends from 8 1/4 to 10 1/4 inches. By Sealand. Ask for 39BR5.



399

"I'm a little elf-genie
and can put you in a spell



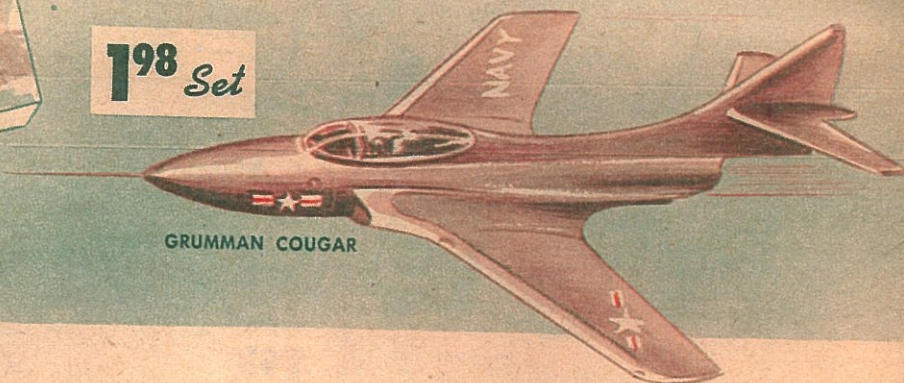
To take you and Ruth over factory Revell
Abra-cadabra,
close your eyes
Gonna' squeeze you down
to my very own size!"



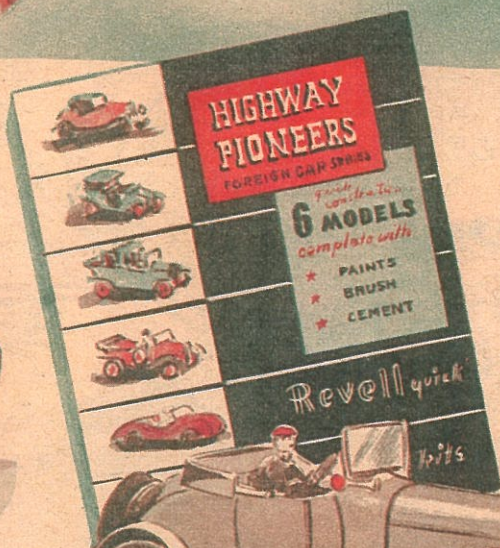
FIGHTER TRIO PLANE GIFT SET

Each jet an exact model of the real thing! A Lockheed Starfire, Chance Vought Cutlass and a Grumman Cougar. You can put them together in a matter of minutes. Set comes with decals and cement PLUS a new revolving swivel base which you can use to display planes. For air-minded youngsters with their eye on the sky! A thrill to make, fun to play with. By Revell. Ask for 40BR1.

1⁹⁸ Set



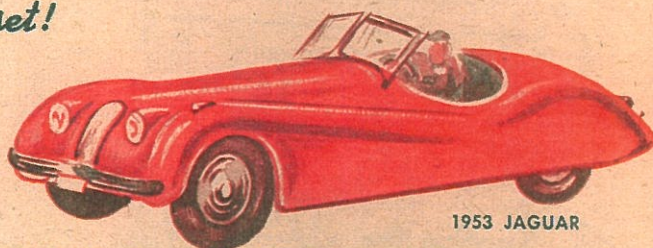
GRUMMAN COUGAR



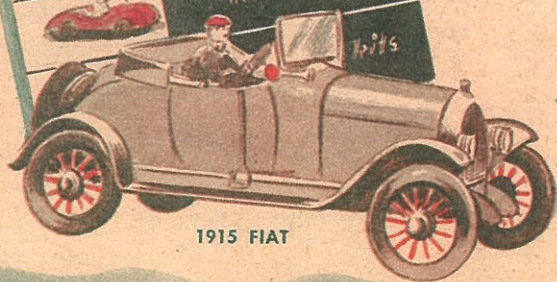
FOREIGN CAR GIFT SET

A kit of the 6 most-outstanding cars in the world—leaders in the auto parade! MG, Mercedes-Benz, Jaguar, Renault, Rolls Royce, and Fiat. Put them together with cement and paint them, you will have the classiest cars ever. Set brings you hours of pleasure. It's a real honey. By Revell. Ask for 40BR2.

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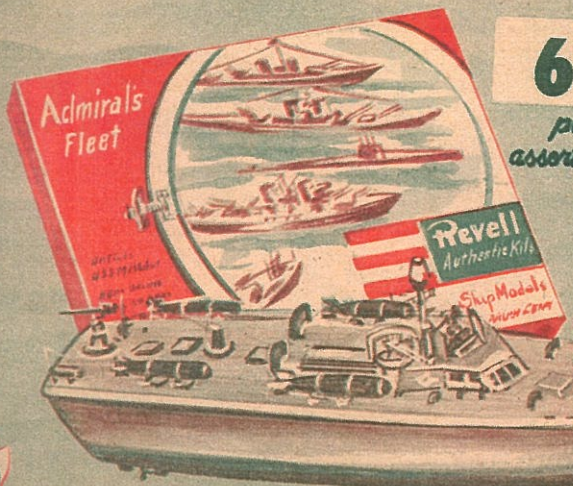


1953 JAGUAR



1915 FIAT

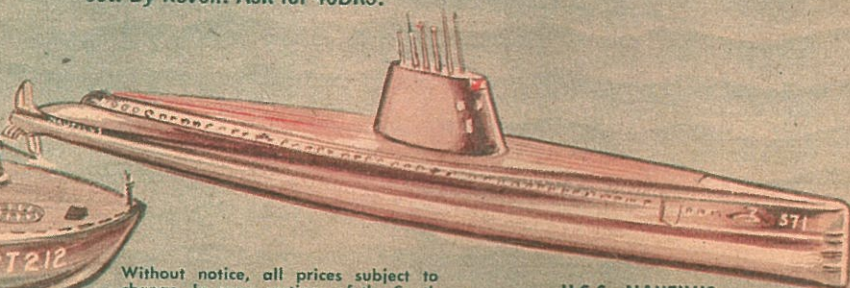
BUILD THEM YOURSELF



6⁹⁵
per
assortment

NAVAL FLEET GIFT PACK

The fleet's in! Five of the most famous ships at sea—an atomic sub, a heavy cruiser, PT boat, battleship and destroyer. All plastic, easy to build and super detailed, paints and brush included. Exact scale replicas of real ships. No landlubbers here, it's strictly for sea-minded youngsters! A super-fun-packed set. By Revell. Ask for 40BR3.



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