

This sled is fast as lightning "A Perfect Beauty"

We told Santa the sled approved by us had to "go like the wind." So Santa made this not only strong but fast. You oughta see it flash down the hills and around the curves. Grooved steel runners give greatest speed. Easy steering crossbar. Four steel braced knees give great strength. You'll have fun this winter.

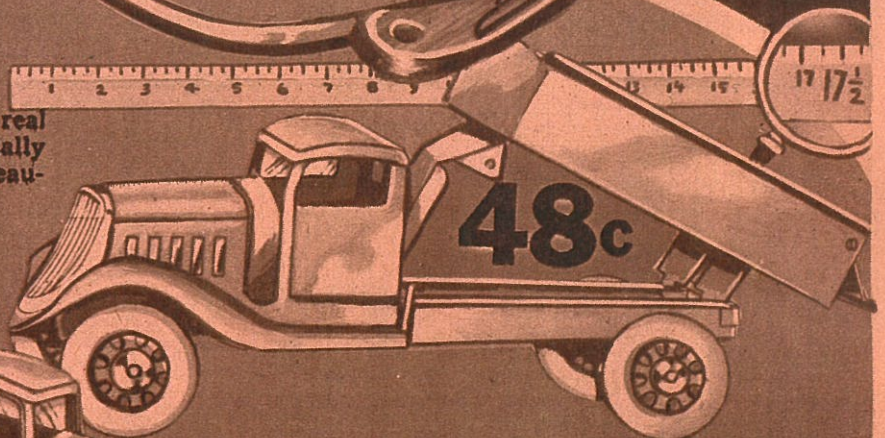


\$1 19

Lots
of fun with these

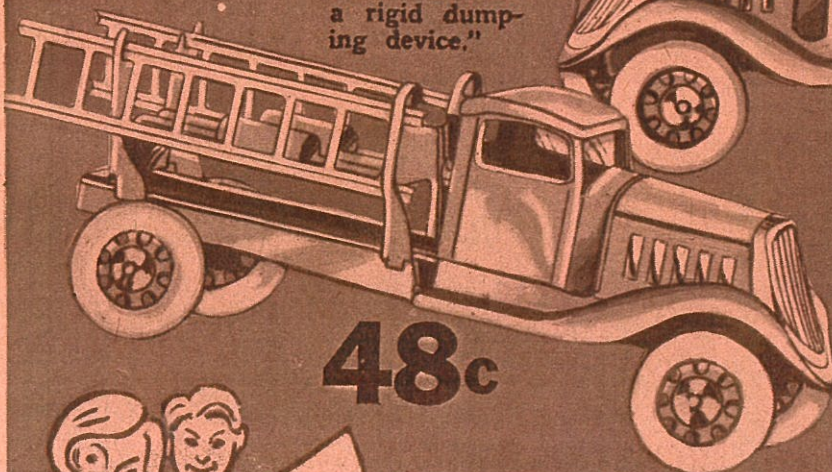
MINIATURE STEEL FLOOR TOYS DUMP TRUCK

"Think of it—these toys are made of real automobile steel," says Billy. "Electrically welded, too. Streamline, of course, and beautifully finished. This dump truck is 17½ inches long in bright red enamel and has a rigid dumping device."



LADDER TRUCK

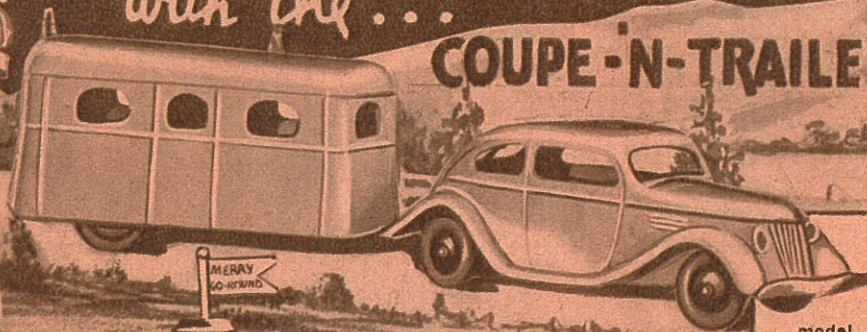
"A dandy fire-fighter," Billy comments. "It's big—18 inches long. Modern streamline design in every detail. Finished in bright red enamel. Truck has a cab and is equipped with 2 ladders. It is built strong to stand the strain of running to many, many fires. Will last for years—joints are electrically welded. No sharp corners; all edges are turned."



**BOYS AND GIRLS, YOU TOO CAN DRAW
CARTOONS. GET A BILLY AND RUTH
CARTOON BOOK FREE. See PAGE 2**

Billy says—Adventures on the open road
with the ...

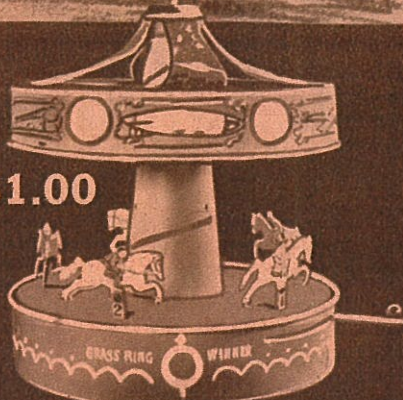
COUPE-'N-TRAILER



98c

"A big 22½-inch streamline beauty that is built for luxurious comfort in travel on the open road," says Billy. "The coupe, although not an exact model, is easily recognized as the Lincoln-Zephyr, powered by a very strong motor. To the car is coupled a snappy trailer coach. A trip with this Coupe 'n-Trailers leads to new adventures, new thrills in the field of play."

\$1.00



MERRY-GO-ROUND

"All the excitement and fun of a carnival," says Ruth. "Just press a lever and it goes whirling steadily around while the music plays. You can play a game with it, too—Each horse is numbered. You select the one you want to ride and if that horse is over the brass ring when merry-go-round stops, you win."



With
6 Cars

SPEED DEVIL GARAGE

98c

"Plenty of play value here," is how Billy describes this toy. "Look, six of those little Speed Devil Cars, each a different color, all primed up, ready for a race. While these cars do not have motor, they are miniature models of famous racing cars. And after you are finished playing with them, you put them away until the next race, in the big metal garage with hinged doors that looks just like a real garage."



50c

KINGSBURY AUTOMATIC FIRE HOUSE

"Here's a companion item to the Aerial Ladder Truck below," states Billy. "Wind up the ladder truck and place it in the firehouse where it is held by a bar across the door. Then push the lever on the side of house and a bell rings and truck is released, running under its own power—out from the firehouse in a mad dash to the fire. Firehouse is made of steel and cardboard—all set up."

KINGSBURY'S AERIAL LADDER TRUCK

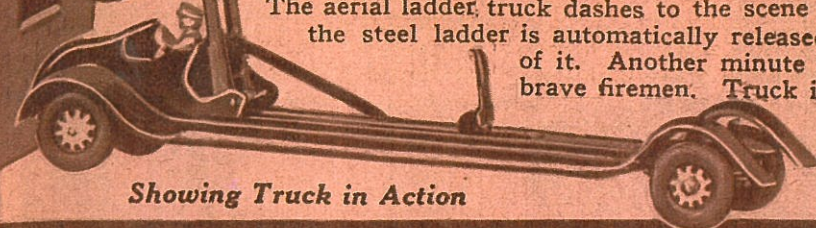
98c

Showing
Truck on
Way to a
Fire

"This is the most realistic toy I've seen in a long time," cried Billy. "Look, fellows, there's a fire on the 8th floor of that building."

The aerial ladder truck dashes to the scene and when it runs up against the building, the steel ladder is automatically released and rises to a height of 38 inches—think of it. Another minute and those inside are safe, rescued by your brave firemen. Truck is 24 inches long and is driven by a strong wind-up motor. Don't miss this one, boys—it's great."

Showing Truck in Action



Boys and Girls,

THESE ARE OUR
FAVORITES FOR
OUTDOOR PLAY

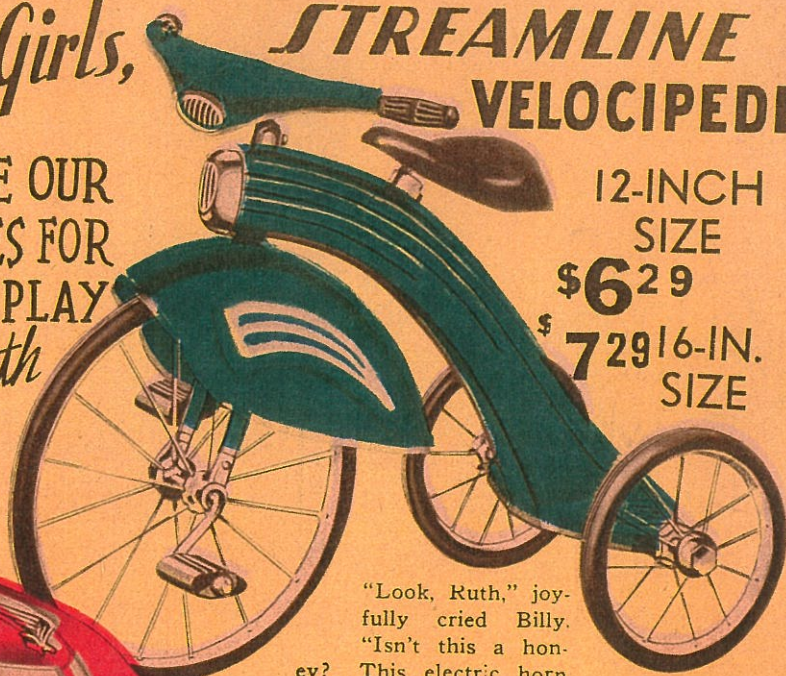
Billy & Ruth

STREAMLINE VELOCIPEDE

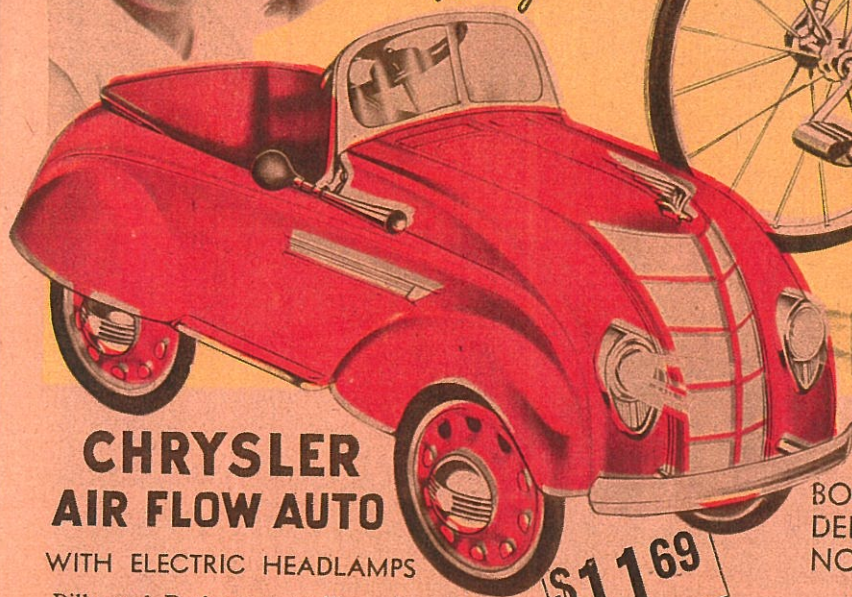
12-INCH
SIZE

\$6²⁹

\$7²⁹ 16-IN.
SIZE



"Look, Ruth," joyfully cried Billy. "Isn't this a honey? This electric horn in the handle bar will make 'em get out of the way." Handle bars, frame, saddle, fender and pedals are all streamline. Beautiful green finish with ivory wheels. Ball bearings in front wheel for easy running.



CHRYSLER AIR FLOW AUTO

WITH ELECTRIC HEADLAMPS

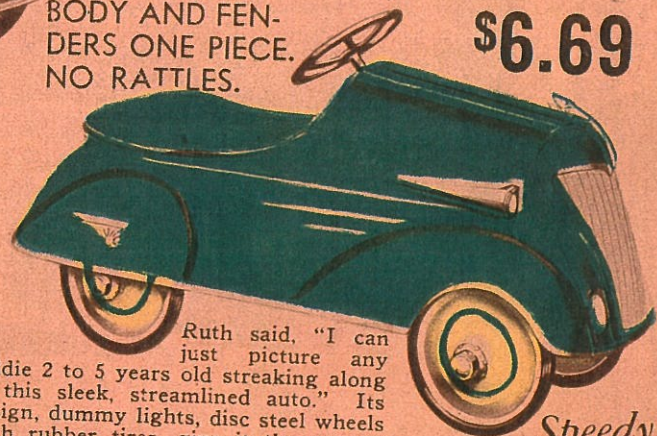
\$11⁶⁹

Billy and Ruth were spellbound as they looked at this big Air Flow Chrysler finished in bright red with electric headlamps, French horn, bumper, dome hub caps and windshield. Both agreed it was the swellest they'd ever seen. Their friends from 3 to 8 years old will love it.

FORD & AUTO

BODY AND FENDERS ONE PIECE.
NO RATTLES.

\$6.69



Ruth said, "I can just picture any kiddie 2 to 5 years old streaking along in this sleek, streamlined auto." Its design, dummy lights, disc steel wheels with rubber tires, give it the snappy look of its namesake.

Speedy

STREAMLINE WAGON

BUILT OF THE
SAME STEEL USED
FOR MAKING AUTOMOBILE BODIES.

A Perfect Beauty



\$2.69

"See, Ruth," said Billy, "everything's streamline this year—even this tot-size wagon of heavy steel in bright red enamel. 6-inch disc wheels with rubber tires. 26 1/2 inches long, 13 1/4 inches wide."

NEW! THIS YEAR IT'S THE SPEED CAR

BALL BEARING—
DIRECT DRIVE

\$4³⁹

"Wow, what speed," shouted Billy. "Great exercise, too. Makes muscles big and strong."



"See, the faster you move the handle back and forth the faster you go."

LIONEL *Speedline* TRAINS

with REAL RAILROAD WHISTLES and COMPLETE REMOTE CONTROL !

Boys, there are so many big improvements and new models in this year's Lionel Trains. Two brand-new steam-type locomotives and this year every Lionel train has remote control—think of that. Your know, I think it's downright wonderful that you can sit at a simple button or lever and route your train thru switches, onto sidings, back it up, speed it up or slow it down. Don't you? In a Lionel, you have everything.

No. 1069E — LIONEL JR. PASSENGER TRAIN — 44-inch. Streamlined bronze-black Pennsylvania "Torpedo" train with transformer. Distant controlled locomotive, tender and 3 cars. Track to make oval 27x35 inches. \$8.50

No. 1069W—Same as No. 1069E, with Whistle. \$11.95

No. 284E "O" GAUGE FREIGHT TRAIN—Five-car, five-foot, vividly colored freight train, headed by Commodore Vanderbilt, distant controlled locomotive, Box Car, Coal Car, Oil Tank Car, Dump Car and Caboose. Track forms oval 50x30 inches. \$15.00
No. 284W—Same as No. 284E, with Whistle. \$18.50

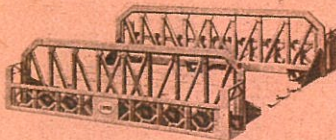
\$15.75

No. 299-W "O" GAUGE UNION PACIFIC OVER- LAND EXPRESS — With Whistle and Remote Control. Thrilling model of a famous train running from Denver to the Coast. Train 42½ inches long in brown and yellow. Track forms oval 50x30 inches.

No. 1069E

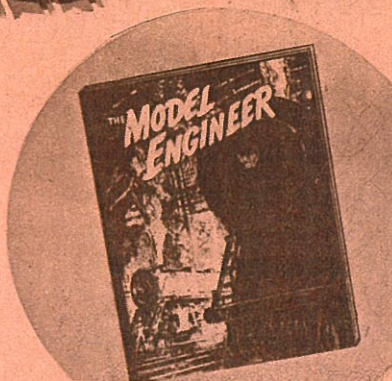
No. 284E

No. 299W



No. 270 SINGLE-SPAN BRIDGE FOR "O" GAUGE—Like a real railroad bridge. Heavy steel, bright enamel finish. 10¼ inches long. With section of track. \$1.50
No. 80-N AUTOMATIC SEMAPHORE — For any track gauge. As train passes, the semaphore arm rises and green bull's-eye is illuminated. When train passes, arm drops and red bull's-eye shows. 15 inches high. \$4.00

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