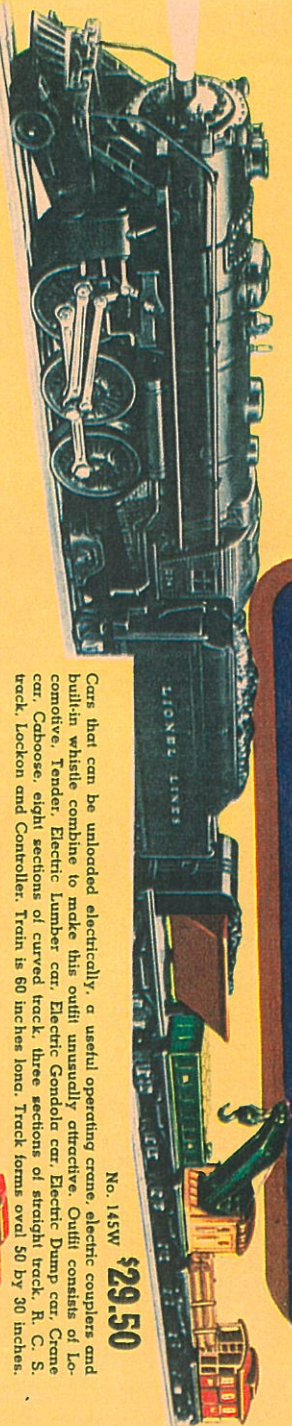


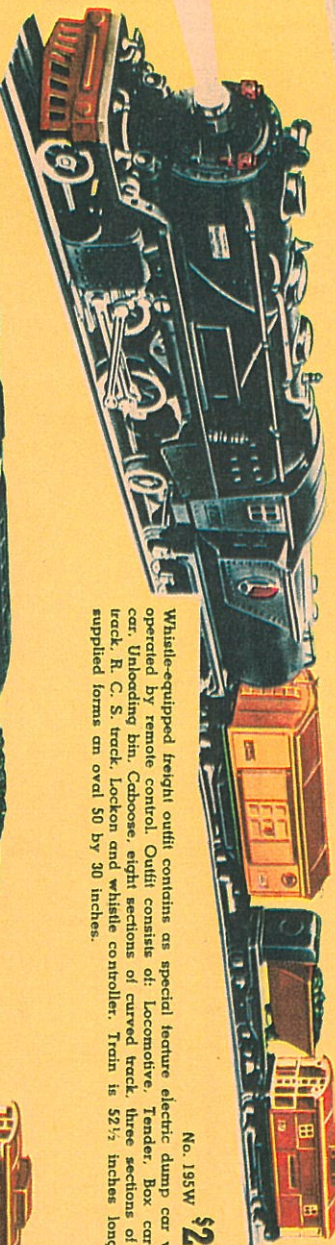
AINS

**Couple and Uncouple
Load and Unload
Whistle and Reverse**
ALL BY
Electric Remote Control



No. 145W \$29.50

Cars that can be unloaded electrically, a useful operating crane, electric couplers and built-in whistle combine to make this outfit unusually attractive. Outfit consists of Locomotive, Tender, Electric Lumber car, Electric Gondola car, Electric Dump car, Crane car, Caboose, eight sections of curved track, three sections of straight track, R. C. S. track, Lockon and Controller. Train is 60 inches long. Track forms oval 50 by 30 inches.



No. 195W \$22.50

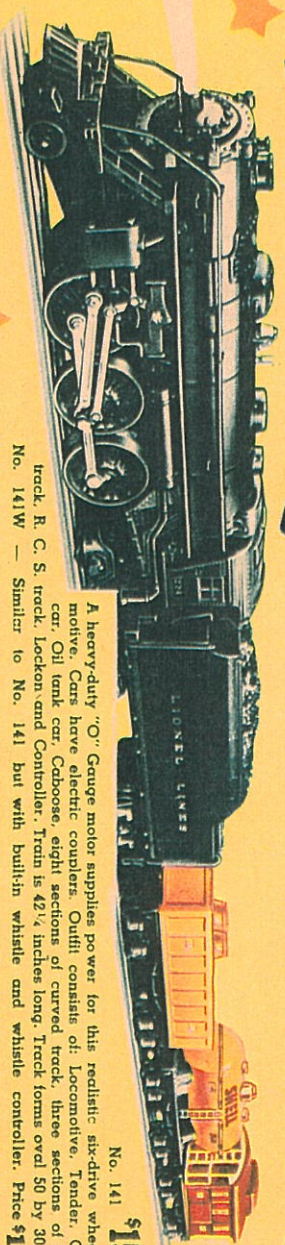
Whistle-equipped freight outfit contains as special feature electric dump car which is operated by remote control. Outfit consists of: Locomotive, Tender, Box car, Dump car, Unloading bin, Caboose, eight sections of curved track, three sections of straight track, R. C. S. track, Lockon and whistle controller. Train is 52 1/2 inches long. Track supplied forms an oval 50 by 30 inches.



No. 135 \$12.95

Powered by the speedy Commodore Vanderbilt, Tender has enclosed top. All cars have electric couplers. Outfit consists of: Locomotive, Tender, Oil tank car, Gondola car, Caboose, eight sections of curved track, three sections of straight track, R. C. S. track, Type W, 75-watt transformer, Lockon and Controller. Train is 42 3/4 inches long. Track forms oval 50 by 30 inches.

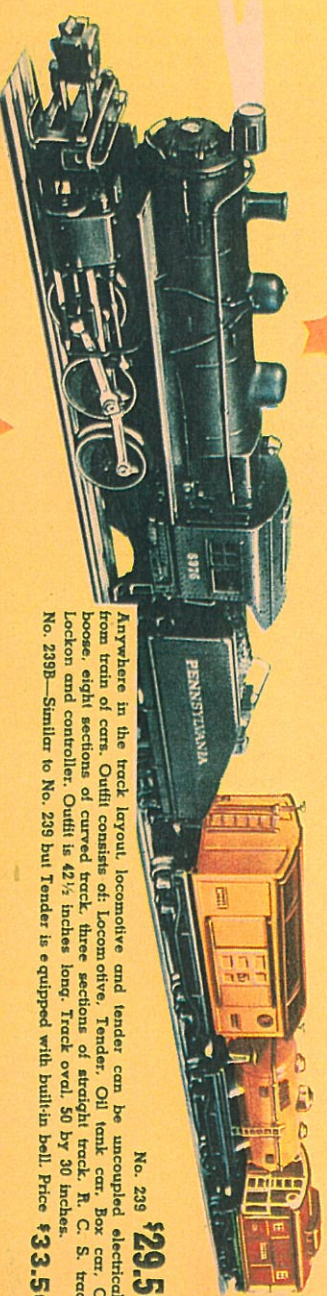
No. 135W — Similar to No. 135, but with built-in whistle and whistle controller. Price \$16.75



No. 141 \$15.00

A heavy-duty "O" Gauge motor supplies power for this realistic six-drive wheel locomotive. Cars have electric couplers. Outfit consists of: Locomotive, Tender, Gondola car, Oil tank car, Caboose, eight sections of curved track, three sections of straight track, Lockon and Controller. Train is 42 1/4 inches long. Track forms oval 50 by 30 inches. Price \$18.75

No. 141W — Similar to No. 141 but with built-in whistle and whistle controller. Price \$18.75



No. 239 \$29.50

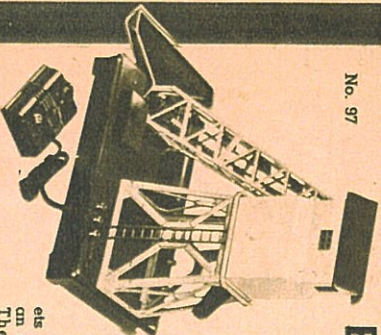
Anywhere in the track layout, locomotive and tender can be uncoupled electrically from train of cars. Outfit consists of: Locomotive, Tender, Oil tank car, Box car, Gondola car, Caboose, eight sections of curved track, three sections of straight track, R. C. S. track, Lockon and controller. Outfit is 42 1/2 inches long. Track oval, 50 by 30 inches.

No. 239B—Similar to No. 239 but Tender is equipped with built-in bell. Price \$33.50

★ LIONEL ACCESSORIES ★

ELECTRIC REMOTE CONTROL ELEVATOR

No. 97

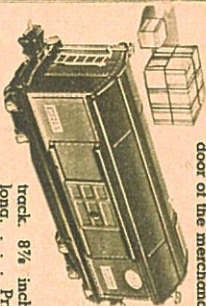


A realistic railroad accessory which will actually load model height cars by remote control. Imitation coal placed in a well in the base of this structure is scooped up by a series of buckets traveling on an endless chain. The chain conveyor lifts the buckets to the top of structure where they are turned upside down, dumping their contents into the loft. When the gate is opened the contents of the loft pour down through a chute into your waiting freight car. A half pound of imitation coal is included.

\$7.50

ELECTRICALLY OPERATED MERCHANDISE CAR

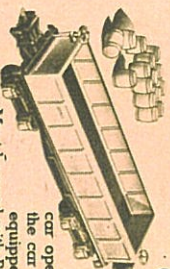
No. 3814—By electric, remote control the door of the merchandise car can be opened and the contents of the car discharged onto station or baggage platform.



Equipped with electric couplers. Must be used with R. C. S. truck, 8 1/2 inches long. . . . Price

\$5.00

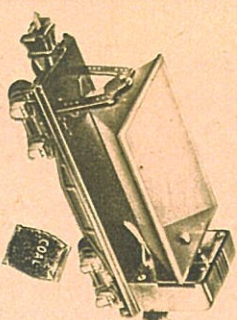
ELECTRICALLY OPERATED GONDOLA



No. 3652—At the touch of a remote control button, the side of the gondola car opens and the contents of the car are dumped out. Car is equipped with electric couplers. Must be used with R. C. S. or No. 1019 truck. With every gondola car, twelve moulded barrels are included. 6 1/2 inches long, 2 1/4 inches high. . . . Price

\$3.50

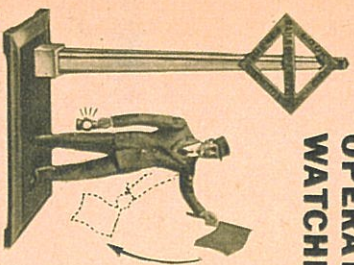
DUMP CAR



No. 3659—Car body of Dump Car can be tilted by electric, remote control. Must be used with R.C.S. or No. 1019 truck. Equipped with electric couplers. Length 6 3/4 inches.

\$3.75

OPERATING WATCHMAN

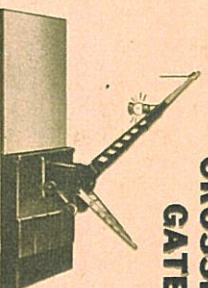


No. 1045

An ingenious new, electrically operated accessory that will put a lot of action and interest into your model railroad. When train approaches, watchman waves his flag up and down. When train has passed, action ceases. Entirely automatic in its operation. For use with any track except "OO" gauge. Watchman is moulded and hand painted. Signal is 12" high. . . . Price

\$2.00

AUTOMATIC, ILLUMINATED CROSSING GATE



No. 46—As train approaches, gate lowers automatically and lantern is illuminated. After the train has passed, light is extinguished and gate rises. . . . Price

\$3.00

90-DEGREE CROSSOVER



No. 020—The cross rails are mounted on an ornamental steel base, beautifully enameled. A solid bakelite block prevents short circuits. 8 1/2 inches square. . . . Price

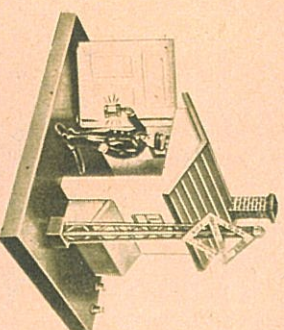
\$1.50

ILLUMINATED BUMPER

No. 025—Equipped with electric lamp. One section of "O" gauge track is included. . . . Price

\$2.00

AUTOMATIC GATEMAN



No. 45N—Gatemans inside shock and door is closed until train approaches. When locomotive draws near, door swings open, gateman rushes out swinging an illuminated lantern. After last car has passed, gateman returns to his shock and door closes. Action is entirely automatic. For use with any track except "OO" gauge. Complete with bulb, Lockon, connecting wires and No. 41 Connector. . . . Price

\$3.95

TRANSFORMERS



Type "W"—75 Watts, 115 Volts, 60 Cycles, A.C. A conventional transformer which can be used for the regulation of train speeds and for illuminated and automatic accessories, does not have circuit breaker. Exceptionally low price. . . .

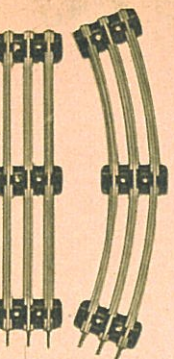
\$3.75



Type "Q"—75 Watts, 115 Volts, 60 Cycles, A.C. Control knob can be used to regulate output in ranges 8 to 18 volts or 14 to 24 volts, depending upon which binding posts deliver 6, 8, 10, 14, 18 or 24 volts. . . . Price

\$5.00

LIONEL TRACK



Lionel track is made by doubling the flange so strengthens the track that were a person to stand on it, it would not bend. Each section is perfectly insulated and tested. Straight track is 10 inches long. Curved track is 10 1/2 inches long. . . . Price \$2.20
O.C. Curved Track Price \$2.20
O.S. Straight Track Price \$2.20
1/2 O.C. Half Section, Curved Price \$2.20
1/2 O.S. Half Section, Straight Price \$2.20
O.S.S. Straight Track with two insulated rails. With Lockon, connecting wires and fibre pins. Price \$5.60

*Tots love the quaint
nursery figures on*

DISNEYLAND BLOCKS

Here are those famous nursery rhyme characters that Walt Disney has put into his colored movies so popular with the little folk. There's Goofy, Toby, Tortoise, Max Hare, Merbabay, The Three Little Pigs (Practical, Dancing and Fiddler), Elmer Elephant, Clara Cluck, The Ugly Duckling and other characters. As they play, they'll learn about these nursery characters. They are embossed on the two ends. On the four sides are familiar animals, articles and letters of the alphabet. Brilliant colors used on these blocks attract and please all tots. All colors are harmless to children and all blocks have rounded corners and edges for their safety.



*Ruth's little
friend Betty and
her favorite*

HALSAM BLOCKS

No. BR91—18 SMALL
BLOCKS **25c**
No. BR92—16 LARGE
BLOCKS **50c**

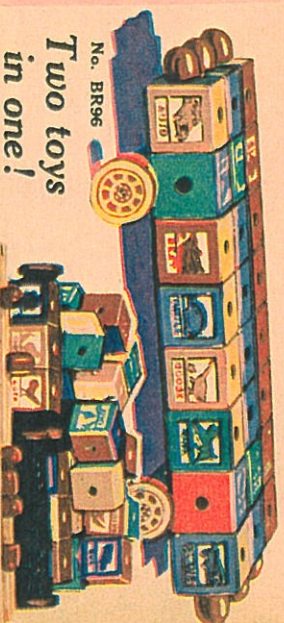
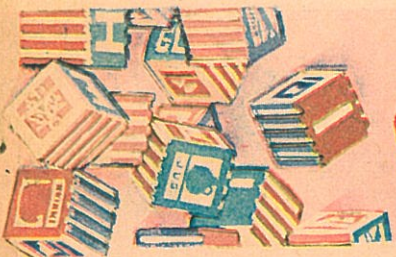


*Build 'em high—they
won't tumble!*

HI-LO BLOCKS

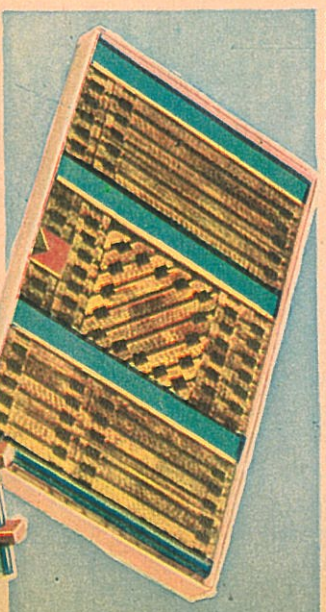
No wonder! Hi-Lo blocks are so popular with all little tots. They can pile them, one on top of the other, way up high. The interlocking grooves fit together so they won't tumble. Hi-Lo blocks are educational, too—on one end is embossed in color an animal or article with the name spelled out and on the opposite end is the initial letter of the alphabet for that picture. All blocks have rounded corners and edges for safety and colors are harmless to children.

No. BR93 18 SMALL **25c** No. BR94 18 LARGE **50c** No. BR95 36 LARGE **\$1.00**
BLOCKS .. BLOCKS .. BLOCKS ..



*Two toys
in one!*

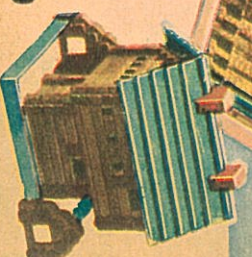
No. BR96
BLOCK PULL TOY SET WITH 24 BLOCKS
24 blocks, drilled on four sides, through which child can put dowels to make pull toy. Easy to assemble and take apart. Sides finished in bright colors. Ends embossed with animals and articles. **50c**



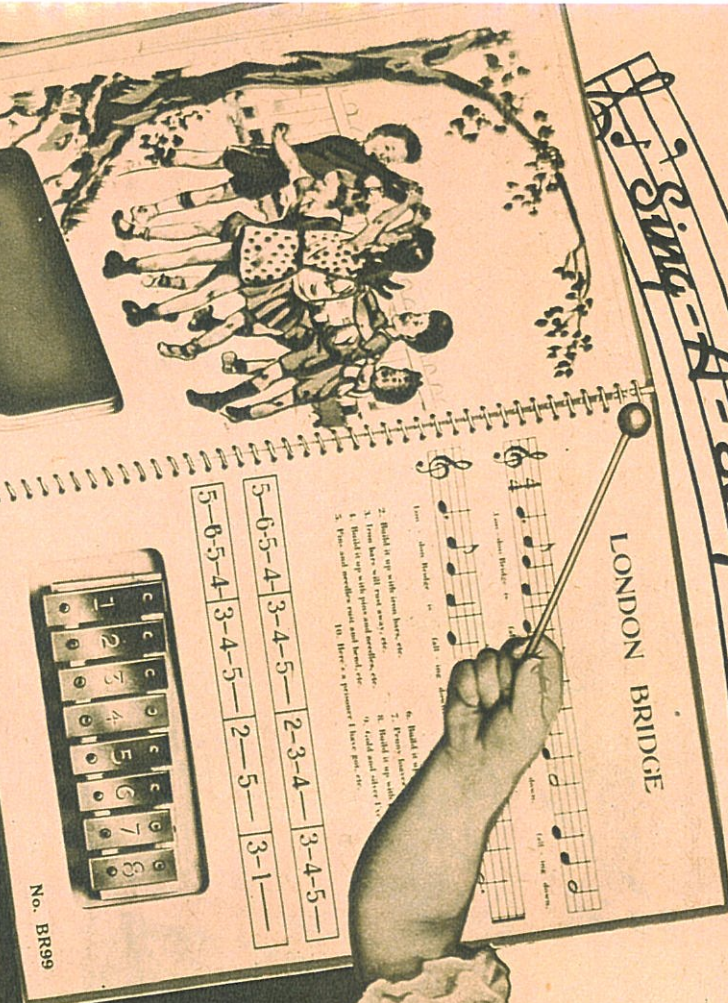
AMERICAN LOGS

Boys, build pioneer villages. Make log cabins and forts with the rough cut, stained logs such as the early settlers hewed from trees with ax and axe. Logs notched to fit rigidly together.

No. BR97 63 PIECES **50c** No. BR98 86 LARGE **\$1.00**
PIECES PIECES



Sing-A-Song Player Book!



Doris Plays a Pretty Tune She Learned in the SING-A-SONG PLAYER BOOK

Doris surprised Dad. Mother and her friends by playing 16 pretty tunes on the Xylophone that is mounted in book and shows thru opening in each page. You can learn to play, too. It's easy for each note is numbered—you hit key of same number. There is a verse and beautiful colored picture for each tune.

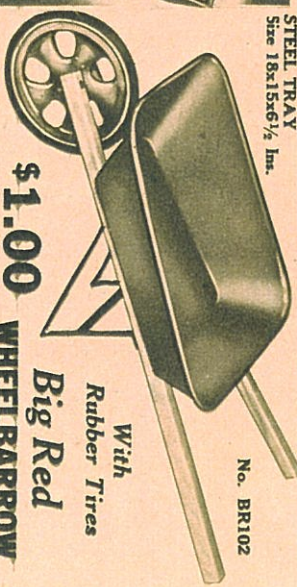
\$1.00

No. BR99



**For Tots—Builds
Over 100 Toys
BLOCKRAFT
BLOCK CONSTRUCTION SET**
The tot's first construction set. More than 100 boats, houses, autos, bridges, etc., are easy to assemble with dowels and toys so made are quickly taken apart. Parts made of wood, stained and waxed. Non-poisonous—no sharp edges. No. BR103

\$1.00



**With
Rubber Tires
Big Red
WHEELBARROW**

Billy and Ruth selected this big, steel wheelbarrow for little tots. "A tot will have many happy play hours indoors carrying his blocks about to build a house," they say. "And when it's nice outside he'll use this wheelbarrow to carry sand or helping Daddy clean up the yard." Steel tray 18" x 15" x 6 1/2" with 8-inch artillery-type wheels and rubber tires. Painted red.

STEEL TRAY
Size 18x15x6 1/2" ln.

No. BR102

Gladys Learned to Spell Her First Words with PEEK-A-BOO BLOCKS



Teach tots simple word spelling by showing, automatically, picture of the article spelled. Tilt a block—an article shows at one end and letters spelling it appear. Then tilt block in opposite direction—another object and word appears. Reverse side of block shows 2 more objects and words. 8 blocks in set—a total of 32 objects and words.

\$1.00

No. BR100

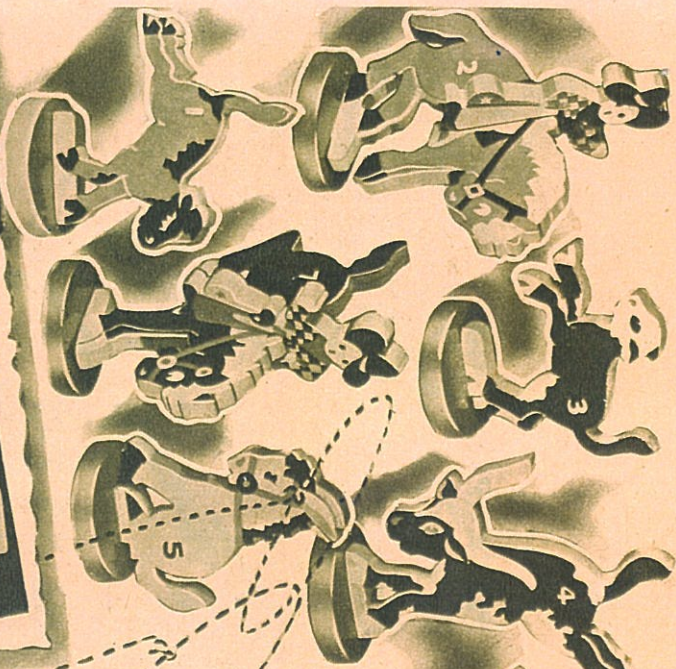
MUSICAL TOP

"Pretty Music, Mama," Says Ted
Ted gets a real thrill from his big, colorful 9-in. top that plays a tinkling tune when he spins it by pushing handle.

50c



No. BR101



No. BR104



Billy's friend Frank has a

Wild West RODEO

Frank tells Billy, "Rodeo is swell fun. I have a real Wild West Show, playing I'm the cowboy on that pony, lassoing the 7 figures—mounted cowboys, wild horses, steers and calves. See, when I press the trigger, the lasso ring shoots out to bring down one of them. Wood figures finished in brightly colored channels and each is mounted on base, numbered so you can play a game, scoring points of figures lassoed."

\$1.00



No. BR105

Charley, a pal of Billy, goes into business with TINKERCRAFT KIT

"You boys (and girls, too) of teen age will want this kit," says Charley. "You'll have fun building the 12 streamlined 'Dog Houses' for used razor blades. Then you can sell them for 25c each—every man needs this useful, practical receptacle for old blades. All necessary lumber, cut to size, blueprints and full directions included."

\$1.00

Famous CHILDREN'S BOOKS Selected by Billy and Ruth

We have many thrilling stories by famous authors for boys and girls 9 to 16 years of age. 236 pages or more in each. Cloth bound with paper jacket. Titles such as Bobbsey Twins, Secret Flight, Eight Cousins, Pinocchio, Big League, etc. No. BR106

Choice **25c**



Just Wet the Brush and Bring Out Colors

Colored-cover painting books for tots. Painting with water, using brush included, over pictures on the 12 pages, brings out colors. No. BR108

SET OF 5 BOOKS **25c**

For Ages 9 to 16 BOOKS

Stories for boys and girls. Finely printed, illustrated and bound books by the best authors. Each book has paper jacket. Large clear type. Select from many titles in our stock. No. BR107.

Choice **50c**

For Ages 4 to 8 BOOKS

Large, heavy paper story books. 10" x 12 1/2". 16 to 24 pages with illustrations in full color. Titles such as Mother Goose, Child's Garden of Verses, Uncle Remus, etc. No. BR109

Choice **10c**



Choice **25c**

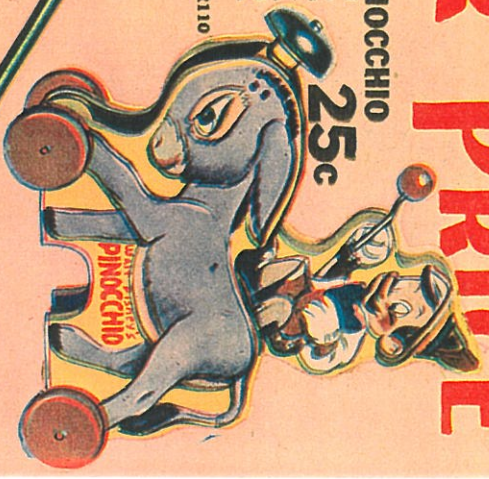
FISHER PRICE

PLUCKY PINOCCHIO

Lots of action and sound in this 7-inch toy. A d v e n t u r o u s Pinocchio perched between two donkeys busily rocks back and forth while pounding a bell.

No. BR110

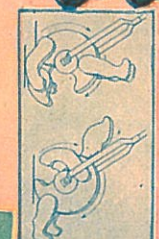
25c



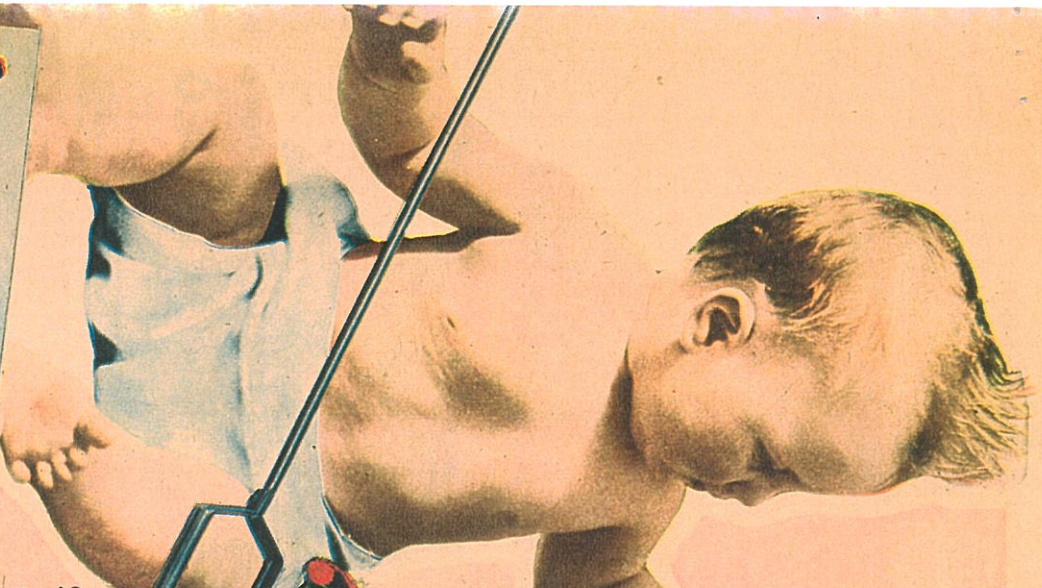
This little tot, Fred, is so pleased with his Fisher Price Toys!

TUMBLING TIM the CLOWN

A push toy—he's in front where youngsters can see him. Tim's legs fold back as he tumbles, his arms flash out, his head moves backwards and he completes the roll on his nose, as a bell clangs.



\$1.00
No. BR112



Struttin' DONALD DUCK

Not much wonder Fred reaches for Struttin' Donald Duck. "Quack! Quack! Quack!" goes Donald, as Fred pushes him along, feet flopping, arms moving in that cocky, swagger walk that makes him so greatly loved by kiddies everywhere. Push stick is adjustable in length.

Baby George and his favorite STUFFED ANIMALS



No. BR115

Choice 50c

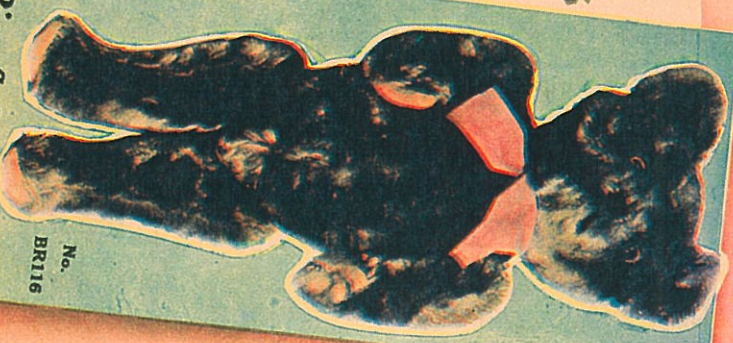
They're so cute! No wonder George loves them all!

Please come tot with one of these sitting or standing, big, soft-stuffed life-like animals. Dogs, Cats and Bears to choose from. Some have rolling eyes. All have rich plush coats and squeak voices.

Choice \$1.00



No. BR114



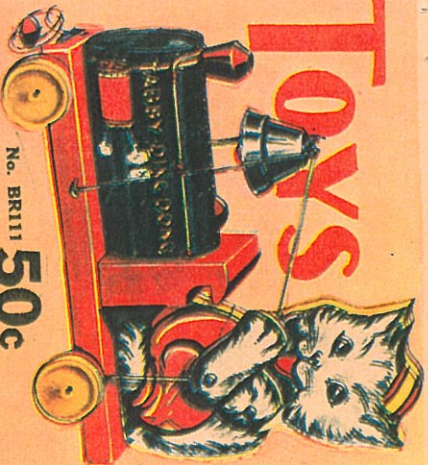
No. BR116

Big, Soft, Lovable TEDDY BEAR

Turns his head, moves arms and legs like a real bear at the zoo. Golden brown plush coat and soft body. Squeaker voice. 16 inches tall.

\$1.00

Toys



No. BR111 **50c**

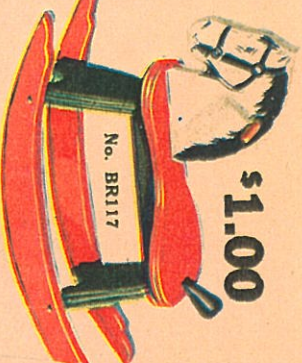
TABBY DING DONG

Tabby, the cute kitten engineer, loudly rings the bell to clear the way as tot pulls this 11-inch locomotive along. The color, action and sound of this toy are bound to please the little folks.

ROCKING HORSE

for little tots

"Give a tot a horse he can ride!" This sturdy wood rocking horse 22 1/2 ins. long is colorfully decorated and will provide many happy, carefree hours of play.



No. BR117

\$1.00

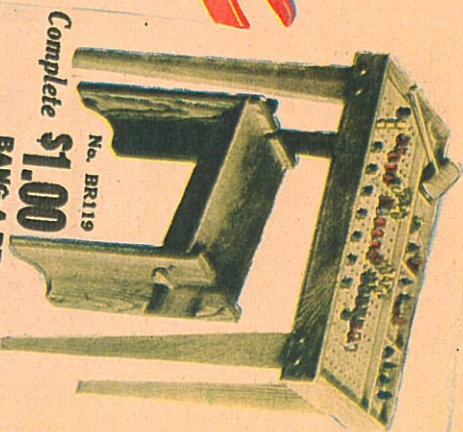
Margie can see you! TELEVISION PHONE

Look into top of phone—see person opposite. Dial rings bell. Lift receiver—voice says "Hello."

No. BR118



\$1.00



No. BR119

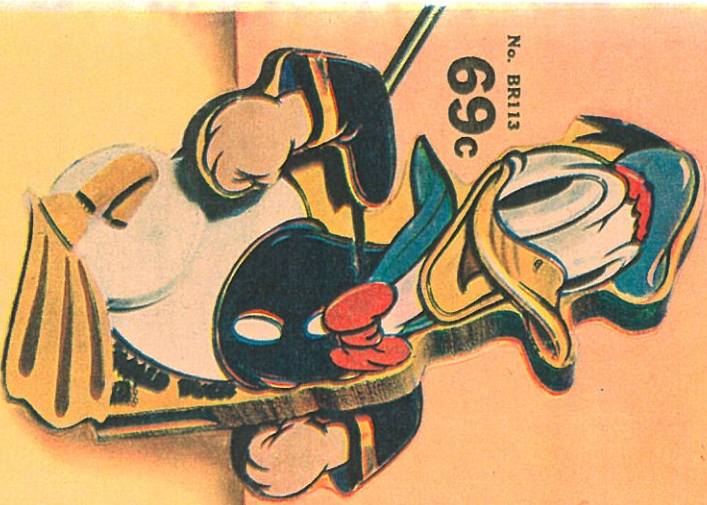
Complete \$1.00

BANG-A-PEG

TABLE and BENCH

Tots can hammer to their hearts' content. The sturdy wood table is 18 1/2 ins. high. In the top are 220 holes into which child can drive, with the wooden mallet furnished, the colored wood pegs to make all sorts of designs. Strong wood bench included.

GONG BELL TOYS



No. BR113

69c



No. BR121

SEE SAW

50c



No. BR122

50c



JINGLE

KITTY CART

Kitty stands on front of brightly colored cart, rocking back and forth, ringing a bell. No. BR120

25c

As tot pulls toy along, figures of boy and girl get a ride on the See Saw. Gong and bell of different tones ring to amuse the little ones. Action, sound and color make this a winner. 12 1/2 ins. long.

LOCOMOTIVE
"Ding-Dong" goes the bell on this 13-inch, 6-wheel engine and tender, the engineer pulling the bell cord, as he rocks back and forth.



No. BR124

\$1.00

DIXIE DOODLE

A toy the tot can ride

Dixie Doodle is great fun and healthful exercise for any little tot. It builds strong legs as they scoot about the house or outdoors. Sturdily built—it's made to take years of hard knocks. Kiddies like the friendly colorful figure of Dixie Doodle on front and they get the greatest kick out of hearing the chimera, in rear wheels, ring. 14 ins. long, 9 1/2 ins. high.

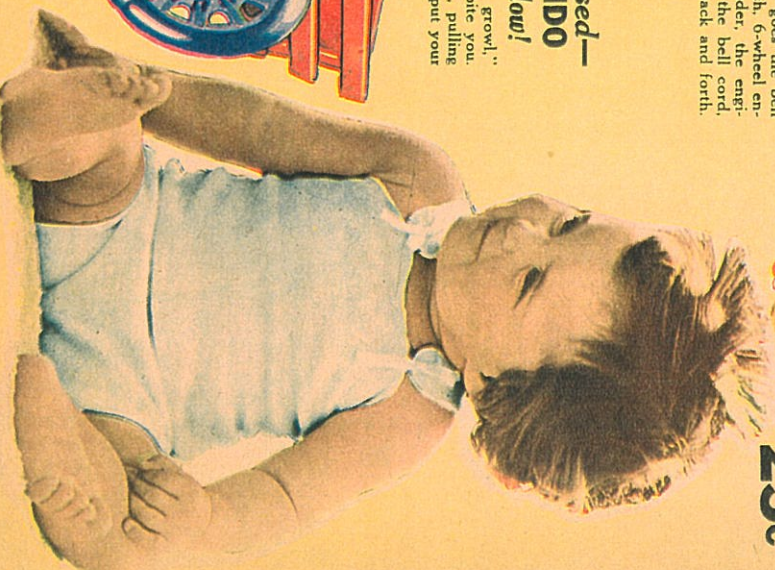


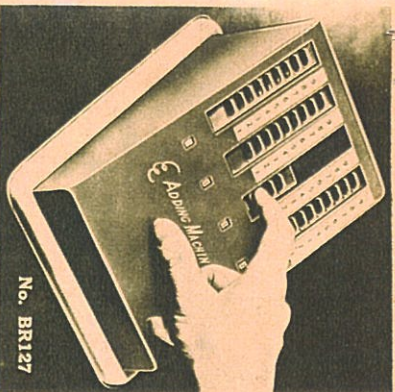
No. BR123

\$1.00

No wonder Elsie is so amused—FLEET FOOT FIDO is such a funny fellow!

"Just hear Fleet Foot Fido growl," says Elsie. "But he won't bite you. You'll laugh to see him walk, pulling his cart that's big enough to put your blocks in."





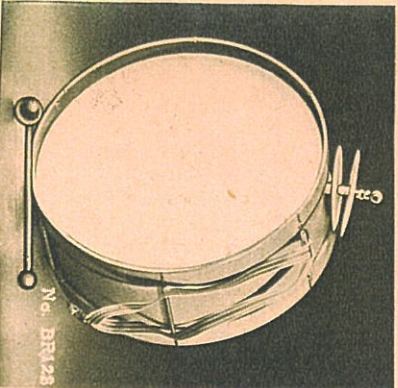
No. BR127

Adds up to 9,999

ADDING MACHINE

Fascinating as it is educational. Now you can add in a jiffy. It is all metal and brightly colored.

98¢



No. BR123

Big 16½ Inch BASS DRUM

Two tough fiber heads, 6 spring tighteners, shell lithograph in imitation of wood. Complete with hand cymbal and double end drum stick, and neck band for carrying. Real rich deep mellow tone.

98¢



*Ruth's friend
Schulz*

Ruth says: "You can learn to play pretty tunes too. It's easy!"



No. BR129

XYLOPHONE

with Wood Music Stand

Wood ttable with 10 key Xylophone attached to panel, card of songs, song card holder and two playing hammers.

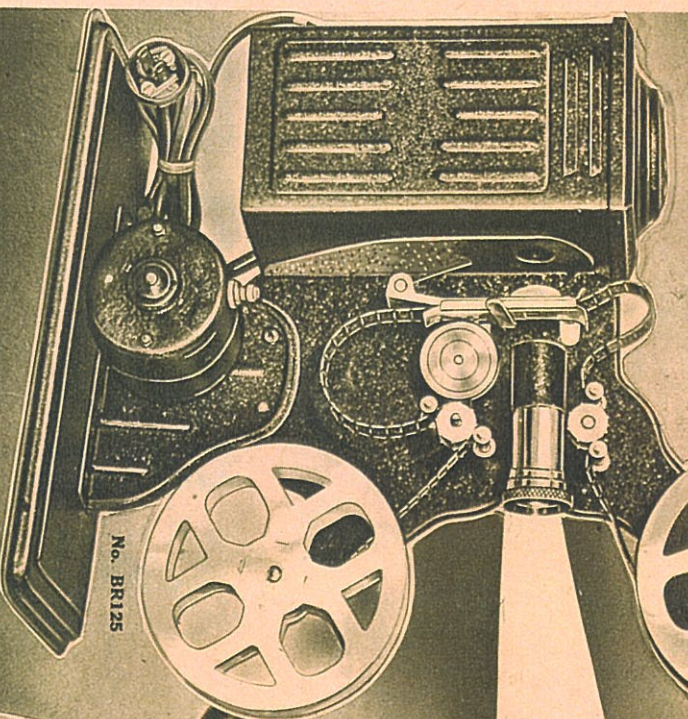
Stand Size

18" LONG
9½" WIDE
19" HIGH

\$1.00

\$5.95

MOVIE PROJECTORS



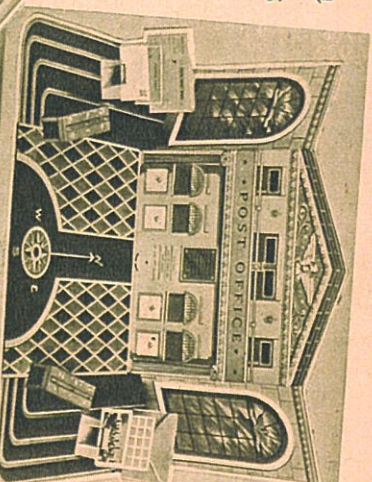
No. BR125

"Boy, what a nifty show you can put on with this Projector", exclaim Billy and Ruth. Has A. C. Motor, fan ventilated, two 200-foot metal reels, 135-watt lamp, cord and plug. New base with swivel for angle projection. Shows finer, clearer pictures.



*Ruth's friend
Bob*

*Ruth's friend
William*



No. BR130

Have a POST OFFICE of your own

Sturdy, metal building, with colorful, realistic accessories. You can stand behind the windows and hand out stamps, take in mail, etc.

98¢



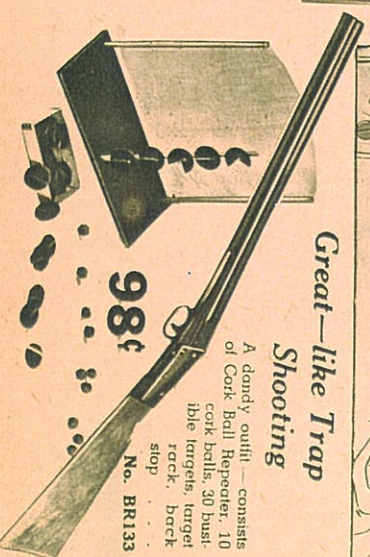
TARGET BUSTER

Great—like Trap Shooting

A dandy outfit — consists of Cork Ball Rifle, 10 cork balls, 30 bustible targets, target rack, back stop

No. BR133

98¢

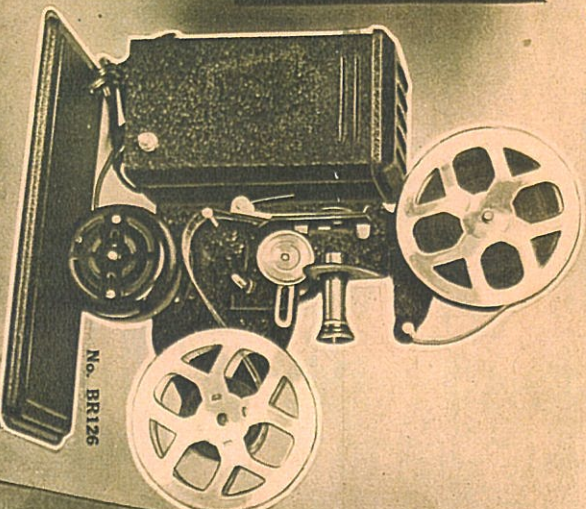


selected by Billy and Ruth



This Projector also shows good, clear pictures. Has A. C. Motor, fan cooled, two 100-foot reels, 125-watt lamp, cord and plug, tilting device for angle projection

\$4.49



See our selection of **MOVIE FILMS**
Non-Inflammable 16MM film of comedies, latest popular stars. 10 ft. up.

Lowest Prices



No. BR132



"It's not that serious, Doctor," says May to Dr. Ed.
DOCTOR KIT
Every thing you need to keep Dolly in condition. Kit also includes delicious, pure candy pills.

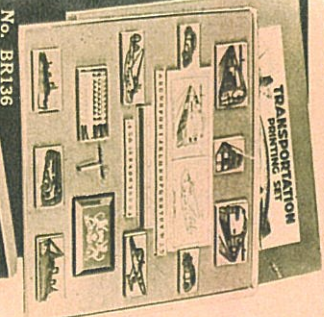
98¢

RUBBER STAMP PRINTING SETS

Transportation

98¢

10 Picture Stamps of transport vehicles, 40—seven-sixteenth inch outline alphabet and figure stamps. Equipment includes 4 crayons, ink pad, ruler, printing gauge and paper pad.

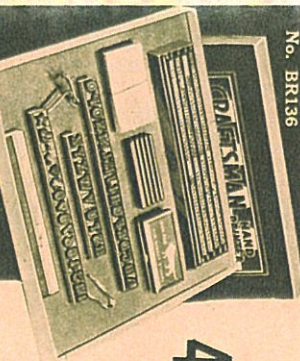


No. BR136

Craftsman

48¢

Set contains 43 seven-sixteenth inch wood mounted outline capital letters and figures and over 200 characters of small changeable rubber type. Tweezers, printing gauge, ruler, ink pad, type holder and package of cards.

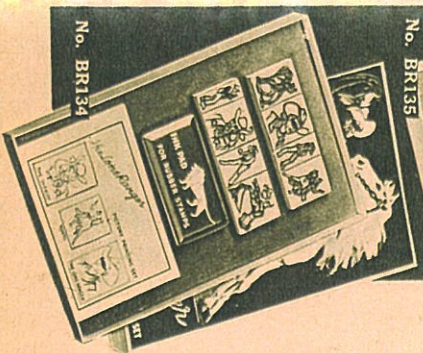


No. BR135

Lone Ranger

Make your own comic strips. . . . Stamps include pictures of The Lone Ranger and his horse, Silver, Tonto, etc. Also included is an ink pad & paper pad.

25¢

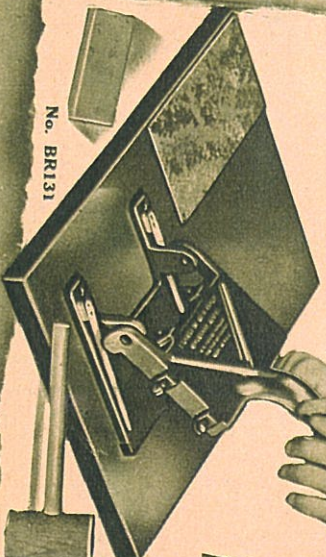


No. BR134

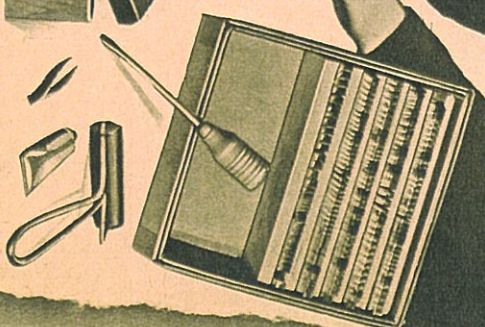
Billy makes plenty of spending money with his PRINTING PRESS

You can print cards, tickets, letterheads, and oh so many things! . . . Uses real Printers' Metal Type and Ink. Prints two or more color jobs. Equipped with full automatic paper clamps—built-in ink plate. Has inking roller, type galley, etc. Attractively finished in Aluminum and Red.

\$2.98



No. BR131



Billy and Ruth