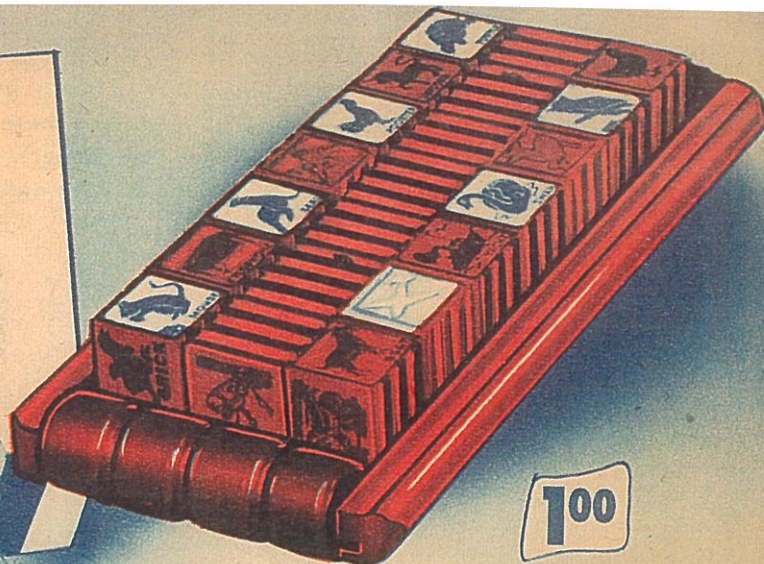


# BLOCKS

for all ages

Sharon just loves to pile these wonderful blocks—one on top of the other! She loves the bright colors and the pretty pictures on each and every one!



100

## HI-LO BLOCK ROLLER CART

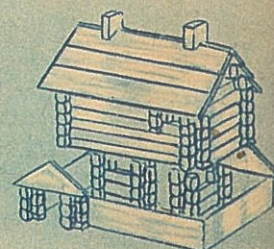
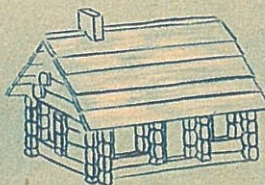
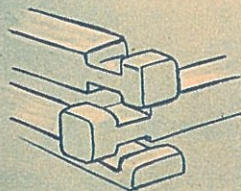
Loads of fun for tiny tots! This attractive red and blue wooden cart contains 21 gay colored picture blocks. It's a grand pull toy and building set combined. By Halsam Products Co. Ask for 10BR1.

## HI-LO BLOCKS

Here is a wonderful present for little boys and girls. There are letters and pictures on each bright colored block and special grooves that interlock—make them super for all kinds of building. By Halsam Products Co. Ask for 10BR2.

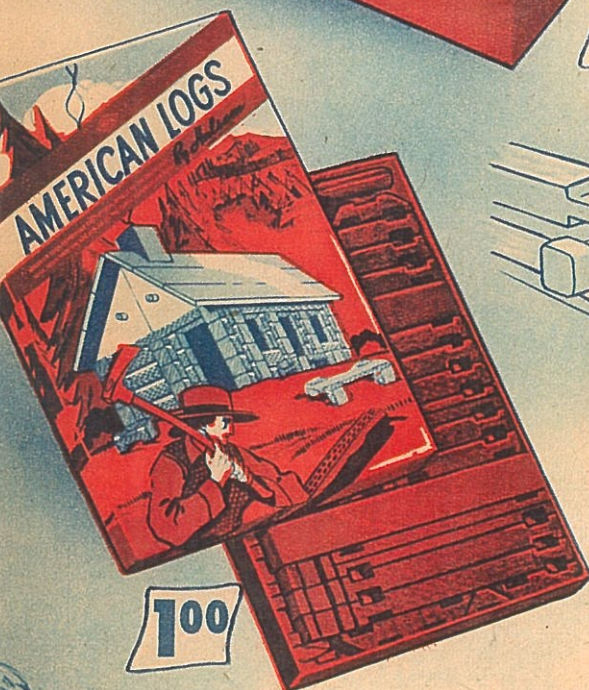


100



## AMERICAN LOGS

Use these realistic logs to build a model pioneer town with cabins, block houses and stockade. Well-made with hewn appearance. Roof planks and chimneys included. By Halsam Products Co. Ask for 10BR3.



100

## AMERICAN PLASTIC BRICKS

You'll have lots of fun learning the latest building tricks with these plastic bricks. You might even try a miniature of your own home! By Halsam Products Co. Ask for 10BR4.

300

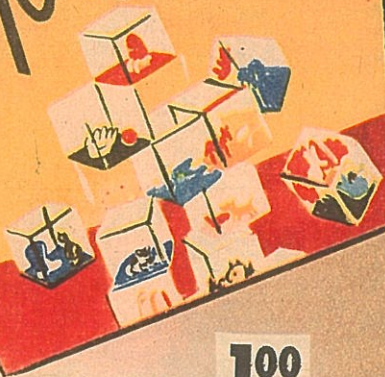




# BIEVER

# Blockettes

CLEAR PLASTIC

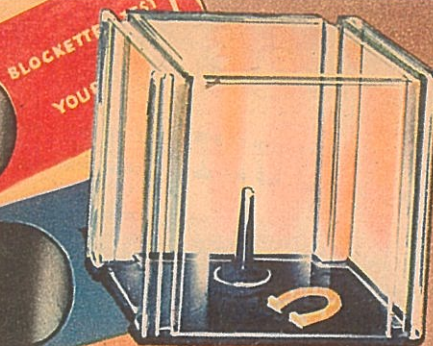


100

## BLOCKETTES

Each of these 20 clear plastic blocks contains a clever trick to test your skill. You'll have great fun making the cow jump over the moon or putting Humpty Dumpty back on the wall. Use the blocks for building too!

By J. Donald Biever, Inc. Ask for 11BR1.



## PLAYTIME FUN WITH BILLY

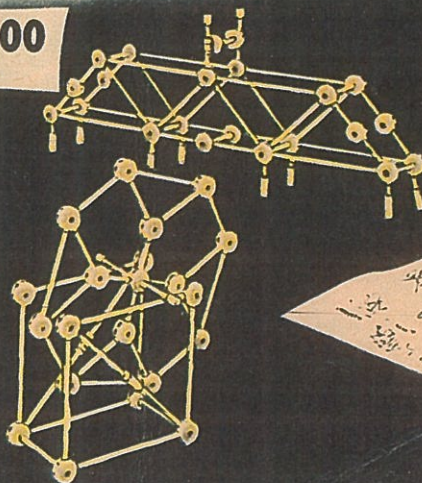
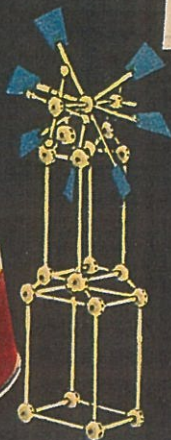


"When Billy's cousin Tommy comes to visit, he always builds models with Billy's Tinkertoy Set. This year Santa is going to bring Tommy a set for his very own."

## WONDER BUILDER TINKERTOY

Here's your special favorite! This wonderful wooden building set will mean endless hours of fun. Models are easy to make with the 90 smooth white birch parts and 8 windblades. Stunt and game sheet included. Other sizes from \$.50 to \$2.50. By The Toy Tinkers Inc. Ask for 11BR2.

100



11





*Billy says:*

**"THEY LOOK JUST LIKE REAL ONES!"**

### LUMBER TRUCK

Here's a super red high-way truck with shiny aluminum trim. A big heap load of logs held on with chains and springs! Rubber wheels. 17½" long. By Hubley Mfg. Co. Ask for 12BR1.

### BELL TELEPHONE TRUCK

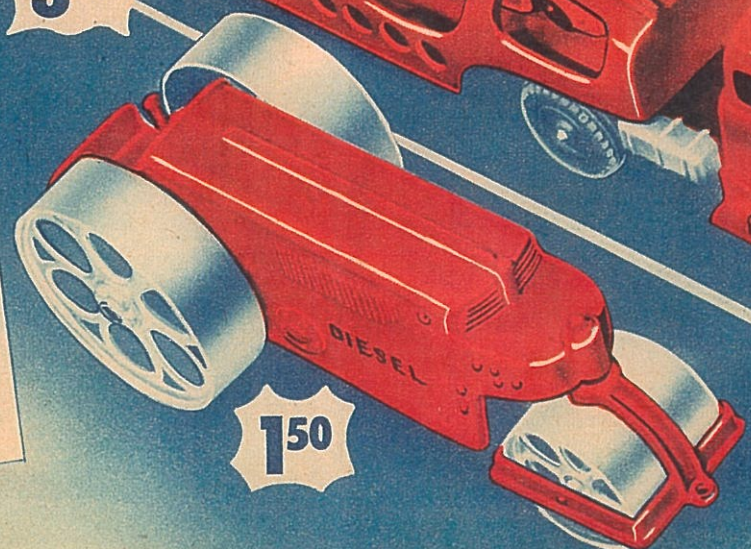
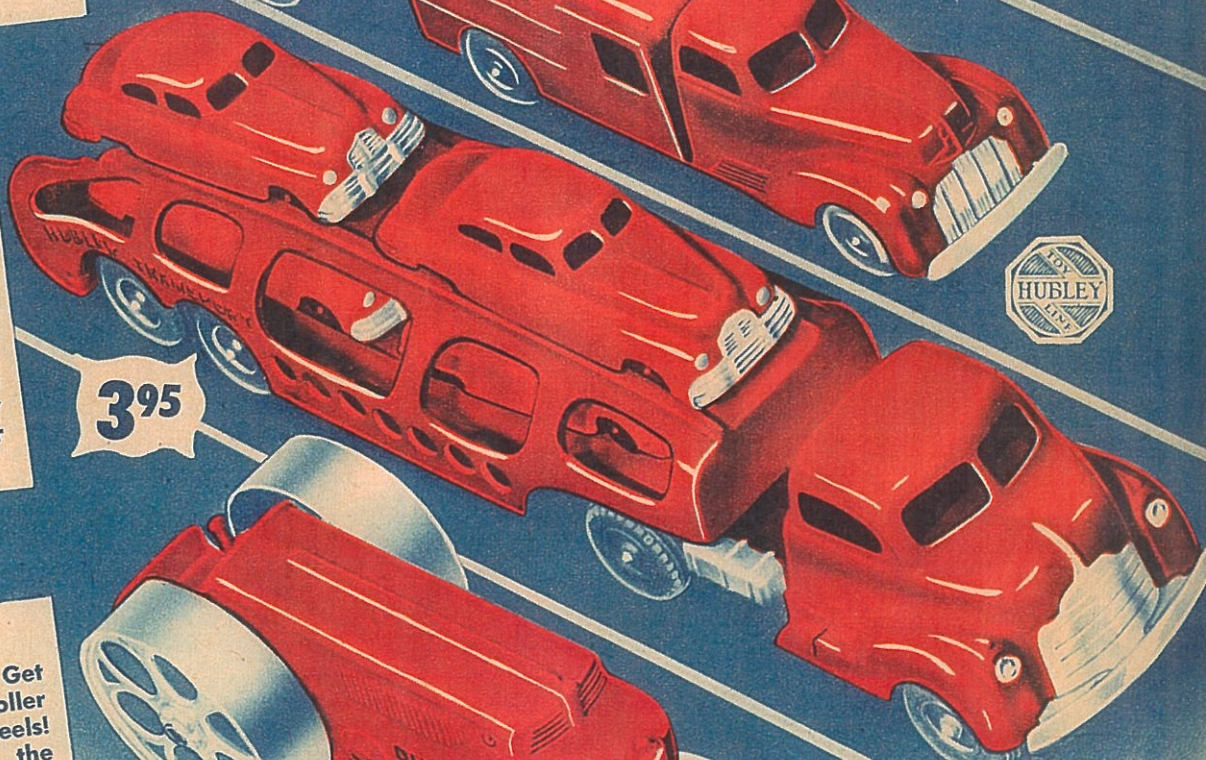
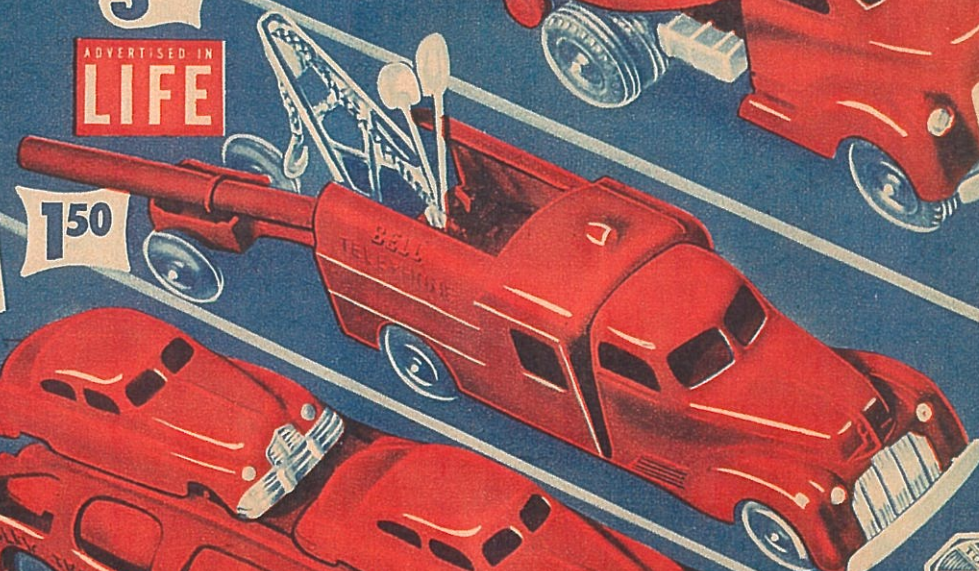
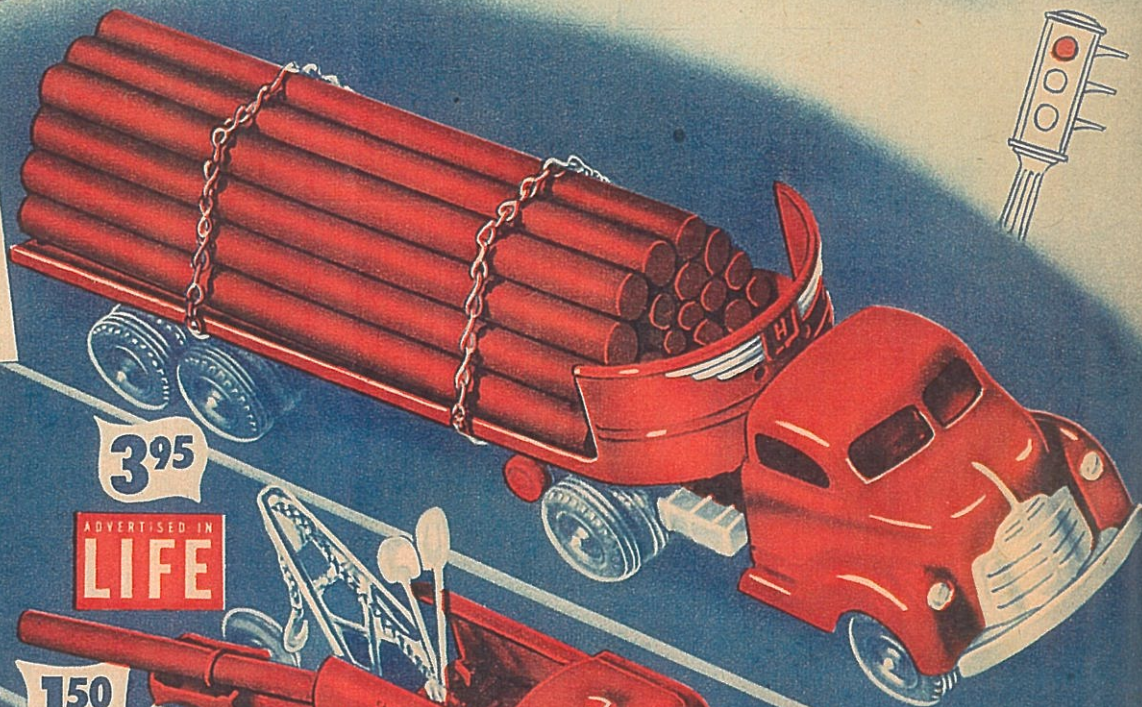
Trouble on your line? Here comes the truck to fix you up! It's olive green—with a red trailer, telegraph pole, 3 digging tools, nickel winch and boom. 10½" long. By Hubley Mfg. Co. Ask for 12BR2.

### AUTO TRANSPORT

New cars are arriving on this swell red tractor and trailer. Wait till you see the 4 new colored plastic cars on a special runway. 18" long. By Hubley Mfg. Co. Ask for 12BR3.

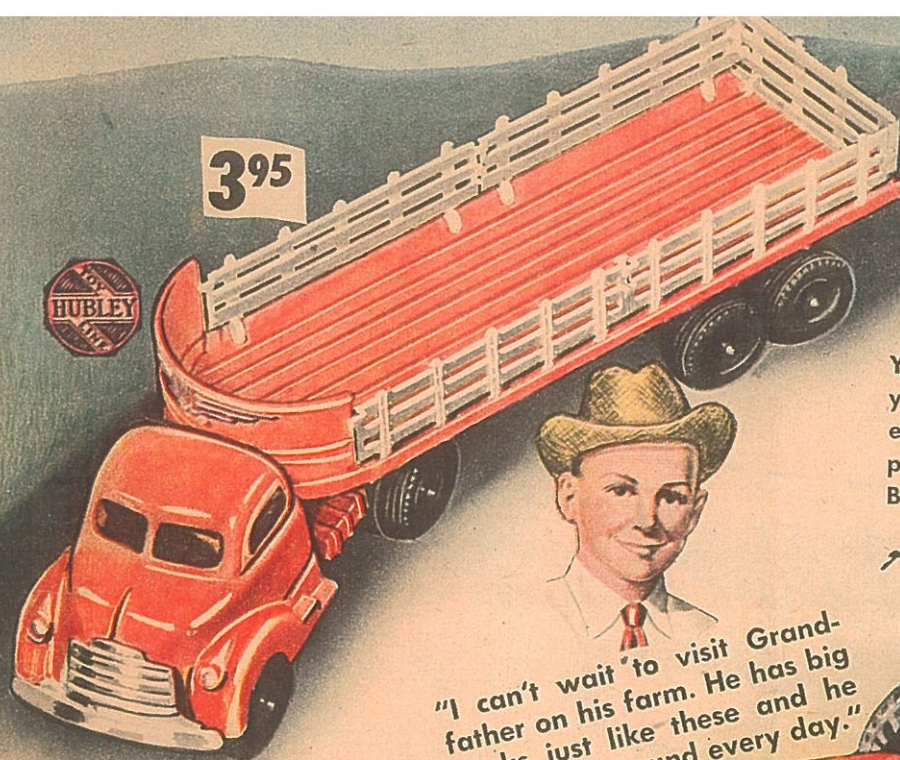
### ROAD ROLLER

Road need fixing? Get this bright orange roller with shiny nickel wheels! You can operate the front wheels with steering level. 10¼" long. By Hubley Mfg. Co. Ask for 12BR4.





3<sup>95</sup>



## STAKE TRUCK

This fine, big stake truck is every boy's idea of a really swell toy. Sides can be removed to make flat bottom truck. 17½ inches long, bright orange with aluminum trimming and nickel sides. By Hubley Mfg. Co. Ask for 13BR1.

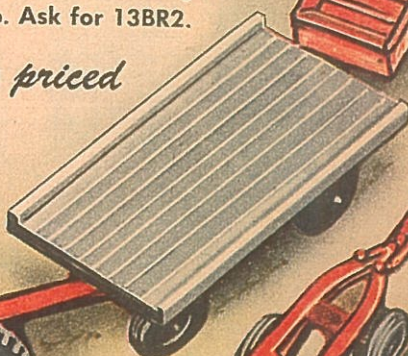


"I can't wait to visit Grandfather on his farm. He has big trucks just like these and he rides them around every day."

## FARM SET

You'll feel just like a real farmer when you play with this wonderful model equipment. Set consists of tractor, plow, disc, spreader and farm wagon. By Hubley Mfg. Co. Ask for 13BR2.

*Attractively priced*



## MODEL-CRAFT COWBOYS AND INDIANS

Make your own cowboys and Indians — it's so easy! Just take powder, mix in mold — follow directions and you've got a whole tribe! Color them yourself! By Modelcraft Inc. Ask for 13BR3.

1<sup>95</sup>

## MODEL-CRAFT CIRCUS SET

You can make your own "greatest show on earth"! Circus animals, clowns, bare back riders, and ring master—it's such fun to make them yourself. By Modelcraft Inc. Ask for 13BR4.

2<sup>95</sup>





# PULL UP A CHAIR

Join in the fun. We're going to play house. I usually invite my friends, Karen and Sally, over on Saturday afternoon and I seat them at my own table and chair set and serve them tea!

*Thayer*

## TABLE AND CHAIR SET

Think of the wonderful tea parties you can have with your very own table and chairs! This fine set is made of Northern hardwoods and comes in Maple or Waxed Birch finish. The table is 21½ inches high with a 24 by 18 inch top. Chairs are 23½ inches high. By Thayer Inc. Ask for 14BR1.

*Low price on a high grade set*

I'm sure if you'd ask Mother, she'd be happy to serve you dinner at your own table and chair. It's a lot of fun!

PARTY FAVOR

## FOLDING TABLE AND CHAIR SET

A beautiful folding table and chair set like this is bound to win the heart of any child. White enameled steel with colorful washable upholstery. Table is 20½ inches high with top 22¾ inches square. By Hampden Specialty Products Co. Ask for 14BR2.

*Attractively priced*







# TEA TIME *with* RUTH



## SIP-'N-SNACK BEVERAGE SET

What a pretty table these tea party dishes will make! Beautifully designed in sparkling crystal plastic with smart red base, this 26-piece set provides service for four. By Plastic Art Toy Corp. of America. Ask for 15BR1.



198

ADVERTISED IN  
**LIFE**

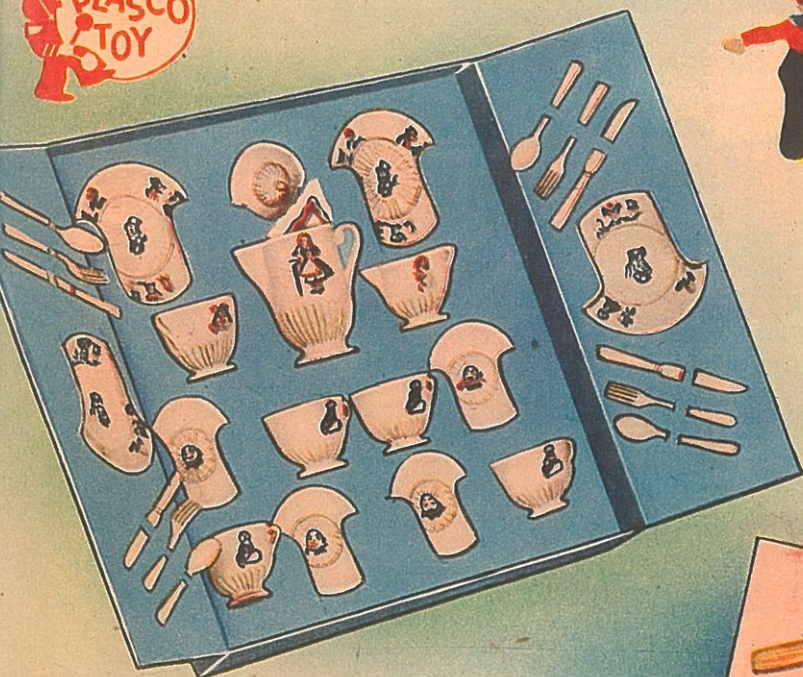


## ALICE IN WONDERLAND TEA SET

Your favorite story book characters appear in bright colors right on these lovely plastic dishes. The 32-piece set includes knives, forks, and spoons. By Plastic Art Toy Corp. of America. Ask for 15BR2.



198



## LITTLE BELLE PASTEL DINNERWARE

Every little girl loves her Mommy's gay Fiesta Ware and now here is a 30-piece set of her very own. Comes in four colors, complete even to knives, forks and spoons. By Plastic Art Toy Corp. of America. Ask for 15BR3.

198





**"HI FELLAS. HERE ARE 3 SUPER-DUPER TOYS  
THAT YOU OUGHT TO PUT ON SANTA'S LIST!"**



### **SUPERIOR METAL AIRPORT**

Watch the big planes come in! Planes fly in a circle, loop and land! Has 2 hangars, waiting room, gasoline truck, crash truck, 2 airplanes, airport bus, and so many other things. By T. Cohn, Inc. Ask for 16BR1.

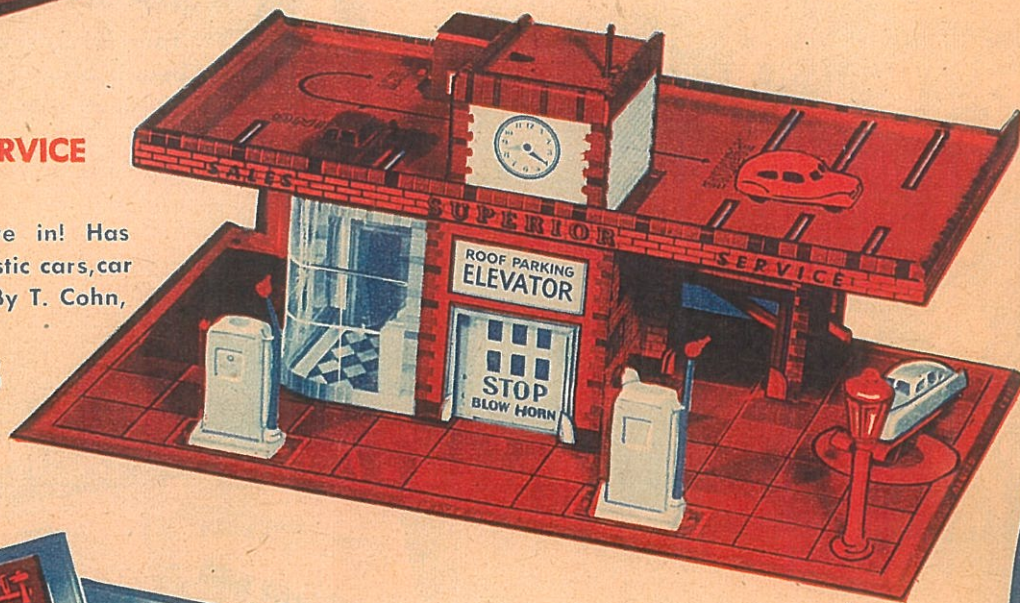
**4<sup>95</sup>**



### **SUPERIOR METAL SERVICE STATION**

Car need cleaning? Drive in! Has washing unit, oil rack, plastic cars, car ramp, 2 gas pumps, etc.! By T. Cohn, Inc. Ask for 16BR2.

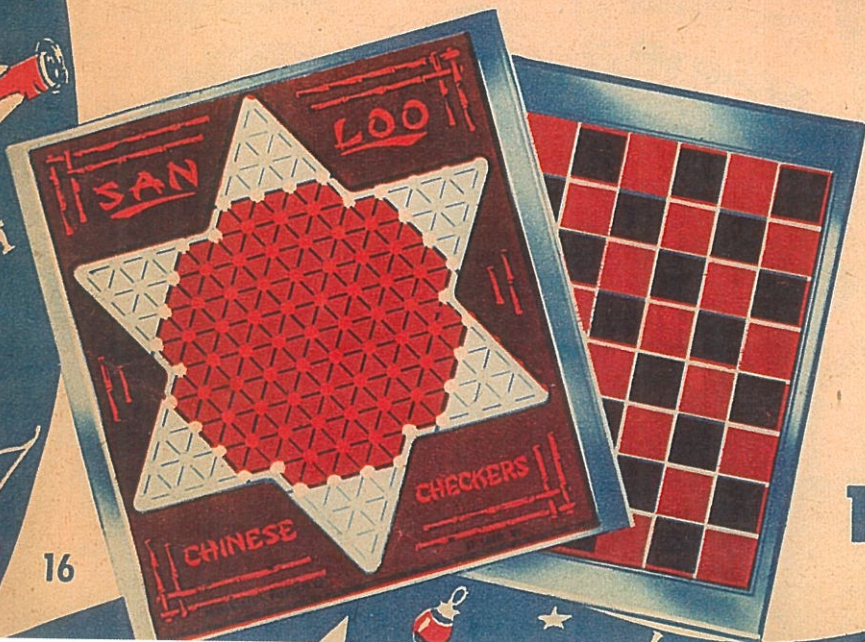
**4<sup>95</sup>**



### **CHINESE CHECKERS**

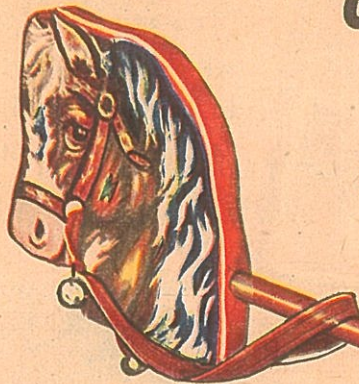
Get the gang in and have a good game. It's a two-in-one game—checkerboard included on the other side! Lots of fun for all. By Northwestern Products Co. Ask for 16BR3.

**1<sup>89</sup>**





# GONG BELL TOYS FOR TOTS



THE  
GONG BELL  
MFG. CO.  
EAST HAMPTON, CONN.  
MADE IN U.S.A.

## RAINBOW HOBBY CHIME

When you gallop the horsie it revolves the colored wooden balls, rings the bells, chimes double gongs and gets you there fast! By Gong Bell Mfg. Co. Ask for 17BR1.



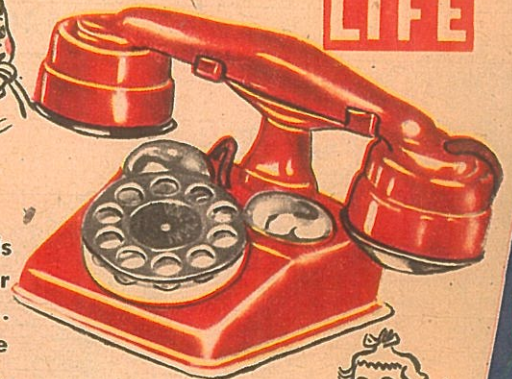
AS ADVERTISED IN  
**LIFE**

195



## VOICE PLAYPHONE

Turn the dial and bells ring; flip the receiver and a voice sounds. Hours of fun for little tots. By Gong Bell Mfg. Co. Ask for 17BR2.

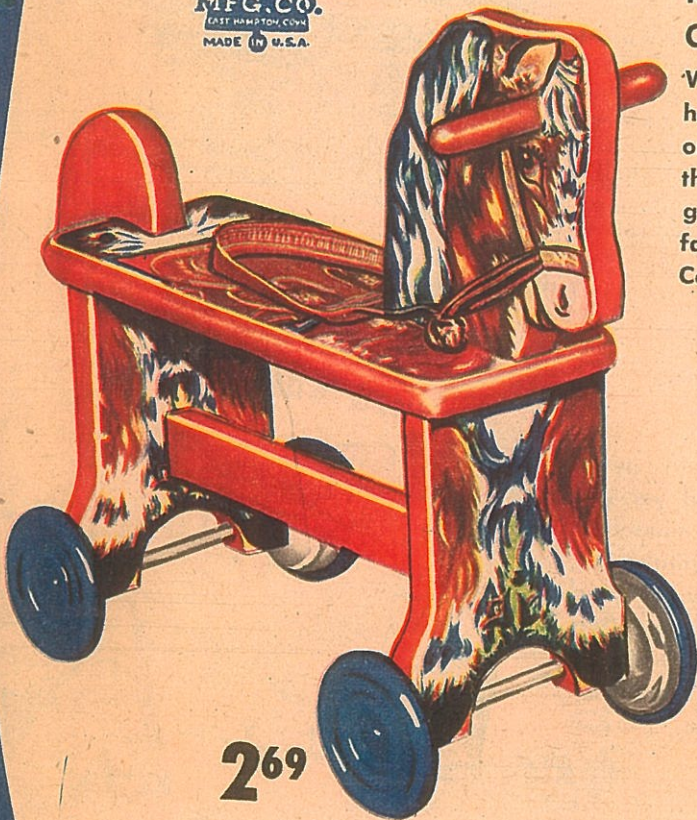


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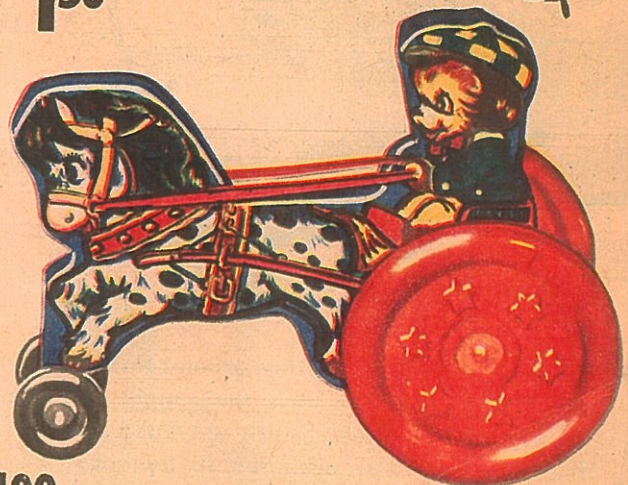
## HORSE RIDER

Bells ring merrily as you ride this sturdy, bright-colored horse. He's always the little folks favorite. 19 3/4 inches long, 16 3/4 inches high. By Gong Bell Mfg. Co. Ask for 17BR3.



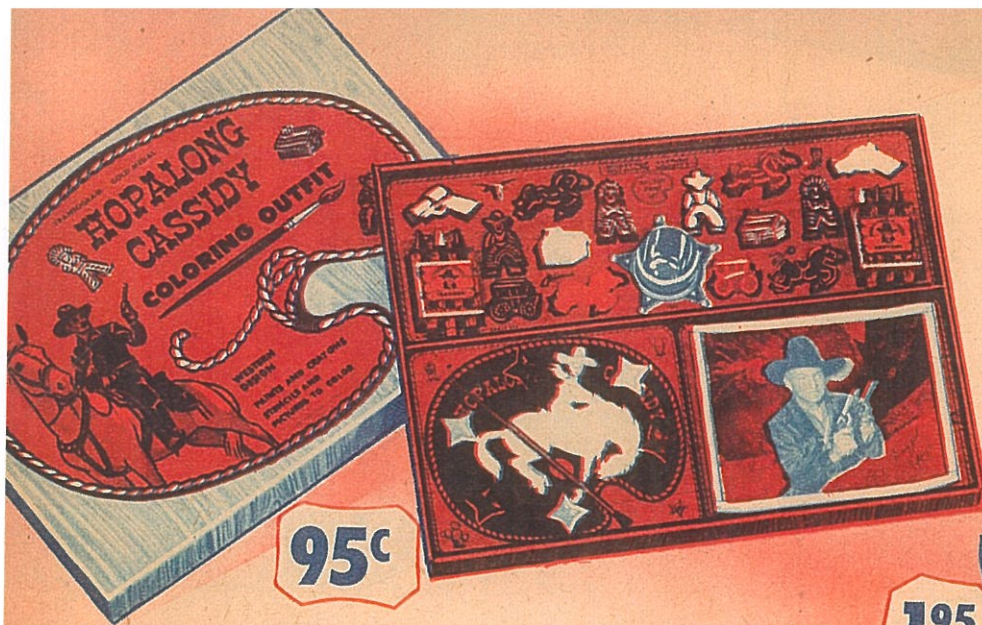
## SULKY CHIME

Little ones love the galloping action of the pony as he and his sulky are pulled along. By Gong Bell Mfg. Co. Ask for 17BR4.



100





### HOP-A-LONG CASSIDY COLORING SET

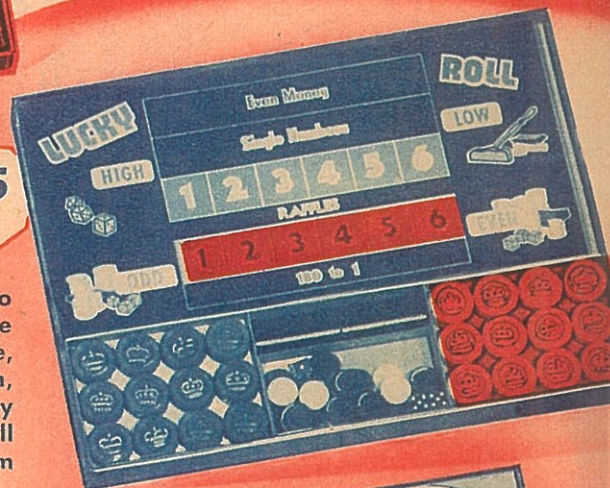
Be an artist and sketch the wild, woolly West in all its glory. 14 beautiful colors, molded in the shape of Indians, guns and cowboys. 6 colorful crayons, too! By Transogram Co., Inc. Ask for 18BR1.

### DELUXE GAME CHEST

Everybody will want to play this 5-in-1 game with you! Imagine, Checkers, Backgammon, Michigan Rummy, Acey Ducey, and Lucky Roll all in one! By Transogram Co., Inc. Ask for 18BR2.

*Ruth says:*

"You can have lots of fun with these colorful swell toys! Make sure you tell Mommy all about them!"



*by* TRANSOGRAM

### BIG BUSINESS GAME

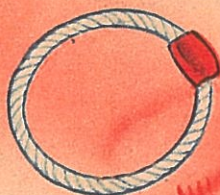
Here's a money game that's fun and yet will teach you the names of states and capitals. You get 6 glossy playing men, dice and cards! So easy to learn—Dad will want to play too! By Transogram Co., Inc. Ask for 18BR3.



95¢

### HOP-A-LONG CASSIDY RING TOSS

See if you can toss the rings around Hoppy and his horse! If you miss, they might go on the 2 striped posts which are fitted on the board also! It's such fun to try your tossing skill. You'll love the real plastic figure of Hoppy and his horse too! By Transogram Co., Inc. Ask for 18BR4.



1.95

GET A BEAUTIFUL BILLY & RUTH BLACKBOARD FOR ONLY 50¢ — WRITE HEADQUARTERS