

yum!
yum!

**BANNER
PLASTIC TOYS**



298

METALTONE REFRESHMENT SET

When Ruth invites all of her friends over for a television party, her Mommy always serves ice cream and cookies in her new Metal-tone Refreshment Set. Ruth is so proud of this new set and just loves to use them. 27 pieces. By Banner Plastic Corp. Ask for 20BR1.

PLASTIC FOUNTAINETTE

Yum! Yum! With this 24 piece Fountainette Set, you can make everything that is good to eat—all kinds of sodas, sundaes, and banana splits. Why, gee whiz it's almost like being in business for yourself. Size 20 inches x 12-3/4 inches x 3-3/4 inches. By Banner Plastic Corp. Ask for 20BR2.

FOLDING TABLE AND CHAIR SET

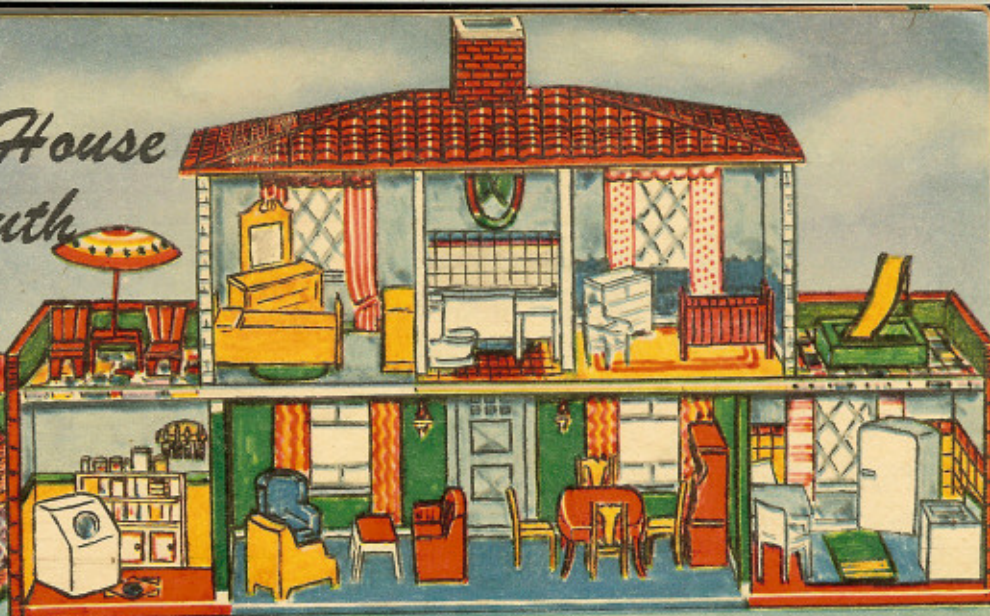
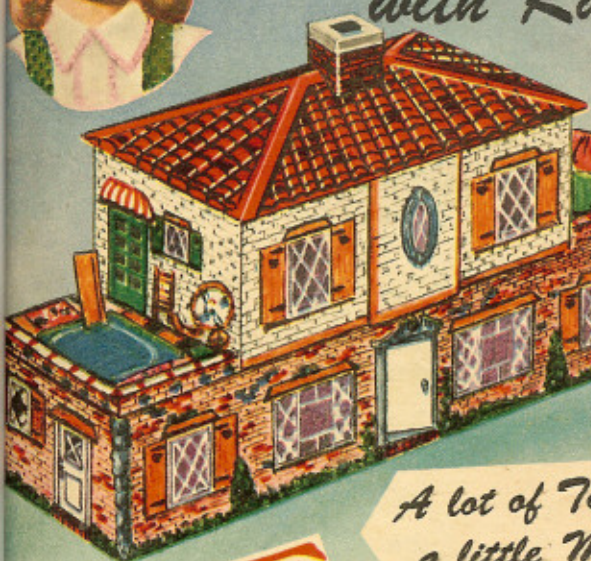
Sometimes Ruth invites Sharon over to her house for dinner and her Mommy sets a special place for them at her very own table with two chairs. When dinner is over, Ruth helps her Mommy dry the dishes and Sharon folds the table and chairs and puts them away. Table is 20½ inches high with top 22-3/4 inches square. Ask for 20BR3.



*An Attractive
Price*



Let's Play House with Ruth



DOLL HOUSE

Playing house with this lovely decorated seven room Doll House will be heaps of fun. It has 27 colorful pieces of furniture and even a swimming pool and a water slide. By T. Cohn Inc. Ask for 21BR1

*A lot of Toy for
a little Money*



Let's Play Garage Man with Billy



SERVICE STATION

You can do a good job of servicing your cars with this dandy service station. It even has roof parking, elevator that really works and two plastic cars with fill-up tank and oil unit. By T. Cohn Inc. Ask for 21BR2.

A Low Price

Let's Play Cowboys and Indians with Terry



4⁹⁸

FORT AND TRADING POST

Just imagine that you are back in frontier days. Here is your fort and trading post, complete with horse, cowboys and Indians. Even cannon, which really fires shells. By T. Cohn Inc. Ask for 21BR3



STROLLING THROUGH THE PARK

FIBRE DOLL CARRIAGE

Every Sunday afternoon Ruth goes for a stroll down main street with her beautiful rose colored fibre doll carriage. It is so nice to know that the carriage your dolly is riding in is the very best. 18 inch body, 23 inch handle. By South Bend Toy Mfg. Co. Ask for 22BR1.

*A splendid showing
in our store to fill
every need at the
right price—*

LEATHERETTE FOLDING DOLL CARRIAGE

Every one will say "My what a lucky girl to have such a beautiful doll carriage." Dolly will love it too. You can raise and lower the hood to give Dolly her sun bath. Comes in powder blue. 21½ inch body, 26 inch handle. By South Bend Toy Mfg. Co. Ask for 22BR2.

*SOUTH BEND
Toys*

*Quality
Merchandise
at the right price—*

Billy Says:
A LIONEL for
me-every time
THEY'RE SO REAL!



**No. 1463WS LIONEL 3-CAR
 FREIGHT WITH SMOKE, WHISTLE AND
 REMOTE CONTROL KNUCKLE COUPLERS**

35⁷⁵

This is a real value! Power-packed locomotive has six big driving wheels, puffs smoke and has built-in two-tone remote control whistle. Set includes big transformer with output of 90 watts, plenty to operate additional cars and accessories, when desired. Cars include long gondola, double dome oil car and caboose. Track is 8 sections curved, 3 sections straight, one remote control section. Lockon, lubricant, instruction booklet.

Yes, they not only look real-as-life but they act real! Perfect little replicas of real trains that perform just like the big ones do! For more thrilling model trains — for more exciting operating equipment — buy Lionel!



**No. 1477S LIONEL 3-CAR FREIGHT
 WITH SMOKE AND REMOTE CONTROL KNUCKLE
 COUPLERS**

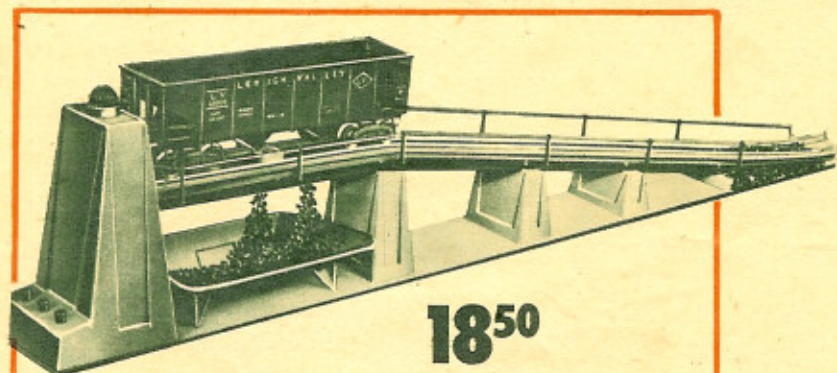
Here's a little giant of the rails at an amazingly low price. Sturdy 2-6-2 locomotive puffs smoke just like the real ones do. Set includes 75-watt transformer. This freight is made up of finely detailed box car, gondola and caboose. Tracks are 8 sections curved, 3 sections straight, one remote control track section. Lockon, lubricant, instruction booklet.

*A Low
 Priced
 Set*

Everybody's talking about Lionel's exclusive new railroading development — Magne-Traction — that gives locomotives more PULL, more SPEED, more CLIMB, more CONTROL. Magne-Traction will be included in as many sets as possible depending on availability of materials. Ask about it!



Billy Says:
"WE ARE LIONEL"
HEAR OUR WHISTLE!



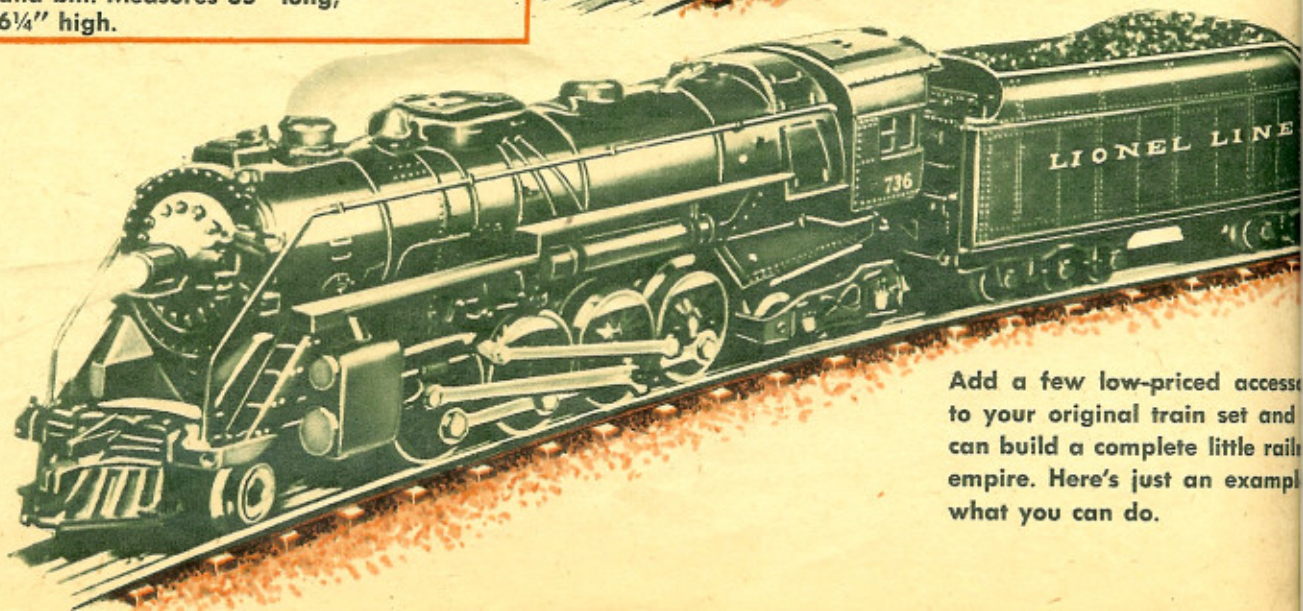
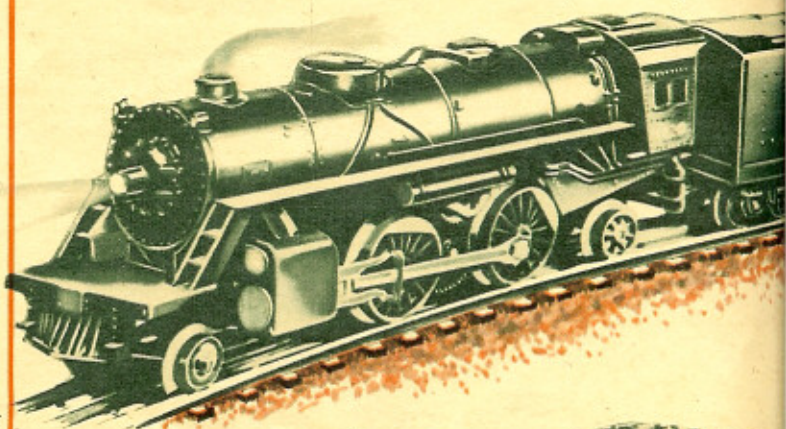
18⁵⁰

No. 456 LIONEL OPERATING COAL RAMP AND OPERATING HOPPER CAR

Newest and most fascinating addition to the Lionel line. Includes the **ONLY** remote control operating hopper made. Outfit has three separate remote control actions. When shunted into place, hopper automatically couples to ramp. First control button uncouples switching train, permitting it to roll away. Second button unloads hopper into bin below. Third button releases hopper from ramp coupler letting it roll away. Set includes ramp with controller switch, hopper car and bin. Measures 35" long, 3 1/4" wide, 6 1/4" high.

No. 2175W SANTA FE DOUBLE DIESEL WITH MAGNE-TRACTION, BUILT-IN HORN AND 5-CAR FREIGHT—REMOTE CONTROL KNUCKLE COUPLERS

Locomotive is one of the most powerful model engine power unit contains two direct drive worm gear motor remote control Diesel horn—complete authentic Santa Fe. Five-car freight includes operating box car from which pops out the door by remote control. Other cars are tank car, hopper car, gondola with barrel cargo, ill boose. Tracks are 8 sections curved, 7 sections straight UCS remote control section. Lockon, lubricant, instruction



Add a few low-priced accessories to your original train set and you can build a complete little rail empire. Here's just an example of what you can do.

L TRAIN ENGINEERS"

WATCH OUR SMOKE!



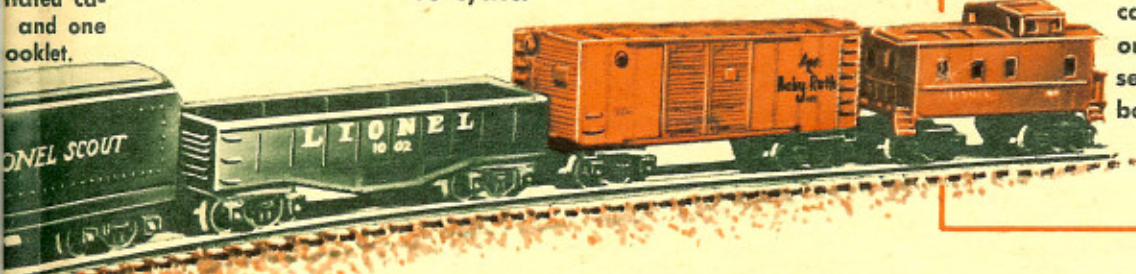
LIONEL RW 110-WATT TRANSFORMER



Will operate any "O" train plus a number of accessories. Speed throttle controls two variable voltage ranges. Left button blows whistle, right button changes direction of train. Has circuit-breaker to protect against shorts. Red light warns against shorts. 110-watt, 115 volts, A.C., 60 cycles.

16⁵⁰

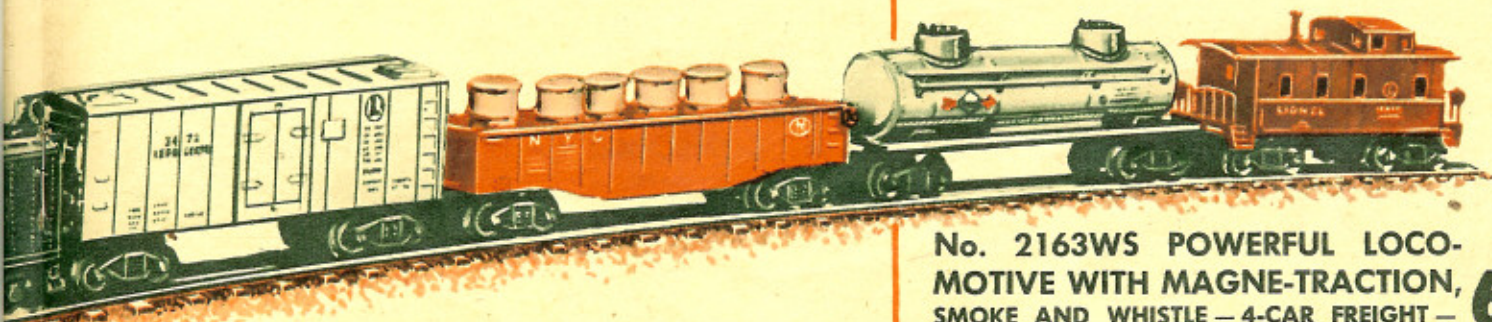
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No. 1119 LIONEL "SCOUT" 3-CAR FREIGHT WITH MANUMATIC COUPLERS

Most handsomely scaled, complete model train set at this low price! Locomotive is modified "Columbia" 2-4-2 type. New feature of loco this year is powerful beam headlight. Cars, wonderfully detailed, have die-cast trucks and solid steel wheels. Power unit is 25-watt transformer. Manumatic track set permits uncoupling. Set includes gondola car, box car, caboose. Track is 8 sections curved, one section straight, one manumatic section. Lockon, lubricant, instruction booklet.

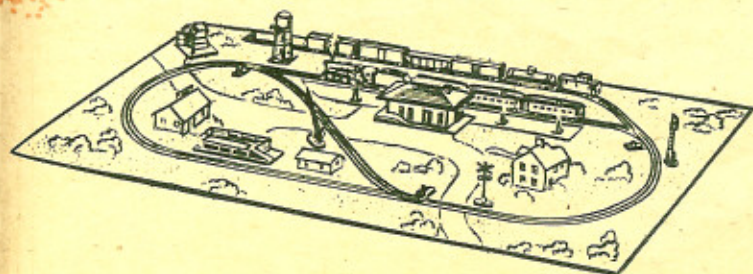
17⁷⁵



No. 2163WS POWERFUL LOCOMOTIVE WITH MAGNE-TRACTION, SMOKE AND WHISTLE — 4-CAR FREIGHT — REMOTE CONTROL KNUCKLE COUPLERS

60⁰⁰

Power unit is replica of the famous 2-8-4 Berkshire type steam locomotive. Beautifully scale detailed—has exciting side rod action. Puffs smoke and has built-in, two-tone whistle. Train includes new refrigerator car, gondola with barrels, double dome Sunoco tank car and illuminated caboose. Tracks are 8 sections curved, 7 sections straight, one UCS remote control section. Lockon, lubricant, instruction booklet.

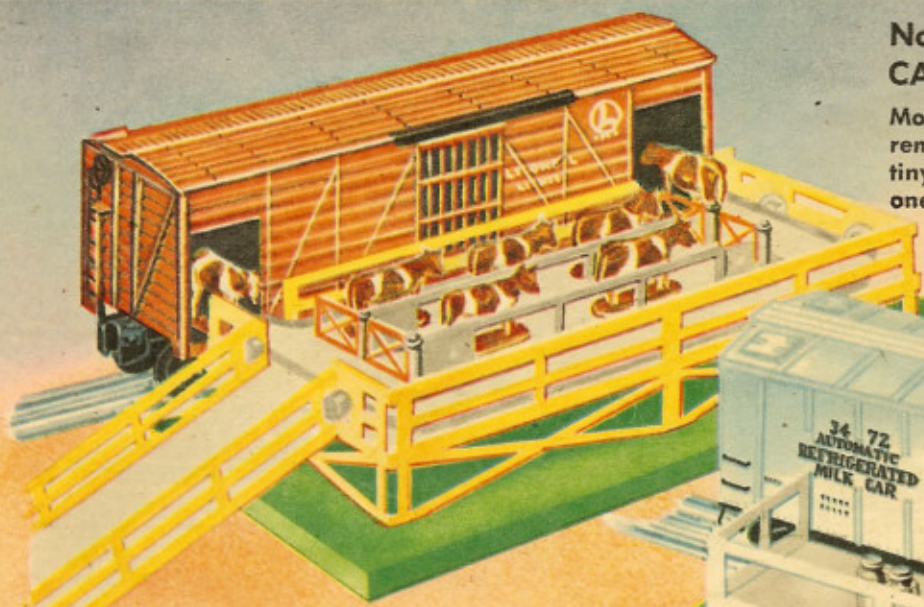


LIONEL EXCITING ACCESSORIES

No. 3472 LIONEL OPERATING MILK CAR AND PLATFORM • REMOTE CONTROL

Most popular of all Lionel operating cars. When remote control is applied, door of car opens and tiny milkman picks up milk cans and places them, one at a time, on the platform. Pure white car and stainless steel platform add to sanitary appearance. Cans are reloaded in car through hatch in roof. Platform 5' by 7½".

11⁵⁰



No. 3656 LIONEL OPERATING CATTLE CAR AND PLATFORM • REMOTE CONTROL

A really spectacular performer! At pressure of remote control button, car doors open and tiny cattle troop out of car through corral gates and back into car again. Corral gates can be adjusted so that cattle may take three different routes. No remote control track needed. Set includes nine head of cattle. Corral base is 6½" by 9½".

15⁹⁵



No. 145 LIONEL AUTOMATIC GATEMAN

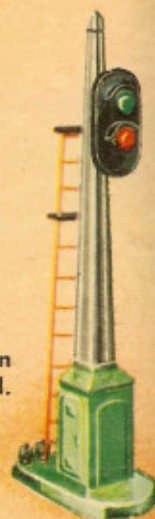
Plenty of action for highway crossings. As train approaches tiny gateman pops out of house waving lantern. After train passes, back in he goes. Base measures 5¾" by 7". 6¾" high.

7²⁵

No. 153 LIONEL AUTOMATIC BLOCK SIGNAL

Will actually stop a following train! When first train passes, signal changes from green light to red. While this train is still in the block, signal will slow or halt following train. Stands 9" high.

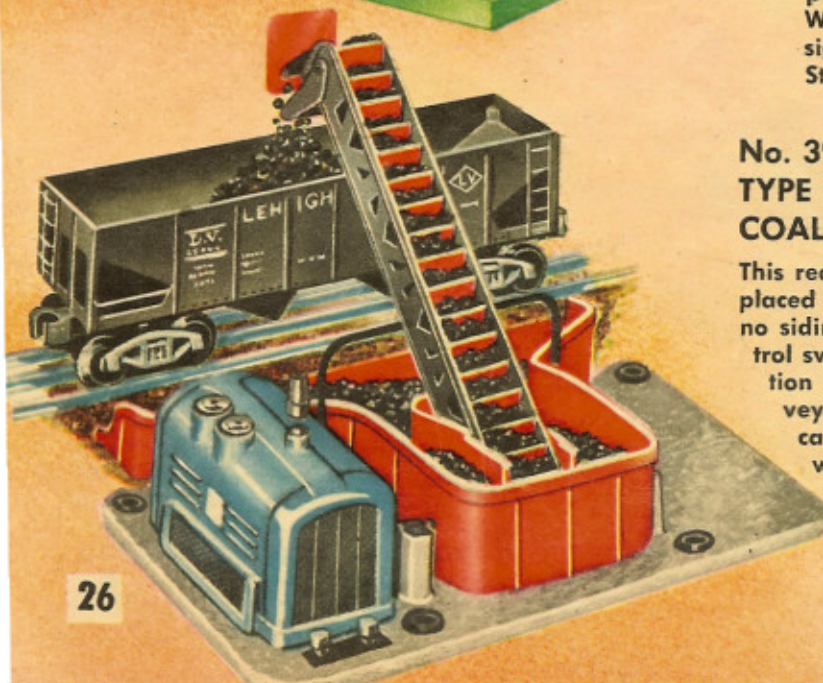
5⁰⁰



No. 397 LIONEL DIESEL TYPE OPERATING COAL LOADER

This realistic coal loader can be placed anywhere on the track—no sidings needed. Remote control switch starts vibrating motion which feeds coal to conveyor belt which, in turn, carries up and over into waiting car. Car and track shown are not included in set. Conveyor measures 10" by 7½", 6" high.

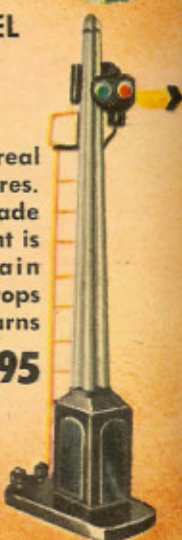
14⁵⁰



No. 151 LIONEL AUTOMATIC SEMAPHORE

Operates just like real railroad semaphores. As train nears, blade is upright and light is green. After train passes, blade drops and red light warns following train. Stands 9¾" high.

5⁹⁵



Away We Go!



HOT'SEE HOT ROD

Whizzzzzzzz! Look at it go! Say fellas, our Hot' See Plastic Hot Rod can really travel. Take a look and see the colorful moving parts of the engine moving up and down and spinning around. 10 inches long. By Nosco Plastics. Ask for 27BR1.

298

Nosco

POKEY JOE FIRE TRUCK

Gee! Just look how hard the firemen work on Pokey Joe's plastic ding dong fire truck. As you pull it across the floor, watch the firemen pump and the driver ring the bell. 10 inches long. By Nosco Plastics. Ask for 27BR2.



119

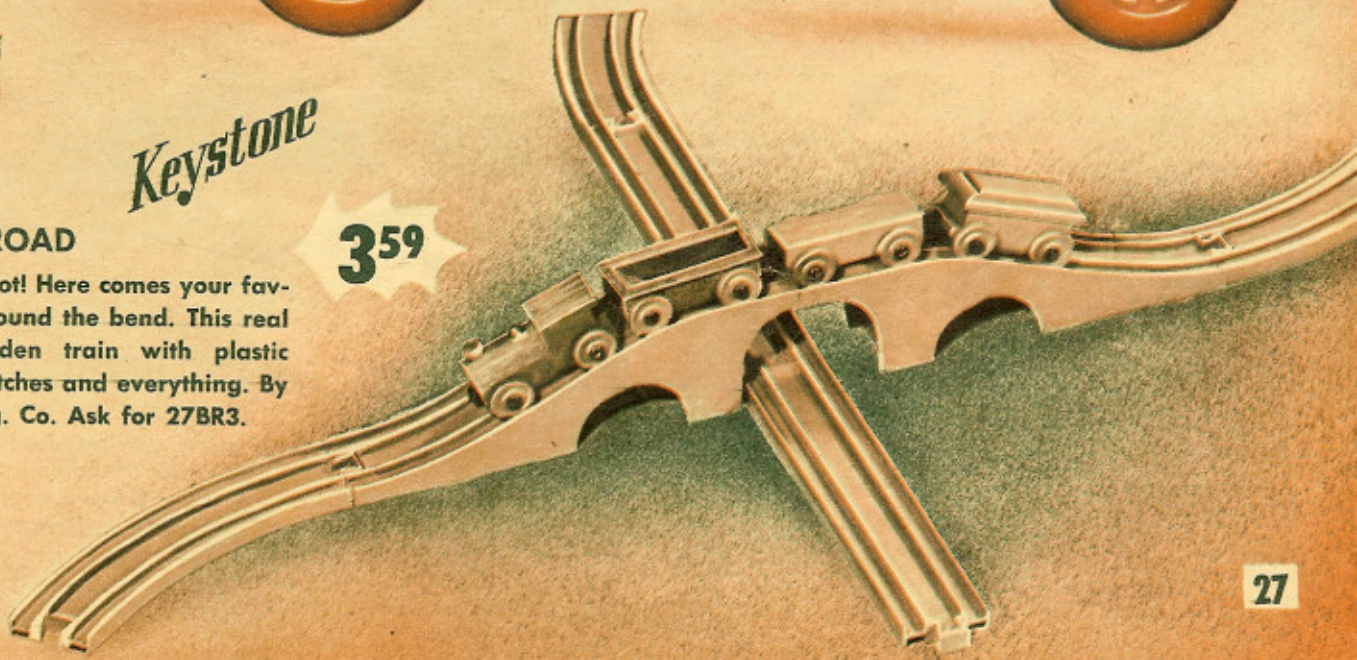


Keystone

TOT RAILROAD

Toot! Toot! Toot! Here comes your favorite train around the bend. This real looking wooden train with plastic track has switches and everything. By Keystone Mfg. Co. Ask for 27BR3.

359



INDOOR FUN



198

LITTLE COUNTRY DOCTOR KIT

Dr. John says Billy's Little Country Doctor Kit is just like his. It contains a real stethoscope that actually lets you hear a heart beat. Candy pills and an ex-ray machine give Billy a fine time playing Doctor. By Transogram Co. Ask for 28BR1.

By
TRANSOGRAM



LITTLE NURSE KIT

Ruth always helps Billy play Doctor and she can do so much with her Nurse Kit. It contains a wrist watch, apron, bandages and everything needed to check Dolly's health. By Transogram Co. Ask for 28BR2.

198



119

BIG BUSINESS GAME

Here's a neat game — learn while you play. Big Business teaches today's history as it gives you hours of fun. By Transogram Co. Ask for 28BR3.



198

HOPALONG CASSIDY COLORING OUTFIT

Sandy and Chipper paint pictures about the wild and Wooley West with their Hopalong Cassidy coloring outfits. The colors are molded in 19 Western figures such as Indians, guns and cowboys. All this and more! By Transogram Co. Ask for 28BR4.

Just think of the fun you can have with these colorful playthings — make sure you tell your mom and dad all about them. —



3⁹⁸

HOPALONG CASSIDY T-V-CHAIR

This is neat! Your very own chair to sit in and watch television. Just high enough for you to see everything, yet low enough so Mommy can look too—right over your head. By Transogram Co. Ask for 29BR1.

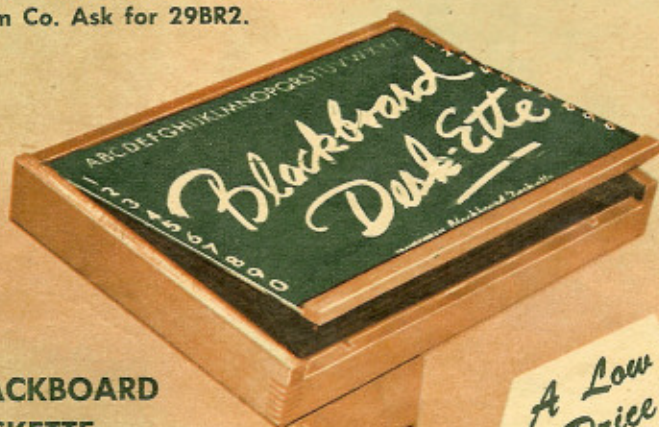
LADY LOVELY BEAUTY KIT

Alice loves to play making-up with her Beauty Kit that has mirror, cosmetics and manicure set. A removable drawer keeps special pieces in place. By Transogram Co. Ask for 29BR2.

by TRANSOGRAM



1⁹⁸



A Low Price

BLACKBOARD DESKETTE

The blackboard swings up to reveal a large desk space with section for pencils and chalk. So you have a desk or a blackboard and a comfortable seat to go with it. By Transogram Co. Ask for 29BR4.

BUSY BAKER'S PASTRY SET

Now you can make the goodies for your next tea party! Animal cookie cutters, real egg beater, and meat grinder all come in this super set. By Transogram Co. Ask for 29BR3.



1⁹⁸