



*A Lot of Toy
For the Money—*

TAK-A-PEG DESK-ETTE OUTFIT

Combination desk, blackboard, peg set, and storage space. Alphabet and numbers on blackboard. Large punched board for Tak-A-Peg with 208 holes under top, pegs and hammer. Sturdily built. By Transogram. Ask for **19BR1**.

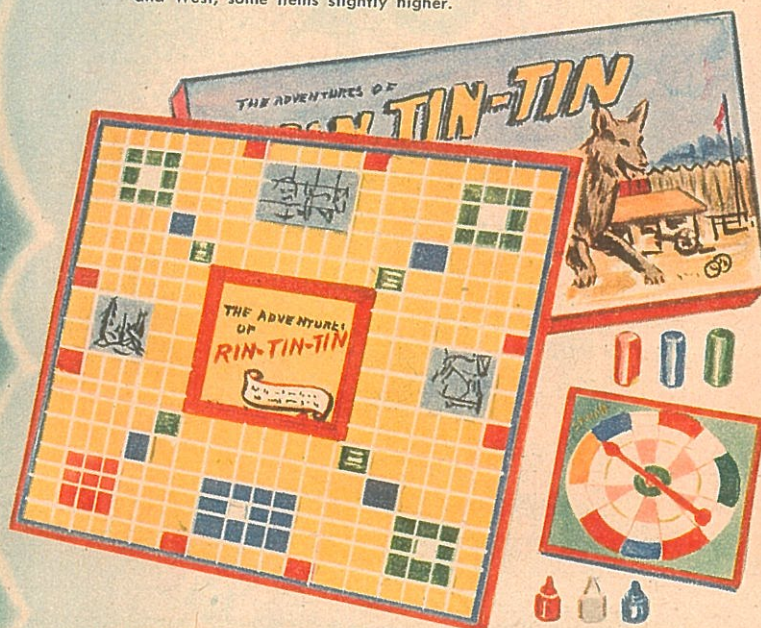
Without notice, all prices subject to change. In some sections of the South and West, some items slightly higher.



198

"CALLING SUPERMAN" GAME

Have fun with Superman, hero of TV, radio! Lithographed playing board; assignment cards; travel spinner; Calling Superman dial; game markers and figure of Superman, instructions, implements cellophane wrapped. By Transogram. Ask for **19BR2**.



"RIN TIN TIN" GAME

Boy! Does Billy love this Rin Tin Tin Game! See Rin Tin Tin on TV! Contains lithographed playing board, playing markers, adventure cards, spinner, instructions. By Transogram. Ask for **19BR3**.

198



198

"LOVELY LADY" PLASTIC BEAUTY KIT

Every little beauty will adore this! Break-resistant plastic carrying kit; hand mirror, perfume atomizer, squeeze bottle, compact, lipstick tube, perfume, soap. All safe, sanitary, washable. All metalized plastic parts. By Transogram. Ask for **19BR4**.



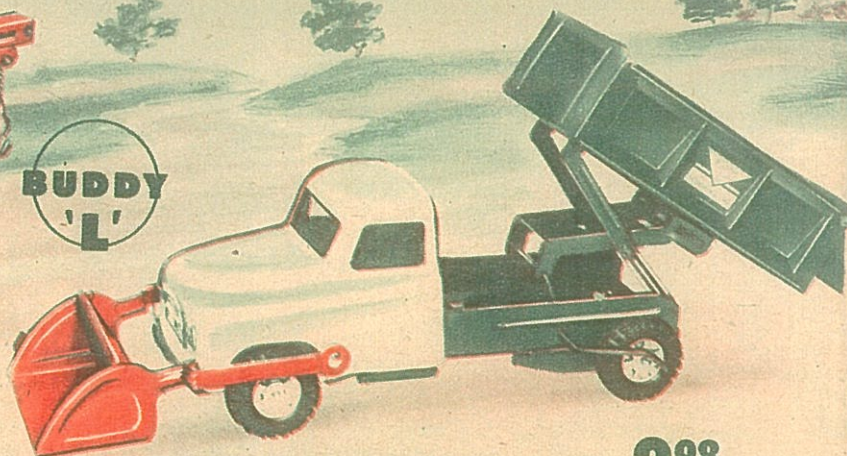


4⁹⁸

BUDDY "L" HEAVY MACHINERY SERVICE TRUCK WITH TRAVERSE HOIST

Picks up machinery load and brings it right into box of truck. All heavy gauge steel construction. 6 heavy-duty tires. 23¼ inches long. A Buddy "L" "Lifetime" Toy. Ask for **20BR1**.

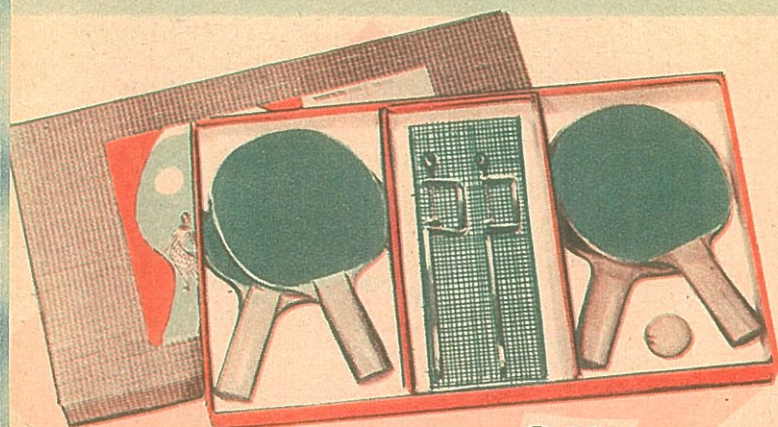
BUDDY
'L'



2⁹⁸

BUDDY "L" FRONT LOADER HI-LIFT DUMP TRUCK

This is one of Billy's favorites. Picks up load, transfers to dump body which raises and has dumping action. Rubber tires. 17¾ inches long. A Buddy "L" "Lifetime" Toy. Ask for **20BR2**.



2⁹⁸

TABLE TENNIS SET

Here's a professional type table tennis set complete with four sand faced paddles, a fully bound net, sturdy screw clamps, and a ball. The 4 paddles are the same type as used by Junior tournament players. By Pressman. Ask for **20BR3**.



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PARADE OF FIFTY-FIVE GAMES

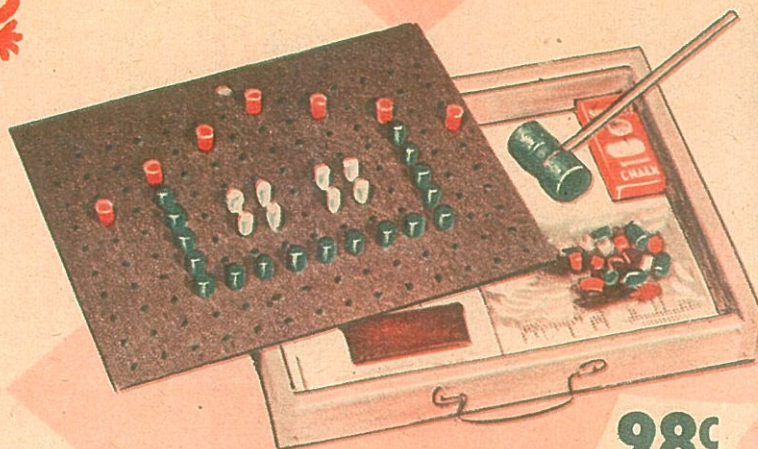
Thrilling and exciting games. Features beautifully lithographed metal and heavy cardboard game boards, metal bingo spinner. Gigantic treasure chest of games for the whole family. By Pressman. Ask for **20BR4**.



ELECTRIC BINGO

Bingo with a new twist! Wood construction, it works electrically! Spin the colorful wheel and it automatically lights up the letter and points to the number. Mark each called number with pegs. Less batteries. By Pressman. Ask for **20BR5**.

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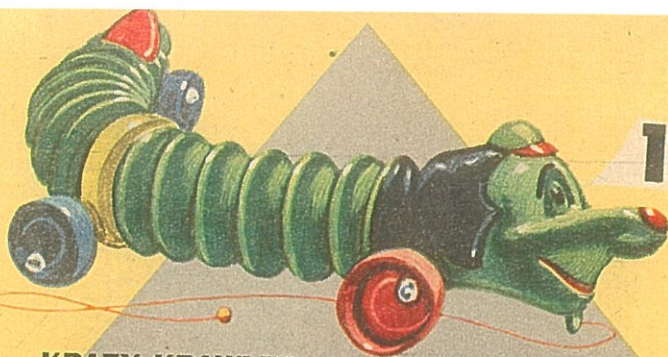


98^c

PEG CHEST AND SLATE

Sandy's little sister, of pre-school age, loves this sturdy wood peg chest. Blackboard on one side, peg board on other. Mallet, eraser, chalk, pegs. By Pressman. Ask for **20BR6**.

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198

KRAZY KRAWLER

Pull toy, 18 inches long. Soft vinyl. Rigid plastic wheels for plenty of action. Makes a funny noise! By Kusan. Ask for 21BR1.

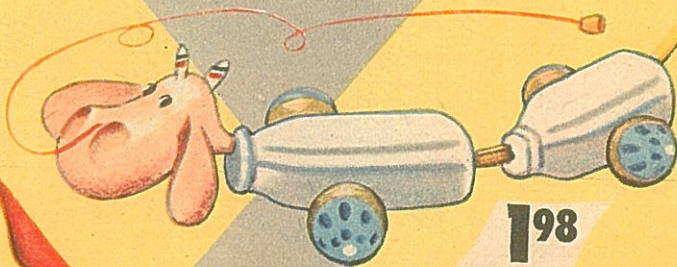
KUSAN



298

KARILLON

Play 6 popular songs on 8 sparkling, two-inch musical blocks. Song book color-keyed to blocks for easy playing. By Kusan. Ask for 21BR2.



198

BOSSY THE COW

Fascinating pull toy cow that will follow her owner all day long, jingling as she goes. Soft, durable, can be washed and cleaned. By Tigrett. Ask for 21BR4.

POPS—AUTOMATIC JACK IN THE BOX

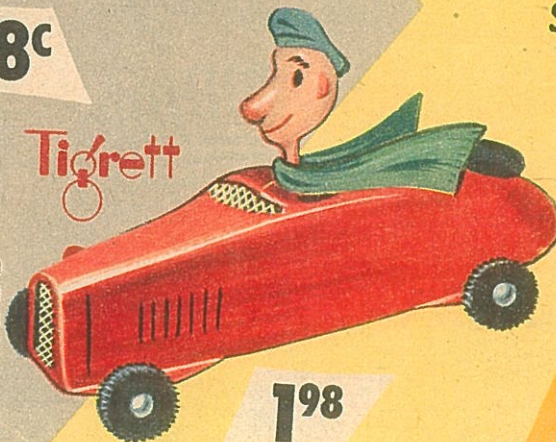
You'll lose your head over Pops! Just press down on his plastic coat and his head jumps two feet in the air, then falls back into place. Unbreakable. By Tigrett. Ask for 21BR5.

98¢

Tigrett

ROLLING JOE

A rollicking gentleman in a car with a memory motor. ROLLING JOE in his polyethylene car always returns to the point at which he starts. Just give him a push. No wind-up. No friction. Automatic. By Tigrett. Ask for 21BR7.



198

Schoenhut



*In Tune
With Your
Budget*

SQUARE GRAND PIANO

With bench. 30 plastic keys, all with proper tone. 2½ full octaves, walnut finish. Music book with notes in color so any child can play tune immediately. Another book in black and white. By Schoenhut. Ask for 21BR3.



*You'll
Want This Value*

BABY GRAND PIANO

Music book with notes in color match 10 corresponding colored plastic keys on piano. Ivory finish with mirror front. Finely tuned for proper tone. Ruth's favorite! By Schoenhut. Ask for 21BR6.

SPEAR



ALL METAL ELECTRIC PHONOGRAPH

*A Lot
For a Little*

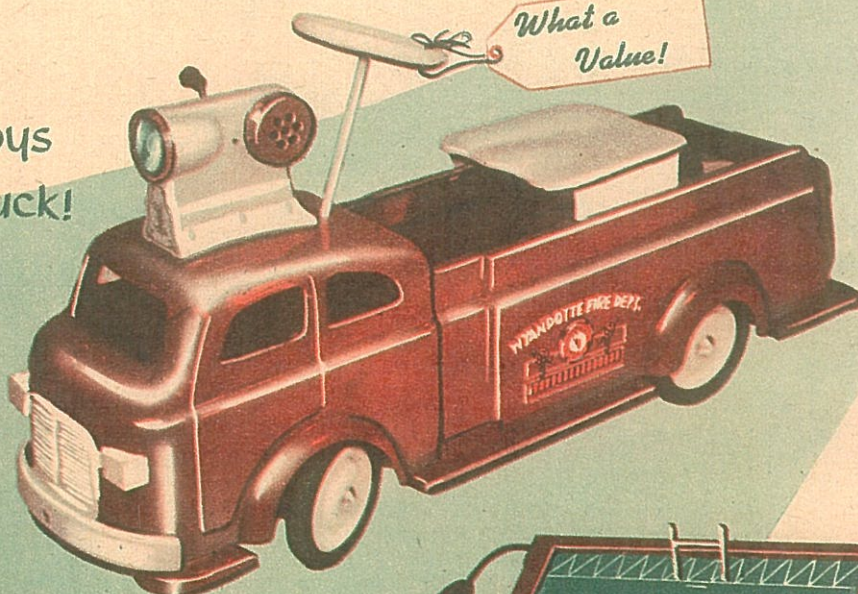
Play all your favorite records! Brightly decorated phonograph plays all 78 RPM records up to 12 inches. U.L. approved. Full tone conical amplifier chamber. 115 volts, 60 cycles A. C. By Spear. Ask for 21BR8.

A fast ball game
A racing truck!
Kids with these toys
Have all the luck!



ALL STEEL "FIX-IT" WRECKER TRUCK

Uh-oh! A flat! Get the tools and extra tires from the two storage compartments in the back, jack it up, and change the tire! Winch crane operates to tow other cars. 15 inches long. By All Metal. Ask for **22BR1**



RIDER FIRE TRUCK

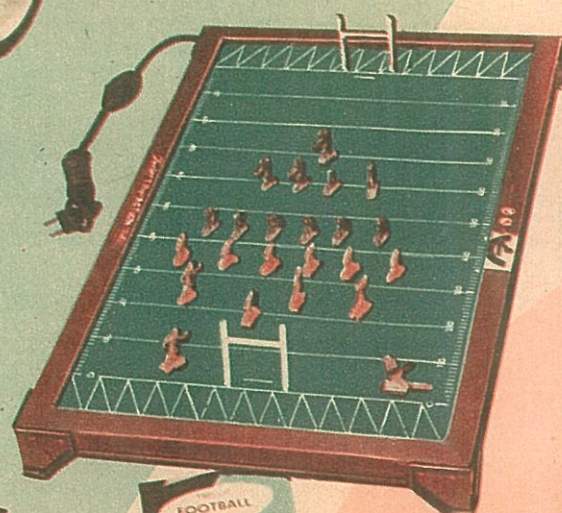
Where's the fire? Get behind the sturdy steering wheel and head towards it. You'll have a smooth ride on sturdy rubber tires. Sound that siren and flash your red light! 31 inches long. By All Metal. Ask for **22BR2**.

WYANDOTTE TOYS



4 UNIT MECHANICAL FREIGHT TRAIN

Wind up its powerful motor and your train set will scoot around the banked tracks taking every turn. Shiny new engine, matching tender, gondola car and red caboose. By All Metal. Ask for **22BR3**.



TRU-ACTION ELECTRIC FOOTBALL GAME

Players run, kick, pass, fumble, tackle, SCORE! 8 running backs, 14 crouching linesmen. Two full teams. Operates on 110 Volt, 60 cycles, A.C. only. 25 inches long. By Tudor. Ask for **22BR4**.

6.95



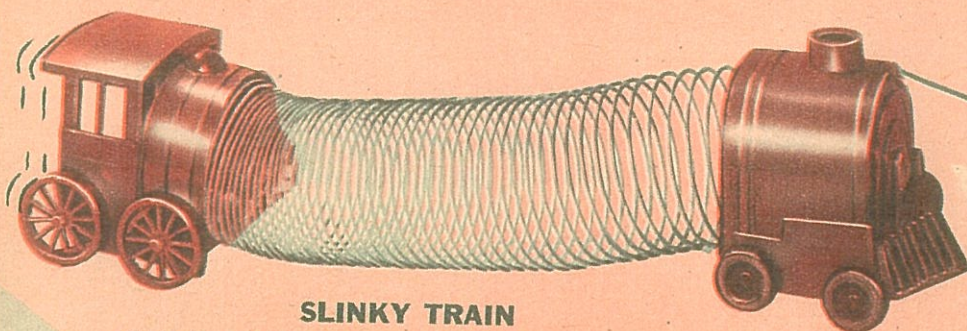
TRU-ACTION ELECTRIC BASKETBALL

Ball is actually carried up and down the field, shots are made as in real basketball. Fun for the entire family. Operates on 110 Volt, A.C. only. 25 inches long. By Tudor. Ask for **22BR5**.

6.95



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Slinky

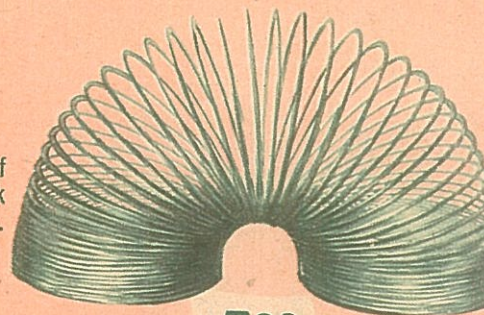
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SLINKY TRAIN

Slinky Train jogs along, over hills and in valleys with its spring toy body making it seem alive. Nothing to wind up. A favorite with the pull-toy set. By James Industries, Inc. Ask for 23BR1.

SLINKY

The famous original stair walking spring toy that provides hours of fun for the whole family. Put it on the top step and watch it walk down. Many other amusing tricks! By James Industries, Inc. Ask for 23BR2.

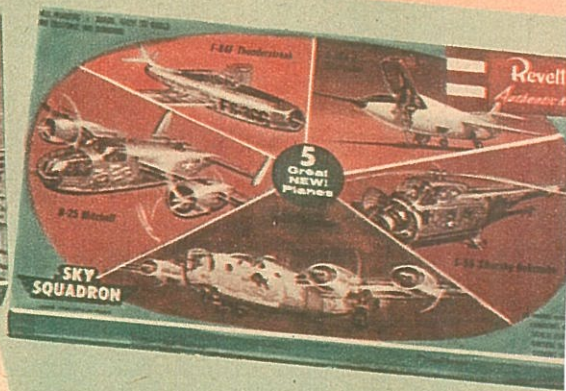
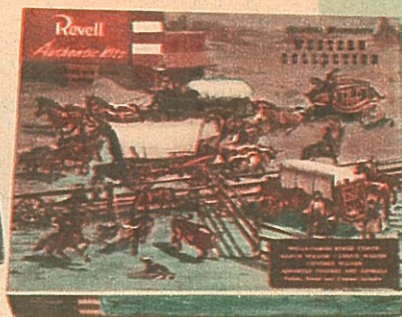


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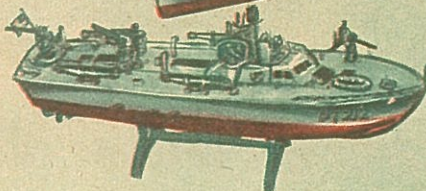


For model building enthusiasts!

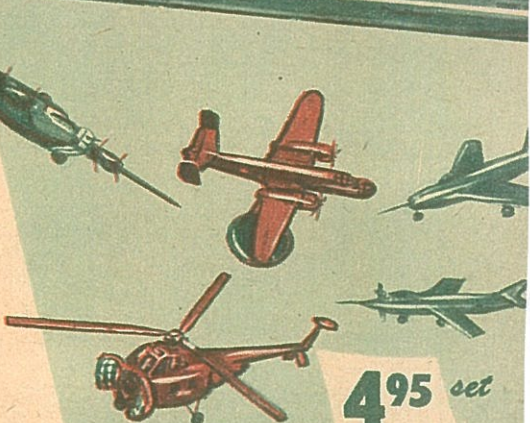
Revell



4⁹⁵ set



4⁹⁵ set



4⁹⁵ set

REVELL'S VICTORY AT SEA FLEET

The Navy ships seen on TV's Victory at Sea show are now in plastic kits. Designed to scale from official Navy blueprints. Aircraft Carrier, Destroyer and Patrol Torpedo Boat. For all ages. Has cement and paint. By Revell. Ask for 23BR3.

WESTERN COLLECTION

Got a yen for the West, Pardner? All the flavor of the Old West is here: chuck wagon, ranch wagon, Wells Fargo Stage Coach, covered wagon, Western figures group. Paint, brush, cement. By Revell. Ask for 23BR4.

FIVE PLANE GIFT SET

His head in the air? Give him this five plane set: B-25 North American "Billy Mitchell" Bomber; B-24 Consolidated "Liberator" Bomber; F84-F Republic "Thunderstreak" Jet Fighter; D-558-2 Douglas "Skyrocket"; S-55 Sikorsky Helicopter. Swivel bases and cement. By Revell. Ask for 23BR5.



STRIKE UP THE BAND

PLAY REAL MUSIC!

NO LESSONS NEEDED!



14⁹⁸

THE GOLDEN TUBA

Nearly 3 feet high and light to carry! Deep tones and so easy to blow. Heavy gold finish. Giant swivel bell and adjustable mouthpiece. Genuine brass hand-tuned reeds play full-scale. By Emenee. Ask for **24BR1**.



5⁹⁸

THE SILVER SAXOPHONE

Never heard fuller tones! The "sax" is over 17 inches long! Has adjustable strap and hook and genuine brass hand-tuned reeds for full scale and sustained harmony. By Emenee. Ask for **24BR2**.



6⁹⁸

THE GOLDEN S-L-I-D-E TROMBONE

Operates just like real trombone—different notes play as brass slide moves in and out. Has automatic playing indicator. Plays full scale melody. Detachable music lyre to hold music book. Over 27 inches long. By Emenee. Ask for **24BR3**.

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GENE AUTRY COWBOY GUITAR

With automatic guitar player! Full size with western motifs. Gear action metal tuning pegs, silk shoulder harness. Rich, professional tone. Nearly 3 feet long and 1 foot wide. Felt pick and music book, carrying case. By Emenee. Ask for **24BR4**.



9⁹⁸



4⁹⁸



98^c

Each Band Instrument has its own luggage type carrying case, book of marches and songs and easy to play music.

Authentic engraving like professional instruments



398

398



398

EBONY AND SILVER CLARINET

Over 17 inches long! Ebony break-resistant plastic with heavy silver finish on keys and fittings. Genuine brass hand-tuned reeds play full-scale melody and sustained harmony. Adjustable strap and hook. Music lyre. By Emenee. Ask for **25BR1**.

THE GOLDEN TRUMPET

Play bugle calls and marches with this break-resistant plastic instrument with heavy gold finish. Genuine brass hand-tuned reeds. Has mellow-tone mute. Music Lyre. By Emenee. Ask for **25BR2**.

THE GOLDEN GLOCKENSPIEL (XYLOPHONE)

Play outdoors as glockenspiel, indoors as xylophone. Heavy gold and silver finish on break-resistant plastic. Precision tuned metal bars play full-scale. Over 25 inches long. By Emenee. Ask for **25BR3**.

FAMOUS ARTHUR GODFREY UKE PLAYER PLUS FLAMINGO UKULELE

With Emenee self-tuner. Full-size with rich musical tone. Has standard tuning, full finger-board range, non-slip tuning pegs, genuine nylon strings, felt pick and instruction book. By Emenee. Ask for **25BR4**.



298



798

HOWDY DOODY UKULELE

If you're between 2 and 6, you'll want this new jumbo junior-size ukulele with Howdy Doody's picture on it. By Emenee. Ask for **25BR5**.

PINKY LEE XYLOPHONE

TV's most fabulous personality presents his xylophone with precision-tuned metal bars in varied and vivid colors. Plays full scale melody. Has music lyre, 2 balanced hammers. Music book chock full of marches and songs—play by color or numbers. By Emenee. Ask for **25BR6**.

GOLDEN PIANO ACCORDION

Plays just like real accordion. Amazing tone quality. Break-resistant plastic with heavy gold finish on trim and fittings. Full scale piano keyboard. 52 hand-tuned brass reeds, easy action bellows, instruction book. Carrying case. By Emenee. Ask for **25BR7**.

Excitement you can feel!



14⁹⁵

G.M.P.

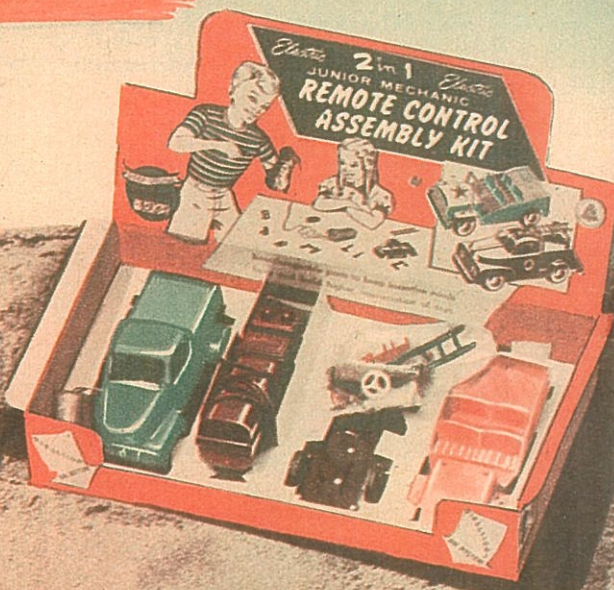
REMOTE CONTROL "BIG-JIM" CRANE

Automatically scoops up and dumps dirt, sand or gravel. Two-in-one electro magnetic operation with two run-rite motors operated by push buttons. Runs forward and backward. Durable acetate construction. Powered by two flashlight batteries (not included). By General Molds and Plastics. Ask for **26BR1**.

2 IN 1 REMOTE CONTROL ASSEMBLY KIT

Assemble a G. I. jeep and operate by remote control. Take apart and build a Bell Telephone truck! Has powerful run-rite motor, jeep and bell truck bodies with accessories. Operates on flashlight batteries (not included). By General Molds and Plastics. Ask for **26BR2**.

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BUILDER'S SUPPLY FLEET

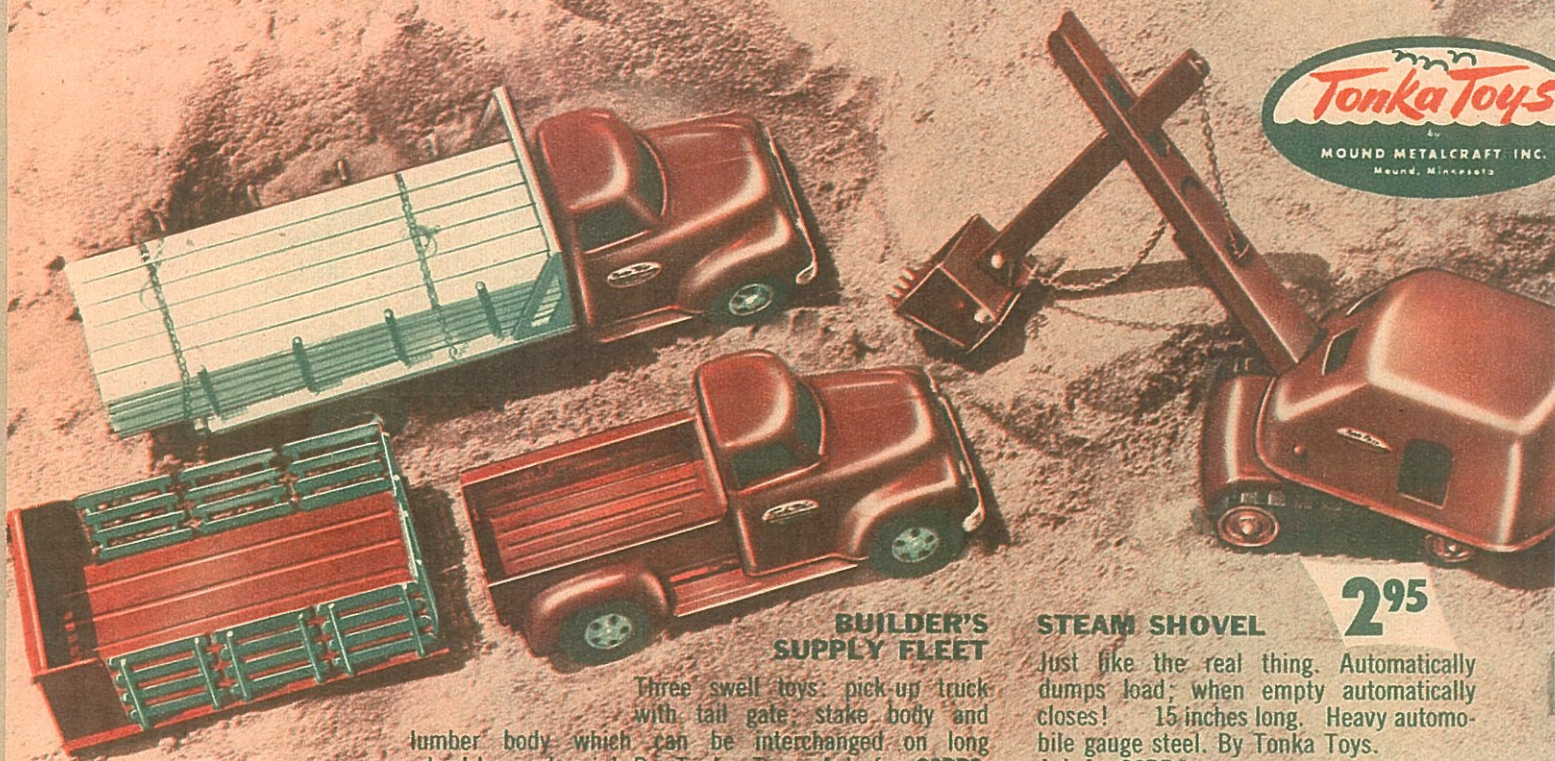
Three swell toys: pick-up truck with tail gate; stake body and lumber body which can be interchanged on long wheel-base chassis! By Tonka Toys. Ask for **26BR3**.

STEAM SHOVEL

Just like the real thing. Automatically dumps load; when empty automatically closes! 15 inches long. Heavy automobile gauge steel. By Tonka Toys. Ask for **26BR4**.

10⁹⁵

Complete set



Hi Kids! Be sure to enter the 1955 Billy and Ruth Contest! It's easy to win—I should know because I'm Connie Hensley of Baltimore, Md. and I won a trip to London and Paris in the 1954 Contest! What a terrific time we had!

This year's is the best yet. Read all about it on the back cover. There are over 1000 wonderful prizes including a TRIP, PONIES, BURROS AND BICYCLES!



"Hey Billy, come play in the sand
With our Structo trucks—best in the land!"

HOOK AND LADDER TRUCK

Billy says it's a beauty, fire red, almost 3 feet long, extension ladder cranks up and swivels. 10 heavy duty wheels, 2 auxiliary ladders, removable tiller seat. Heavy gauge steel. By Structo. Ask for 27BR1.

995

STRUCTO

595

HYDRAULIC-LIFT DUMP TRUCK

To haul a lot of dirt! Body raises and dumps load automatically by a HYDRAULIC cylinder. 10 rubber wheels. Lift hood to see "Fireball" motor. By Structo. Ask for 27BR2.

Write to us at Box 333, Phila. 5, Pa. for our brand new "How to Draw Cartoons" Book and our own exciting game! Send 25¢ to cover cost of mailing.

Billy & Ruth



Complete Set

995

ROAD-BUILDING ASSORTMENT

Ideal for the junior road builder. Road grader, steam shovel and dump truck. Work the wheels and levers to operate these Road Building units, just like the builders of Super Highways. All with heavy duty rubber wheels. By Structo. Ask for 27BR3.

TRUCK AND TRAILER ASSORTMENT

A wonderful fleet for the active young trucker! Contains 2 chrome-plated aluminum cabs and 1 each cattle trailer, steel cargo trailer, deluxe auto transport trailer, timber toter and 4 die-cast metal sedans. Attached to cab, trailers are from 21 inches to 27 inches long! By Structo. Ask for 27BR4.

Complete set

1795