

"Constructive play means happier children"



198

YOU CAN REALLY MIX YOUR BABY'S OWN FORMULA

DOLL-E-NURSER
21 piece set

Gee, this is really fun. You can sterilize the bottles, mix the formula and give "baby" all the attention she needs. Imagine, 21 pieces of real formula making equipment. By American Metal Specialties Corp. Ask for 11BR1.



FOR "MOMMY'S" NEW BABY — ALL-STEEL DOLL-E-CRIB with Mattress

995

26 inches long.

"Gosh I love this," says Ruth. "It's for my favorite doll. It has full paneled headboard and footboard. A dropside, spring latches, swivel casters, steel link bedsprings, and just about everything a little girl dreams of." By American Metal Specialties Corp. Ask for 11BR2.



DOLL-E-FEEDER
DeLuxe 32 piece formula feeding set

Amsco



There are 32 pieces! Everything that's needed to make Dolly's daily food schedule. "Mommy" can make sure she is giving her dolly just the right amount and can follow through carefully with all the utensils. By American Metal Specialties Corp. Ask for 11BR3.

298



Everything "Mommy" needs to make baby's formula

All prices subject to change without notice. Some items slightly higher in some sections of the South and West.

DOLL-E-HICHAIR

"Sharon and I both love this one," says Ruth. "It's light blue with Ivory trim. Has a moveable feed tray, a step plate and it can't skid because of the rubber feet."

By American Metal Specialties Corp. Ask for 11BR4.



30 inch ALL-STEEL

398

FOR GROUP SINGING
EVERY NIGHT



Magnus SELF PLAYER Organ



IT'S ELECTRIC

by MAGNUS
HARMONICA

the world's
very FIRST!

Wonderful for Home,
School, Clubs, Entertain-
ment Places.

SIMPLE . . .
Insert roll
with 2 fingers;
automatic re-roll;
off-and-on switch

19⁹⁵

"Now we can play all the old-time fa-
vorites that Mommy and Daddy love and
the popular songs for Billy and me," says
Ruth. It's sturdily constructed and has two
chromatic octaves for rich, melodious
tones. It really is wonderful for every-
body and operates electrically on 110-
115 V. A.C. Size overall 13 inches x 9
inches x 8 inches. By Magnus. Ask for
12BR1.

Includes 3 Rolls—
each with 3 songs.
Additional music
rolls available.

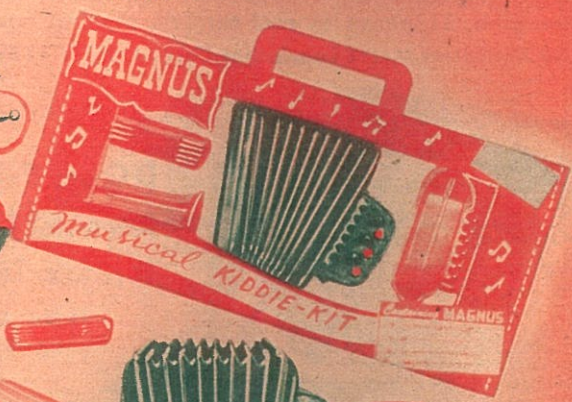
I add the
Harmony with
my
SUPER
ACCORDION

It helps to
teach music
appreciation

"I'M SMILEY MAGNUS"

3⁹⁵

"Everybody wants a turn at playing my accordion,"
says Billy. "With the ten buttons and the twenty reeds
you almost get the rich full tones of a large accordion."
It's beautifully made . . . strong, rich plastic. Specially
coated bellows. Closed measures: 4 inches x 4 1/4 inches
x 8 1/2 inches. Bellows open to 14 inches. By Magnus.
Ask for 12BR2.



Musical KIDDIE-KIT
4 TOYS IN 1

"Gee, we can have a regular band"! There's a
Jr. Accordion, a Jr. Harmonica, a Jr. Keymonica
that sounds like a whole band in itself and a
Jr. Horn Harmonica for novelty effects. It's real
fun and they're all in the handy carrying case.
By Magnus. Ask for 12BR3.

2⁹⁵



CALLIOPE CLOWN

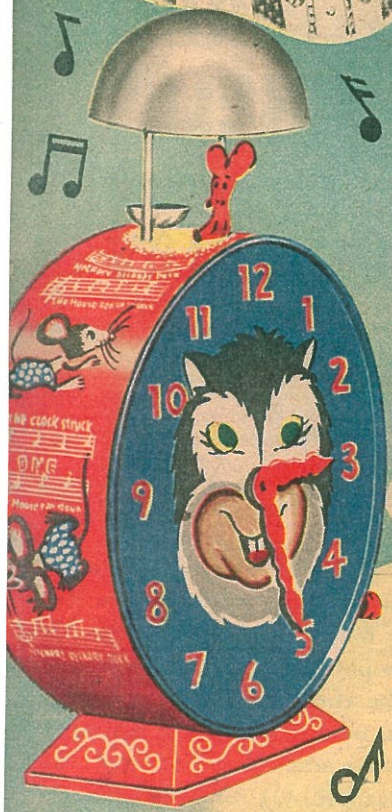
The jolly, oversize, bouncing clown plays a favorite tune on the keyboard of his calliope wagon as he rolls along . . . colorful wooden wheels . . . silvered calliope pipes. A pull toy that plays real music. 8 inches high. By Mattel. Ask for 13BR2.



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Plays "Hickory Dickory Dock" as crank is turned. "The clock strikes One" —the sleeping cat's eyes open, bell rings and jumps up uncovering hidden mouse. 8 1/4 inches high. By Mattel Ask for 13BR1.

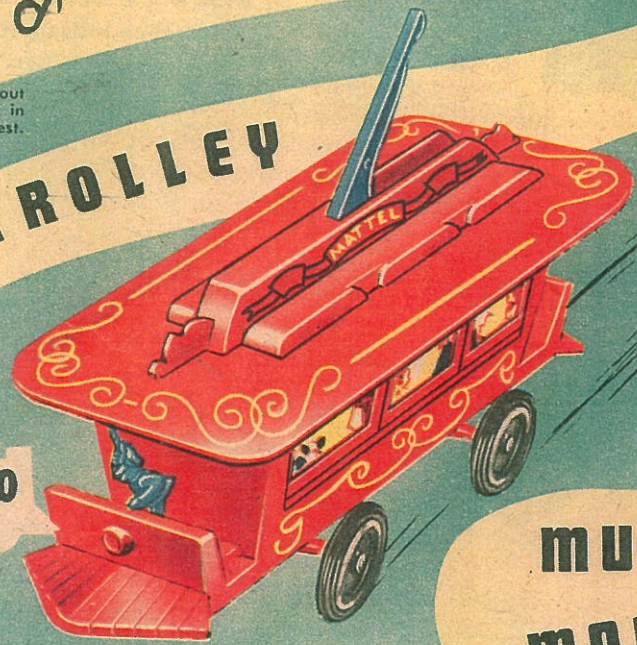


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HICKORY DICKORY CLOCK

All prices subject to change without notice. Some items slightly higher in some sections of the South and West.

TRICKY TROLLEY



100

Tricky Trolley is no trick to operate. Push down trolley pole. Let it up and WHZZZZ the bell-ringing streetcar scoots along. Activated by impact proof plastic spring motor . . . Trolley of sturdy, Styrene plastic . . . Nothing to wind . . . No keys to lose. 8 inches long. By Mattel. Ask for 13BR3.

"I'M MUSCLES MATTEL"

MUSIC MAKER MAN



198

Action! Surprise! Participation! They're all here. The colorful, gaily-dressed organ grinder moves his head as he turns the crank while he and the children play the REAL musical Hurdy Gurdy together . . . then . . . SURPRISE . . . up jumps bell-ringing Jocko. 10 3/4 inches high. By Mattel. Ask for 13BR4

Now
Play like Arthur Godfrey
with his

FLAMINGO UKELELE

and Arthur Godfrey
UKE PLAYER

No lessons needed

4⁹⁸

It's easy with
this UKE PLAYER
Just snap it on and Play!

UKE PLAYER AND UKE

"Now I can play at all our parties and without a lesson," says Billy. "It's easy with the 'Uke Player' . . . simply press the button bearing the name of the chord you want and strum! The songbook is packed with tunes too! All the kids will want one when they hear me play." By Emenee Industries. Ask for 14BR1.



Song and Instruction Book
make it easy for you to
play loads of your favorite
melodies.

IT'S FUN AT HOME
IT'S FUN AT PARTIES

Sharon and her friends play all
the merry tunes in beautiful Bell-
like clearness.



TUDOR

Famous All Metal XYLOPHONE

8 NOTES

2⁷⁹

XYLOPHONE

Listen to Sharon's sister play the Xylophone! And not only her sister, but all the gang. It seems they all want their turn. The older ones can really play some merry tunes with the 16 page music book and instruction sheet. It's so easy and so much fun. By Tudor Metal. 12½ x 6¼ x 5½ inches Ask for 14BR2.



Maureen O'Brien,
age 14 months, on
Christmas morning 1951

INCLUDES . . .
16 page music sheet
and instruction sheet.

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some sections of the South and West.

Let's play
our records



*Priced right
just for you*

Plays up
to 10 inch records

PLASCO RECORD PLAYER

"Every child should have a record player," says Ruth. "And a good one too!" This "Plasco" has the most beautiful tone you've ever heard and it's so easy to operate . . . you just push the button to start and stop! Beautifully colored plastic. And look at the cute decals on it! Comes with "unbreakable" plastic record. - A.C. only. By Plastic Art. Ask for 15BR1.



Alice In Wonderland

Plastic Tea Time Dishes

Sanitary . . . Durable . . . Washable Pink or Blue



46 Piece Set

2⁹⁸

. . . and oh, the party was more fun! There's everything in the set that's needed. Cups, saucers, knives, forks, spoons, napkins and the important tea pot. Come on . . . get all your friends together and have a wonderful "Alice in Wonderland" Tea Party. The set is really beautiful. By Plastic Art. Ask for 15BR2.



COLMOR

*Big value
for little money*

16 INCH CIRCUS TRAP DRUM

"Zing! Bang! Boom! Let's start a Circus Band and I'll be the drummer," says Billy. "It's just like a real set only a little smaller but you can still set a merry pace for the boys. We'll have lots of fun and lots of noise!" By Coleman-Morris. Ask for 15BR4.

14 Piece Set

Pink or Blue



For The
Younger Set

98c

This one's for Sharon and Chipper and their little friends. You can hear them gayly laughing as they enjoy their party. And look who is playing the "Mad Hatter". . . it's Chipper! Gosh this party will last all afternoon! By Plastic Art. Ask for 15BR3.



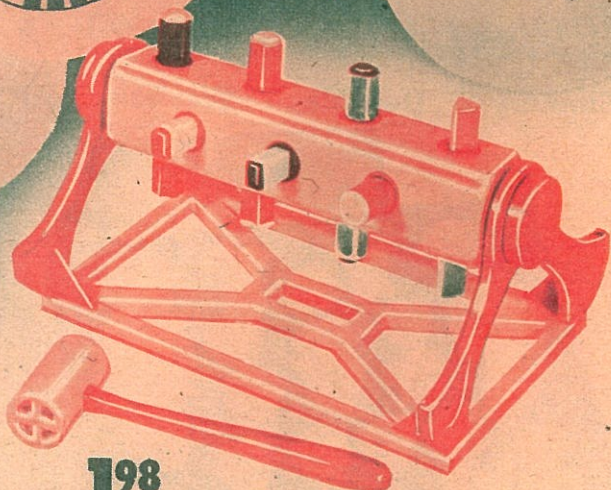
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Safe

Fun

Colorful



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COLORFUL PLASTIC PEG 'N POUND SET

Hey Chipper . . . rock 'em, sock 'em, make it twirl, it's loads of fun! You can fit the seven different-shaped pegs in their holes and pound them home with your sturdy hammer. And gosh, isn't it colorful! By J. Donald Biever, Inc. Ask for 16BR1

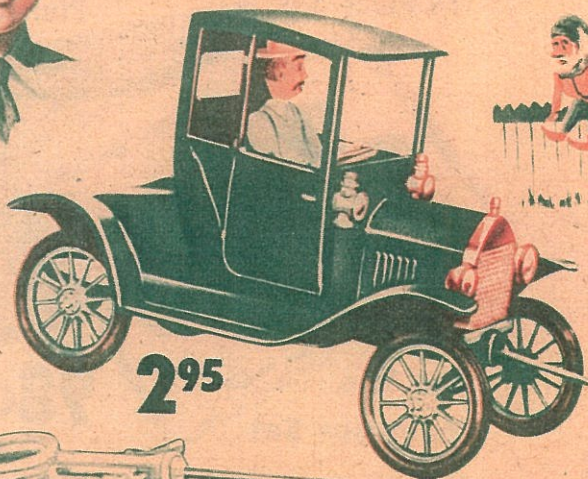


189

WHIRL-A-BLOCK CART

Gee, this is a real toy for a girl or boy! Look at the gayly colored plastic blocks twirl around as you pull the cart along. If you want . . . blocks come off for extra fun. There's action, education, happiness just packed into this one. By J. Donald Biever, Inc. Ask for 16BR2.

Plenty of Action, Loads of Fun!



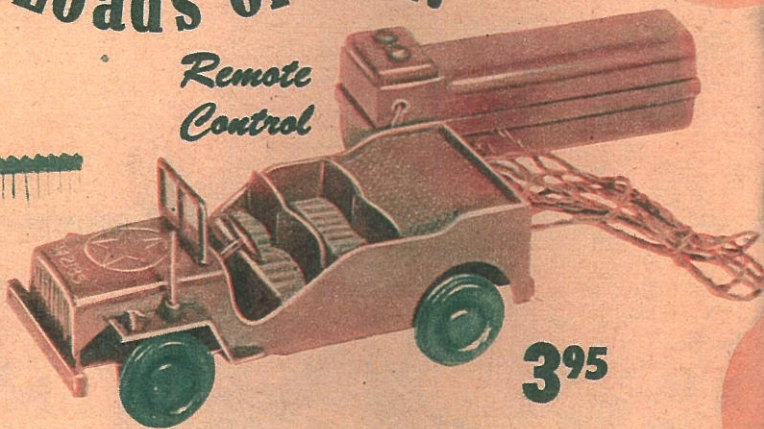
295

BACK-FIRING FORD

"Boy oh boy, this is real fun," says Billy. Squeeze the trigger and BANG . . . listen to it backfire and bounce all over the place. All the kids take turns. An exact miniature of a 1917 Model "T." Made of durable plastic with "brass" radiator, lamp, accessories. Laugh at the funny driver, By Precision Specialties Ask for 16BR3.



Remote Control



395

GEE-I-JEEP

Butch and Billy each have a real army-style Gee-I-Jeep. They have more fun trying to out-race each other and see whose "jeep" can climb the highest hill. It has a centrifugal motor. Precision built. Works by two powerful flashlight batteries, 6½ inches long, By Vibro-Roll. Ask for 16BR4.

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