

Hey Kids . . . w o g a m e s



250

## PUSH-M-UP RODEO

Pin Ball Game  
4  
Games  
in 1

Baseball  
Bagatelle  
Colors  
Put-N-Take

"All the family joins in with one," says Ruth.

There's four swell games encased in the glass covered fine wooden frame. It has an automatic feed and reload and folding legs for easy storing. 10 steel balls. 18 inches x 12 inches x 1 inch. By Northwestern Products. Ask for 31BR1.



Stalk  
'em  
through  
the  
Jungle!

150

## ANIMAL ARCHERY SET

Billy is a Big Game Hunter with his Archery Set. He fears no animal as he goes softly through the foliage after African Lions and Malayan Tigers. Set includes Hickory Bow with velour grip and waxed bow string. Three 18 inch feathered arrows with safety suction cups. Keeps score by the numbers printed on the ferocious looking animals. Target size: 19 inches x 36 inches. By Rollin Willson. Ask for 31BR4.

## BUGGY

129



"Giddy - up Nellie. We're heading for home in our new Ranch Buggy." Beautifully colored steel horse, driver and hood. Strong plastic body and wheels. An exact miniature of the old Buggy. Perfect to set up with your "American Transportation Set." 9 1/2 inches x 4 inches x 4 1/4 inches. By Northwestern Products. Ask for 31BR2.

Perfect to set up with your "American Transportation Set." 9 1/2 inches x 4 inches x 4 1/4 inches. By Northwestern Products. Ask for 31BR2.

NORTHWESTERN



## Colorful ELECTRIC PUSH-M-UP Pin Ball Game

575

Gosh Kids, this is keen! Five plastic domes light up when balls enter scoring cups. Completely automatic. Glass covered. Finely finished wood frame. Folding legs. Comes complete with 9 gold, blue and silver balls. Size: 24 inches x 14 inches x 2 inches. By Northwestern Products. Ask for 31BR3.

5  
GAMES  
in 1

BASEBALL

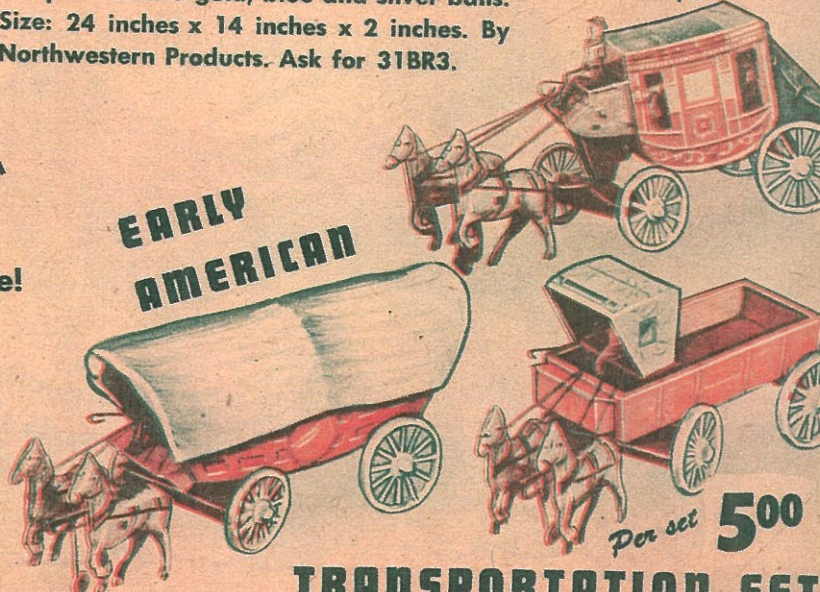
BAGATELLE

PENNANTS

TWENTY-ONE

PUT-N-TAKE

## EARLY AMERICAN



Per set 500

## TRANSPORTATION SET

This brings back the days of the rugged Pioneers when they crossed the plains in their sturdy wagons. They're authentically scaled down to play size to get the real drama of that "action packed" period. There's a Stagecoach, Conestoga Wagon and Springfield freighter. They're really thrilling. By Northwestern Products. Ask for 31BR5.

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



# MAKE WHAT THE BUBBLE EXPRESS



298

Makes millions of rainbow-colored bubbles as it is pulled along  
12½ inches long.

Look at Chipper watch the colorful bubbles float through the air as he pulls his gayly colored, "Old Time" engine across the floor. It's almost like magic and all his little friends are held spellbound. They're all asking Chipper if they may have a turn. It's real fun. By Ideal. Ask for 32BR1.

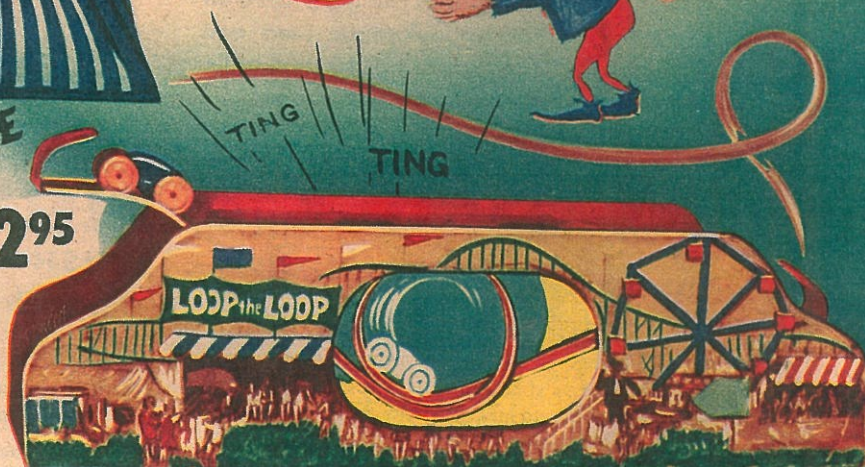
"I'M PETE IDEAL"

*Ideal*

## LOOP THE LOOP GAME

You'll be fascinated by the fast-moving action! Car zooms down the track, does a complete somersault and climbs other track to the end; then reverses in other direction and is off again! Track moves up and down for added speed. Strong key-wind motor keeps car on the go. Beautifully colored. 19 inches long x 5¼ inches high. By Wolverine. Ask for 32BR2.

295

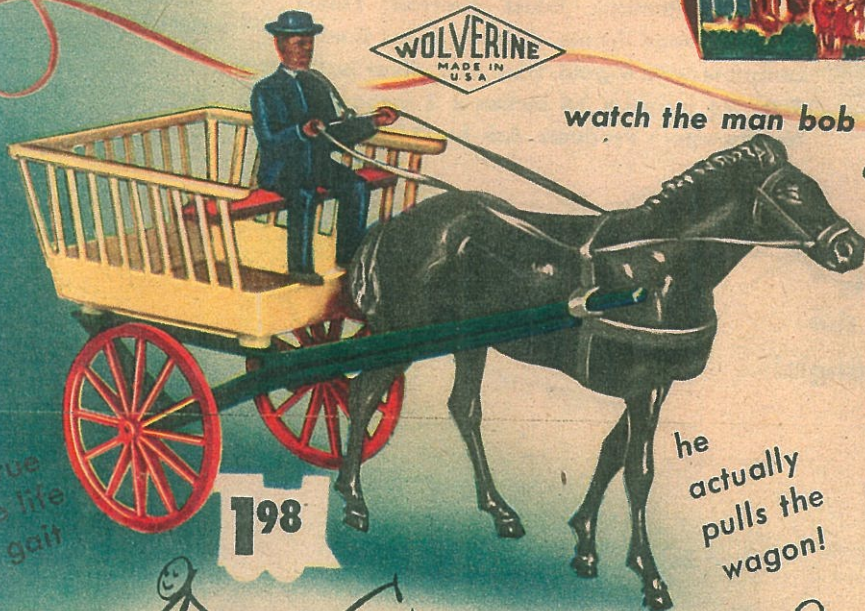


watch the man bob up and down

as the horse trots along

## FARM WAGON with mechanical horse

"Gosh Ruth, we're down on the farm again and watch the horse and wagon. You just wind it up and away they go," says Billy. Entire unit is perfectly modeled and painted in brilliant colors. Durably built with strong motor inside the horse. 10¾ inches long, 3¾ inches wide, 5½ inches high. By Wolverine. Ask for 32BR3.



198

he actually pulls the wagon!

## HOW TO DRAW CARTOONS

Come on kids become a cartoonist, it's loads of fun. The book is packed full of "how to draw" hints. It's yours . . . here's how — Just enclose 10¢ in an envelope along with your name and address and mail to us. We'll send it right out to you.

Billy and Ruth, P. O. Box 333, Phila., Pa.



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



*These bring joy to little girls*



**5<sup>98</sup>**

A place for everything



21 in. high.  
16 in. wide.

*With Accessories*

## Metal CHINA CABINET

Ruth keeps all her dollies' new dishes and accessories away neat and clean in her new china cabinet. It's made of strong metal so it will stand plenty of use and she loves how pretty it's colored. Every little girl wants one for her "home." By Ideal. Ask for 33BR1.



**1<sup>98</sup>**

it works just like mommy's  
**ELECTRIC IRON**

An electric iron in miniature and it really works! All steel, including base. Red enameled hood with black bakelite handle. Keep your dolly's clothes neat, clean and well pressed. 6 1/4 inches long. By Wolverine. Ask for 33BR3.

## HOW TO RAISE A PUPPY



Just send 10¢ along with your name and address and we'll send your copy right away. It's chock full of good information. And don't forget kids, write us a letter. We'll be happy to hear from you and will answer you right away.

**Billy & Ruth, Box 333, Phila., Pa.**



*An attractive price*

Equipped with  
Kitchen Utensils

## Modern PLAY STOVE

"Here's what I've wanted for my dolly's house," says Ruth. "It sure looks real." There's four plastic push buttons that actually operate. Hinged oven door and all the heating elements embossed in bright colors. There's six colorful cooking utensils too. 11 inches long, 12 inches high, 6 1/2 inches wide. By Wolverine Supply. Ask for 33BR2.



*Packed with Value!*

**1<sup>00</sup>**

**CAKE BOX SET**  
with Canisters

Brand new and made for the little ladies. There's four complete canisters, measuring spoon, 2 cookie cutters, rolling pin, cake and bread box. Cover of cake box becomes a pastry board. It's beautifully colored too. By Wolverine Supply. Ask for 33BR4.

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*It's a Burrows*  
There's year 'round  
fun with a

## STURDY POOL TABLE

Chipper and Sandra have the best time ever with their new pool table. Sometimes Mommy and Daddy join in for some good clean fun. It has beautiful Ivory rail and legs, maroon corners, diamonds and leg tips. Soft green cloth-covered playing surface with green cushions. Size: 42 inches x 23½ inches x 27 inches high. Complete with set of 16 balls, triangle, two 34 inch Maple Cues and instruction book. By Burrows. Ask for 34BR1.

It folds up easily  
for quick storing.

*Priced to fit  
your budget*

Every child  
needs & wants  
their own  
table & chairs  
*By Hampden*

## JUVENILE SET

TABLE & TWO CHAIRS

For playtime — mealtime. Indoors or out. Gayly colored. Well constructed for useful service year after year. The children love it and can't mar the chip-resistant enamel finish. Removable masonite upholstered table top. Chairs have metal form-fitting back and removable upholstered seats. Rubber tipped feet. Table: 20½ inches high, 22¾ inches square. Chair: 24¾ inches high, seat height 12¾ inches. By Hampden. Ask for 34BR2.

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

*Specially priced  
for you*





The New  
"FIGHT CHAMP"  
keeps you in  
condition

## PUNCHING BAG



**5<sup>95</sup>**

"I'm going in training just like the real fighters do," says Billy. Extra heavy, pebble-grained, leather-like punching bag is mounted on whippy steel rod. Rod is fastened to extra long, warp-proof platform with heavy cast iron rod holder. Bag is needle valve type with heavy rubber bladder and inflating needle. Stands 40 inches high. By Logan. Ask for 35BR1.



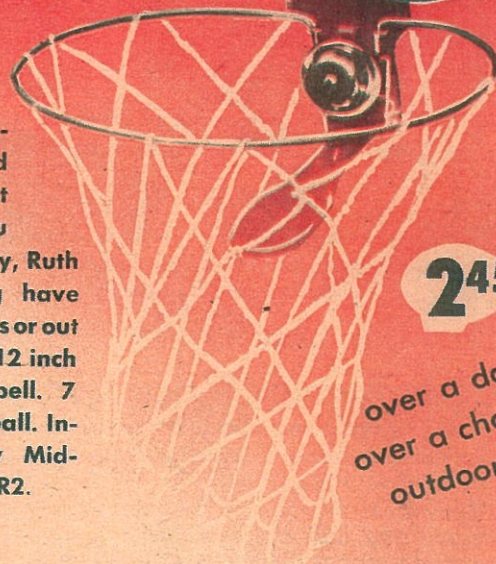
## ROLLER SKATES

*Low price*

FOR FLASHING  
SPEED

"Come on Ruth," says Billy. "Let's get our new skates on and I'll race you down the block. I love their ball bearings, you can really ZOOM along." Skates are rubber cushioned for a smoother ride, and have a bright nickel finish with grain leather strap. By Union. Ask for 35BR3.

## TALLY BELL BASKETBALL GAME



**245**

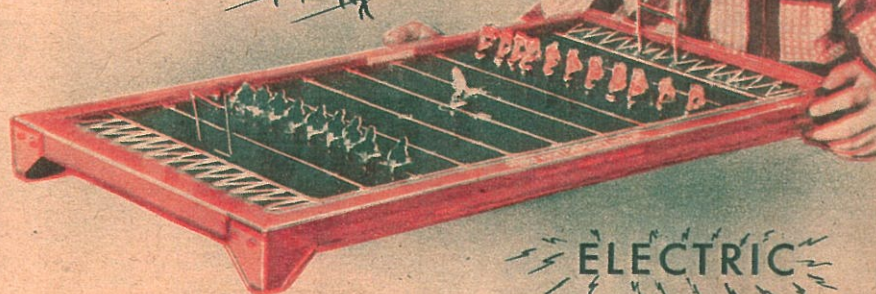
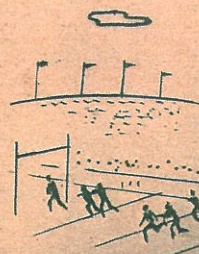
over a door!  
over a chair!  
outdoors!

S-W-I-S-H . . . another field goal and listen to the bell! It rings when you shoot a basket. Billy, Ruth and all the gang have loads of fun indoors or out with this swell set. 12 inch plated ring and bell. 7 inch pebble grain ball. Inflating needle. By Midwest. Ask for 35BR2.



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

It's just like  
playing in  
a real game!



## 6<sup>98</sup> ELECTRIC FOOTBALL GAME

"Hey, I'll bet I can beat you in football," says Chipper. "We can actually kick and pass the ball, the players can run and tackle." There's line plays, end runs, forward passes, field goals . . . all the color of a real game right in your own home. 25 x 15 1/4 inches. By Tudor Metal. Ask for 35BR4.



# GILBERT TOYS

World Famous for 43 Years!



195

## GILBERT ANCHOR BLOCK SET — (For 2 and 3 year olds)

Here's a compact set with just the right number of Anchor Blocks and parts to enable smaller children to build interesting but not complicated models. Set has 24 Anchor Blocks, all properly weighted for piling, and includes whole and half sizes plus a chimney and four peak sections. Completing the set are a roof and illustrated Building Book. Box measures 10½ inches x 9 inches wide x 1¼ inches. Ask for 36BR1 (No. 2).

Other model larger and bigger.

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



"I'M BOBBY GILBERT"



875

## GILBERT MICROSCOPE SET

Microscope magnifies specimens 60, 90 and 210 TIMES ACTUAL SIZE. Lenses are precision ground optical glass. Focusing can be done quickly, sharply. With Polaroid attachment gorgeous colors come in view. Test tubes, forceps, dozen chemicals, slides, hand lens, etc., make complete laboratory. Set 18 inches x 10 inches x 2½ inches. By Gilbert. Ask for 36BR2. No. 8



## GILBERT PUZZLE SET

There are nearly two-dozen twisters in this big Gilbert assortment including the puzzle of the Heathen Rings, the Conjuror Rings, the Twin Links, etc. Ideal for puzzle parties, rainy afternoons, auto trips and other occasions. Illustrated booklet provides solutions. Set measures 18 inches long x 10 inches wide x 1¼ inches high. By Gilbert. Ask for 36BR3. No. 1032

200



## GILBERT CHEMISTRY Senior Laboratory

Jam packed with enough chemicals and apparatus to perform 379 thrilling experiments! Three shelves of lightproof brown bottles, totaling 21 different kinds, plus 14 other chemicals provide ample material for home laboratory work. Alcohol lamp, glass stirring rods, funnel, etc., also included. Set has three huge books of fascinating experiments. Big, two-compartment hinged chest stands 11½ inches high and opens to 20¼ inches width. Set folds to 9¾ inches wide x 11½ inches high x 2¾ inches deep. By Gilbert. Ask for 36BR4. No. 7

995



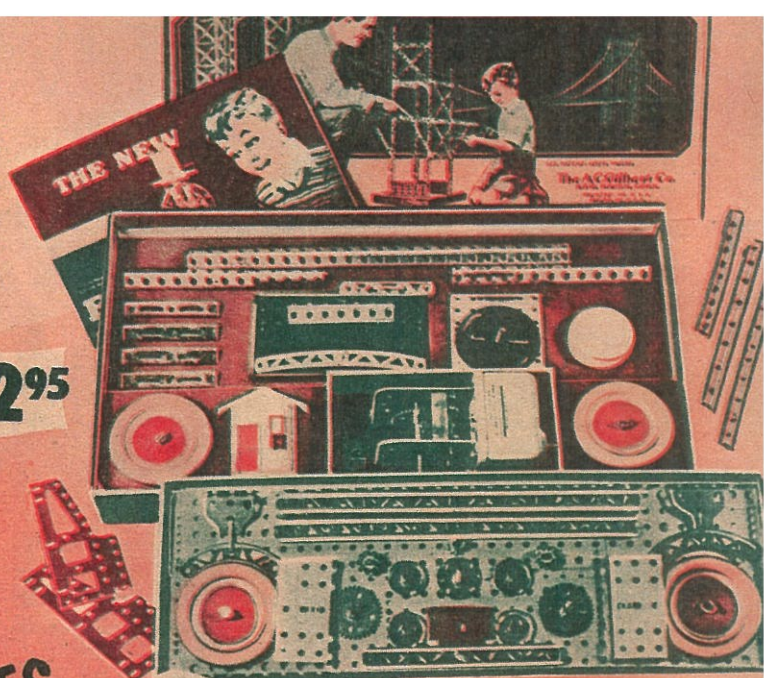
## ERECTOR — The Electric Engine Set

Has more than 350 parts, including Girders, Gears, Pinions, Wheels, Plates, Bolts, etc. Powerful Electric Engine gear train runs in forward and reverse, has multiple speed combinations. Set builds such models as the Lift Bridge, Windmill Pump, Airplane Beacon, Pile Driver, Delivery Truck, Hoist, Elevator and hundreds of others. Box is 18 inches long x 10 inches wide x 3 inches high. Big illustrated book. By Gilbert. Ask for 37BR1. No. 6½



*Billy Likes*  
**GILBERT**  
World Famous  
ERECTOR SETS

**12<sup>95</sup>**



## GILBERT TOOL CHEST — 12-Piece Set

Handsome all-steel hinged chest serves for real "on-the-job" work! Set comprises Screw Driver, 10 inch Saw, Mallet, Pliers, Sanding Block, 6 inch metal Triangle Hammer, 45° Triangle, 12 inch T-Square, Sandpaper supply, Plumb Bob, Utility Can. Chest measures 14½ inches x 8½ inches x 3 inches. By Gilbert. Ask for 37BR2. No. 5



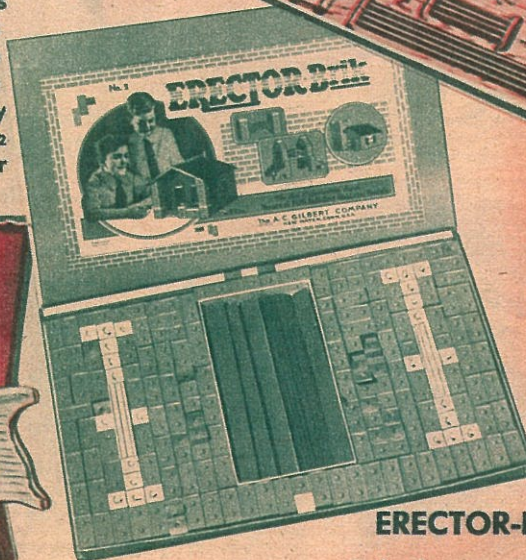
**5<sup>00</sup>**



## JUNIOR ERECTOR

Wonderful for children in the 2 to 6 age group. Models are put together by fitting a hollow tube **OVER** a knob, rather than (in conventional construction sets) lining up and pushing tube **INTO** a hole. All parts finished in brilliant colors; children simply match up reds, greens, blues, etc. Set makes Beach Boat, Derrick, Trestle Bridge and dozens of other fascinating models. Box measures 20½ inches x 13¼ inches x 1¼ inch. By Gilbert. Ask for 37BR3. No. 4

**3<sup>95</sup>**



**7<sup>95</sup>**

## ERECTOR-BRIK SET

Only the imagination of the youngster limits the number of **DIFFERENT** kinds of houses, forts, palaces, etc., which can be built with this Erector-Brik set. New exclusive material makes Briks wonderfully smooth and break-proof. Brilliant reds and marble whites. Set has 273 Briks and corrugated roof. All Briks have patented lock-together construction to build straight and true, with no toppling. Measures 20½ inches long x 13 inches wide x 1¼ inches high. By Gilbert. Ask for 37BR4. No. 2





## WOOD BURNING SET

2<sup>95</sup>

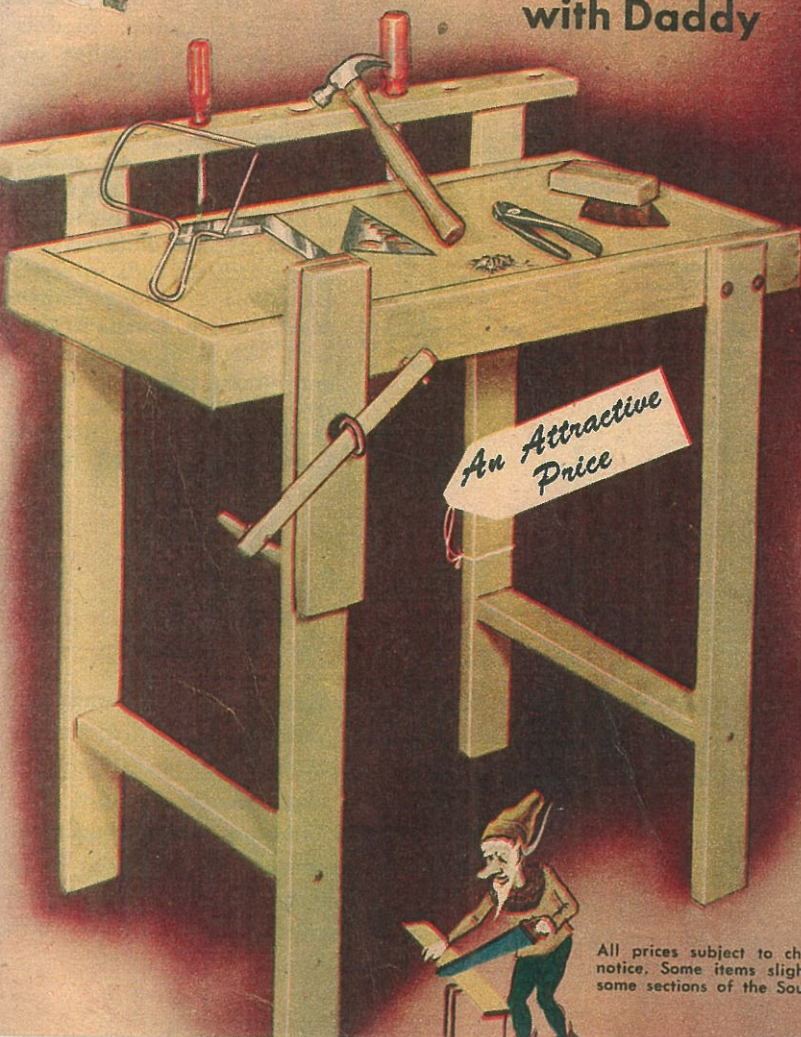


### ELECTRIC WOODBURNING SET

Billy and Ruth spend many happy hours woodburning pictures of dogs, dolls, boy scouts and others. Ruth hangs them in her room. There are 10 plaques. Assorted paints and brush. And the guaranteed electric WONDER PEN. By American Toy and Furn. Co. Ask for 38BR1.

## FOR YOUNG "HANDYMEN"

Now work  
side by side  
with Daddy



3<sup>95</sup>

### METAL TOOL CHEST

Hey fella's, this is the best tool chest you've ever seen. It has everything you need . . . Hammer, Saw, Plane, Pliers, 12 pieces in all. And look how they're packed! In a swell all-metal carrying chest: 15 inches long. By American Toy & Furn. Co. Ask for 38BR2.

### CARPENTER BENCH

- WITH BUILT IN VISE
- SPECIAL TOOL SHELF

Billy says, "this is what I've always wanted! A good, sturdy carpenter bench with which I can really build some useful things. I'm going to make Ruth a bookcase and Mommy a kitchen shelf." 24 inches long, 15¼ inches wide, 24 inches high. By Pressman. Ask for 38BR3.

**SET INCLUDES:** Hammer, Triangle, Ruler, Tri-Square, Wood Chisel, Pliers, Sandpaper, Block of wood, Screw Driver, Coping Saw.

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# PORT SUPERIOR and TRADING POST SPACE TARGET



"JUST LIKE THE OLD WEST"

3<sup>95</sup>

Yipee! Here they come, let's get 'em. All of Billy's pals love this western style Trading Post. Look at the Indians attack! Watch the cowboys drive them back! All metal construction with plastic figures. There's 36 figures, cannons (actually shoot) and many, many others. 28 inches x 28 inches x 8 1/2 inches. By T. Cohn. Ask for 39BR1.

WITH SUPER ROCKET GUN

"Come on Billy, blow your 'jets' and let's get 'em! It's an air attack by futuristic rocket ships on a futuristic city." Watch your score rise as you "shoot down" the enemy on the metal target. New rocket gun with three rocket tubes. Shoots rubber capped darts all at once or one at a time and they really stick. Target size 23 1/2 inches high x 15 inches wide. By T. Cohn. Ask for 39BR2.



1<sup>98</sup>

## MODEL CRAFT modeling & coloring set

CREATIVE FUN FOR EVERYONE

POUR IT

PEEL IT

PAINT IT



SPACE CADET

ROARING FRONTIER

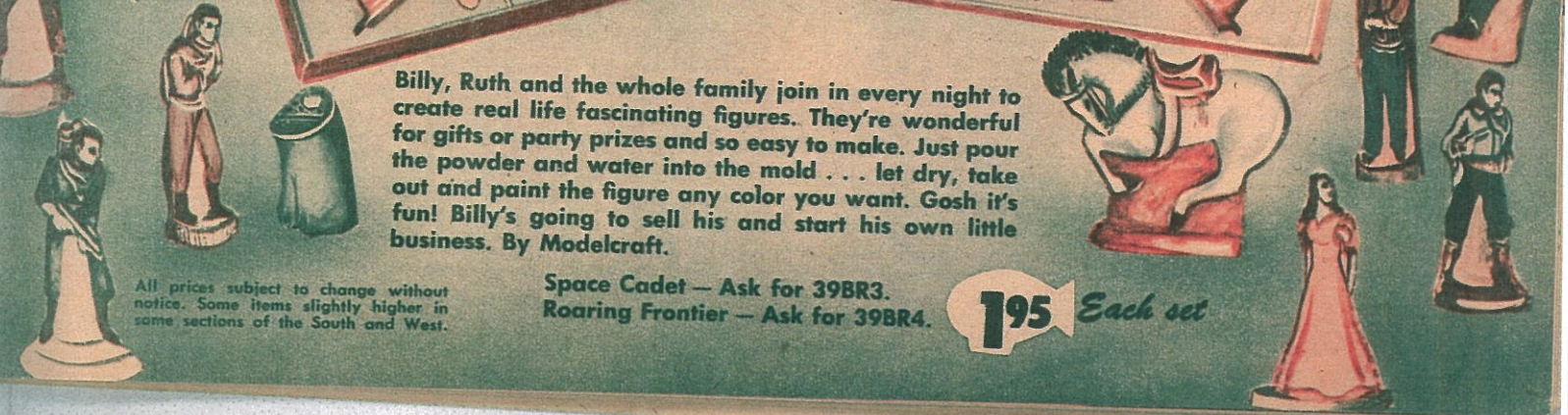


Billy, Ruth and the whole family join in every night to create real life fascinating figures. They're wonderful for gifts or party prizes and so easy to make. Just pour the powder and water into the mold . . . let dry, take out and paint the figure any color you want. Gosh it's fun! Billy's going to sell his and start his own little business. By Modelcraft.

Space Cadet — Ask for 39BR3.  
Roaring Frontier — Ask for 39BR4.

1<sup>95</sup> Each set

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# FUN OUTDOORS

## TRUCK and CLAM BUCKET SHOVEL.

All of Billy's friends play "Army Engineers" with this rugged job. Turn the crank and down comes the clam bucket shovel for another load of dirt. Then . . . "take 'er away fella's, let's get this job finished." Colorfully painted. Truck 14 inches long. Overall length of shovel, 21 inches. Chassis heavy gauge steel. Cab heavy plastic. By All-Metal. Ask for 40BR1.



349

WYANDOTTE  
TOYS  
are good & safe

YOU CAN REALLY  
RIDE IT!

A REAL  
SIREN!

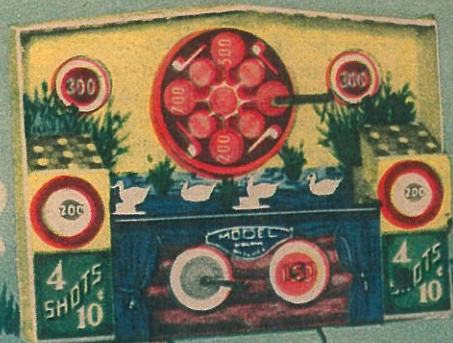


LOOK AT  
THE RED LIGHT  
FLASH  
ON AND OFF!

## RIDER FIRE TRUCK

absolutely  
safe!

449



## MECHANICAL SHOOTING GALLERY

WATCH THE TARGETS MOVE!

"Hey Billy . . . come on, a real gayly colored shooting gallery!" Just wind 'er up and watch the targets move. BANG, if your aim's straight, down they go and up pops a number to keep score. Complete with two pistols and six rubber tipped darts. 15 inches long. 12 inches high. By All-Metal. Ask for 40BR3.

Heavy  
Gauge.  
Steel

795



Billy and his pals take turns riding and being the "Chief." It's easy to sit on the bicycle type seat and you can steer it too. Bright "fireman's red" color, with all the equipment lithographed on the side. 32½ inches long, 8¾ inches wide, 15 inches high overall. By All-Metal. Ask for 40BR2.

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

FUN...  
SAFE...



198

Lever Action...  
Cork Shooting...  
Five Corks

## TRAINING RIFLE

BANG! BANG! BANG! Here it is boys, a realistic training rifle, just like the soldiers! Heavy gauge steel barrel with shining walnut stock. Sling it over your shoulder with the adjustable strap, when you're "at ease." 31½ inches long. By All-Metal. Ask for 40BR4.