



LOVABLE SOFTEE DOLL

Ruth loves to tell her playmates all about this Lovable Miss. With a twinkle in her eye she will point to Dolly's Miracle Rooted "Dyner" hair. It's so beautiful and really realistic, every fibre is imbedded into Dolly's head, just like growing hair and it can be shampooed, combed, curled and waved in ever so many styles. Dolly has a sweet face, soft as baby's skin, real eyelashes and big glassine eyes that close. Arms and legs and head, made of vinyl, are movable. Over her lace trimmed ninon dress she wears a dainty rayon crepe coat with smocked yoke and Peter Pan collar with matching bonnet, slip, panties. Hugged tightly she has a coo voice. Twenty inches tall and loved by Ruth's friends up to 10 years old. By Horsman. Ask for 11BR1.

9⁹⁵

BY HORSMAN

MODERN MISS, SOFTEE DOLL

She's adorable, with her poodle style hair-do and brightly colored taffeta dress. Her vinyl body, arms and legs are soft and smooth just like an infant's. Her head can be turned. Sharon likes her hair especially well because it is miracle rooted like "Dyner," natural as can be, each fibre penetrates the scalp and is anchored in her head. Her eyes, with real lashes are so life like. She coos when hugged tightly and closes her eyes when put to sleep. Just seventeen inches tall. For little girls up to 8 years of age. By Horsman. Ask for 11BR2.

BABY DOLL

It was love at first sight when Sandra saw this gorgeous 19 inch "Baby Doll" with saran hair. She has a soft skin body, fleshlike vinyl head with moving eyes. To make her more lovable, she coos softly when squeezed. Her dress and matching bonnet are of the latest fashion, made of a new embossed fabric with ribbon trim. To keep her hair lovely, you have vinyl curlers. By Allied Grand Doll Mfg. Co. Ask for 11BR3.



BY ALLIED

5⁹⁵

Most Lovable Dollies Ever!

BY HORSMAN



5⁹⁵



TEENA WEEKENDER DOLL

"Teena" made a big hit with Ruth! She's 12 inches tall, all plastic, fully jointed, and has saran hair which can be curled and combed. Teena also has many changes of dresses—a striped taffeta party dress trimmed with lace, and matching panties, a lovely printed chintz bathing suit and plastic bathing cap, terry cloth towel, extra hair ribbon, shoes, stockings and there's even curlers to set her hair. Comes complete in lovely carrying case that Ruth is proud to carry when visiting her grandparents. By Valentine Dolls, Inc. Ask for 11BR4.

7⁹⁵

BY VALENTINE

The Sun Rubber's Best Selection!



7⁹⁸

"BUTTONS AND BOWS" SEWING SET

Everything a pint-sized seamstress will love. Cute "Betty Bows" is 12 inches high with voice and sleeping eyes and comes complete with a ready made dress and bonnet plus outfits all cut out and ready to sew. There's laces, buttons, ribbons, sewing equipment, instruction book. Completely packed in colorful carrying case with handle. By Sun Rubber Company. Ask for 12BR1.

BABEE - BEE DOLL

So real! Her arms and legs move like a real baby. She cries—she sleeps—she wets—and little girls age 2 to 6 adore her. She wears a colored diaper, knitted booties and a gay little coat to keep her warm. Has her own nursing bottle. Made of squeezable, huggable rubber which can't break with vinyl plastic head. 13 inches high. By Sun Rubber Company. Ask for 12BR2.

3⁹⁸



TOD - L - TWINS

Sharon has double fun with these little bundles of charm, one boy doll and one girl doll. Both are dressed in look alike playsuits and have voices. Made of soft, squeezable vinyl plastic with painted on undies. 10½ inches high. For little girls from 2 to 6 years old. By Sun Rubber Company. Ask for 12BR3.

2⁹⁸

A set



South Bend

*The Finest
at the price
you will
Ever See!*

*A real Value
for the Price.*



FOLDING DOLL CARRIAGE

Sandra thinks this beautiful carriage in bright Cherry Red Leatherette is just perfect to take dolly for a stroll. 19 inches long with a 22½-inch curved handle and an adjustable visor. Hand brake for parking and 5-inch multiple spoke wheels. By South Bend Toy. Ask for 12BR4.

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



FOLDING DOLL CARRIAGE

11⁹⁵

Sharon lulls her baby to sleep to the tune of Rock-a-Bye Baby in this Bonnie Blue "Musi-Kab" with a beautiful quilted body. It's 22 inches long and has a four-bow hood and visor. Shiny curved handle is 28 inches high. Large 6¼-inch multiple spoke wheel makes music box play. Sharon turns the music box off when her baby is asleep. By South Bend Toy. Ask for 12BR5.

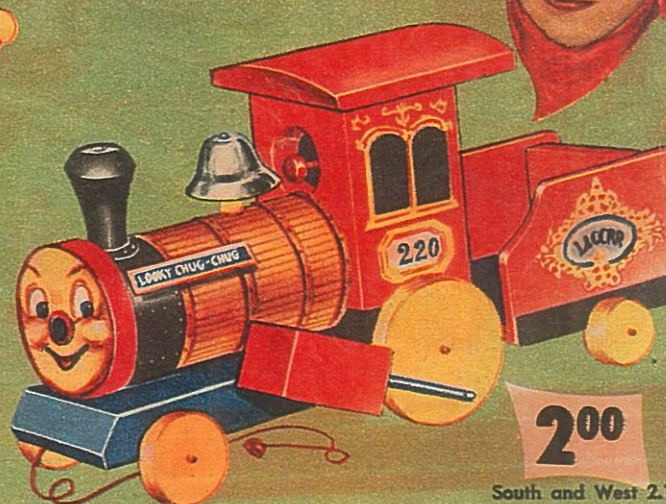


2.50

South and
West 2.69

**"TIMMIE" THE MUSICAL
TURTLE (Ages 1-5)**

Don't bark, Terry, "Timmie" won't snap at you! He just plays merry musical notes!... different from any turtle you've ever seen. His feet paddle back and forth and his red tail wags. 11½ inches long, durable wood and acetate body. By Fisher-Price Toys. Ask for 13BR1.



2.00

South and West 2.1

**"LOOKY" THE "CHUG-CHUG" ENGINE
(Ages 1-5)**

Gosh, Ruth, this is the most fun-giving locomotive I've ever had. It sounds "chug-chug" and the bell rings as I pull it along. 12¼ inches long. By Fisher-Price Toys. Ask for 13BR2.

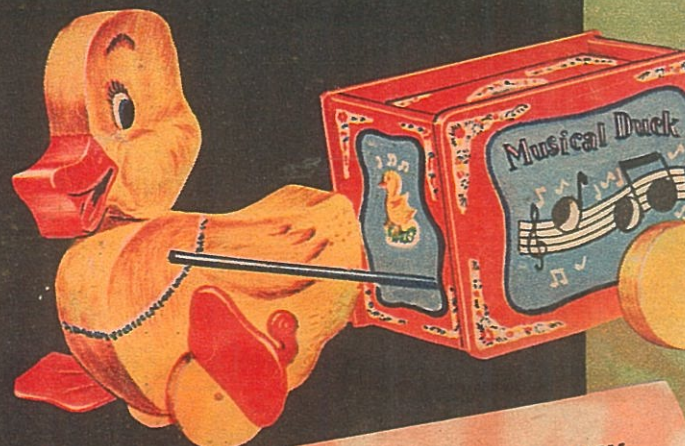


3.00

South and
West 3.25

ROLLER CHIME (Ages 1-5)

Oh, boys and girls, Billy and I have never heard anything sound so beautiful. The bell clapper strikes real metal xylophone keys mounted on steel sound pipes—just like your doorbell chimes at home! 7½ inches wide. By Fisher-Price Toys. Ask for 13BR3.



2.00

South and
West 2.19

**LOVABLE MUSICAL DUCK
(Ages 1-5)**

Isn't this the cutest duckling you ever saw! Sure! Our friends will love the musical tunes and the way his bright orange feet go 'round and 'round "flip-flap, flip-flap." His head turns, too. 12¼ inches long, wood construction. By Fisher-Price Toys. Ask for 13BR4.

MUSICAL SWEEPER (Ages 2-7)

Look Terry! It actually sweeps while I play! And hear its gay musical notes—see its real dust compartment and wire-bound brush. Steel cover, wood sides and wheels. 8½ inches wide. By Fisher-Price Toys. Ask for 13BR5.

2.00

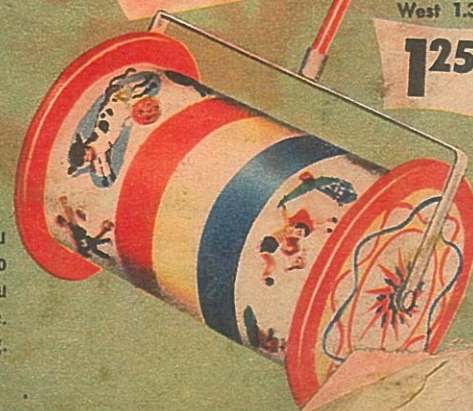
South and
West 2.19



Ask for 13BR5.

**MUSICAL PUSH CHIME
(Ages 1-5)**

"Ring a ding ding" goes a merry tune as you see all your colorful nursery rhyme friends go round and round on the musical drum. You can push or pull it by the bright wooden handle. 7½ inches wide. Push stick 18½ inches long. By Fisher-Price Toys. Ask for 13BR6.



South and
West 1.39

1.25

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



TOOL CHEST

Perfect for junior handymen. Chipper hasn't touched Dad's tools since he received his own set which contains 16 pieces including a saw, chisel, hammer, plane, rule, screwdriver and all the other tools necessary for those important "jobs." Tools are packed in metal tool box just like professional men have. By American Toy & Furniture. Ask for 14BR1.

3⁹⁸



METAL TAPPING SET

1⁹⁸

By tapping the metal plaques with the ball-grip hammer and punches, Ruth gets a picture with a real 3-dimensional effect. It seems to pop right out before your eyes. Finished plaques can be hung on the wall or used as book-ends. Set comes complete with easy to read instructions. By American Toy & Furniture. Ask for 14BR2.

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



Hours of fun
and pleasure. The
Kiddies all join in.



WOODBURNING SET

Billy creates beautiful pictures with this woodburning set that works like magic. He traces the outlines on the plaques with the Electric Wonder Pen and then he paints the pictures after burning them. Set includes everything needed to produce swell works of art. By American Toy & Furniture. Ask for 14BR3.

2⁹⁵



2⁹⁵

GENUINE LEATHER HANDICRAFT KIT

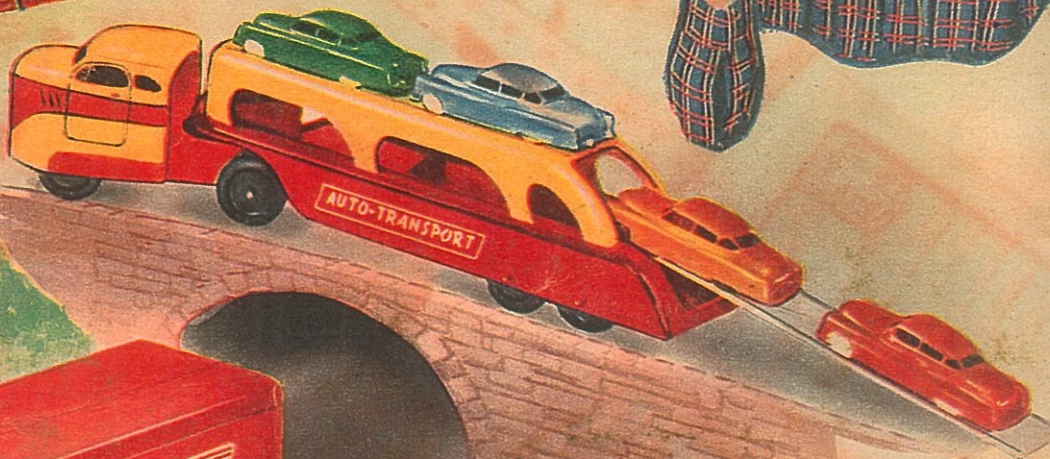
Here is a genuine leather handicraft kit. Ever so good looking. Lots of fun making a cowboy billfold, 4 hook key case with Indian design. Also an Indian head coin purse with arrow design, lacing needle included. Mommy and Daddy will sure join you in the fun. By Arrow Leather Goods Mfg. Co. Ask for No. 14BR4.

MECHANICAL SHOOTING GALLERY

Just like those at the amusement park. Key wound, targets keep moving and when you hit one with the rubber tipped darts shot from the dart pistol, it falls over and a number appears. 15 inches long. Chipper is pretty good at it. Children up to 10 will compete for high score. By All Metal Products Co. Ask for 15BR1.



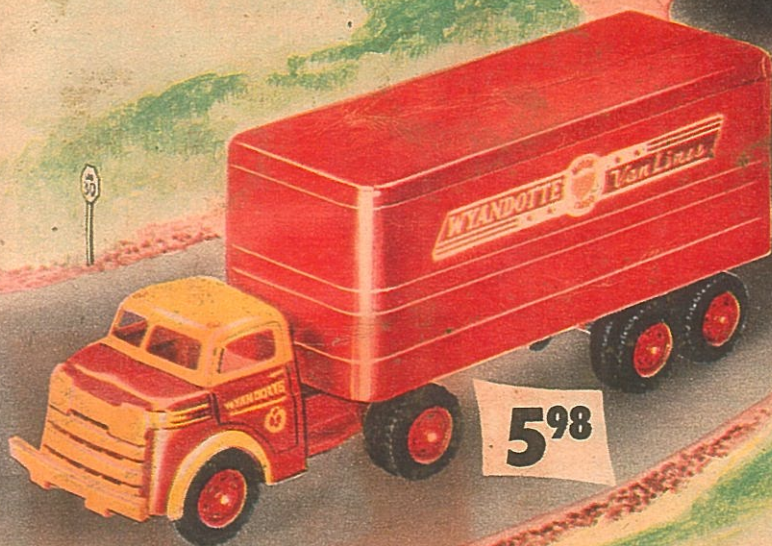
4⁵⁹



2⁴⁹

AUTO TRANSPORT

Just like those you see hurrying along the highway. Colorful cab is metal and pulls a transport trailer complete with four cars. 22 inches long, it is complete with real skid rails and an unloading ramp. Hours of fun are in store for boys with this latest model. By All Metal Products Co. Ask for 15BR2.



5⁹⁸

ALL STEEL DELUXE VAN TRUCK

Calling all Junior Truckers. Here is a van truck that is so realistic in every detail. Made of heavy gauge steel, it's 23 inches long and has 14 rubber tired wheels. Detachable cab, retractable landing gear and double rear doors are just a few of the features. Boys up to 9 years old will love it. By All Metal Products Co. Ask for 15BR3.

RIDER FIRE TRUCK

With red searchlight blinking and siren blaring, Butch propels himself here and there on this Rider Fire Truck. It's 32 inches long and constructed of heavy gauge, nicely enameled steel. Tough—everlasting. For kiddies up to 6 years old. By All Metal Products Co. Ask for 15BR4.



*Little Money
for a fine Truck.*

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

GLITTER CHEST

Now Sharon has her very own jewelry—all nicely arranged in a chest with a drawer that pulls out. One set gleams like silver and another set looks like real gold. There's bracelets, rings, clips, earrings and well, 16 pieces in all. A real treasure for little girls up to 5. By Banner Plastics Corp. Ask for 16BR1.

98c

For the Gracious Little Hostess



HEIRLOOM TEA SERVICE

1⁹⁸

In a silver like finish and designed just like Grandma's, there's a large tea pot, sugar bowl, creamer, and a tray in wood grain effect. A lovely four piece set cherished by Ruth's little girl friends up to 8 years old. By Banner Plastics Corp. Ask for 16BR2.

26 PC. METALTONE TABLEWARE

"Special dinners" can be fun when you have this lovely set to "dress up" the table. There's six knives, six forks, six spoons, salt and pepper shakers, napkin holder and more. All the pieces look like real silver. For little girls up to 9. By Banner Plastics Corp. Ask for 16BR3.

1⁹⁸

2⁹⁸

Banner



1⁹⁸

BANNERTONE TEA SET

Ruth is planning a tea party. My, how pretty her table will look set with these handsome two-tone dishes and silver-like tableware. There's 41 pieces in all, service for six, including a tea pot, creamer and sugar bowl. Ideal for little girls up to 9. By Banner Plastics Corp. Ask for 16BR4.

VANITY FAIR

This is Sharon's choice. It will look so nice on her vanity table. Silver-like and gold-like finish is bright and shiny—and useful too. Comb, brush, mirror, jewelry box, compact, lipstick, rouge case and a frame for Chipper's picture. Adored by little girls up to 9. By Banner Plastics Corp. Ask for 16BR5.



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

"PETER PAN" MARIONETTE

Peter Pan has long been one of Ruth's favorite stories and with this authentic replica of Peter Pan, she can re-enact the story herself. She just moves her hand and Peter Pan will walk, run, dance, sit and do ever so many things. By Peter Puppet Playthings. Ask for 17BR1.



"MAKE
PETER
FLY"

2⁹⁵

"HOWDY DOODY" MARIONETTE

Rain or shine, Billy always has an interested audience for his "Howdy Doody" Puppet Show. Sandy and Sharon sit fascinated as Billy puts their favorite "television star" Howdy Doody through his many trick performances. "Unitrol" one hand control simplifies the operation so that even a young child can have loads of fun. By Peter Puppet Playthings. Ask for 17BR2.

"MAKE
HOWDY
DANCE"



3⁴⁹

4⁹⁸



"CHUBBY TUBBY" CUDDLY BEAR

Soft stuffed, of beautiful plush, with voice and large blue eyes, smiling mouth hand painted on vinyl face, hands and feet of vinyl, with large satin bow around neck. Every little girl loves adorable Chubby—By Rushton. Ask for 17BR3



A DOLL
FOR ALL!



PLUSHED ANIMALS

Barbara Lee is thrilled with these soft, cuddly plushed animals—cute as can be and they are friends of all little tots. In bright colors trimmed with ribbons and many more features. By Rushton Co. Ask for 17BR5



1⁹⁵

Each

WASHABLE PLASTIC DOLLS & ANIMALS

Stuffed—covered with washable plastic, attractively designed in glowing bright colors, will not rub off. Paints not injurious. Dutch girl, Clown Doll, Indian Girl dressed in traditional costumes. Elephant and lamb, bell trimmed, donkey has two baskets held on back by harness. All loved by any youngster. By Rushton Co. Ask for 17BR4.



1⁹⁵

Each



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

*Real thrills
for the little
housekeeper*

3⁹⁸

DOLL-E-HICHAIR

"It's fun to feed your Dolly in this sturdy, all-steel AMSCO Doll-E-Hichair" says Sharon, "it's so big and beautifully decorated. It stands 30 inches high and has a movable feed tray, sturdy step plate, and non-skid rubber feet." By American Metal Specialties Corp. Ask for 18BR1.

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

DOLL-E-BUNKBED WITH 2 MATTRESSES

Little Mommy will love these 26 inch AMSCO Doll-E-Bunkbeds—and, they separate into twin beds too! All-steel with steel link bed springs, these beds come complete with a steel ladder and are decorated in a Wild West motive. By American Metal Specialties Corp. Ask for 18BR3.

12⁹⁵

DOLL-E-SHOPPER

You can play store, walk Dolly, and go shopping! This AMSCO Doll-E-Shopper is all-steel and comes complete with a removable wire shopping basket filled with a wide assortment of miniature famous-brand packages. By American Metal Specialties Corp. Ask for 18BR4.

4⁹⁸

DOLL-E-CRIB WITH MATTRESS

For your very best Dolly! This beautiful all-steel AMSCO Doll-E-Crib is 26 inches long—and is completely authentic in every detail from adjustable drop-side to swivel casters and full paneled headboard and footboard. It comes complete with a washable pink plastic mattress. By American Metal Specialties Corp. Ask for 18BR5.

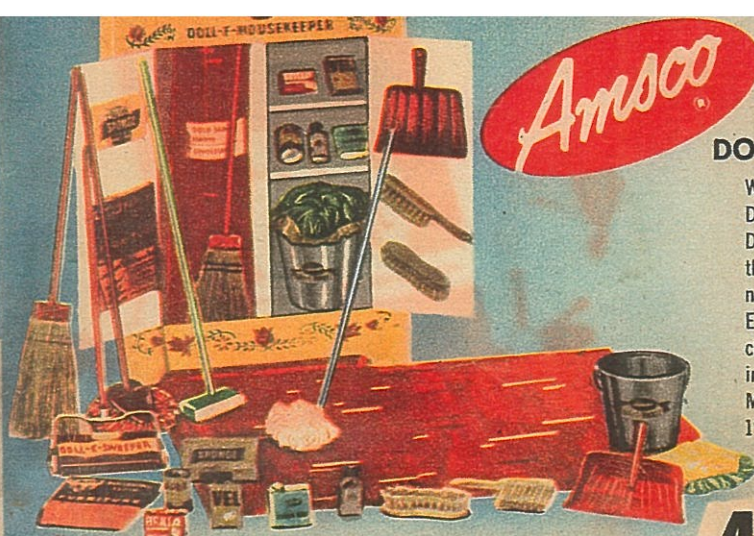
9⁹⁵

4⁹⁸

DOLL-E-BATH

Now you can give your Dolly a REAL bath in this 27 inch high AMSCO Doll-E-Bath. The tub is all plastic and leakproof and the all-steel frame prevents tipping. You'll have everything you need too—such as soap, washcloth and bathing accessories. By American Metal Specialties Corp. Ask for 18BR2.

Amasco



DOLL-E-HOUSEKEEPER

It's so much fun playing and cleaning house with this AMSCO Doll-E-Housekeeper Set. There is a mop, broom, sweeper—Yes, even a Congoleum-Nairn Linoleum Rug, and other well known household products in miniature! Sandy says it's fun to help Mommy with her cleaning. By American Metal Specialties Corp. Ask for 19BR1.

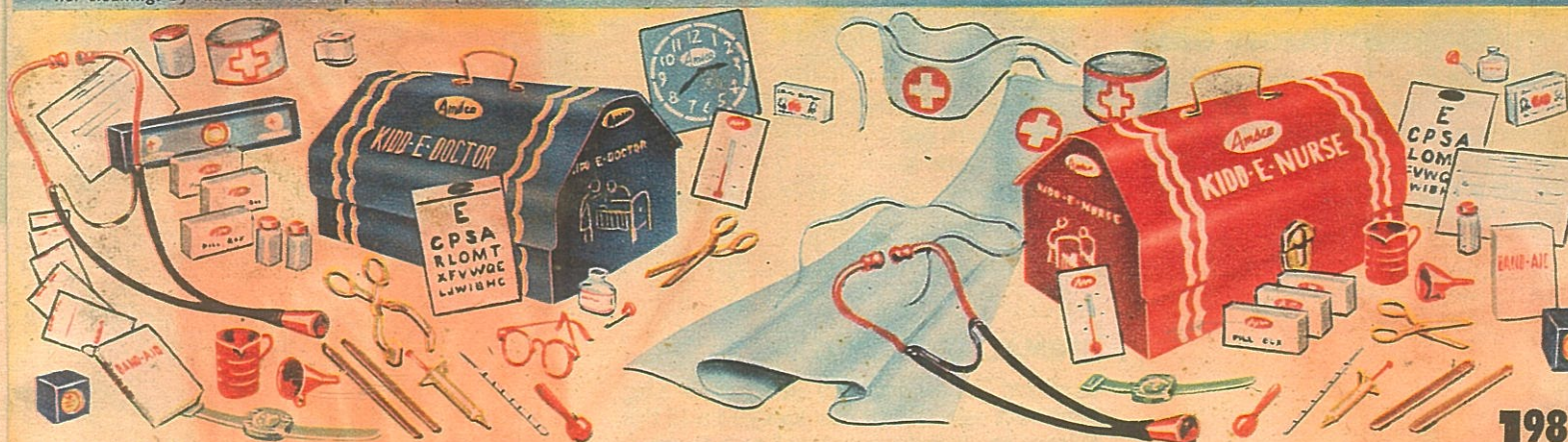
4⁹⁸



DOLL-E-FEEDER

When it's time for feeding Dolly, your 44-piece AMSCO Doll-E-Feeder contains everything you need for feeding and nursing. There are six genuine Evenflo nursing units—Evenflo cleansing powder—everything in miniature! By American Metal Specialties Corp. Ask for 19BR2.

2⁹⁸



KIDD-E-DOCTOR

So authentic! Billy says you'll have loads of fun playing make-believe doctor with AMSCO's Kidd-E-Doctor set. You can bandage Dolly with actual Johnson & Johnson first aid products and there is a stethoscope (that really listens), hypodermic syringe and everything you will need in this 58-piece set. By American Metal Specialties Corp. Ask for 19BR3.

1⁹⁸

KIDD-E-NURSE

It's lots of fun playing make-believe nurse with AMSCO's 52-piece Kidd-E-Nurse Kit. Yes, it contains actual Johnson & Johnson products, a nurse's cap and apron, hypodermic syringe, stethoscope—everything you will need, to keep Dolly healthy. By American Metal Specialties Corp. Ask for 19BR4.

1⁹⁸

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

SHU-SHINE BANK FOR KIDDIES

At last. Here is a complete shoe polishing kit, with which Butch has lots of fun and saves money too! AMSCO's Shu-Shine Bank is an all-steel box with a removable built-in "thrill bank" and non-slip foot rest. It comes complete with real (filled) miniature cans of Shinola brown and black shoe polish, a Cadie shoe polishing cloth, polish applying brush, and a shoe polishing brush. By American Metal Specialties Corp. Ask for 19BR5.

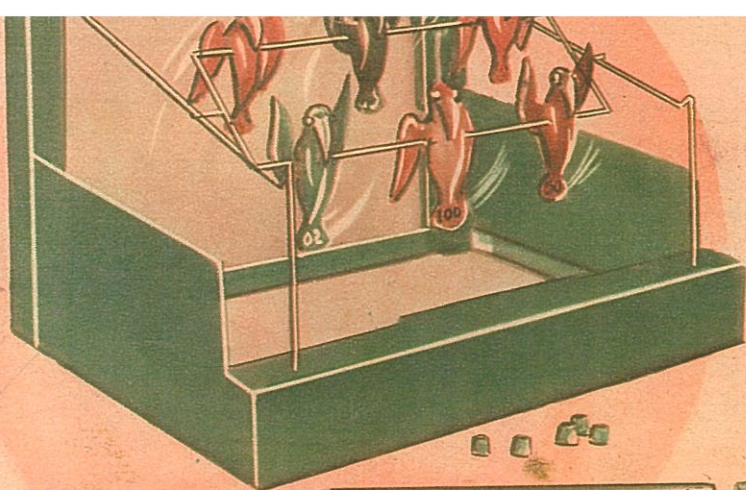
1⁹⁸



27 PC. KIDD-E-KITCHEN

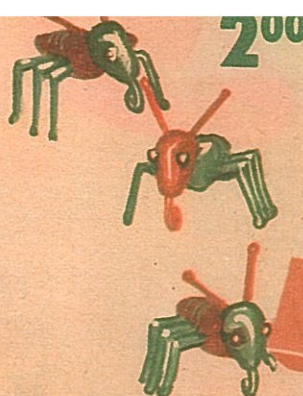
Ruth has everything for washing Dolly's dishes—plus the cutlery, saucers, knives, forks and spoons. Also complete with authentically scaled dishpan, rack, strainer, mops, brush, sponge, miniature "filled" containers of Ajax, Brillo and Vel—plus genuine Rubber Maid drain-board mat! By American Metal Specialties Corp. Ask for 19BR6.

2⁹⁸



"WHIRLI-CROW" TARGET GAME

Chipper and Butch keep their "shooting eye" by practicing on this "Whirli-Crow" target. Shoot at the crows and watch them whirl if you make a direct hit. Comes complete with 14 inch metal cork gun and 5 corks. A completely different double-action target game to suit any youngster. By Daisy. Ask for 20BR1.



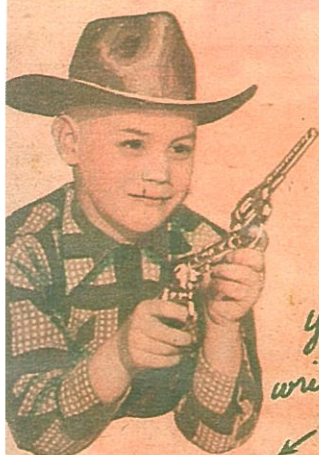
COOTIE GAME

"Cootie" is an exciting, new, family game that delights both children and adults—the life of any party. Two or more players can join in the exciting "Cootie" building race. First one who completes a "Cootie" wins. By Highlander Sales. Ask for 20BR2.



ANIMAL ARCHERY GAME

Butch and Chipper enjoy the excitement of a big game hunt right in their own backyard with this Archery Set. Includes a Hickory Bow with velour grip and waxed bow string and three 18 inch feathered arrows with safety suction cups. They keep score by the numbers printed on the ferocious looking animals. Target size: 19 inches x 36 inches. By Rollin Wilson. Ask for 20BR3.



You can write your name here!



DOUBLE HOLSTER & GUN SET

Here's a truly personal gun and holster set, tan, embossed black inlay. It has an adjustable belt that fits any size waist and there's a block provided on it in which you can print your own name or that of your favorite TV cowboy by using the strip of 23 kt. gold magic foil. Complete with two Texan Jr. guns. By Esquire Mfg. Co. Ask for 20BR4.

PONY BOY DOUBLE HOLSTER & GUN SET

Every cowboy needs a gun and holster set and this genuine leather set is enough to make any boy feel like a "Junior Sheriff." It has a new type adjustable belt and western trophy buckle to fit any size cowpoke, decorated with nickel conchas. Complete with two silver like finished "Tex" guns. By Esquire Mfg. Co. Ask for 20BR5.



It's the one that Billy likes the best

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