

Most Lovable Dollies Ever!

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 "Dynerl" 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

595

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 "Dynerl," 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.



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.

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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.



FOLDING DOLL CARRIAGE

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.

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

**FISHER
PRICE
TOYS**

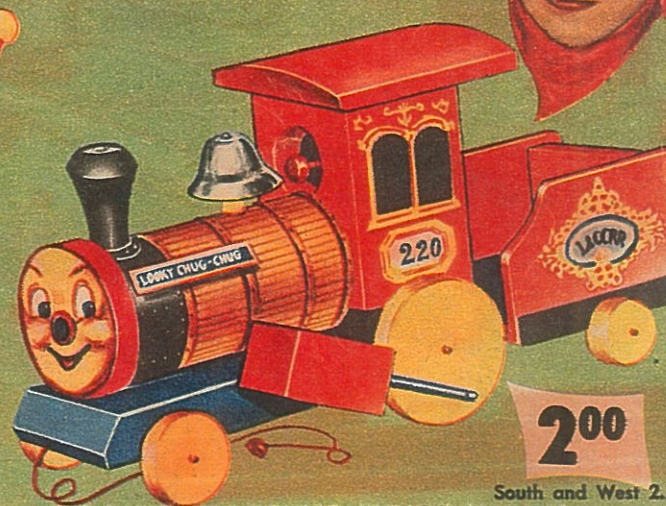
Safe, Sturdy TOYS
of FASCINATING SOUND and ACTION



2.50
South and
West 2.69

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

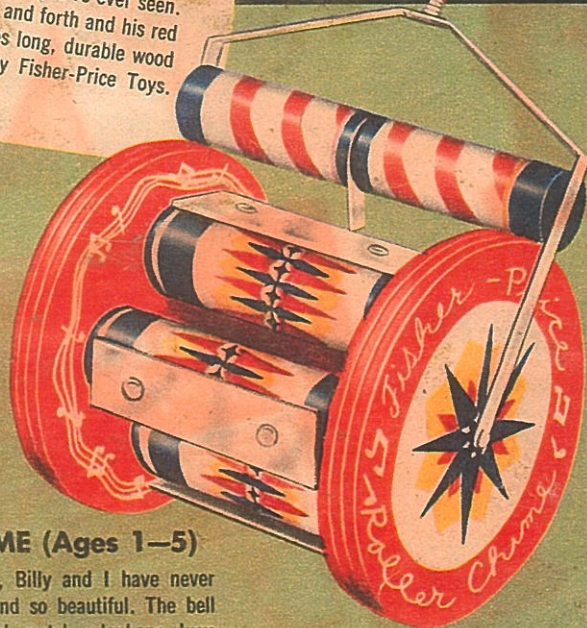
Don't bark, Terry, "Timmie" won't snap at you! He just plays merry musical notes! ... different from any turtle you've ever seen. His feet paddle back and forth and his red tail wags. 11½ inches long, durable wood and acetate body. By Fisher-Price Toys. Ask for 13BR1.



2.00
South and West 2.19

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

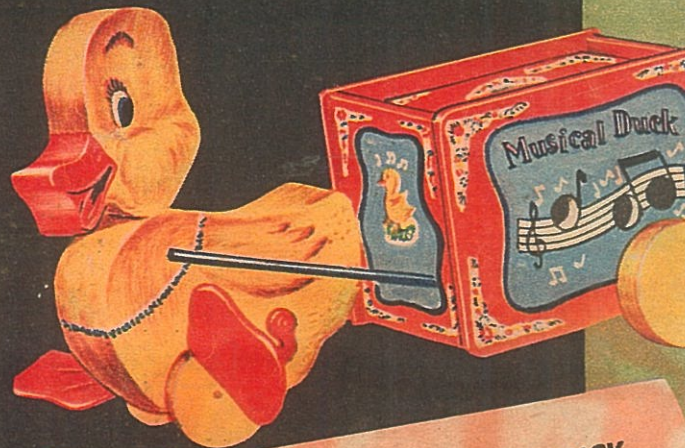
Gosh, Ruth, this is the most fun-giving locomotive I've ever had. It sounds "chug-chug" and the bell rings as I pull it along. 12¼ inches long. By Fisher-Price Toys. Ask for 13BR2.



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.



1.25
South and
West 1.39

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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.

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METAL TAPPING SET

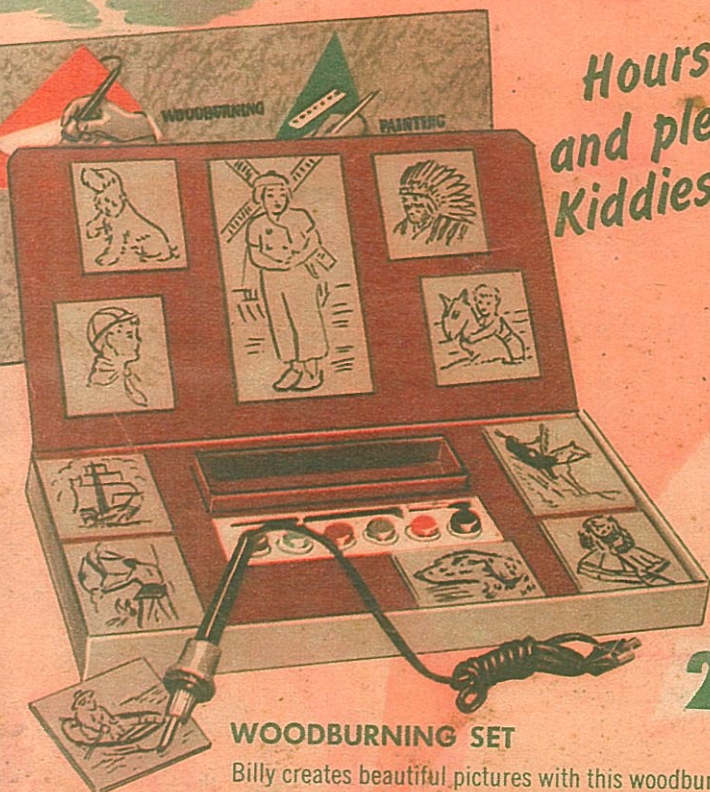
By tapping the metal plaques with the ball-grip hammer and punches, Ruth gets a picture with a real 3-dimensional effect. It seems to pop right out before your eyes. Finished plaques can be hung on the wall or used as book-ends. Set comes complete with easy to read instructions. By American Toy & Furniture.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

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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.

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GENUINE LEATHER HANDCRAFT KIT

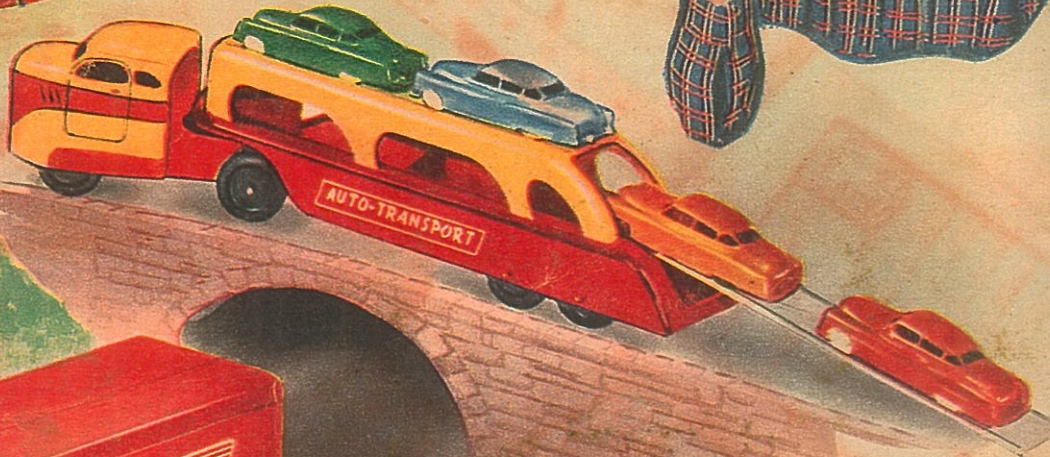
Here is a genuine leather handcraft kit. Ever so good looking. Lots of fun making a cowboy billfold, 4 hook key case with Indian design. Also an Indian head coin purse with arrow design, lacing needle included. Mommy and Daddy will sure join you in the fun. By Arrow Leather Goods Mfg. Co. Ask for No.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



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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.



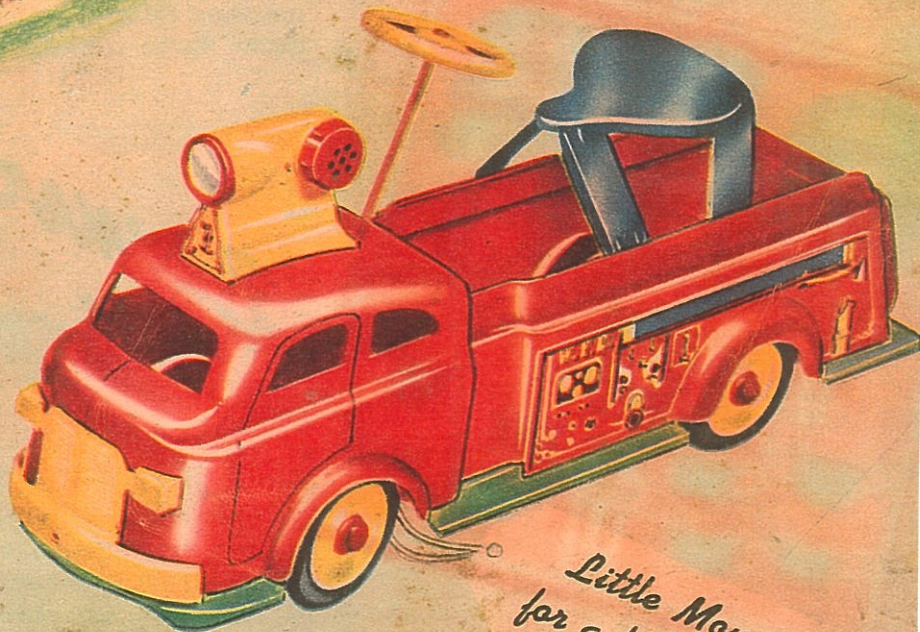
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ALL STEEL DELUXE VAN TRUCK

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.*

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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.



198

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.



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.

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