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198

SCORE-A-WORD CROSS WORD GAME

Build your vocabulary with this educational Cross Word game sensation, designed for hours of fun. No two games ever alike. Place the plastic tiles on the board and score where you complete a word, comes with plastic racks. Easy instruction book whisks all doubt away. By Transogram. Ask for 21BR1.

PRINCE VALIANT A GAME OF VALOR

For youngsters who have pluck, courage and a zest for adventure! An amazing game that has all the thrills and experiences of King Arthur's boldest knight—Prince Valiant. A colorful 17 x 17 inch playing board, playing markers, merit boards, a spinner, marking pegs, and a book of instructions make up this newest of all games. You'll love it! By Transogram. Ask for 21BR2.



298

LITTLE PLAY NURSE PLASTIC KIT

There's nothing in the universe better than a top-notch nurse! Here's a kit with a stethoscope, microscope, thermometer, hypodermic, nurse's uniform, wrist watch and diploma, and lots of other equipment to help you in your work. By Transogram. Ask for 21BR4.



298

LADY LOVELY PLASTIC BEAUTY KIT

Be a beauty, and a charmer, with this thrilling beauty kit! Makeup just like Mother. Look, there's a plastic vanity, compact, mirror, rouge, lipstick, manicure set, perfume, beauty soap, comb and brush—everything you need to look like a queen. Hours of exciting fun. And girls... it comes in a colorful plastic carrying kit. By Transogram. Ask for 21BR3.



You'll love the Price

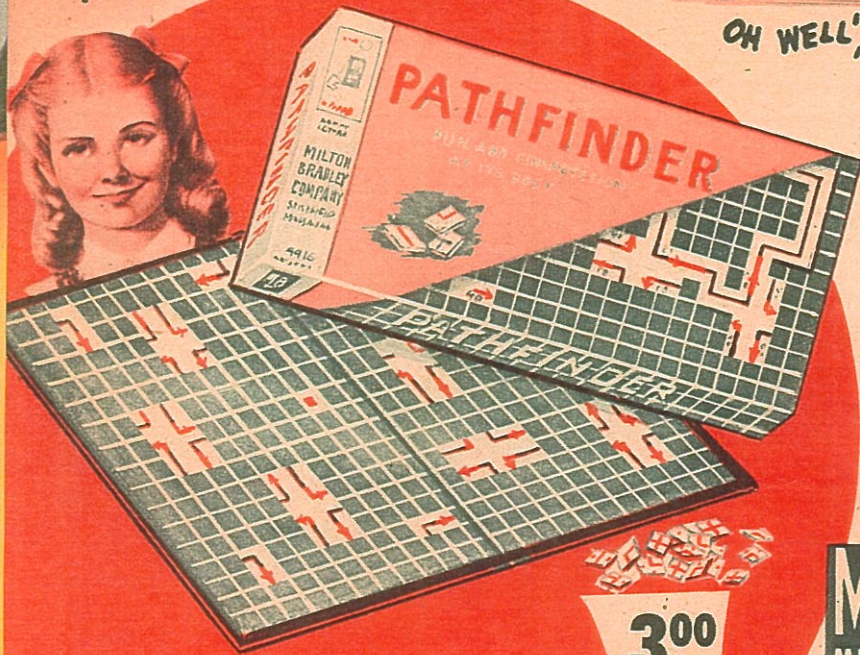
TAK-A-PEG DESKETTE

Like a real school desk with a blackboard that has the alphabet and numbers. Swing it up and there's the tak-a-peg, complete with hammer and pegs. Sit on it like you ride a horse. Inside compartment can be used for storing your valuables, pencils, erasers, chalk, bottle caps, string, old movie tickets and broken shoelaces! Yes it's 24 inches high. By Transogram. Ask for 21BR5.

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

"SAID THE ELF IN A CHAIR
"THE TOYS IN SANTA'S GAMEROOM
AREN'T AS EASY AS THAT....."

"I FLUNKED PLAYING
"GO TO THE HEAD OF THE CLASS
OH WELL," HE SIGNED, "SOMEBODY HAS TO BE LAST!"



3⁰⁰

PATHFINDER GAME

A battle of wits! It's action-packed with never a dull moment. Move your own playing pieces and try to block opponents at the same time. Have as many of your friends play as you want. Game contains 164 ivory colored plastic tiles with a smartly styled 18½ inch square playing board. By Milton Bradley. Ask for 22BR1.



MB
MILTON
BRADLEY

2⁰⁰

REDSKIN FINGER PAINT SET

Paint with your fingers! The smooth paint makes it a cinch, and what beautiful colors! Paint is harmless—water will remove it from clothes and any surface. (Mother will love that!). Set complete with paint, finger paint paper, spatulas, and instructions. By Milton Bradley. Ask for 22BR2.



1⁰⁰

UNCLE WIGGILY GAME

Wiggle through this one! Dangerous, exciting, as you travel through the fox's den, the wilds of a forest on your way to take poor sick Uncle Wiggily to the doctor. Winner gets him to the doctor first. Move by drawing cards. Game contains playing board, 16¼ inches square, four playing pieces. Your gang will love it! By Milton Bradley. Ask for 22BR3.

*I'm trying to
think up a name
for the
contest
picture
on pages
26 & 27*



2⁵⁰

GO TO THE HEAD OF THE CLASS GAME

Work your way to college! Thrills for the whole family! Answer the questions right and you move from desk to desk, grade to grade, until you reach the top—college! 8 colorful playing pieces, quiz book, examination cards, luck cards and plastic dice and an 18½ inch square playing board. By Milton Bradley. Ask for 22BR4.

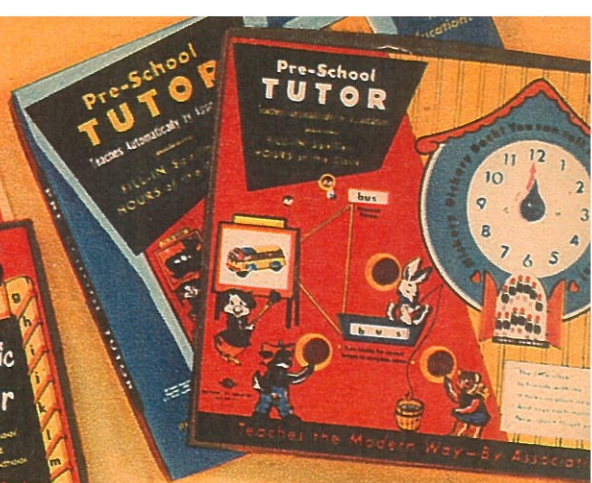
IN A ZOOMING JET OR SICK IN BED,
 ALL THESE TOYS GO TO YOUR HEAD.
 FOR YOU NEED YOUR BRAIN TO PLAY WITH THESE...
 SANTA SAYS, "THEY'RE SURE TO PLEASE!"

AUTOMATIC SPELLER

An exciting game that helps youngsters over the toughest hurdle in their early school days—spelling! And they have such fun as they learn. Pictures flash on screen and automatic answer window slides open. The simplest way to learn ever! By Mastercraft. Ask for 23BR1.



139



159

PRE-SCHOOL TUTOR

Educational Toy—Two games in one! Learn to tell time. Teaches how to spell too by showing picture with name underneath. Child fills slot at the bottom with the right letters of the name of the picture. Educational and exciting. By Mastercraft. Ask for 23BR2.



REPLOGLE Play Globes



295

CHILD'S COLOR PLAY TRAY

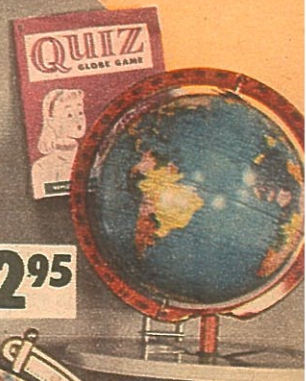
It's s-w-e-e-p-i-n-g the country! Kids love it cause they can draw on it with washable crayons—included—and then wipe it off. Tray is all-steel, top 13 x 20 inches, folds flat, with colorful pictures around the border illustrating the alphabet. Play to your heart's content! By Replogle.

Ask for 23BR4.

QUIZ GLOBE

An exciting way to become an expert in world geography. Play QUIZ on this 6 inch globe by spinning the question-selector on the base. Intriguing questions about the world are lithographed on both sides of metal base which can be removed and reversed easily. Questions are scored and high scorer is the winner. A 32-page book rich in history and geography included. Globe brilliant in color. By Replogle. Ask for 23BR3.

295



395

GEOGRAPHICAL WORD GAME

Combine chance and skill—and you have an exciting new word game, Globe-grams! Spin the globe and the indicator stops at a new letter. Then form geographical names. (If you're smart you'll look at the globe for valuable clues.) Height of globe 8 inches. A game with adventure, thrills and mystery! By Replogle. Ask for 23BR5.



895

COMMANDER 12-INCH GLOBE

Gives a clear picture of the whole, wide world with 6,410 names, places and areas in large type. Comes with entertaining 96 page book, "See the world on the globe" that tells you a thousand-and-one uses for the globe, pictures, games and stories of the world at large. By Replogle. Ask for 23BR6.



"BUSTLE, BUSTLE like busy bees
The elves in Santa's ACTIVITY ROOM
have a disease"



PEN U. L. APPROVED

2⁹⁵

ELECTRIC WOODBURNING SET

FASCINATING! Exciting! That's what Billy calls this set with the electric wonder pen. And it's so easy to do too. You can paint these plaques with bright colors and hang them in your home. Even give them as gifts! The amazing wonder pen is guaranteed to last 5 years. By Am. Toy and Furniture. Ask for 24BR1.



AMERICAN VILLAGE PAINT 'N' BUILD SET

HOLY smokes! Look at this! You can build a whole village of model houses, pressed out of pre-cut Kraft lined board, and assemble. Then paint with a "Fountain" brush that has the color in a tablet in it, all you do is add water and the color flows from it. It's more fun than a roller coaster ride. Set has accessories in the form of people, shrubbery and trees. By Kenner. Ask for 24BR2.



"Buy and pay
the easy way
use our Lay-A-Way
Plan"

1⁹⁸

METAL TAPPING SET

Newest hobby kit for keen youngsters. Make your own plaques with a finely finished tapping hammer, punches and nails. You can hang them in your room. Barrels of fun to work at! Metal plaques are mounted on smooth finish hardwood. Top favorite hobby with lots of girls and boys. By Am. Toy and Furniture. Ask for 24BR3.



2⁹⁸

TOOL CHEST

Making it is half the fun! Be a carpenter and make your own chair and other wooden pieces. Chest contains tools of your hammer, saw, pliers, wrench, square, screw driver plus an instruction book which has 6 exciting woodworking projects. The chest is like a real carpenter's. By Am. Toy and Furniture. Ask for 24BR4.

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

...and Ruth and I,
 We tried to catch it, can you wonder why?"
 (And we did, too. Hurrah!)



2⁰⁰

FOUNTAIN BRUSH OUTFIT

Look, Mother, a painting set that causes no mess! All children love it too, the "Fountain" brushes just have to be filled with water, and the color from the tablet flows from the brush. As easy as pie and clean, too. Six exciting pictures to color are included in this set that kids never tire of—it's so much fun. By Kenner. Ask for 25BR1.



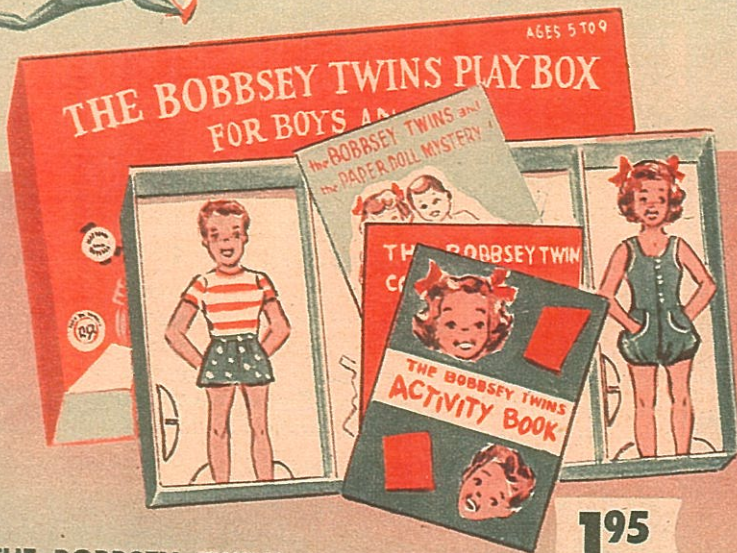
ACTIVITY BOX ASSORTMENT

1²⁵ Each!

Busy as a bee, with lots of things to do and see, that'll be you with an excitement-packed activity box designed to keep you contented for hours. Take your pick of the different boxes, each aimed to excite great imagination. By Grosset and Dunlap. Ask for 25BR2.



I'm running to pages 26 & 27 to read all about the exciting contest.



THE BOBBSEY TWINS PLAY BOX

1⁹⁵

Here's a play box that makes the hours fly—and it's more fun than watching a parade! Two cardboard dolls of the famous twins with 26 different costumes—you can dress them as you suit. Three exciting activity books come with it too. By Grosset and Dunlap. Ask for 25BR3.



WHITE HOUSE MODEL KIT

2⁹⁸

Build the most famous house in the country, where Presidents live and history takes place. This exciting kit is tops for thrills and fun! Plastic parts and 17 lithographed cardboard pieces put together with glue. Included is a complete history of the White House, list of Presidents who lived there and a plan for assembling the unit. When assembled measures 16 x 16 x 9 inches. By Empire Plastic. Ask for 25BR4.

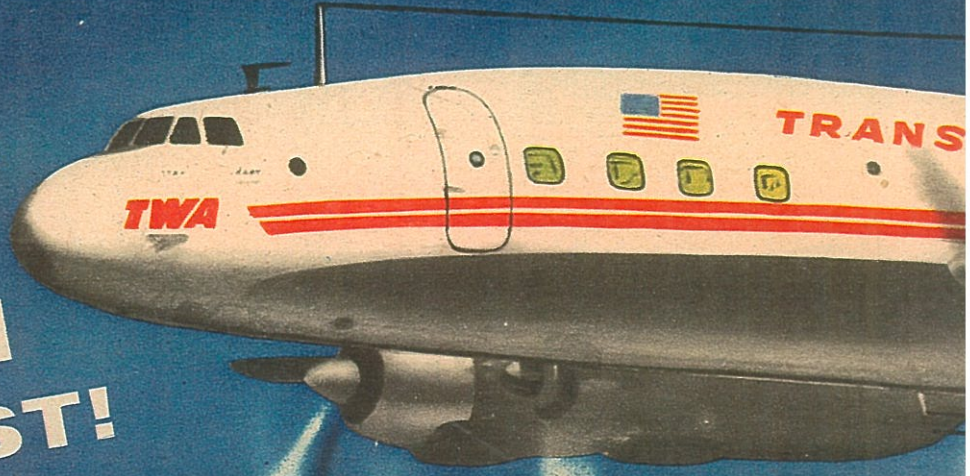
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You! can be on this Super Constellation
WIN a 10 day all expense paid trip

1954 BILLY AND RUTH CONTEST!

SO EASY TO ENTER
HUNDREDS
OF OTHER EXCITING PRIZES

You'll actually see London!



A world capital, land of Robin Hood and Sir Galahad! Full of exciting history! See the changing of the guards! Real castles and quaint villages too!



Here's All You Do! NAME THIS!

1 Name the above picture in one sentence or less. It's easy! Something like: America is made up of children of all lands! or They play together in peace in the land of the free! or Democracy at work! or This is what makes America!

5 TV Sets
nationally advertised



25 Bicycles!



25 Cameras!



25 Radios
nationally advertised



25