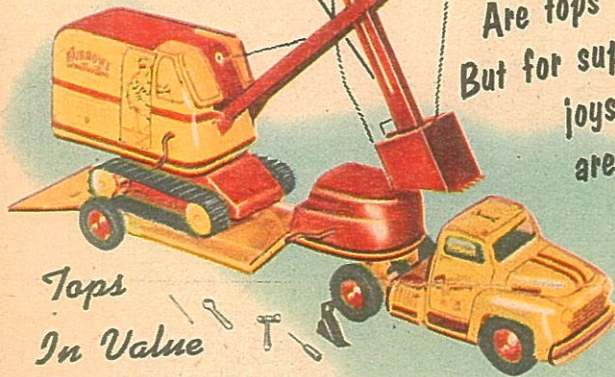


ALL METAL

ALL METAL PRODUCTS

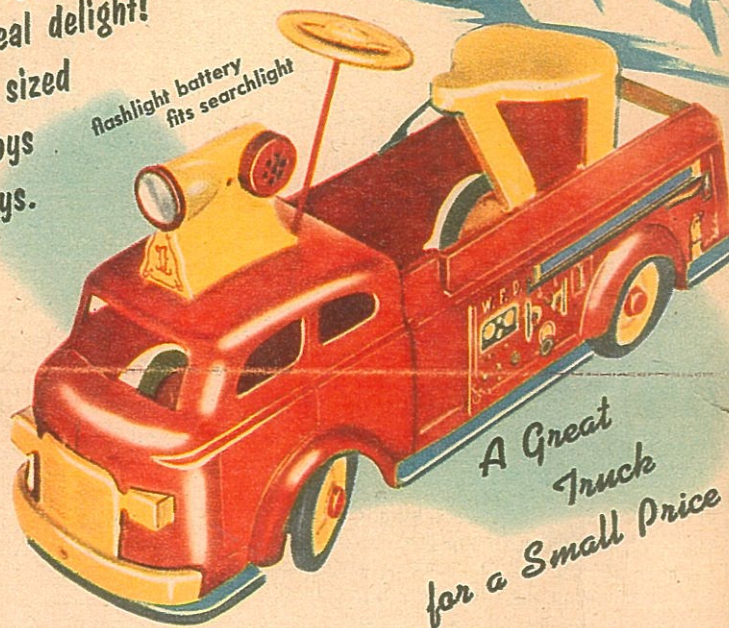


Slamming a home run, Flying a kite:
Are tops in thrills—a real delight!
But for super fun, giant sized
joys, All Metal toys
are tops with Boys.

*Tops
In Value*

ALL STEEL WINCH TRUCK AND STEAM SHOVEL

Steam shovel fits on heavy steel 22½ inch truck and can be carried from one spot to another. Real rubber wheels can be removed and put back again as easy as pie. A favorite with all "youngsters" who like solidly built equipment! An action-packed toy constructed for tough wear and tear! By All Metal Products. Ask for 30BR1.



*A Great
Truck
for a Small Price*

RIDER FIRE TRUCK

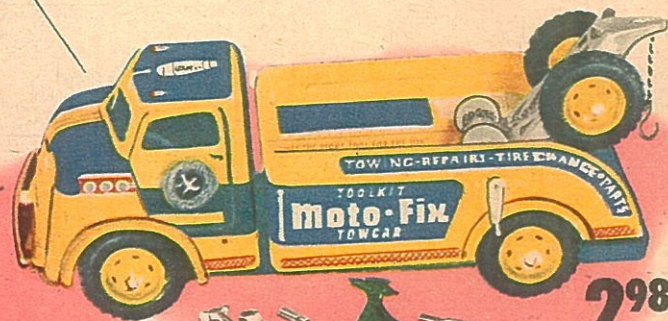
Clear the way for this colorful fire truck 32½ inches which zooms to the scene of the fire in a jiffy! You can sit right on top of it and steer and ring the siren too. Metal searchlight in front. It's great fun—and just like real. Man the engines, boys, the fire's a'ragin'! By All Metal Products. Ask for 30BR2.



2⁹⁸

ALL STEEL AUTO TRANSPORT

Four plastic, modern cars can be loaded on this colorful, heavy-duty 23 inch truck. You can load and unload from the tail gate and remove the rubber wheels. Tool box with lid on back of cab holds a complete set of tools, including a miniature jack, tire iron, screw driver, hammer and tire wrench. A five-in-one auto package! By All Metal Products. Ask for 30BR3.



2⁹⁸

ALL STEEL WRECKER TRUCK

From bumper to bumper a top truck to do a hundred-and-one jobs! 15 inches long. Tows trucks with a crank operated chain hoist, changes tires, and stores tools in two tool boxes. Comes with handy tire iron, screw driver, hammer and tire wrench. Say, that's a miniature jack there—it really works! Truck made of heavy steel to stand up under heavy pressure. By All Metal Products. Ask for 30BR5.



BIRD GAME

"Watch the birdie!" Aim your plastic dart pistol, shoot rubber-tipped darts at the birds and watch them spin. They return to their normal position and you aim again. Nifty fun for you and all your friends. Keep score to find the winner in this lithographed scenic background sharp-shooting, fun-packed game! By All Metal Products. Ask for 30BR4.

1⁹⁸

*I'm packing my bag
for England and France.*



*I hope to be
a
contest winner*

See pages 26 & 27



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

30

ON THE MINIATURE HIGHWAYS
OF AMERICA
IT'S MOUND METALCRAFT

"Ask about our Lay-A-Way Plan"

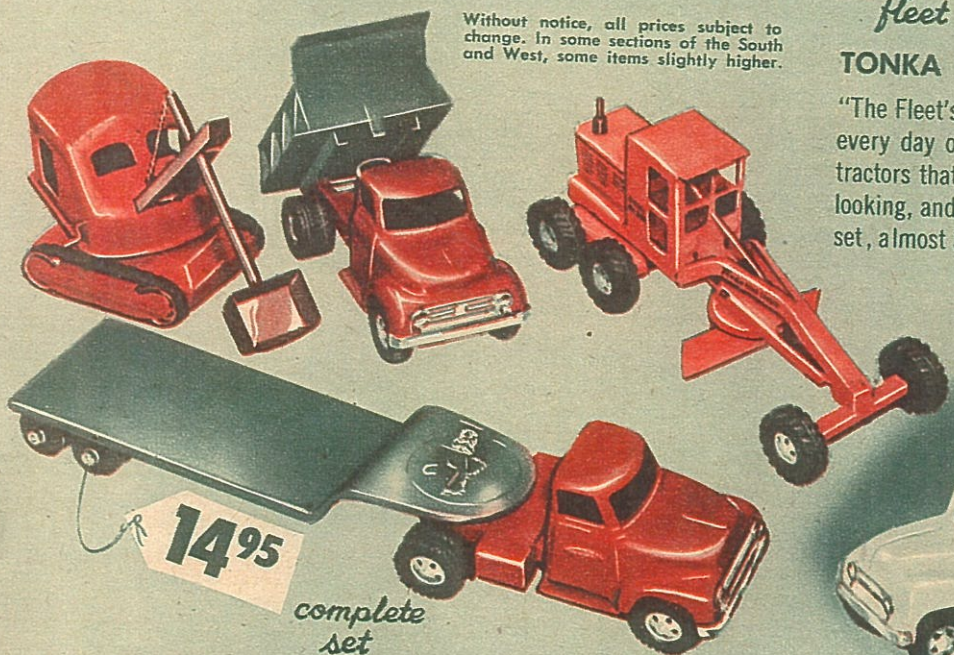


14⁹⁵

AERIAL LADDER TRUCK

"Four alarm fire—man the hoses!" Speed to the fire in this life-like fire truck. Just like real with thick rubber tires, heavy 20 gauge steel tractor, ladders that raise by crank, plated headlight and bumpers. Scaled after 1954 trucks. Get there first with this fire truck almost 3 feet long! By Mound Metalcraft. Ask for 31BR1.

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

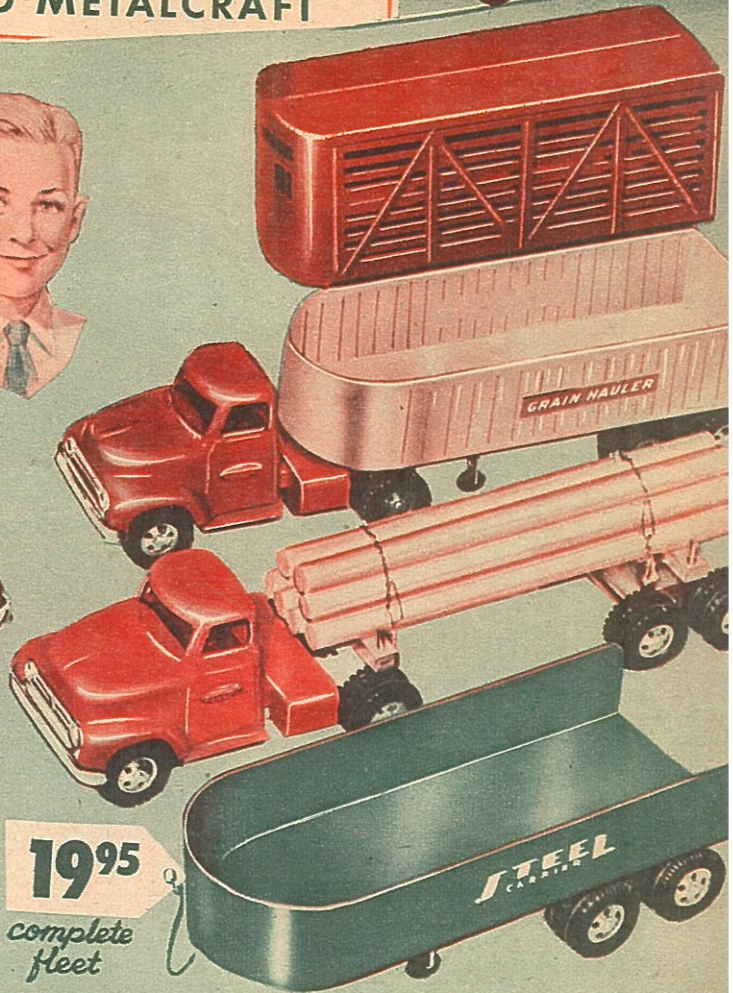


14⁹⁵

complete set

ROAD BUILDER SET

Build your own highways! A fun-packed set that has real-life scale models of the exact same equipment used by Roadbuilders. There's a dump truck, road grader, shovel and trailer—all you need to make super roads. Exciting hours of fun in store for you. Make way for Mound Metalcraft Roadbuilding Set! Ask for 31BR3.



19⁹⁵

complete fleet

TONKA TRAILER FLEET

"The Fleet's In!" A trailer fleet of 4 life-like trailers, the same you see every day on the highways of America. There are 2 interchangeable tractors that you can hook to any of the trailers. Boy, are they smart looking, and strong too! Park them in the garage that comes with each set, almost 3 feet long. By Mound Metalcraft. Ask for 31BR2.

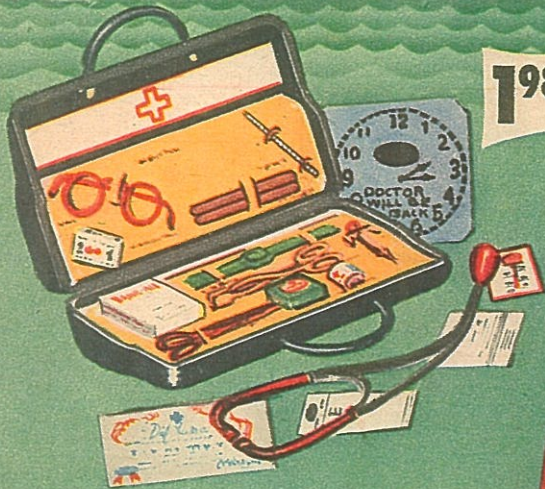


6⁹⁸

GIANT GREEN TRANSPORT

"Out of the way—here you come!" A super refrigerator truck with a real refrigerator unit. Holds to the road like a bug in a rug. Real rubber tires (14 of them) can carry a mighty heavy load, and they have plated wheel discs too! Almost 2 feet long. Turn it any way—and head for the open road! By Mound Metalcraft. Ask for 31BR4.

"HERE WE ARE AT AMSCO PORT WHERE PLAYING GROWNUPS IS THE SPORT DOCTORS, NURSES, MOTHERS, TOO ALL ARE CHILDREN JUST LIKE YOU!"



198

KIDD-E-DOCTOR

Doctor, doctor, hurry! Baby's so sick. Yes sir, with your 49-piece slick medical bag—chuck full of real Johnson & Johnson first-aid products, stethoscope, wrist watch, forceps, Doctor's diploma, tongue depressors, Smith Brothers cough drop box, "medical corps" arm band and pill boxes. With these and much other equipment you can cure anything. By Amsco. Ask for 32BR1.



498

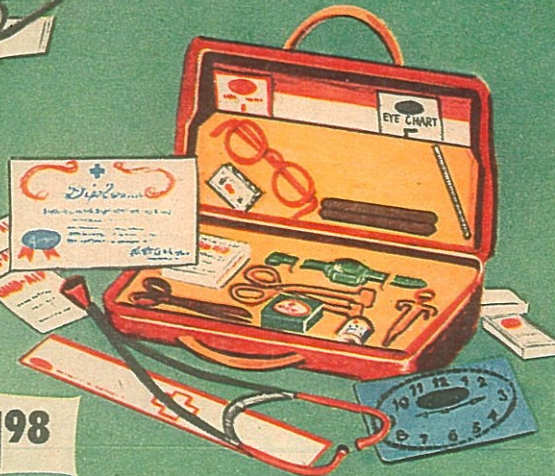
DOLL-E-SHOPPER

This little mother went to market with her all-steel, rust proof Doll-E-Shopper. Place for baby to sit. Removable shopping basket. Full of miniature famous brand packages. Steel front casters have ball-bearing action for easy steering; rear wheels have one-piece, non-skid rubber tires, 24 inches high. Dolly's feed tray is removable. Has easy-grip wooden push handle. By Amsco. Ask for 32BR3.

KIDD-E-NURSE

Every doctor needs a nurse! Assist in taking care of the sick with your 49-piece nurse set. Equipped with Nurse's diploma, wrist watch, eyeglasses and satchel full of Johnson & Johnson first-aid products—syringe, thermometer, scissors, prescription pad, and all sorts of charts, just the thing every sick dolly needs. By Amsco. Ask for 32BR2.

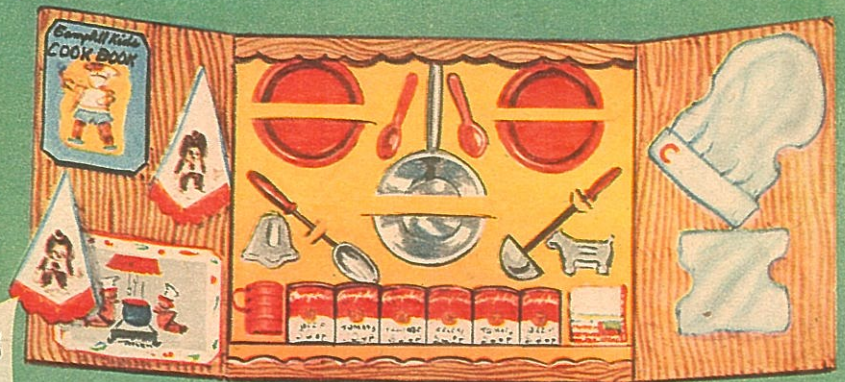
198



CAMPBELL KIDS COOKING SET

Soup's cooking! Help Mother fix your lunch. Complete cooking set of 6 filled cans of Campbell's soup, chef's apron, hat; big soup ladle, stirring spoon, cook book, place mats, soup bowls, spoons, pot holder, wear-ever aluminum sauce pan, crou-ton cutters, measuring cup, decorated napkins, pantry shelf cabinet with place for everything! By Amsco. Ask for 32BR4.

498



DOLL-E-HICHAIR

Feed Dolly the real way! 30 inches high. Doll-E-Hichair has steel pink enamel frame, movable ivory feeding tray with colorful play beads, rubber tray bumpers, non-skid rubber feet and a sturdy foot rest that will make your Dolly just love feeding time. By Amsco. Ask for 32BR5.

398

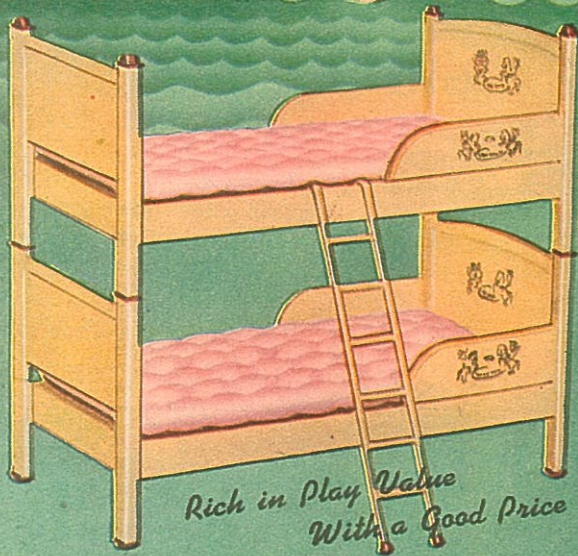
DOLL-E-FEEDER

Baby hungry? Get out your 43 piece Doll-E-Feeder. Make formulas just like Mommy does. Use measuring cup, spoons, milk bottle, bottles, feeding dish, food strainers, funnels, juicer, bottlerack, sterilizer, bottle brush, apron for you and bib for dolly. Hours of fun every day during dolly's feeding time. By Amsco. Ask for 32BR6.

298



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



*Rich in Play Value
With a Good Price*

DOLL-E-BUNKBEDS WITH MATTRESSES

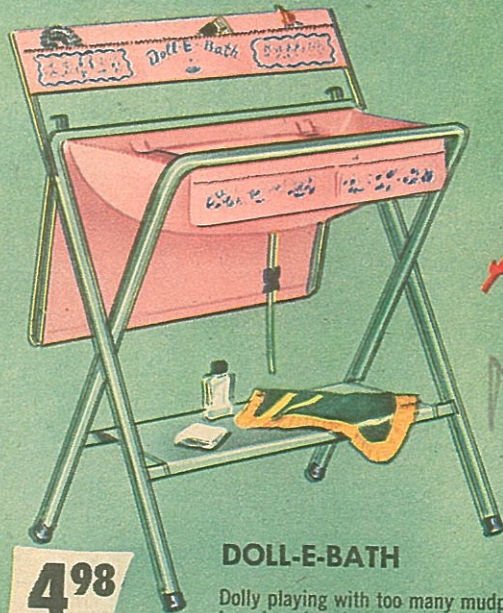
Use as a bunkbed or two separate youth beds (if your dolly won't behave and falls out). Has steel frame, steel link bedsprings; steel ladder with rubber feet, steel side panels and colorful Western decals. In shiny maize-tan finish. 26 inches long. By Amsco. Ask for 33BR1.



*This Crib for the
Thrifty Buyer*

DOLL-E-CRIB WITH MATTRESS

Time for a bed-time story. Don't forget prayers, too, when you put dolly to bed for the night! She'll love this 25½ inch long all steel crib with a shiny ivory finish. Counting the little lambs on the foot and head will help her to go to sleep. Has spring latch dropside, side slats and a "link-lock" bedspring, also inflatable mattress. By Amsco. Ask for 33BR2.

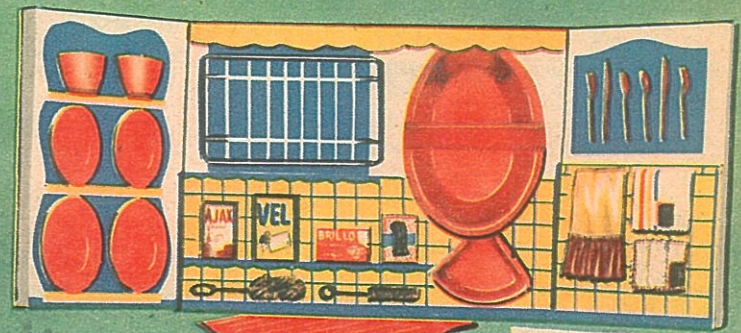


DOLL-E-BATH

Dolly playing with too many mudpies? You'll have her clean in minutes! Here's a beautiful, all steel frame bath with plastic tub. 27 inches high. Has plastic pocket apron in top and front of tub. Steel tray below holds soap, bottle, washcloth, bathbrush, baby oil. Safety strap, also bath apron. Plastic hammock in tub and drain hose. By Amsco. Ask for 33BR3.

Amsco

MAM



KIDD-E-KITCHEN

For the perfect little homemaker. Colorful 26 piece, kitchen cabinet 14¼ inches high with dishpan, drainboard mat, sink strainer, apron, 2 complete place settings, sponge, and many more useful kitchen articles—also Ajax, Vel and Brillo. By Amsco. Ask for 33BR4.

2.98

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

2.98

KIDD-E-KARWASH

Absolutely necessary for your toy auto, wagon and help Daddy wash the family automobile. This nifty package will help you polish, wax and clean your toys. Contains bucket, service station cap, Simoniz Bodygard car wax, liquid kleener, Simoniz instruction booklet, fender brush, tire cleaning pad, spoke brush, sponge, book of 25 car wash tickets, Package of Vel Detergent. By Amsco. Ask for 33BR6.

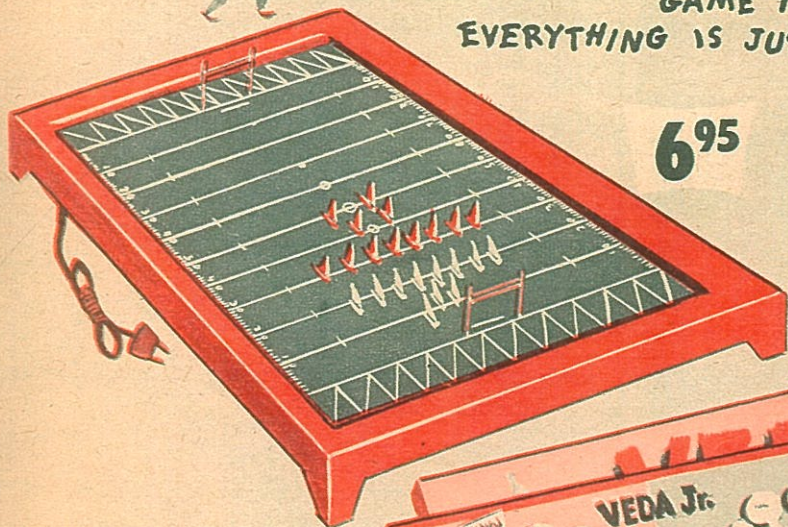


1.98

SHU-SHINE BANK

Polish your own shoes, daddy's and mommy's too, with this complete polishing set with a "thrifty bank." Has carrying strap, non-slip foot rest, Shinola shoe polish, black and brown; applying brush, polishing cloth, and brush. Bright red with full colored decals. 8½ inches long. By Amsco. Ask for 33BR5.

IN SANTA'S GAME ROOM, HE SAID:
 YOU CAN PLAY DARTS WHILE THE ELVES
 SEE-SAW!
 HERE'S A FOOTBALL GAME AND A WORD
 GAME TOO;
 EVERYTHING IS JUST FOR YOU!

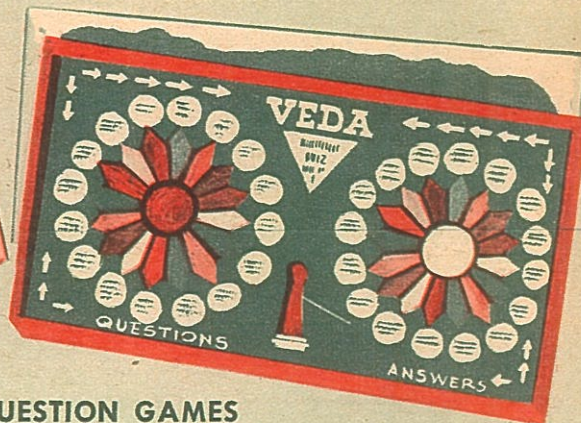
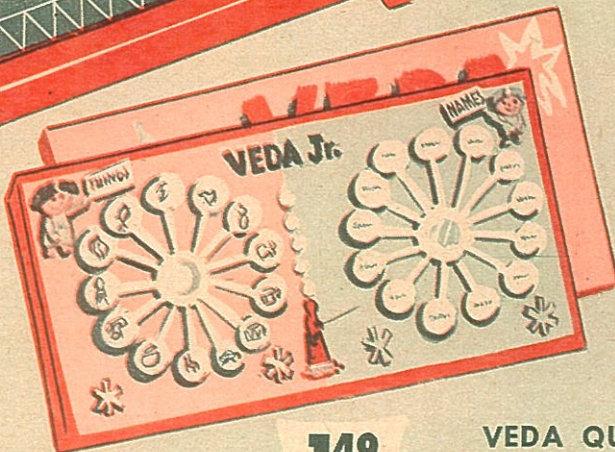


6⁹⁵

ELECTRIC FOOTBALL GAME

Second down—two to go! Watch that man on the side. It's a TOUCHDOWN! Yes, in this exciting game the ball is actually kicked and passed. Players are tackled, plays are run from any formation! As much fun as a real football game—just plug in cord to an electric outlet—then you are ready to play on your own living room table. 25 inches long. By Tudor. Ask for 34BR1.

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

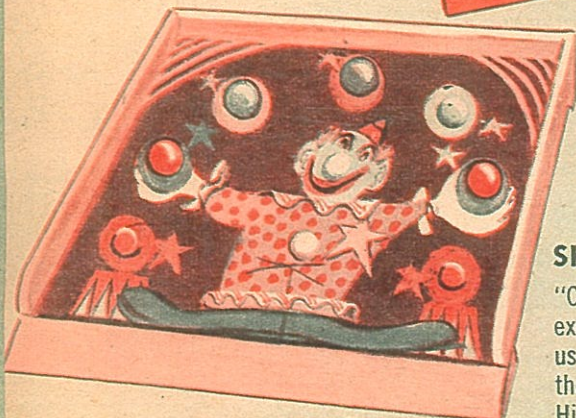


1⁴⁹

Each!

VEDA QUESTION GAMES

Who was named Buffalo Bill? Ask the Veda question man and he'll spin round and round and point at the answer, William Cody! For the child learning to read spin the Veda Jr., who magnetically points to the name of the object. Choose your favorite. Learn lots of interesting facts the adventurous way! By Pressman. Ask for 34BR2.



1⁹⁵

SKILL BALL

"Come one, come all, try your luck at this exciting, stupendous game. Use your skill, use your head and shoot the balls right into the holes. It's fun for the whole family! Hit the jolly clown in the center and you get 200 smacking points. It's an adventure in skill, try it!" By Pressman. Ask for 34BR3.

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

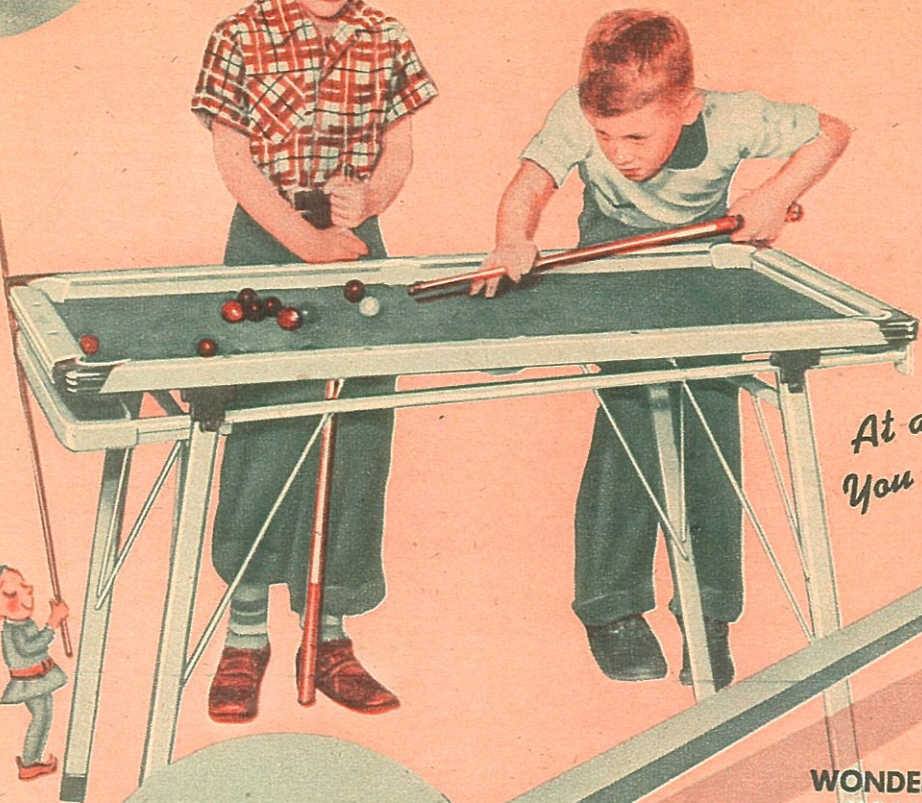
BOWLING ALLEY

The thrills of the boardwalk, fun of a carnival, the excitement of a race—all wrapped up in this one action-packed game! A big 56 inch bowling alley—10 pins, 4 bowling balls go with it—AND as a skill ball game—AND as an auto race game (4 racing cars)—AND as a shuffle board and horse-racing game (4 shuffle-board pucks and 4 race horses). 5 exciting games in one! By Pressman. Ask for 34BR4.

4⁹⁸



BURROW



POOL TABLE

"I'll shoot it in the side pocket," Billy said when he played with this handsome pool table at the North Pole. He shot. The ball rolled around the pocket, went in, popped out again! An elf peeked out, "Who disturbed my nap?" Anyway, it's a peach of a game. Comes with 2 cues, 16 balls and a green cloth top. Size is 42 x 23½ x 27. By Burrowes. Ask for 35BR1.

*At a Price
You can afford*

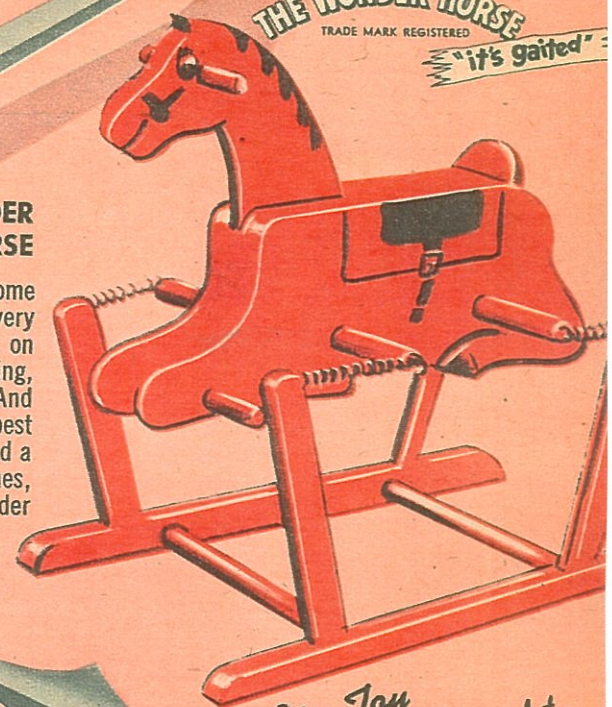
*"The time is here
for fun & cheer"
Billy & Ruth*

WONDER HORSE

Ride 'em cowboy! A handsome steed that brings thrills galore to every youngster. It's gaited—suspended on 4 springs to permit trotting, galloping, and made of the finest hardwood. And cowhands, it's every ranger's best friend because it's a heap of fun and a real body builder too! Overall 36 inches, 32 inches high. By Wonder Products. Ask for 35BR2.

THE WONDER HORSE
TRADE MARK REGISTERED

"it's gaited"



*A Big Toy
Priced Right*



*Looks Great
Costs Little*

TABLE AND CHAIR SET

Pint-size table and chair bring gallon-size joy to every youngster who loves to play grownups! This set is tops with mothers because it folds compactly. The table top and chair seats are leatherette covered. Chairs have rubber tipped feet. Kids love it—it's just their size. Table 20½ inches high, top 24½ inches square. Two chairs in matching size. By Hampden. Ask for 35BR3.

*Go back and read all
about the great contest*

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

on pages

26 & 27