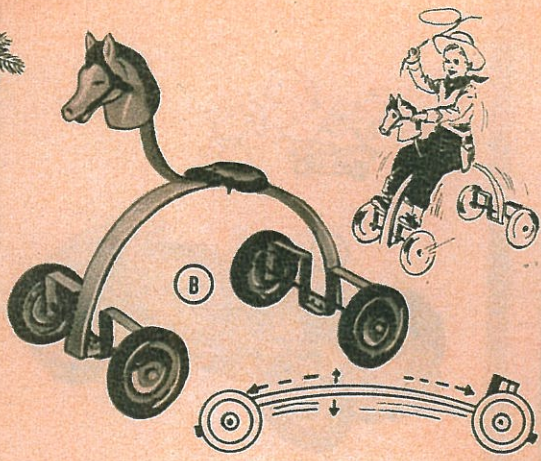




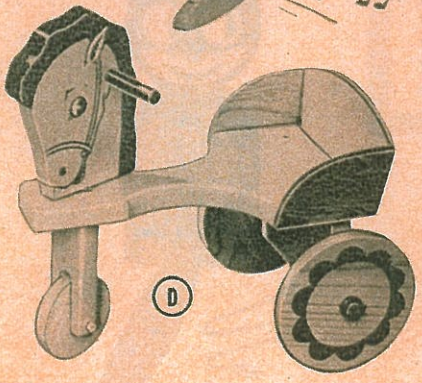
(C)



(B)



(A)



(D)



(F)



(E)

A 40-239 PONY SHOOFLY SPRINGER\$12.95
(9 mos. to 2 yrs.)—This new shoofly provides both fun and exercise by encouraging two motions that delight babies—bouncing and rocking. Solidly constructed, the side panels are of hard plywood and the frame of hardwood. An attractive 4-color enamel finish with a prancing pony design helps to keep tiny tots amused. Plated hardware and suspension springs. 33" long, 21" high. Ship. wt. 16 lbs. Express only.

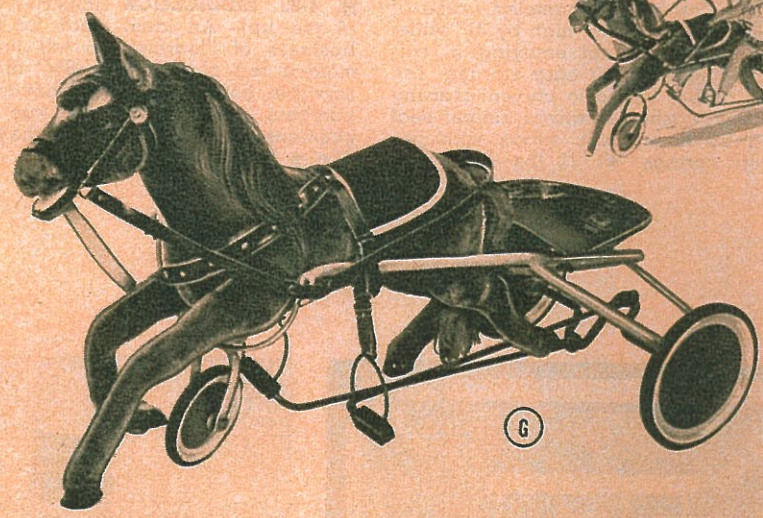
B 40-145 LOCO PONY Ship. wt. 23 lbs. Express only\$16.95
(2 to 5 yrs.)—Of strong all-steel construction, with molded colorful vinyl head, Loco Pony is a versatile "animal" who will bounce in one spot, gallop forward, back up or walk, depending on how his tire locks are arranged by the "ranch foreman". His body is made of flexible spring steel on which his saddle adjusts for leg length. The 8" wheels with semi-pneumatic tires have easy rolling oilite bearings. 33" long, 18" high at the saddle. Can support easily up to 100 lbs. to ride properly. Ship. wt. 23 lbs.

C 44-2 MUSICAL ROCKER Ship. wt. 12 lbs. Express only\$10.95
(2 yrs. up)—Youngsters delight rocking in this beautifully finished musical rocker to the accompaniment of tinkling tunes from the Swiss music box. Made of kiln-dried, selected stock with music box mounted on specially constructed sounding board. Wax birch finish with decal. Overall height 27". Seat 13 3/4" x 12 3/4". Height of seat 12".

D 27-155 PONY CAR\$8.95
(1 to 3 yrs.)—An ideal first vehicle for small children. Because of its low center of gravity, it is safe for little tots and by grasping the handle bars, his first wobbly steps are steadied. Made entirely of wood with handsome natural finish and colorful red, blue and brown trim. Length 21 1/2", height 18", width 12". Ship. wt. 8 lbs.

E 27-68 PEDAL BIKE\$8.50
(1 1/2 to 3 yrs.)—After the Kiddie Kar comes this pedal bike. Has red metal frame, cream trimmed with shock absorbing wooden seat, 27" long with seat 12" from the ground. Its roller-bearing disc wheels are heavy rubber tired, the steel handle bars are fitted with rubber grips and bell. Ship. wt. 15 lbs. Express only.

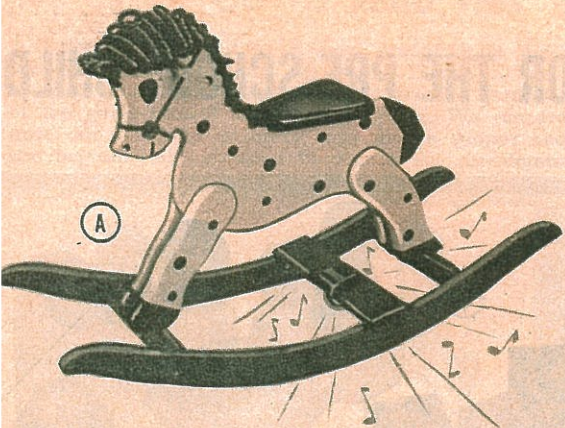
F 40-205 MOBO BRONCO\$29.95
(2 1/2 to 6 years)—A favorite horse imported from England that moves forward. Mobo Bronco moves and that's all there is to it. Pressure of the feet on the stirrups makes the front legs move forward while the child's weight returning to the saddle causes the back legs to move forward. Mobo is steerable by leaning weight to one side or the other. Made of automobile gauge steel with an all welded construction. Baked enamel coatings of dapple grey with red and blue trimmings. Mounted on easy-rolling, hard rubber wheels. Saddle seat is 19" from the floor. Ship. wt. 27 lbs. Express only.



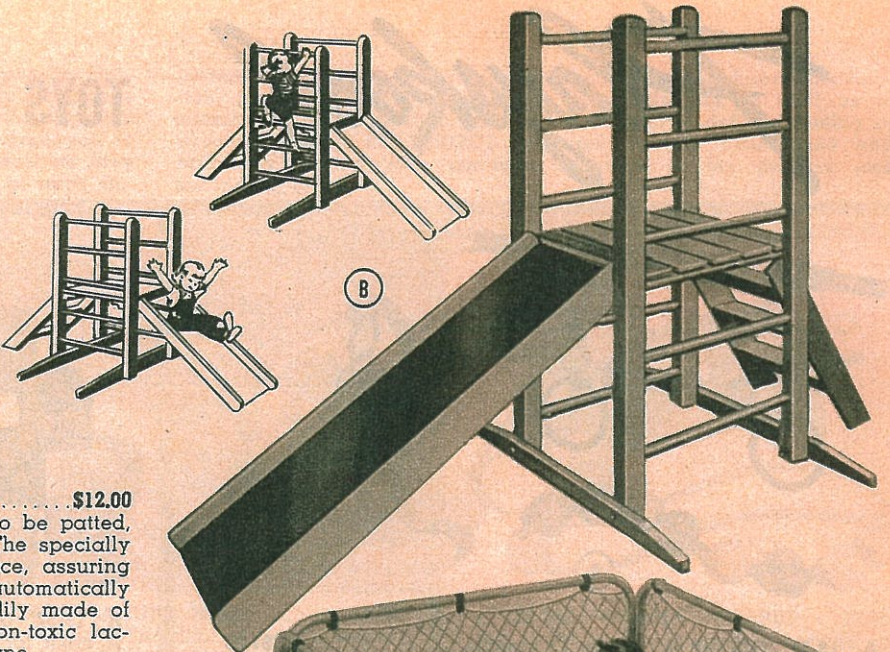
(G)

G 60-129 HORSE AND SULKY (Exclusive Import)\$45.00
(3 to 5 yrs.)—What a thrill to actually drive this horse from the bucket shaped seat (12" high) by pedal action, with feet in the stirrups using the reins to control the direction. Sulky made of steel tubing painted yellow, red and blue. Has two ball-bearing rubber tired disc rear wheels with front wheel for steering. The plush covered horse well harnessed with jingling bells can be detached from the sulky for extra play value. Truly an outfit of great joy. Overall length 34". Ship. wt. 20 lbs. Express only.

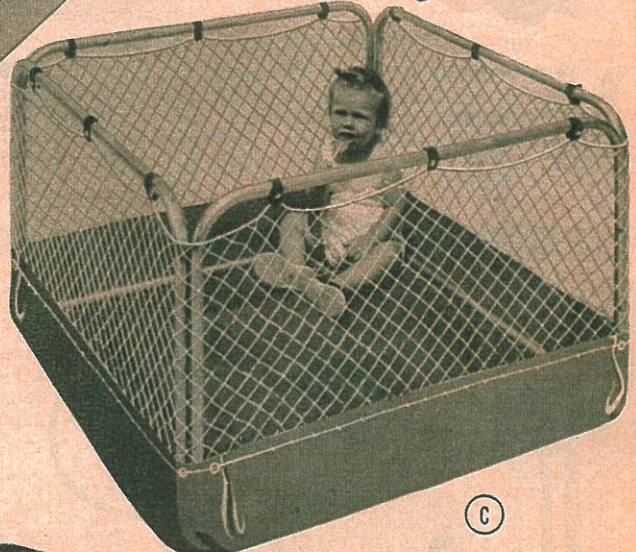




A 27-100 MUSICAL ROCKING HORSE Ship. wt. 10 lbs. \$12.00
 (1 1/2 to 4 yrs.)—"Spot", the high spirited pony, is here to be patted, loved and exercised every day by very young riders. The specially shaped 32" rockers restrict motion to a reasonable pace, assuring the young rider a good seat and a Swiss music box automatically plays a merry tune while the horse is on motion. Sturdily made of selected hardwoods, hand decorated with washable non-toxic lacquers in gay colors. Has enchanting bright red yarn mane.



B 42-7 TODDLER GYM Ship. wt. 34 lbs. Express only. \$26.50
 (1 to 4 yrs.)—A masterpiece of construction, to encourage and assist the real small child to become more active. Solidly built of hardwood throughout, except the slide bed which is fir plywood painted red with all parts finished smooth and clean. Steps lead to platform 19" above floor and 15 1/2" wide and 20" long. Return trip may be down slide board, 36" long. Complete height of the 1 1/2 x 1 1/2" corner posts 6". No metal parts to wear. Beneficial to growing bodies.

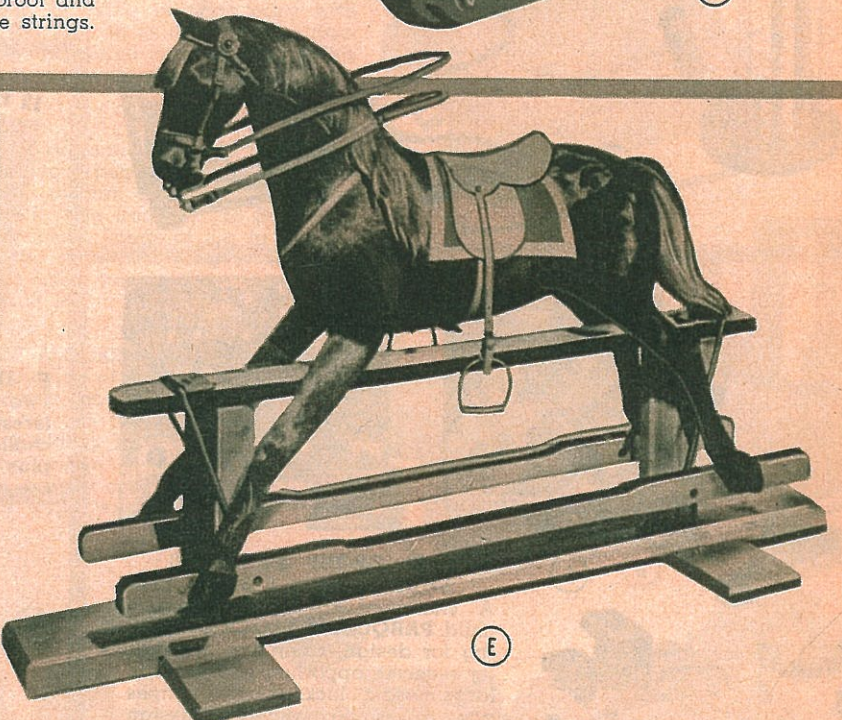


C 44-18 SAF-T-PEN Ship. wt. 10 lbs. Express only. \$25.00
 This new portable playpen provides a safe place to play. The lightweight tubular aluminum frame folds "pancake" fashion in one easy motion and is effortlessly set up, without screws, merely by unfolding and inserting into the liner. Consists of a tough plastic bottom and net sides attached to frame by plastic loops with fasteners. 40" square by 4" high, absolutely sturdy when set up. Playpen Pad not included. See Below.

D 4-35-3 PLAYPEN PAD Ship. wt. 5 lbs. \$5.00
 1/2 inch thick Tufflex padding, covered in red vinyl with silk screened, baby print, protects tiny feet from bumps and spills. Waterproof and so comfortable baby can even nap in his playpen. With tie strings.



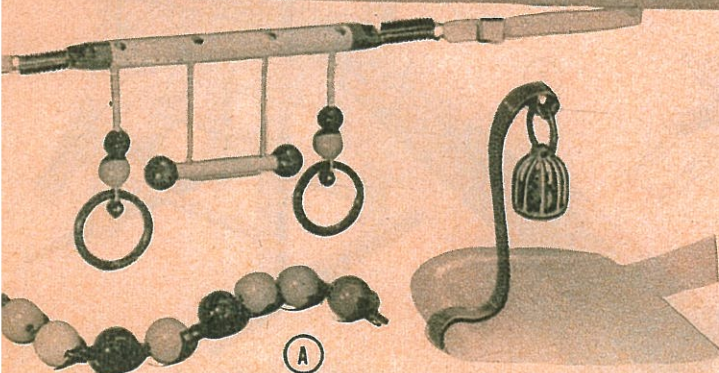
D 60-121 PALOMINO WONDER HORSE (Deluxe) \$29.95
 (2 to 5 yrs.) — This handsome charger, moulded of durable plastic, has the rich coloring of a real Palomino horse. He is securely suspended and in such a way that a slow easy ride or run of fast action can be enjoyed by the happy rider. Wooden stand measures 33 x 5". Ship. wt. 20 lbs. Express only.



E 60-66 SKIN COVERED HORSE (Exclusive Import) \$115.00
 (3 to 6 yrs.)—All children, at one time or another, should own a skin horse—and here is an imported one with calf-skin cover giving it that crowning touch. The skin can be brushed and combed and taken care of—a privilege not enjoyed by the plain wooden horse owners. This handsome steed rides smoothly, with a back-and-forth motion on rods that swing from a sturdy and quality made, varnished wooden stand, with supports 54" long. Has real leather saddle. Horse's back 28" from floor. Only selected skins in their natural colors are used. Ship. wt. 68 lbs. Exp. only.

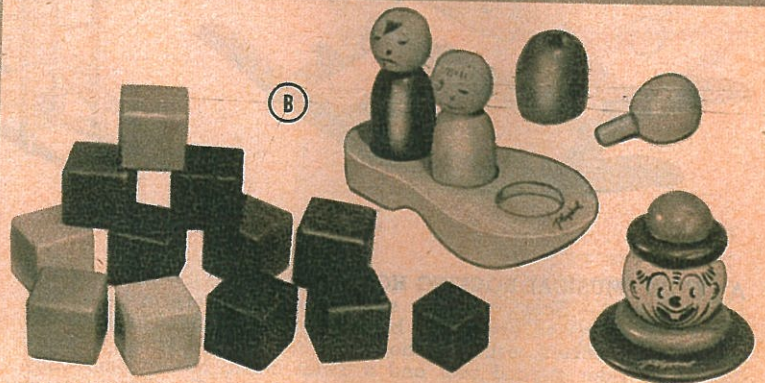
Playskool

TOYS FOR THE PRE-SCHOOL CHILD



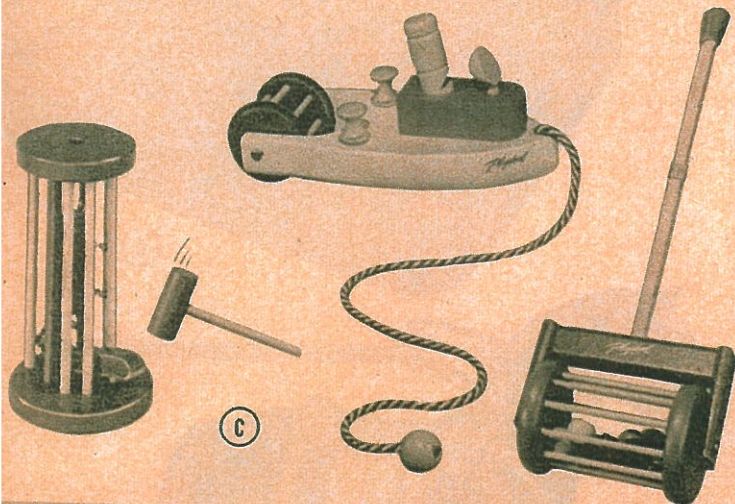
(A)

A 19-51 GROUP #1 - 3 to 12 months. \$4.00
 Everything that baby needs for a complete and active day. **CRIB EXERCISER** for development in crib or playpen. **BLUE-BIRD RATTLE ON STAND** goes everywhere with baby. **CARRIAGE BEADS** which can be boiled for sanitary purposes. Ship. wt. 2 lbs.



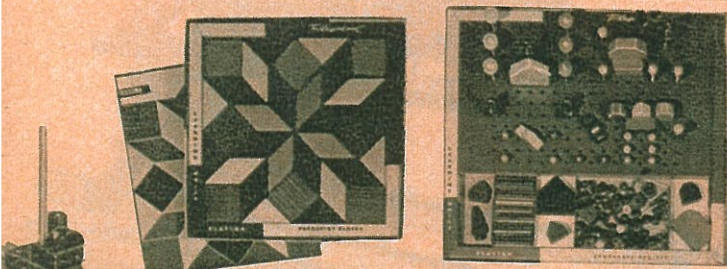
(B)

B 19-52 GROUP #2 - 6 to 18 months Ship. wt. 3 lbs. \$4.00
 A must for every member of the playpen set. Twelve **COLORLED CUBES** for simple stacking. All edges rounded. Six colors. **DOLLY SHOE**. Three dolls—red, yellow and blue, graded in size, with interesting facial expressions. Aids in color matching and eye and hand coordination. **ROLY POLY TAKE-A-PART**. This clown will delight youngster's, as well as aid in developing coordination. Round turnings are more difficult placement shapes than blocks.



(C)

C 19-38 GROUP #3 - 1 to 2 1/2 years. \$4.75
 Every toddler's delight: pushing . . . pulling . . . pounding. **BANG-A-BALL**. Baby's first pounding toy. When pounded, red ball in cage goes to the top, disappears and returns for pounding again and again. Ball cannot come out. Hole in top for mallet when not in use. **TOOT N' PULL BOAT**. The smoke stack is a real whistle which heralds the arrival of this happy craft as it comes tinkling along—it floats, too! **RATTLE PUSH**. A wonderful aid in those first, uncertain steps; later on acts as an imaginative carpet sweeper or lawn mower. Ship. wt. 6 lbs.



(D)

D 19-53 GROUP #4 - 3 to 8 years. Ship. wt. 6 lbs. \$5.00
 A challenge to the imaginative child. **PARQUETRY BLOCKS**. A feeling for design, color and originality receives opportunity with these large mosaic blocks of many shapes and colors. Six different design sheets included. **LANDSCAPE PEG SET**. Three-dimensional play activity; trees, houses, barns, autos, etc., provides settings for innumerable play situations. **PEG BLOX**. This building toy is sturdy and colorful, and comes complete with an actual scale design booklet to be used while learning, and, from there on, the Sky's the limit!

12 PIECES



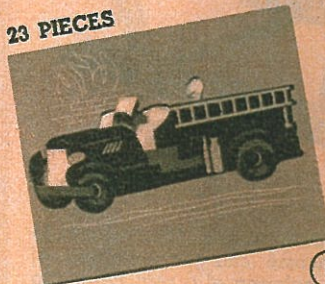
13 PIECES



(E)

E 19-39 GROUP #5 - 2 to 4 years. Ship. wt. 2 lbs. \$3.50
 Two primary **WOOD PUZZLE PLAQUES** 12 and 13 pieces. Interesting **PANDA** and gayly colored **ROCKING HORSE** offer a challenge to the child, as well as encouraging concentration, plus relaxation from more strenuous play.

23 PIECES



27 PIECES



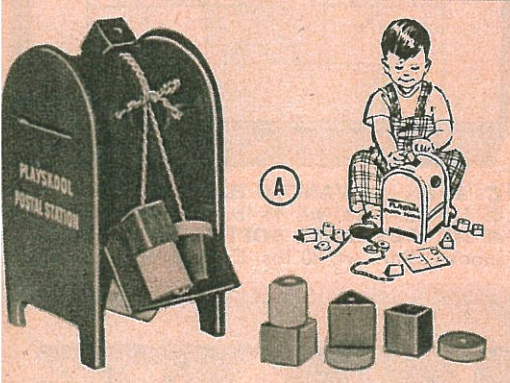
(F)

F 19-40 GROUP #6 - 3 to 5 years. \$3.50
 Two advanced **WOOD PUZZLE PLAQUES**. **FIRE TRUCK** 23 pieces—**COWBOY** 27 pieces. These gayly colored puzzles will provide many, many hours of pleasure and aid in the development of skill and patience. Ship. wt. 2 lbs.

WE URGE YOU TO READ THIS

A balanced diet of toys is most essential for the proper development of the young child. On pages 12 and 13 we offer six groups of toys and eight separate items for the period of development of the child from 3 months to 8 years. We sincerely urge you to note our selection of these toys in the proper sequence, as they are scientifically grouped to aid in the development of such im-

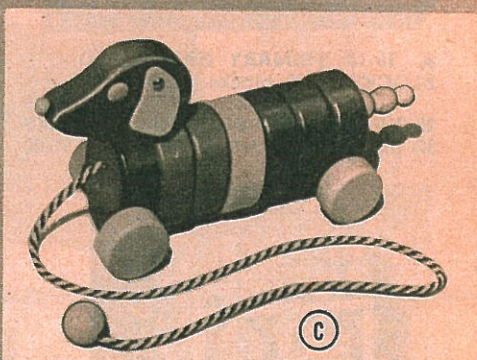
portant functions as walking, balancing, eye and hand coordination, muscular development and color distinction as well as to stimulate the imagination and give the child a definite feeling of accomplishment. PLAYSKOOL toys are sturdily constructed and brilliantly coated with non-toxic lacquers in the primary and secondary colors.



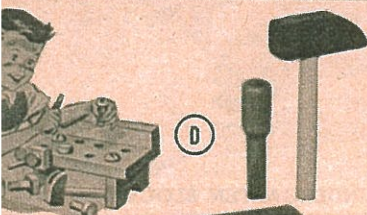
A 19-106 POSTAL STATION.....\$3.00
Mail Box and 12 blocks (4 Shapes) for fitting into proper holes develops shape discrimination. Blocks are drilled for stringing as beads, a long safe tip stringer is provided. Slot on side for posting Play Letter. Ship. wt. 3 lbs.



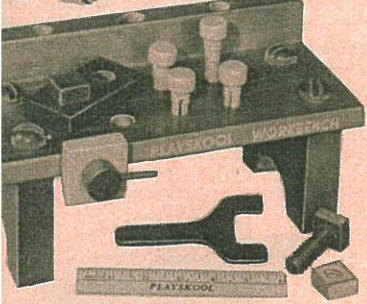
B 22-54 LACING BOOT.....\$3.00
(3 to 6 yrs.)—The difficult task of learning to lace "Your Shoe" is fun when you use this 8" high LACING BOOT. Red and white lace with corresponding holes marked to aid the beginner. "The Old Woman" and her children on different shaped footings fit through three different shaped openings. Wt. 2 lbs.



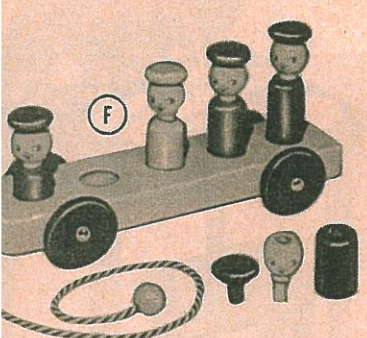
C 22-302 WOBBLY PULL PUP...\$2.50
(1½ to 3½ yrs.)—It's hard to believe so much fun can be found in a single toy. When pulled, this loose jointed pup, with ears flopping, waddles like a dachshund. If you unscrew the tail it releases the seven brilliantly colored blocks for stacking—a complete take-apart. Ship. wt. 2 lbs.



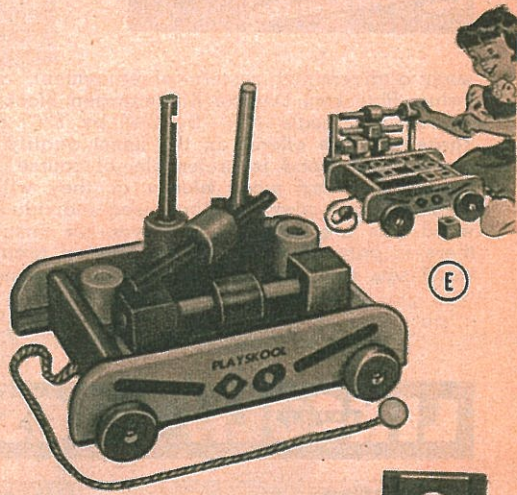
D 19-30 WORK BENCH.....\$2.50
(2 to 5 yrs.)—Ruler, claw hammer, vise, screw driver and nuts and bolts—on a bench just like Dad's, can be completely taken apart. Large wooden nails to be pounded and pulled. A completely satisfactory and sturdy new toy. Ship. wt. 3 lbs.



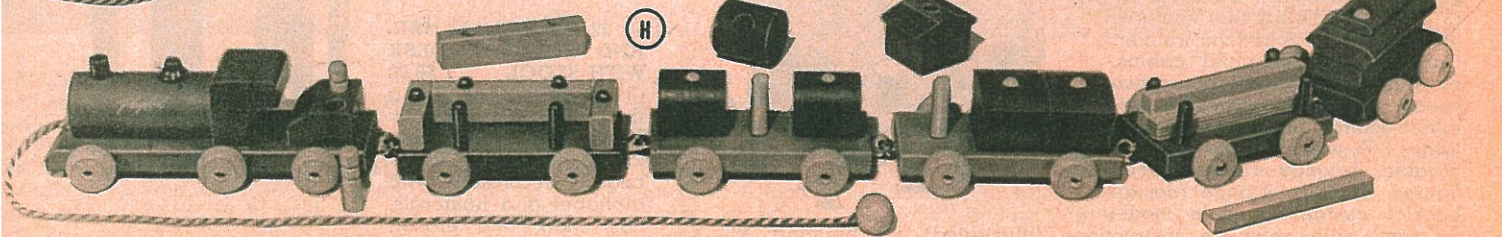
E 19-28 COL-O-ROL WAGON.....\$3.00
(2 to 5 yrs.)—Streamlined wagon with load of cylinders, cubes and rods. Stacking is made easy with the guide holes and the rods to fit through. Imaginative bridges and other structures can be made. This toy has unlimited play possibilities. Ship. wt. 4 lbs.



F 19-27 DOLLY PULL.....\$3.00
(1½ to 3½ yrs.)—Action, dramatic play, all here, with 5 dolls on a beautiful ivory peg board wagon. Dolls are removable and both the hat and head are separate pieces. Graduated in size from 3¼" to 5½" high. Finished in 5 different colors. Loads of fun in arranging and rearranging the dolls according to size and color, and they can be used outside the cart, as they stand alone. Ship. wt. 3 lbs.

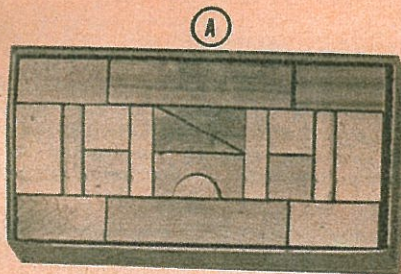


G 19-12 WAGON OF BLOCKS.....\$5.00
(1½ to 3½ yrs.)—Construction ability is enhanced with this mobile colored block set. 10 different shapes of 7/8" selected wood blocks are tumble finished in primary colors. The 52 building block pieces are contained in a sturdy, handsome 18 x 8½" pull wagon. An added measure of activity comes with the loading and unloading of the large wagon. Ship. wt. 9 lbs.

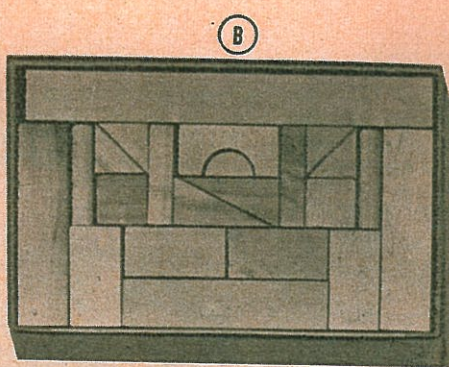


H 19-3 DELUXE SIX-UNIT TAKE APART TRAIN.....\$5.00
(3 to 6 yrs.)—The young railroader will be delighted with this sturdy, 40" long train. Engineer and Fireman sit in the locomotive-

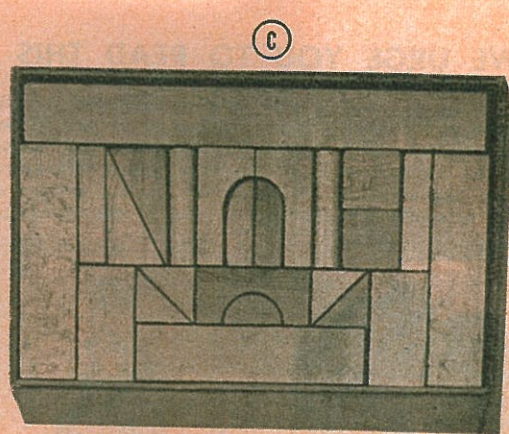
tender and are removable. All five cars, including caboose, come apart, and although each car can be unloaded the pegs are permanent and cannot be lost. Ship. wt. 6 lbs.



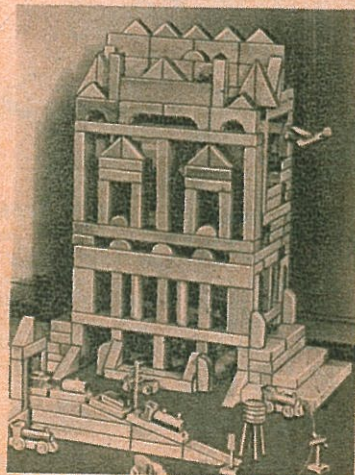
A 10-10 PRIMARY HARDWOOD BLOCKS — 20 blocks. Ship. wt. 11 lbs. \$5.00
22-260 PRIMARY SOFTWOOD BLOCKS
 32 blocks. Ship. wt. 8 lbs. \$5.00



B 40-243 SECONDARY HARDWOOD BLOCKS — 44 blocks. Ship. wt. 28 lbs. Express only. \$12.50
10-17 SECONDARY SOFTWOOD BLOCKS
 — 44 blocks. Ship. wt. 17 lbs. \$7.50



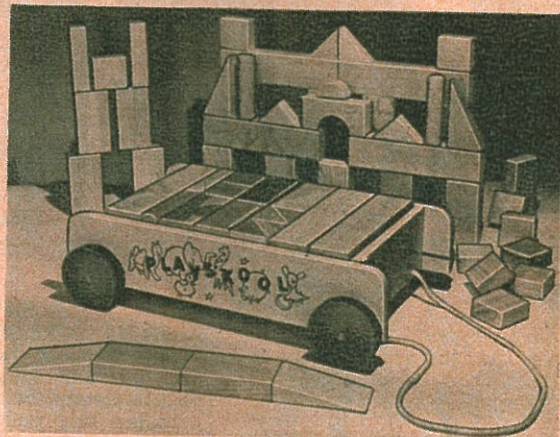
C 40-244 ADVANCED HARDWOOD BLOCKS — 85 blocks. Ship. wt. 48 lbs. Express only. \$25.00
40-245 ADVANCED SOFTWOOD BLOCKS — 85 blocks. Ship. wt. 30 lbs. Express only. \$15.00



PLAYSKOOL KINDERGARTEN BLOCKS FOR COMPLETE BLOCK EXPERIENCES

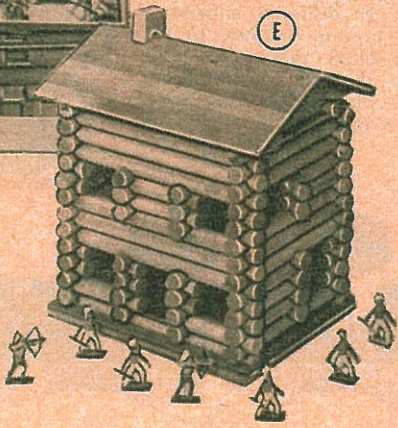
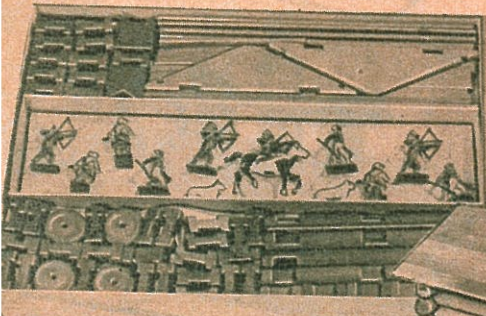
A-B-C KINDERGARTEN BLOCKS — Building Blocks are the most important single tool of play for youngsters from the age of 18 months to 9 years. Through the use of blocks a child can recreate the settings he sees in the grown-up world, and no other media combines

such a diversified pattern of enjoyment, as well as educational value. Playskool DeLuxe Kindergarten Blocks are made on the approved unit scale (1 3/8" by 2 3/4" by 5 1/2", and multiples thereof). These sets are offered in the finest quality of both hard and soft wood. Hard wood is preferable, of course, and we strongly urge buying the hard wood blocks, as they will withstand years and years of hard play, whether used individually or by groups. Soft wood sets are practical, however, for unsupervised play — where there is only one child — or for limited group play. Soft and hard wood sets are identical in content, dimensions and shapes.



D 40-254 WAGON OF KINDERGARTEN BLOCKS \$12.50 (2 to 8 yrs.) — The large yellow wagon with red wheels and pull cord is 23 1/2" x 6" x 12 1/2". These "Playskool" softwood blocks are the accented standard size used by schools (basic unit is 1 3/8" x 2 3/4" x 5 1/2"). There are 46 blocks, 10 shapes, which gives the child ample material to build the most interesting structures. Ship. wt. 26 lbs. Express only.

LINCOLN LOGS



E 19-63 LINCOLN LOGS. \$7.00 (5 yrs. up) — The toy that captures the spirit of the American frontier. Can be used to build cabins, block houses, forts, wagons, ranch houses and many other interesting structures. Illustrated set contains 177 wood pieces and 12 durable, brightly colored metal figures plus a 4-page design booklet containing scale model diagram, with complete instructions (illustrated) for building 19 different structures. Ship. wt. 10 lbs.

2-331 LINCOLN LOGS (Not illustrated) 131 wood pieces. Ship. wt. lbs. \$4.00



F 22-256 DELUXE NAIL AND PEG-WRITER DESK WITH STOOL \$8.00 (3 to 8 yrs.) — Everything the pre-schooler wants: Desk in a beautiful green lacquered finish. Blackboard, decorated with alphabet and numerals, has chalk and eraser, large peg table 11 3/4" x 14 3/4" and a hammer and nail board 11 1/2" x 11 1/2". Complete with laying sticks, pegs, nails and a real metal hammer, plus two design booklets. 19 1/4" x 16" x 19" high. Ship. wt. 12 lbs.