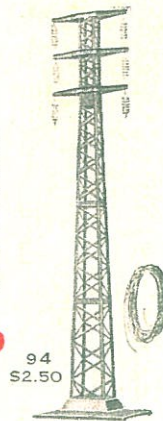


How Billy made the most perfect in town, with **LIONEL**

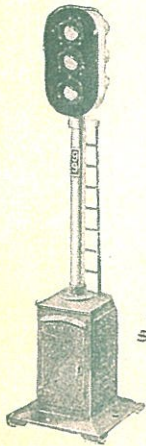
No. 94 HIGH TENSION TOWER—A realistic, modern accessory to add the proper atmosphere to your railroad. Fashioned after those seen along railroad tracks. They support the high tension wires that convey the high voltage currents to railroads and industries. Sturdily constructed of steel and enameled by Lionel's durable process. Includes porcelain insulators and 25 feet of copper wire. 24 inches high.

Price **\$2.50**



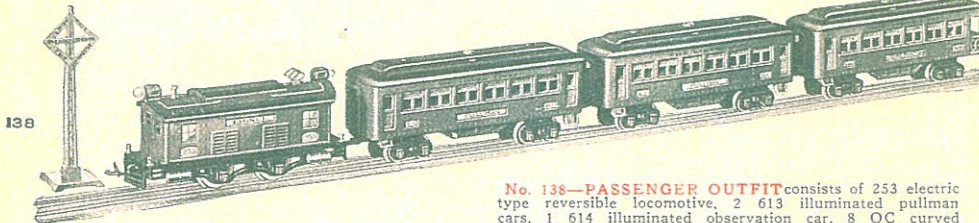
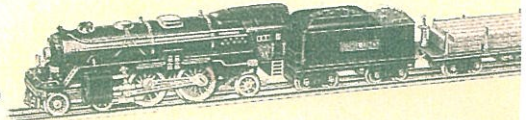
No. 99 COLOR LIGHT TRAIN CONTROL—As the train passes over track to which signal is connected, the yellow caution light changes to red, and the train stops. After an interval, the red light goes off, the green light shines and the train proceeds. Immediately after the last car has left the block, the light changes to yellow.

99 This action goes on indefinitely with remarkable
099 smoothness and precision. By means of a small lever
\$5.50 at the base, you can control the intervals between light changes, or, if you choose, you can cut out the train control so that the train proceeds through block without stopping.
Includes special section of SS track, 2 No. 28 clear lamps, one No. 29 special yellow lamp, two "Lockons" and four fibre pins. 11 1/4 inches high.
Price **\$5.50**



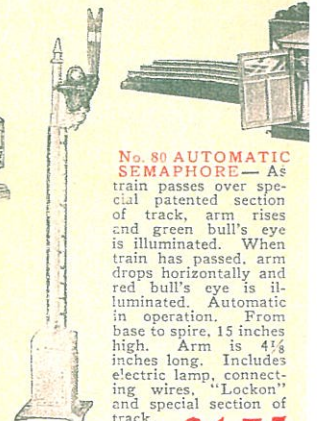
New SENSATIONAL ACCESSORIES

371E
\$47.50



138

No. 138—PASSENGER OUTFIT consists of 253 electric type reversible locomotive, 2 613 illuminated pullman cars, 1 614 illuminated observation car, 8 OC curved track, 4 straight track, OTC "Lockon" connection, No. 068 warning signal, 5-27 lamps. Length 43 3/4 inches. Track forms an oval 50 by 30 inches.
Price **\$14.50**



No. 80 AUTOMATIC SEMAPHORE—As train passes over special patented section of track, arm rises and green bull's eye is illuminated. When train has passed, arm drops horizontally and red bull's eye is illuminated. Automatic in operation. From base to spire, 15 inches high. Arm is 4 1/2 inches long. Includes electric lamp, connecting wires, "Lockon" and special section of track.
Price **\$4.75**

BILLY asked for a Lionel Train set and made himself a complete model railroad. Chums flocked to Billy's house. Begged to play. And Billy himself got more fun out of it than he had ever played with. He could make the train go in any direction. He could operate switches from the train would stop and then, after a while, it would go on automatically. His locomotive had a headlight. His stations were ablaze with structural steel, just like real ones. Little wonder that Billy attracted so many friends. You, too, can enjoy the same thrills. Get a Lionel set for Christmas. And then you can have fun with it all year long. Pick out the set you want.

le himself bular boy h » » »

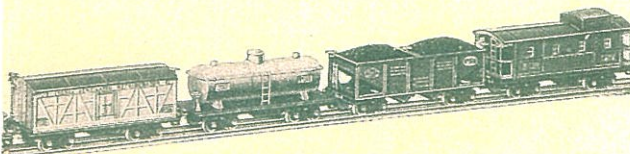
EL ELECTRIC TRAINS

Christmas. Then he added accessories—
with stations and bridges and tunnels.
or a chance to sit at the controls.

del railroading than out of any toy he
train go fast or slow, backward or for-
ward control board. Set his semaphores so
instant, start again all by itself—auto-
matically to pierce the darkness of the mountain
lights. His bridges were made out of

by friends!

did. If you ask Dad to give you a Lionel
up a complete railroad by adding acces-
sories to the Lionel train display at your nearest
store tell Dad all about it.



No. 371E—FREIGHT OUTFIT consists of 392E "Distant-Control" steam type locomotive with concealed headlight, 384T coal tender, 511 flat car with load of lumber, 514R refrigerator car, 515 oil car, 516 coal car with coal, 517 illuminated caboose, 8 C curved track, 6 S straight track, STC "Lockon" connection, 81 controlling rheostat, 3 No. 28 lamps. Length 91¾ inches. Track forms an oval 85¼ by 45 inches.
Price **\$47.50**

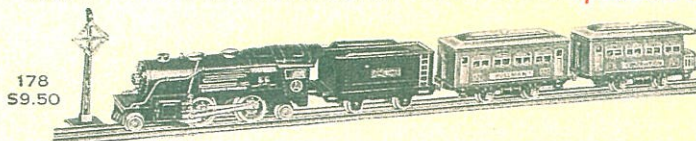
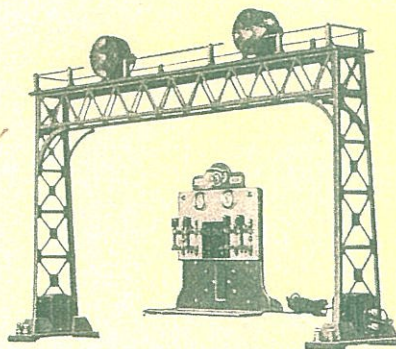


41 "LIONEL STANDARD" SHING SCALE—Oh Boy, what fun to have with this ingenious railroad toy. It has a real beam scale accurately calibrated so that you can weigh your rolling stock by running it on specially constructed track platform. Assortment of various weights are enclosed in metal housing, which is illuminated. The doors swing open, permitting you to operate the weights. It is built entirely of heavy steel and beautifully enameled in Lionel's permanent process. Now you can know the exact weight of your train. It's loads of fun.
\$10.00

No. 550 MINIATURE RAILROAD FIGURES—Your wish has come true. What could be more lifelike than these beautiful Lionel figures. They will add life to your railroad station. The engineer with his blue overalls can be placed beside the engine as though he were oiling it. The man with the bag is ready to climb on. The porter with his removable stool is waiting for the passengers. The woman with arm raised seems to say "Wait for me" and the Red Cap loaded with bags is following her. He will be glad when you remove his heavy load of bags. Watch in hand, the conductor is ready to give the signal. All aboard! The train is ready to start! Figures 3 inches high.
Price per set of 6 **\$1.75**

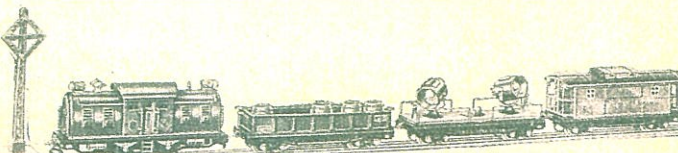


No. 440 POSITION LIGHT SIGNAL BRIDGE. This new accessory is an accurate reproduction of those used on modern railroads. Instead of using colored lights as signals, the position of clear lights determines the movement of the train. When the three lights are in a horizontal position, train stops and remains stationary until the light changes to vertical position. The position of lights is controlled by means of illuminated panel board supplied. Through the two control levers in the center of panel, one for each set of lamps, you can control the movement of two trains. The light housing can be reversed to illuminate in opposite directions. The four knife switches on the panel can be used to control other accessories. Provision is also made on panel board for attaching control levers of electrically operated switches.
Complete with illuminated control panel board, fibre pins, two "Lockons" and connecting wires. 20 inches wide, 14½ inches high, 3¾ inches deep.
Price **\$12.50**

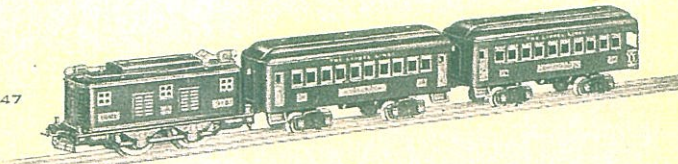


No. 178—PASSENGER OUTFIT consists of 259 steam type reversible locomotive, 259T coal tender, 529 pullman car, 530 observation car, 8 OC curved track, 2 OS straight track, OTC "Lockon" connection, 068 warning signal. Length 31 inches. Track forms an oval 40 by 30 inches. Price **\$9.50**

BIGGER » FINER ELECTRIC TRAINS

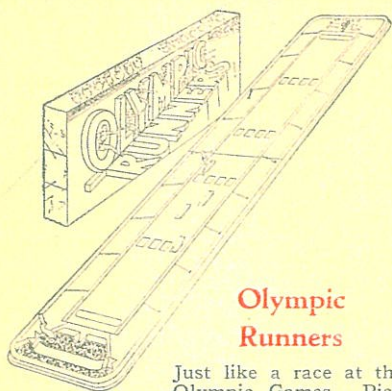


No. 183—FREIGHT OUTFIT consists of 254 electric type reversible locomotive with 2 electric headlights, 812 gondola car with 4 barrels, 820 floodlight car, 817 caboose, 8 OC curved track, 4 OS straight track, OTC "Lockon" connection, 068 warning signal, 4 No. 27 lamps, 81 controlling rheostat. Length 42¾ inches. Track forms an oval 50 by 30 inches.
Price **\$15.00**



No. 347—PASSENGER OUTFIT consists of No. 8 electric type reversible locomotive with two electric headlights, No. 337 illuminated pullman car, No. 338 illuminated observation car, 8 C curved track, 2 S straight track, STC "Lockon" connection, 5 No. 28 lamps. Length 38½ inches. Track forms an oval 57 by 45 inches.
Price **\$15.00**

WOLVERINE TOY FAMILY



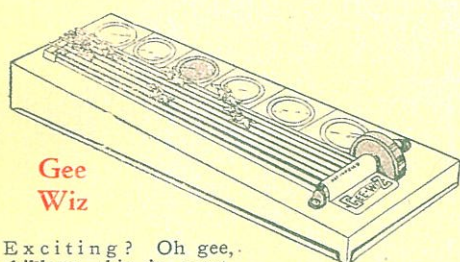
Olympic Runners

Just like a race at the Olympic Games. Pick your choice—then turn handle and you'll be shouting "Come on" as first one, then another runner takes the lead **95c**



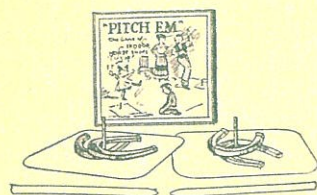
Zilotone

Music Master actually plays tunes clear and melodious on the Zilotone. Three records of gay tunes included **\$1.98**



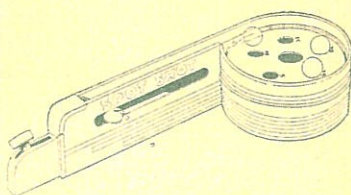
Gee Wiz

Exciting? Oh gee, children, this is great. Horses race down the track, a different one winning every time. Pick your color, start 'em off and see who wins **\$1.98**



"Pitch 'Em"

Tell Mother or Dad you want this game for Christmas. It's great fun. You can play indoors for the rubber covered horse-shoes won't hurt the furniture—pegs for outdoor use are furnished too **95c**



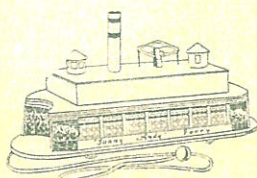
Spotshot

You will want this new game when you see it at this store. Pushing Trigger down sends marbles awhirling around bowl until they drop into a numbered hole or center opening. Reloads automatically **49c**



Drum Major

New musical toy. Drummer actually plays stirring march, rhythms. Each note clearly accented. Operated by strong motor. **95c**



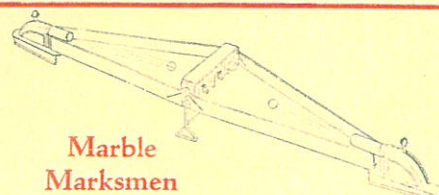
Pull-and-Ring Ferry Boat

Tots love to pull this Ferry Boat around to make the bell tingle and to see walking beam go up and down **95c**



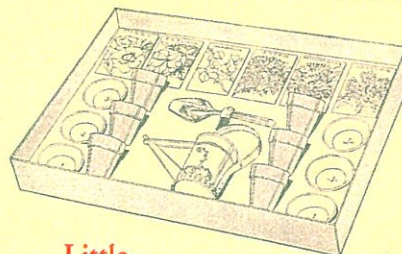
Sunny Suzy Tea Set

All the dishes for a tea party—3 cups, 3 saucers, 3 plates, sugar bowl, creamer, tea pot and tray. 14 Pcs. **95c**
9 Pcs. **49c**



Marble Marksman

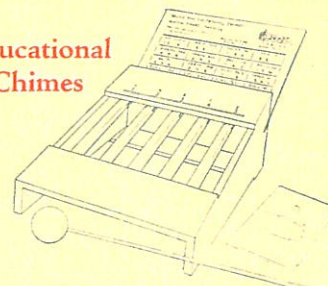
Ever fight a duel? Well this is just like it. Every time the other fellow gets a hit, you try to dislodge his marble and when you get 3 up you win. **95c**



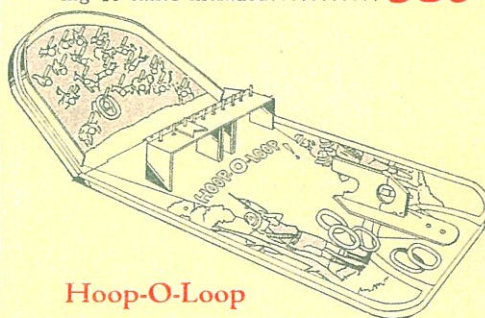
Little Gardener

You can plant and raise flowers right now indoors. Then when Spring comes plant them outside. There's 6 flower pots, 6 saucers, 6 packets of seeds, a sprinkling can and a shovel. **95c**

Educational Chimes



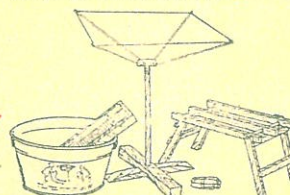
Learn to play chimes—lots of fun and very easy. Directions for playing 16 tunes included **95c**



Hoop-O-Loop

This popular game gives you all the thrills of a big game hunt in the jungle—and with none of the danger. When you shoot the hoops from the special gun, they loop pegs that represent wild animals bagged in the chase **95c**

Sunny Suzy Laundry Set

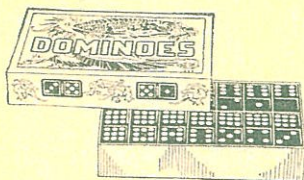


You can always keep your dolls' clothes spic and span when you launder them with your Sunny Suzy washtub, rubbing board, clothes reel and Clothes Pins. Sets... **49c, 98c AND UP**

HALSAM and BLOCKS

Games That
Never Grow Old

DOMINOES

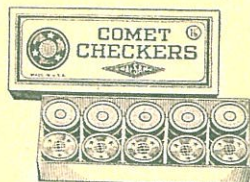


Outstanding Values in a Popular Game. Highly Polished, Ebony Black Finish Dominoes with White Enamel Spots. Dragon Design Embossed on Backs.

Double Six
Set of 28 Pieces. **10c**

Double Nine
Set of 55 Pieces. **25c**

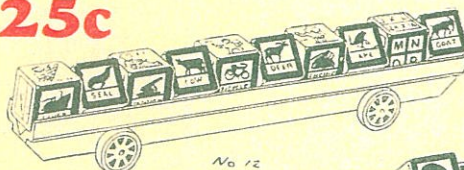
CHECKERS



Polished Red and Black
Hardwood Checkers Embossed on Back with Comet Design.
30 Pieces **10c**

Truckloads of Blocks that Bring
Just Heaps of Fun

25c

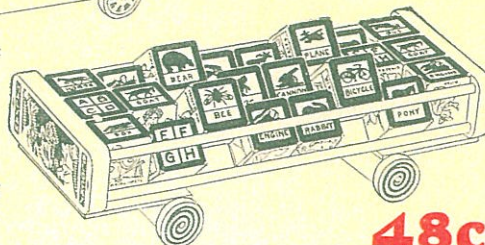


TRUCK and
10 BLOCKS

Colorful — Lots
of Play Value

Kiddies have lots of fun with these pretty colored blocks that teach. Round cornered for safety. On ends are embossed animals and familiar everyday objects and on the sides fairy tale characters, alphabet, numerals, etc. With each set is a wooden truck in colors with pull cord that is a play toy in itself and a fine means of keeping those blocks in order after play.

TRUCK and
24 BLOCKS



48c

FANCY
SCROLL
SAFETY
BLOCKS



For the child of any age and what child doesn't enjoy building with blocks? The older ones find the costumed figures and articles interesting and educational. Tots like those colored fairy tale illustrations. Fancy Scroll ABC's on Ends. In Sanitary Enamels and Rounded Edges and Corners of Course. Set of 20 Blocks. **25c**

A-B-C PANEL SAFETY BLOCKS

Those fairy tale characters so dear to the hearts of little tots — those gnomes and elves in poses suggestive of the actions and emotions of youngsters are shown on these blocks. The A-B-C's are embossed on ends. Then there are costumed figures of the peoples of foreign lands and a host of familiar everyday articles. Enamels are Waterproof and Sanitary. Rounded Corners and Edges for Safety.

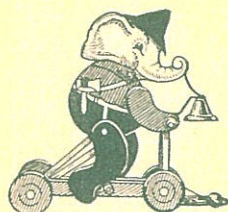
Set of 9 Blocks. **10c**



FISHER-PRICE TOYS

You'll laugh with glee to see these funny fellows

Chubby Chief



A Bold Fire
Fighter Who
Comes A-Run-
ning Upon Call,
His Bell Clanging
to Clear the Way.

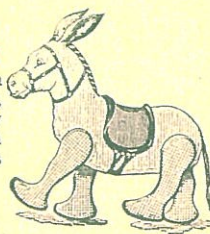
Each
98c

Oh what a balky mule!

Mulee Bak-Up Mechanical Toy

Off he goes when
you wind him up,
then he gets balky
and backs up, then
goes again. He's
so funny.

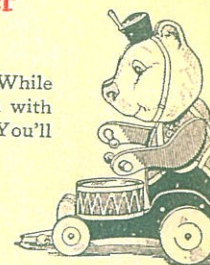
\$1.49



Drummer Bear

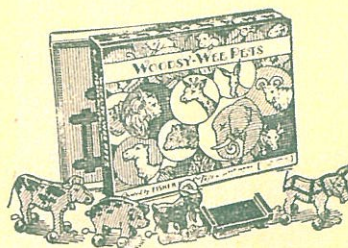
Bows His Head While
Beating His Drum with
a Rat-Tat-Tat. You'll
love him.

Each
98c



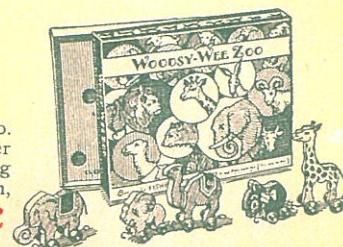
Woodsy-Wee Pets

You can link these little farm
friends together in a parade.
What fun. There's a cow,
pig, goat, donkey
and cart **48c**



Woodsy-Wee Zoo

Wild wood animals from the zoo.
Pull them along linked together
or have a great time playing
with each one. Elephant, Lion,
Camel, Bear and
Giraffe **48c**



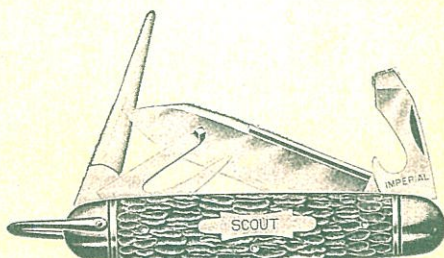


Listen fellows!

Every boy ought to have a knife. I picked this one 'cause it won't get rusty inside and it's the kind reg'lar scouts use.

Billy

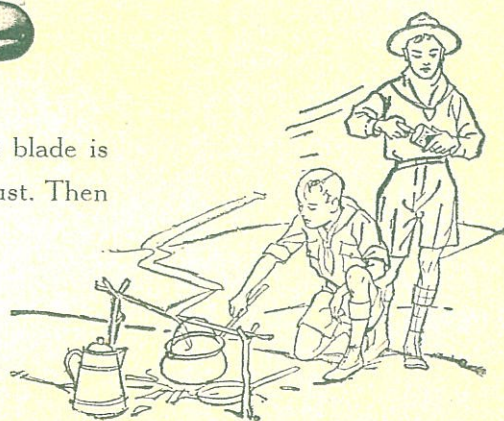
This Scout Knife is full size too and has big cutting blade, screw driver, bottle and can opener and belt punch blades.



Only
59c

Each knife in a neat box.

You'll want to own one of these fine knives I know. The big blade is polished and the brass lining and nickel silver trimmings won't rust. Then the tool blades are tempered—that makes 'em strong. There's a shackle for hanging the knife on your belt too.



Ask Dad to give you one of these

Ruth Dolls

In Her Sport Attire

These are my favorites

Ruth

Indestructible Composition Head with Breast Plate. Full Composition Arms and Legs. Excellent Flesh Finished. Cotton Stuffed Boy. Full Length White Lawn Bloomers with Elastic Knees. Silk Socks. Tie String Imitation Leather Footwear. Sleeping Eyes. Real Lashes. Crying Voice.

21" HIGH

HEAD TILTS IN ALL DIRECTIONS

I
CRY

I
SLEEP

Ready For the Party

With Hat and Coat

HEAVY ENGLISH BROADCLOTH DRESS. RED BRAID TRIM. RED LINEN COAT. EYELET EMBROIDERED. RED AND WHITE BRAID TRIM. HAT OF RED LINEN WITH RED AND WHITE PATENT LEATHER BAND.

\$3.45

In Her Afternoon Frock

Beautiful White Pin Stripe Pleated Skirt. Blue Knitted Silk and Cotton Sport Sweater, Trimmed in White with Tam to Match. White Imitation Leather. Belt with Ivory Buckle.

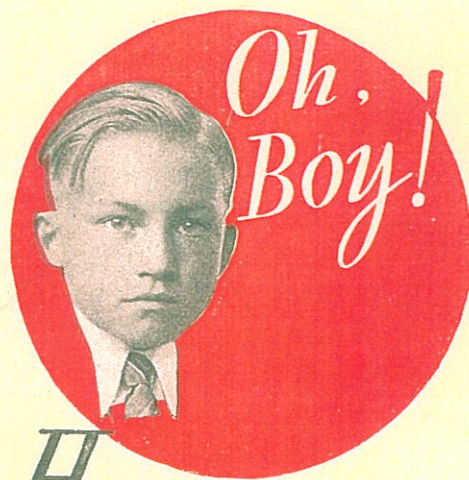
\$3.45

Pretty Green. Organdie dress. Trimmed in White with White Organdie Collar. Lace Trimmed. Bonnet to Match. Broadcloth slip. Lace Trimmed.

\$3.45

Pretty Print Voile Dress with Organdie Ruffle. Peter Pan Collar of Organdie. Braided Beads. Bonnet with bon Bow. Broadcloth Slip. Lace Trimmed.

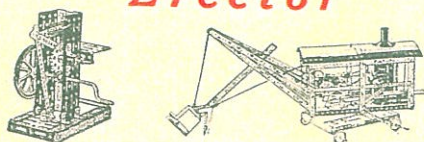
\$3.45



**HAVE THE FUN
OF YOUR LIFE
with ERECTOR.**

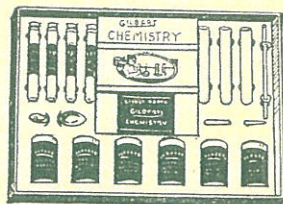
Billy

*I built these with my
Erector*



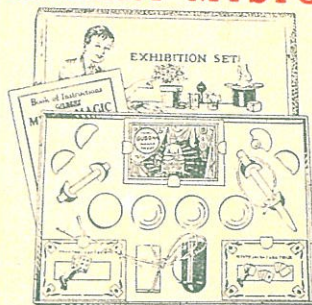
GILBERT CHEMISTRY SET

*A dandy set for the young
experimenter*



Make Ammonia and Hydrogen Sulphate,
See How Silver Tarnishes, Dye Cotton
Cloth, etc. Illustrated Book of Instru-
ctions Explains Every Step of
Each Experiment. **95c**

*Mystify your friends—have
shows. You can with the*
GILBERT MYSTO MAGIC



Clever Tricks for
Pocket and Stage.
Simple and Easy
to Perform. In-
cluding Mysterious
Vanishing Coin,
Buddha Money
Mystery, Mysteri-
ous Topsy Turvy
Match, Galloping
Dime, Hiding
Chessman and
Many Others.

95c

**GILBERT
TOYS**

ERECTOR

**The World's Greatest
Construction Toy**

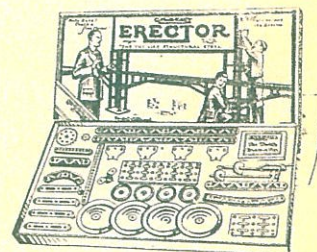
Be an Engineer. Build the many models shown in
the book that comes with each set—you can do it.
Models that work great too—I build them and have
lots of fun.

Builds over 100 Models



Includes Girders, Screws, Plates,
etc., to build Square Girder
and many other
models **95c**

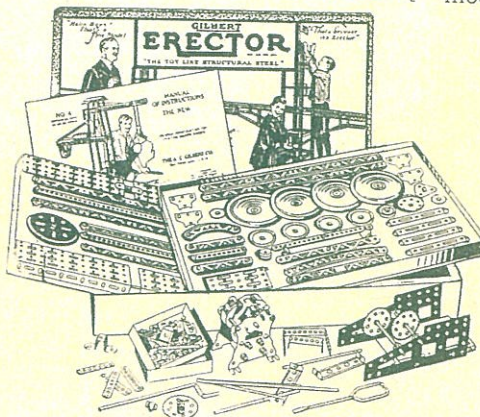
Builds over 200 Models



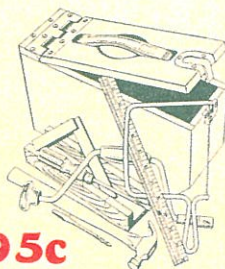
This set has Long Girders,
Angles, Wheels, etc., and a
manual of instructions for mak-
ing hundreds of
models **\$2.39**

With Electric Motor

Famous No. 4 Set with
motor and assembled gear
box. Enables you to oper-
ate the models you build
and you can make 325 of
them. You'll never get
tired for there's always
something new
to build **\$4.75**



GILBERT TOOL CHESTS



95c

Hammer, Jig Saw,
Screw Driver, Brace,
Bit, Square, Rule and
Mitre Box, all in a big
red tool chest.

19 Fine Tools in
a Wood Chest.

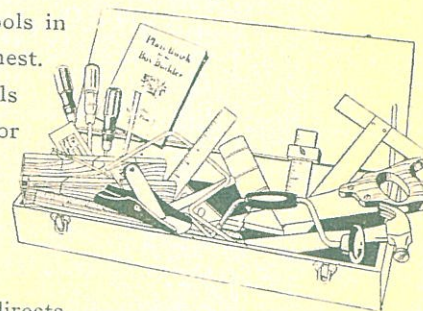
All the tools
necessary for
making the
useful
articles—

book of in-
structions directs.

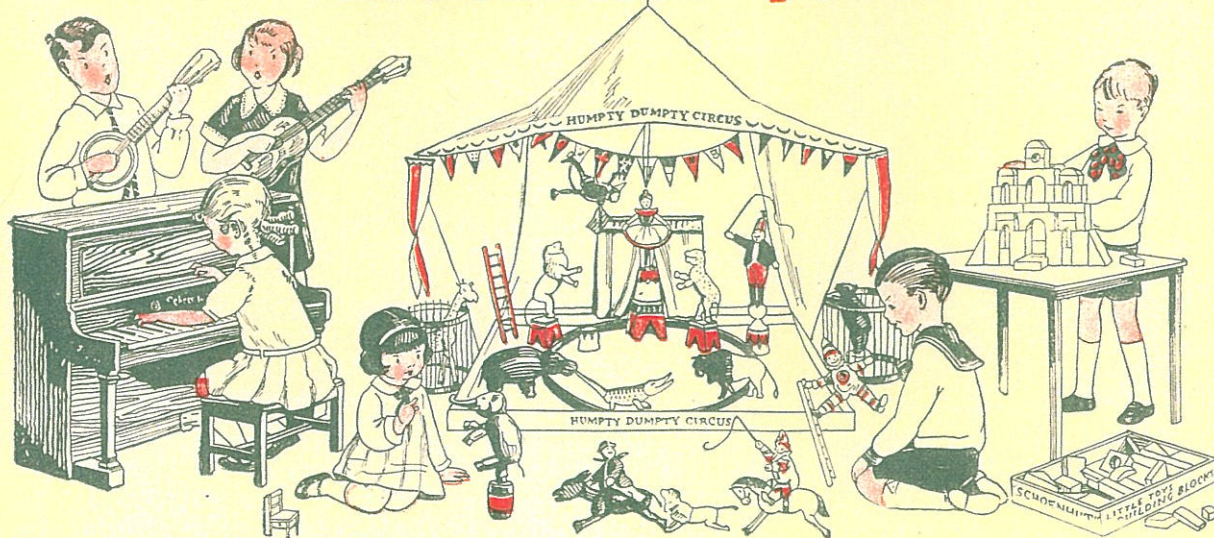
A practical set for any boy.

Ask Dad to get it for you.

\$3.47



SCHOENHUT TOYS



*You can play the latest tunes
with these*

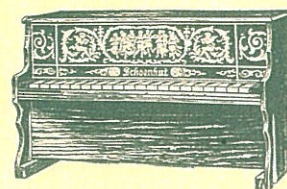
*Every girl wants her own piano
These really play*



Banjo
or
Hawaiian Type Ukelele
\$1.00



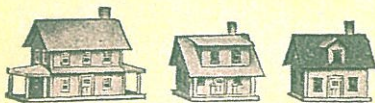
Baby Grand
With 6 keys.....75c
With 8 keys.....\$1.00
With 10 keys.....\$1.50



Upright
With 6 keys.....50c
With 9 keys.....\$1.00

Last year Billy made a village
—it looked great under the
Christmas Tree. He used

HOME BUILDERS



You can build these houses—
they're fun to put together.
Then you can paint them if
you wish. Get dad to help you.

50c per House

The famous HUMPTY DUMPTY CIRCUS

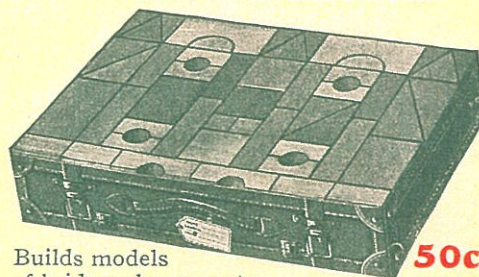


This Set
75c

Those funny
clowns and the
circus animals—
all do such clever
tricks. Have a
circus of your
own.

Larger Sets too.

BUILDING BLOCKS



Builds models
of bridges, houses, etc.
There are arches, pillars and
all the other pieces you need. **50c**
AND
\$1.00

NOBBY-NOBS



These clever blocks can be put
together to make toys, bridges,
towers, etc. Unbreakable. Many
colors.
Set of 16 Blocks, Pins, etc. **\$1.00**
Set of 32 Blocks, Pins, etc. **\$2.00**

Two Games you'll enjoy

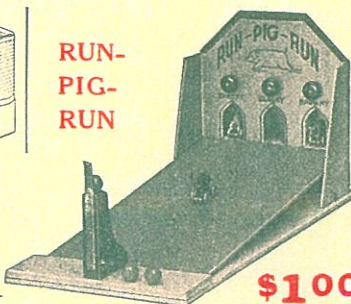
SCORE BALL
\$1.00



Great
Fun

See how much you can make
Pull back lever and let 'er go—
ball goes up the incline, into the
air and drops into one of the
circles to give you a score. He'll

**RUN-
PIG-
RUN**



\$1.00

run too if you can hit the target
—then he comes a-skootin' out
of his stall. Try your aim.

FIRE HOUSE

\$1.00



Play "Fireman." Touch a
catch and doors open—out
comes 3 fire engines while the
fire alarm bell rings.

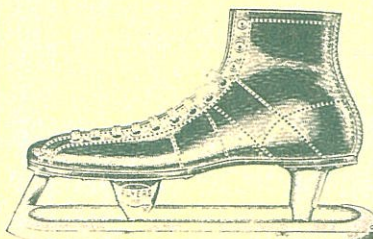


NESTOR JOHNSON

America's Finest Tubular Skate

THE whiz of the cold, clean air against your face and the ring of your skates on the crystal ice are two of Wintertime's greatest thrills. The original tubular skates, Nestor Johnson's, make skating easier, faster and happier and are just the thing for both the beginner and the expert. All Nestor Johnsons are made with the finest quality carbon steel runners which take and hold a keen edge. The shoes are especially designed for skating with proper support on all parts of the foot.

FLYER HOCKEY

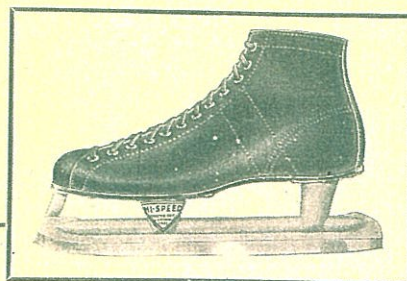


The Kind Champions use. If you want a shoe skate outfit that will give you real speed with real comfort the Flyer is designed for you. Joints are Electrically Welded for Strength and in Each Shoe is an Arch Support that Gives Balance.

Men's or Ladies'

Skates, Chromium Plated, Complete with Shoes, Per Pair **\$6.75**

Skates, Aluminum Finish, Complete with Shoes, Per Pair **\$5.95**



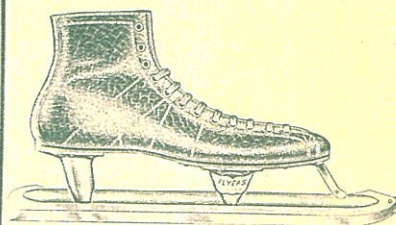
HI-SPEED HOCKEY

A Quality Outfit at a low price, made and sponsored by the Makers of the famous Nestor Johnson Ice Skates. A Special Tanned Cowhide Leather Shoe. Foot Plate Electrically Welded. Fine Tool Steel Runner, Specially Hardened to Hold a Keen Edge.

Men's and Boys', Per Pair **\$4.45**

Ladies' and Girls', Per Pair **4.45**

FLYER RACER



A great favorite with skaters who want a real racing skate. Because of correct balance and scientific construction it is easier to develop great speed on Flyer Racers. Comfortable, Well Fitting Shoes.

Men's or Ladies'

Skates, Chromium Plated, Complete with Shoes, Per Pair **\$6.75**

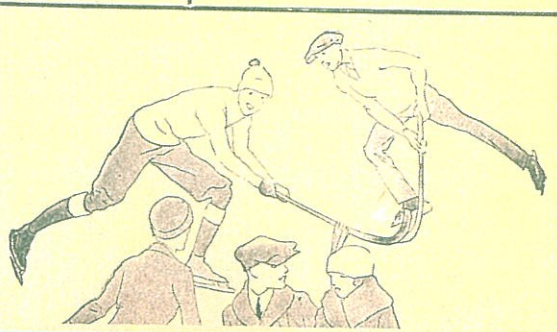
Skates, Aluminum Finish, Complete with Shoes, Per Pair **\$5.95**

A New Skate for Young America

"YOUNG AMERICAN"



New Shoe—New Skate—New Ease of Skating—a Price that is New—that's the "Young American." The same outfit fits boys or girls. Comfortable, long wearing shoes and a perfectly balanced seamless skate with hardened steel runners for speed and service... **\$4.25**

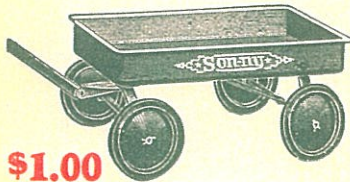




Billy and Ruth personally You'll want one

I know you will
like these.
—Billy

The cutest little red
steel wagon with
rubber tires

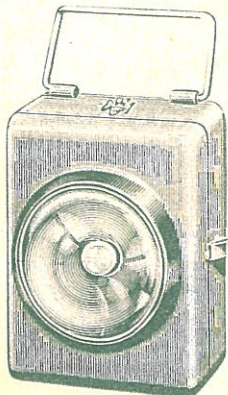


\$1.00

Little tots are delighted with
this bright, snappy, all-steel
wagon. Big value.

**SCOUTS! This is the
"Official" Scout Lantern**

Throws a
powerful
beam of
light. Can
be carried
in hand or
clipped on
belt or
pocket by
means of
clip on
back.



Stands on side, back or bottom.
Handle folds out of way. Nicely
colored.

Without
Batteries

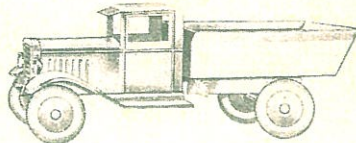
95c

Batteries for above 2 for 10c

Your Choice **48¢ Each** STEEL TOYS

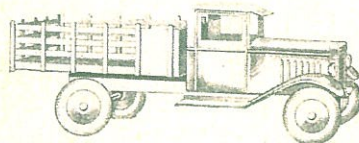
DUMP TRUCK

15 Ins. Long.
Heavy
Gauge Steel.
Automatic
Dumping
Device.



Brightly Finished in Orange Enamel with
Yellow Wood Wheels.

STAKE TRUCK

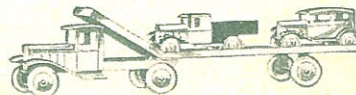


15 Ins. Long.
Heavy
Gauge Steel
with Stake
Body.
Brightly

Finished in Red Enamel with Yellow Wood
Wheels.

AUTO TRANSPORT WITH CARS

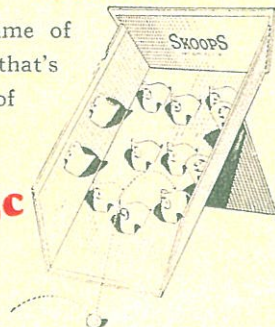
19 Ins. Long.
Heavy
Gauge Steel.
Finished in



Orange with Yellow Wood Wheels. Coupe
and Dump Truck are 5½ Inches Long, Fin-
ished in Black and Red with Yellow Wood
Wheels.

"SKOOPS"

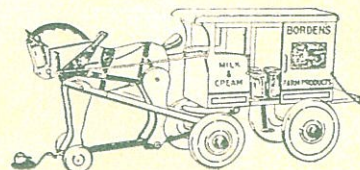
A game of
skill that's
lots of
fun



95c

Skoops provides a whole eve-
ning's fun, any evening or
every evening. Bounce the
rubber ball in front of Skoops
and see if you can make it go
into one of the numbered
pockets. Looks easy—but is
it?

BORDEN'S MILK WAGON



This is the big kind—20 inches
long. Horse walks, too. Lots
of fun playing milkman

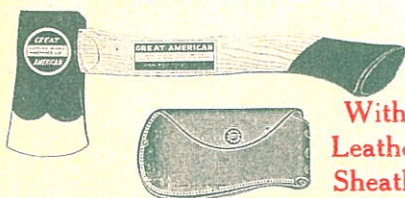
95c

With Driver, Milk
Bottles and Carrier ..

25c
extra

A beauty!

SCOUT AXE



With
Leather
Sheath

Forged steel head, 3 inches wide, weighing
1½ lbs. finished in black with
nickel blade. Handle end tipped in
orange

98c

Every "little housekeeper" should
have these

Hoover Vacuum Cleaner | G-E Refrigerator

Looks for all
the world like
Mother's big
"Hoover." Has
the name on the
bag too.



25c

Just like
the modern
G-E electric
refrigerator with the
motor box on top,
two shelves and ice
cube tray. Complete
your kitchen
with this.

48c

