

How Billy made the most people in town, with

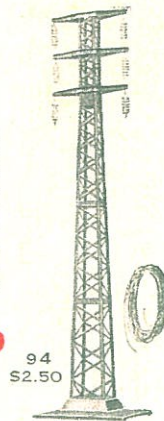
LIONEL

BILLY asked for a Lionel Train for Christmas and he made himself a complete model railroad. His friends and Chums flocked to Billy's house. Begging for more. And Billy himself got more fun out of it than he had ever played with. He could make his train go forward. He could operate switches from the train would stop and then, after a while, automatically. His locomotive had a headlight and tunnels. 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 and excitement for Christmas. And then you can have more fun and stories from time to time. Be sure to pick out the set you want.

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**



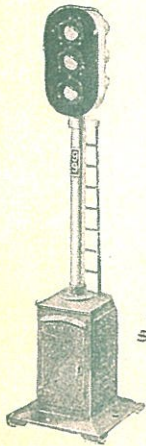
94
\$2.50

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 smoothness and precision. By means of a small lever **099** 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.

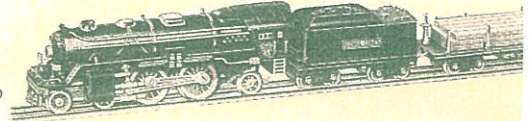
Includes special section of SS track, 2 No. 28 clear lamps, one No. 29 special yellow lamp, two "Lockons" and four fibre pins. 11 1/4 inches high.

Price **\$5.50**

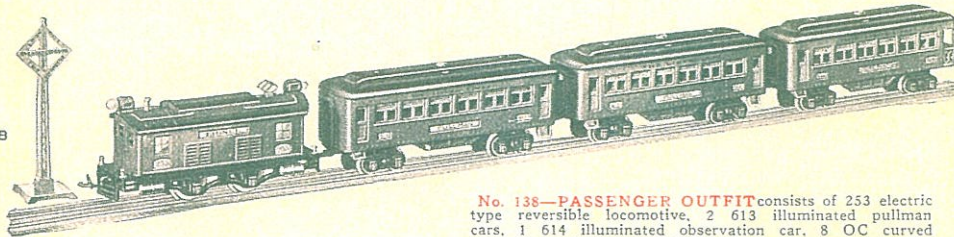


New SENSATIONAL ACCESSORIES

371E
\$47.50



138

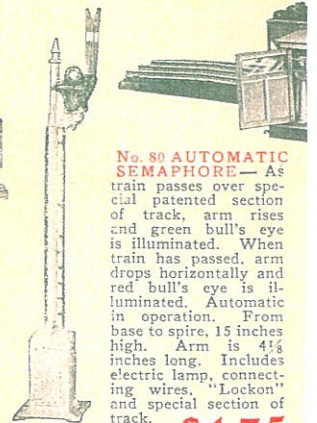


No. 138—PASSENGER OUTFIT consists of 253 electric type reversible locomotive, 2 613 illuminated pullman cars, 1 614 illuminated observation car, 8 OC curved track, 4 straight track, OTC "Lockon" connection, No. 068 warning signal, 5-27 lamps. Length 43 3/4 inches. Track forms an oval 50 by 30 inches.

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 1/8 inches long. Includes electric lamp, connecting wires, "Lockon" and special section of track.

Price **\$4.75**



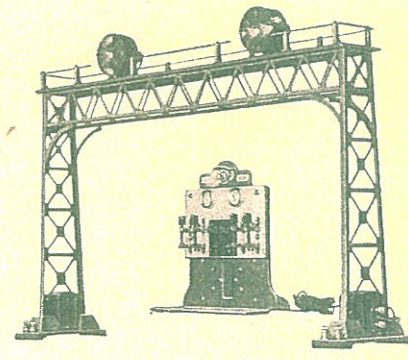
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EL ELECTRIC TRAINS

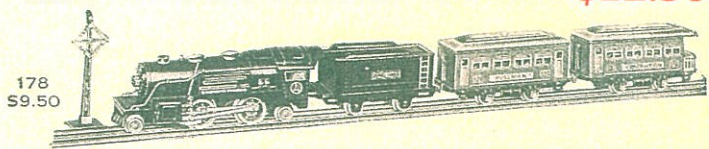
Christmas. Then he added accessories—
with stations and bridges and tunnels.
or a chance to sit at the controls.
del railroading than out of any toy he
train go fast or slow, backward or for-
ward control board. Set his semaphores so
instant, start again all by itself—auto-
matically to pierce the darkness 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. 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

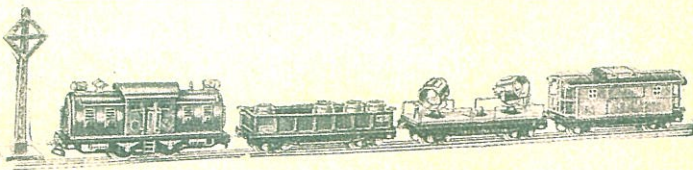


178
\$9.50

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

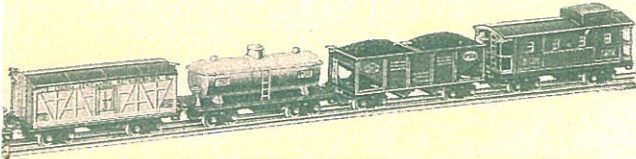
BIGGER » FINER ELECTRIC TRAINS



183
\$15.00
183E
\$18.00

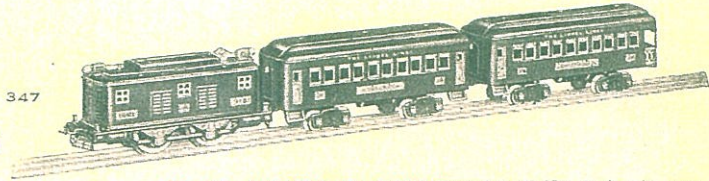
No. 183—FREIGHT OUTFIT consists of 254 electric type reversible locomotive with 2 electric headlights, 812 gondola car with 4 barrels, 820 floodlight car, 817 caboose, 8 OC curved track, 4 OS straight track, OTC "Lockon" connection, 068 warning signal, 4 No. 27 lamps, 81 controlling rheostat. Length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

\$15.00



No. 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



347

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

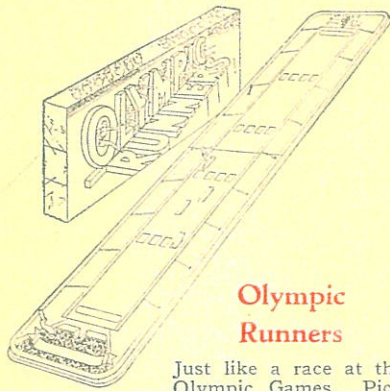
\$15.00

No. 41 "LIONEL STANDARD" BEAM SCALE. Oh Boy, what fun to have with this ingenious railroad accessory. It has a real beam scale accurately calibrated so that you can weigh your rolling stock by running it on specially constructed track platform. A 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. Lionel's permanent process. Now you can know the exact weight of your train'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. **\$1.75**
Price per set of 6



WOLVERINE TOY FAMILY



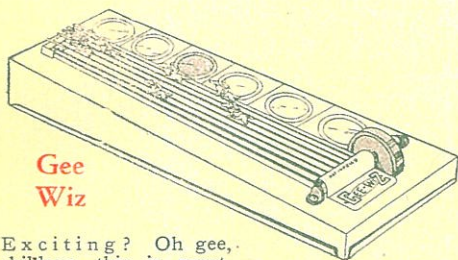
Olympic Runners

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**



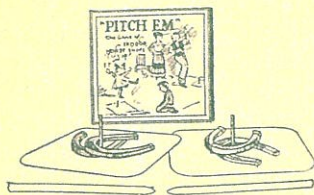
Zilotone

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



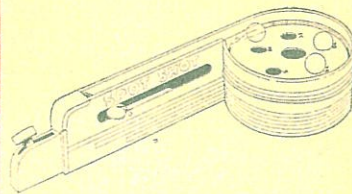
Gee Wiz

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**



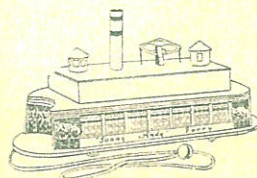
Spotshot

You will want this new game when you see it at this store. Pushing Trigger down sends marbles awirling 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**



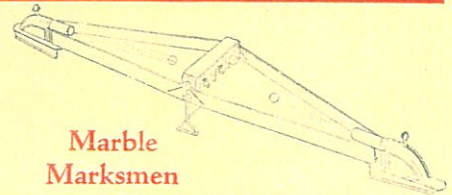
Pull-and-Ring Ferry Boat

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



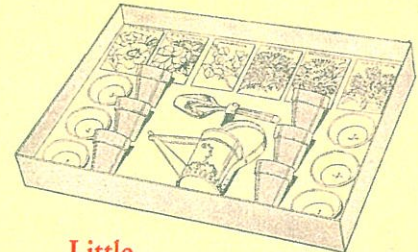
Sunny Suzy Tea Set

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



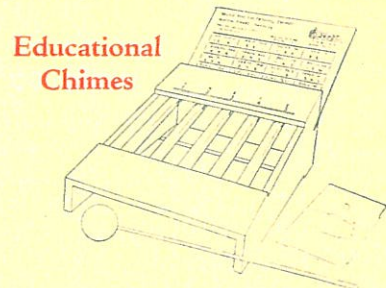
Marble Marksmen

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**



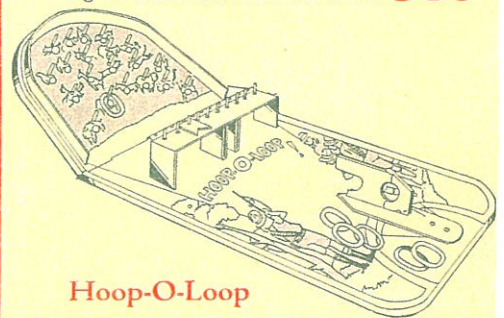
Little Gardener

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

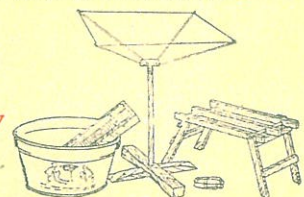
Learn to play chimes—lots of fun and very easy. Directions for playing 16 tunes included **95c**



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

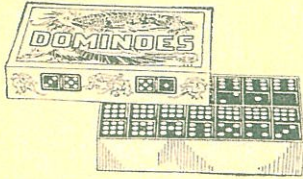


You can always keep your dolls' clothes spic and span when you launder them with your Sunny Suzy washtub, rubbing board, clothes reel and Clothes Pins. Sets... **49c, 98c AND UP**

HALSAM and BLOCKS GAMES

Games That
Never Grow Old

DOMINOES

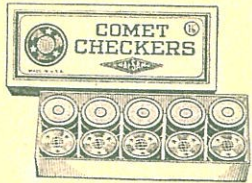


Outstanding Values in a Popular Game. Highly Polished, Ebony Black Finish Dominoes with White Enamel Spots. Dragon Design Embossed on Backs.

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

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

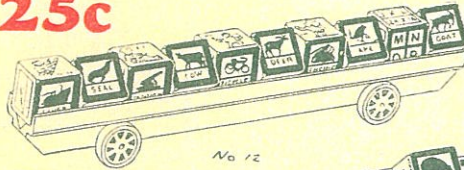
CHECKERS



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

Truckloads of Blocks that Bring Just Heaps of Fun

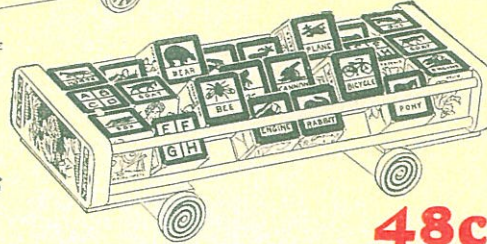
25c



TRUCK and
24 BLOCKS

TRUCK and
10 BLOCKS

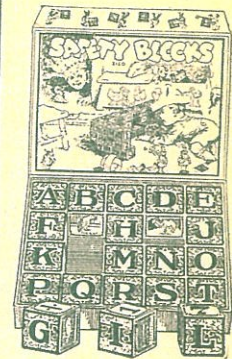
Colorful — Lots
of Play Value



48c

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.

FANCY SCROLL SAFETY BLOCKS

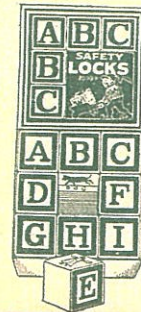


For the child of any age and what child doesn't enjoy building with blocks? The older ones find the costumed figures and articles interesting and educational. Tots like those colored fairy tale illustrations. Fancy Scroll ABC's on Ends. In Sanitary Enamels and Rounded Edges and Corners of Course. Set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

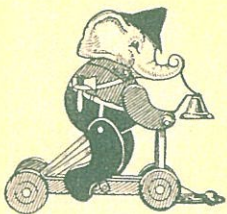
Set of 9 Blocks..... **10c**



FISHER-PRICE TOYS

You'll laugh with glee to see these funny fellows

Chubby Chief



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

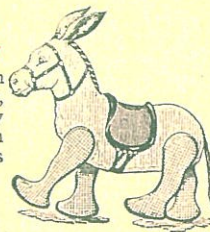
Each
98c

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.

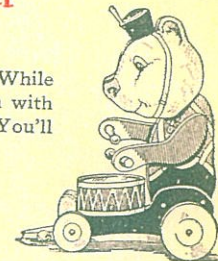
\$1.49



Drummer Bear

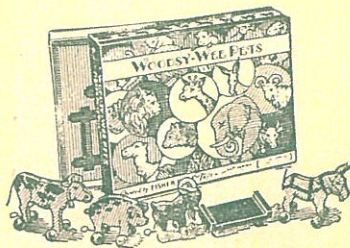
Bows His Head While Beating His Drum with a Rat-Tat-Tat. You'll love him.

Each
98c



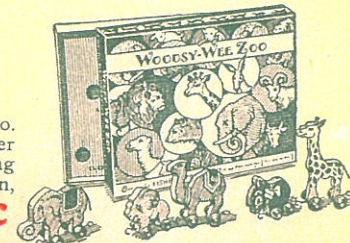
Woodsy-Wee Pets

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**



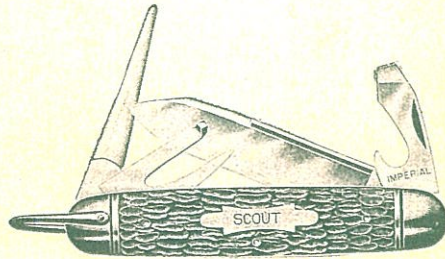


Listen fellows!

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

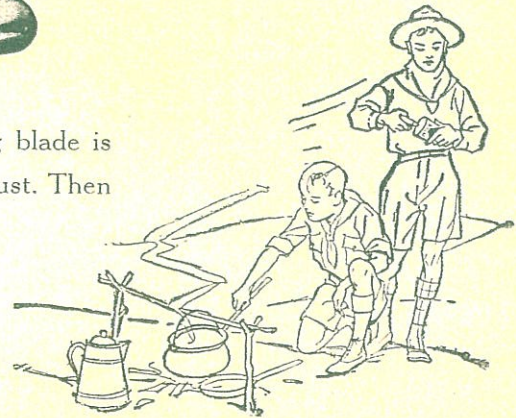
This Scout Knife is full size too and has big cutting blade, screw driver, bottle and can opener and belt punch blades.



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 WITH RED BRAID TRIM. RED COAT WITH EYELET LINEN 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. Cotton Knitted Silk and Cotton Sport Sweater, with Tam to Match. White Imitation Leather Belt with Ivory Buckle.

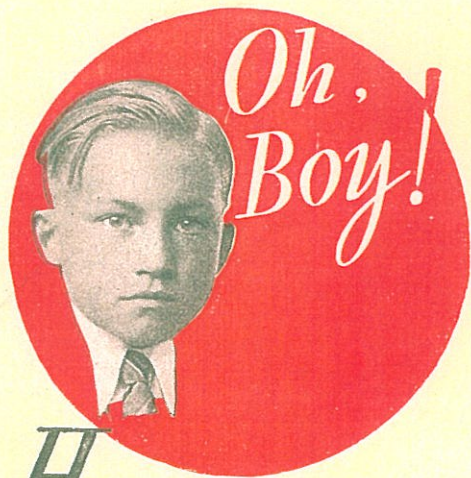
\$3.45

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

\$3.45

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

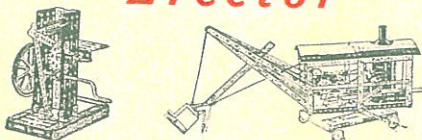
\$3.45



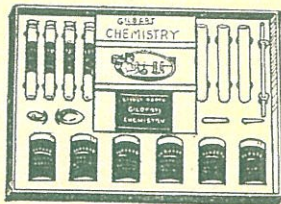
HAVE THE FUN OF YOUR LIFE with ERECTOR.

Billy

I built these with my Erector

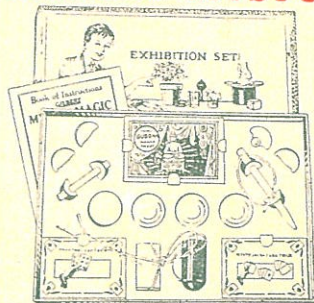


GILBERT CHEMISTRY SET
A dandy set for the young experimenter



Make Ammonia and Hydrogen Sulphate, See How Silver Tarnishes, Dye Cotton Cloth, etc. Illustrated Book of Instructions 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. Including Mysterious Vanishing Coin, Buddha Money Mystery, Mysterious Topsy Turvy Match, Galloping Dime, Hiding Chessman and Many Others.

95c

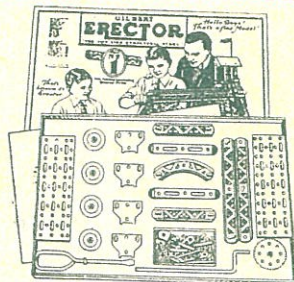
GILBERT TOYS

ERECTOR

The World's Greatest Construction Toy

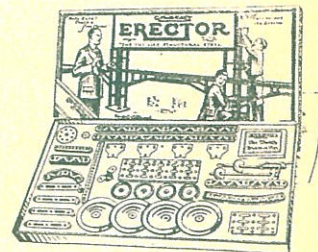
Be an Engineer. Build the many models shown in the book that comes with each set—you can do it. Models that work great too—I build them and have lots of fun.

Builds over 100 Models

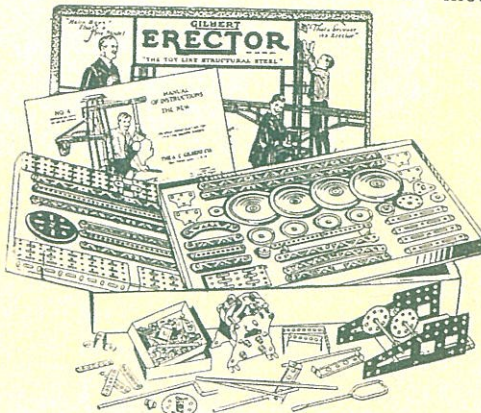


Includes Girders, Screws, Plates, etc., to build Square Girder and many other models **95c**

Builds over 200 Models



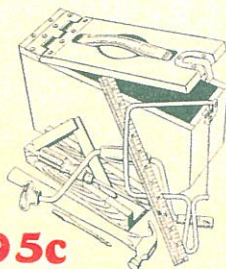
This set has Long Girders, Angles, Wheels, etc., and a manual of instructions for making hundreds of models **\$2.39**



With Electric Motor

Famous No. 4 Set with motor and assembled gear box. Enables you to operate 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.

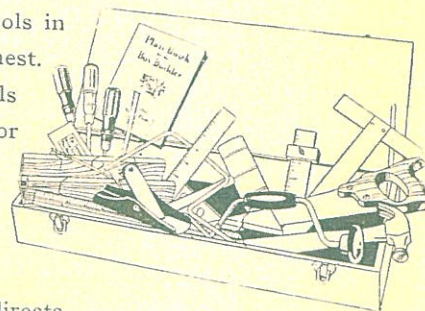
All the tools necessary for making the useful articles—

book of instructions directs.

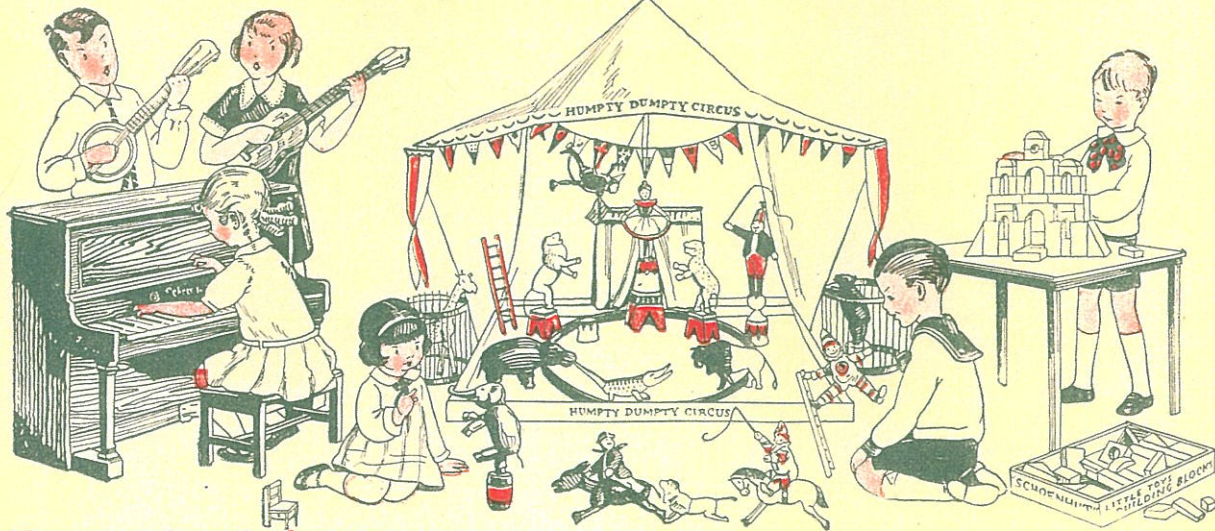
A practical set for any boy.

\$3.47

Ask Dad to get it for you.



SCHOENHUT TOYS



You can play the latest tunes with these

Every girl wants her own piano These really play

Be Popular

Banjo

Easy to Play



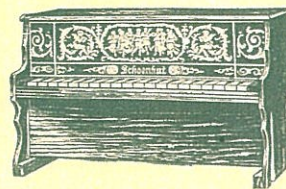
Hawaiian Type Ukelele

\$1.00



Baby Grand

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

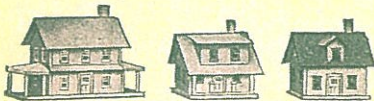


Upright

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

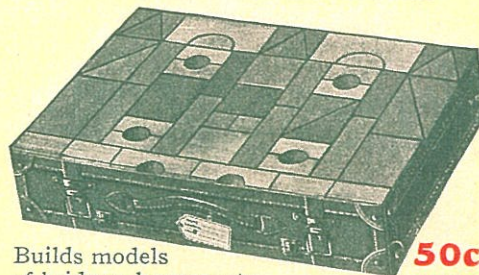


Those funny clowns and the circus animals—all do such clever tricks. Have a circus of your own.

This Set **75c**

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

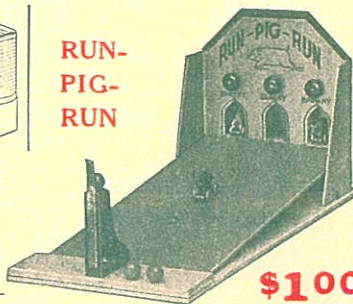
SCORE BALL **\$1.00**



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

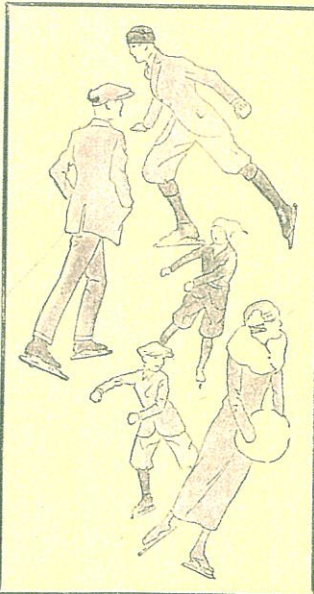
run too if you can hit the target—then he comes a-skootin' out of his stall. Try your aim.

FIRE HOUSE

\$1.00



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

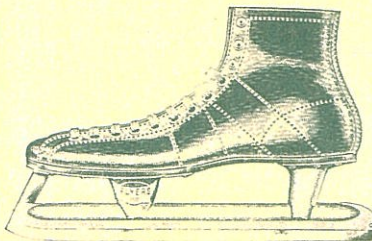


NESTOR JOHNSON

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

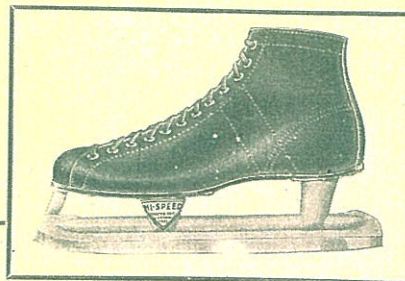


The Kind Champions use. If you want a shoe skate outfit that will give you real speed with real comfort the Flyer is designed for you. Joints are Electrically Welded for Strength and in Each Shoe is an Arch Support that Gives Balance.

Men's or Ladies'

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

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



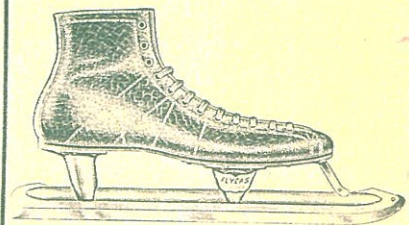
HI-SPEED HOCKEY

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**

