

GIRL'S FULL SKIRT and VEST SET

Pretend you are way out west with Ruth and wear your Hopalong Cassidy Cowgirl's Outfit with the pretty picture of Hoppy riding his famous horse Topper. You'll have so much fun and look so nice. By Herman Iskin and Co., Inc. Ask for 11BR1.

3⁹⁸



BOY'S CHAP and VEST SET

Look at Billy's friend Bobby spin his cowboy rope. Doesn't he look nifty in his Hopalong Cassidy Suit. You can look just like Bobby—Don't forget to put this on your Christmas List. By Herman Iskin & Co., Inc. Ask for 11BR2.

3⁹⁸



GIRL'S COWGIRL SUIT

All the fellas think Ruth looks so nice in her Hopalong Cassidy Cowgirl suit. Everytime they play Cowboys and Indians, they ask her to play too. Ruth especially likes the fancy fringe on the skirt. Complete with leather holster, belt, and six shooter. By Herman Iskin & Co., Inc. Ask for 11BR3.

5⁷⁹

WAY OUT WEST With Billy and Ruth

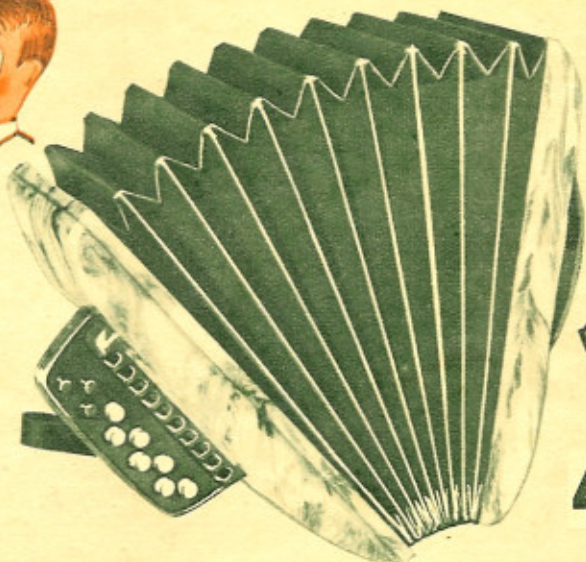


BOY'S COWBOY SUIT

Ride 'em, Rope 'em, Wear 'em — Yes, Billy's friend, Butch, wears his Hopalong Cassidy Cowboy outfit when he goes to the movies Saturday Afternoon. All his friends say he looks just like Hopalong Cassidy. Complete with leather holster, belt and six shooter. By Herman Iskin & Co., Inc. Ask for 11BR4.

5⁷⁹

HAPPY TUNES



magnus

4⁶⁹



5⁹⁵

SUPER ACCORDION

You should hear Billy play "Yank-ee-Doodle-Dandy" on his shiny plastic accordion. He says it is so much fun and so easy to learn by following the simple instructions—keys so you can play any tune you wish. Made by Magnus Harmonica Corp. Ask for 12BR1.

BAGPIPE

As Billy marches up the street playing sweet Scotch music on his new plastic bagpipe, Sandy and Butch follow along behind him keeping time with the tune. By Magnus Harmonica Corp. Ask for 12BR2.



Schoenhut

At an
Attractive
Price

TOY PIANO

Ruth's friend Sharon just loves to play her new toy piano with 17 plastic keys including sharps and flats. The range of notes allows her to play honest to goodness music. Size 11 inches by 9½ inches by 5½ inches. By Schoenhut, Inc. Ask for 12BR3

SPIKE JONES TRAP DRUM SET

Kettle drum, bass drum and cymbals—all you need to be a big-time drummer. Our pal Bobby practices every day 'cause he hopes to play in a real band someday. By Coleman & Morris. Ask for 12BR4.



Little Money
for Big Value



JOLLY NOTES



5⁹⁵

See Page
47 for our
Great
Contest
Billy and Ruth

ISLANDER UKULELE

How would you like to be able to play the ukulele like Arthur Godfrey? Well, it's as easy as falling off a log with the Islander Ukulele combination and the new chord master that makes sure you play the right notes. An easy to read instruction book and the life story of Arthur Godfrey included. By French American Reed Mfg. Co., Inc. Ask for 13BR1.



2⁵⁰

ROY ROGERS COWBOY BAND SET

Oh boy — you can really go to town with this neat band set. It's real fun to play the old time tunes Mom and Dad like best. By Spec Toy Culars, Inc. Ask for 13BR2.

ELECTRIC PHONOGRAPH

Now you can play all your favorite records and invite your friends in to hear them with you. All your own and you can play records of all sizes. By Plastic Art Toy Corp. of America. Ask for 13BR3.



*Ruth loves
to style the
Nylon hair
of her Toni doll*



TONI DOLL

Oh what a wonderful doll! She just loves to have her hair styled in all different ways, and even brings a Toni play wave kit with her. She's so pretty too and just 14 inches tall. We just know you will want one. By Ideal Toy Co. Ask for 14BR1.

11⁹⁸

SNOOZIE TWINS

Sweet little twin babies in their flannel robes and blankets. A pair of sleepy darlings with voices for you to care for all by yourself. Each 11 inches long. By Ideal Toy Co. Ask for 14BR2.

6⁹⁸ Per Set



BLESSED EVENT DOLL

For little mothers—a brand new baby who will smile, pout, pucker or cry. You can bathe and dress and love her—she is almost real. She is 19 inches long. By Ideal Toy Co. Ask for 14BR3.

11⁹⁸



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11⁹⁸



FOR THE LITTLE MOTHER

"Ruth and Sharon
love to play with
both of these
beautiful dolls."



by horsman

BEAUTIFUL SOFTEE DOLL

Sharon beams with pride when she shows her softee doll dressed in its pretty hat and coat. Just like a real baby. She has sleeping eyes, arms and legs that move and a tiny crying voice, 15 inches. Made by Horsman Dolls, Inc. Ask for 15BR1.

5⁹⁵



*A Very Great
Value
at the Price*

GORGEOUS SOFTEE DOLL

It's not every little girl's dolly that has such bright eyes with real lashes and hair that you can actually comb and curl. All of Ruth's friends think Softee Doll looks so nice in her new lace trimmed party dress with bonnet to match, 19 inches. By Horsman Dolls, Inc. Ask for 15BR2.





ALGY

THE SOFT AND
CUDDLY
TEDDY BEAR

ALGY THE BEAR

Billy and Ruth's pals Sharon and Butch always take their Algy teddy bear to bed with them. Sharon says she likes her Algy because he is so soft and cuddly and Butch likes his pretty ribbon bow and sweet painted face. 17½ inches long. By Ideal Toy Corp. Ask for 16BR1.

498

Ideal

A NOTE TO MOM AND DAD

For years, Ideal, creators of the original teddy bear, have been searching for a way to make it possible for every child, including those allergic to "house-dust," to have the fun and pleasure of playing and sleeping with a soft-stuffed, cuddly teddy bear. They found the answer in a new, scientific discovery which has been successful, recommended by practicing allergists to control the allergenic "house dust." This discovery is used in the treatment of the outer fabric and the soft inner stuffing of Ideal's Algy. This substance is non-toxic, odorless, and non-irritating, thus making Algy the safer toy for children allergic to "house-dust."



In The Nursery



Priced Right

DOLL-E-CRIB WITH MATTRESS

Kiss her, tuck her in so she is real comfortable and then your dolly will go off to dreamland because this Doll-E-Crib has a real mattress that is so comfortable, 23 inches high, 25½ inches long. By American Metal Specialties Corp. Ask for 17BR2.

DOLL-E-HICHAIR

Every little mother will want to make sure her dollie has everything. It will be so much fun feeding your play baby in this highchair. Highchair 29½ inches high. By American Metal Specialties Corp. Ask for 17BR3.

A Real Low Price

DOLL-E-NURSER

Little dollies need special attention and here's a complete set to help you feed them. 21 pieces including 6 Doll-E bottles, nipples and lots more. By American Metal Specialties Corp. Ask for 17BR4.



DOLL-E-BATH

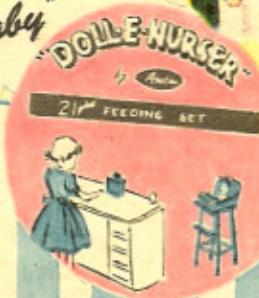
What a wonderful plastic dolly bath this is. It's so real looking and everything. Made especially for little Mothers who like to give their dolly extra good care. Comes with nursing bottle, wash cloth, cake of soap and plastic aprons, 27 inches high, 21½ inches long. By American Metal Specialties Corp. Ask for 17BR1.

449

"My dolly has all the comforts of a real live baby"



Amsco



449



Ruth says, "These are wonderful gifts for the busy little Housekeeper."



PERMA-BROOMETTE

Mommy lets me help her do the housework with my own little broom. Sometimes she borrows it too—for special jobs she says it's just right. By Modglin Co., Inc. Ask for 18BR1.

98c



IRONING BOARD

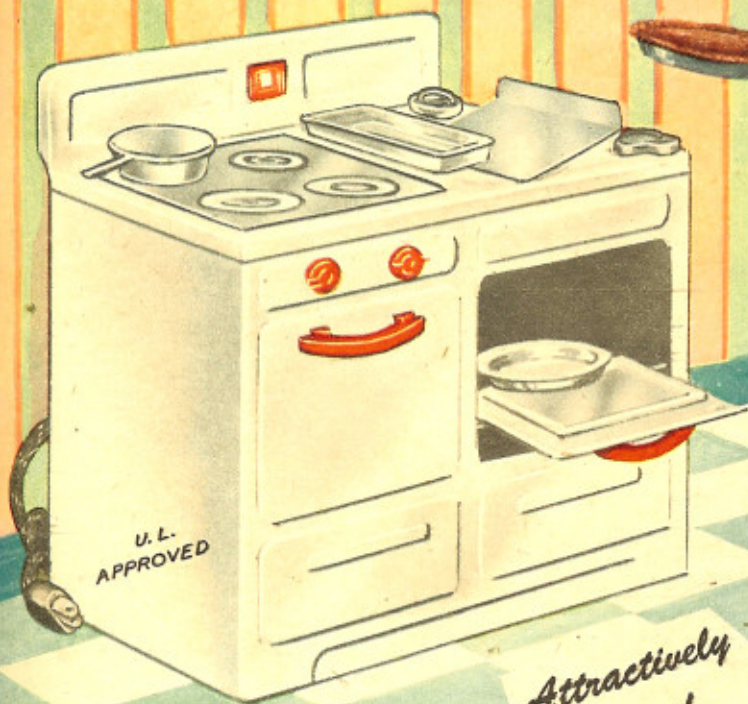
Just our size! 22 inches high and exactly like Mommy's—Now we can keep our Dolly's clothes all nicely pressed. By Barry Toy Craft Co. Ask for 18BR2.

Attractively Priced

CINDERELLA CLEANING SET

Everything a wee housekeeper wants—plastic apron, carpet sweeper, dust pan, floor and hand mops and a broom. And all so cute and colorful. By Norstar Corp. Ask for 18BR3.





by
METALWARE

*Attractively
Priced*

ELECTRIC RANGE

Just think of it! Now you won't have to bother Mommy when you want to have a tea party. You can make everything you'll need on your very own electric range. As an extra help, there is an easy to read cook book showing how to make all kinds of pies and cookies. By Metal Ware Corp. Ask for 19BR1.

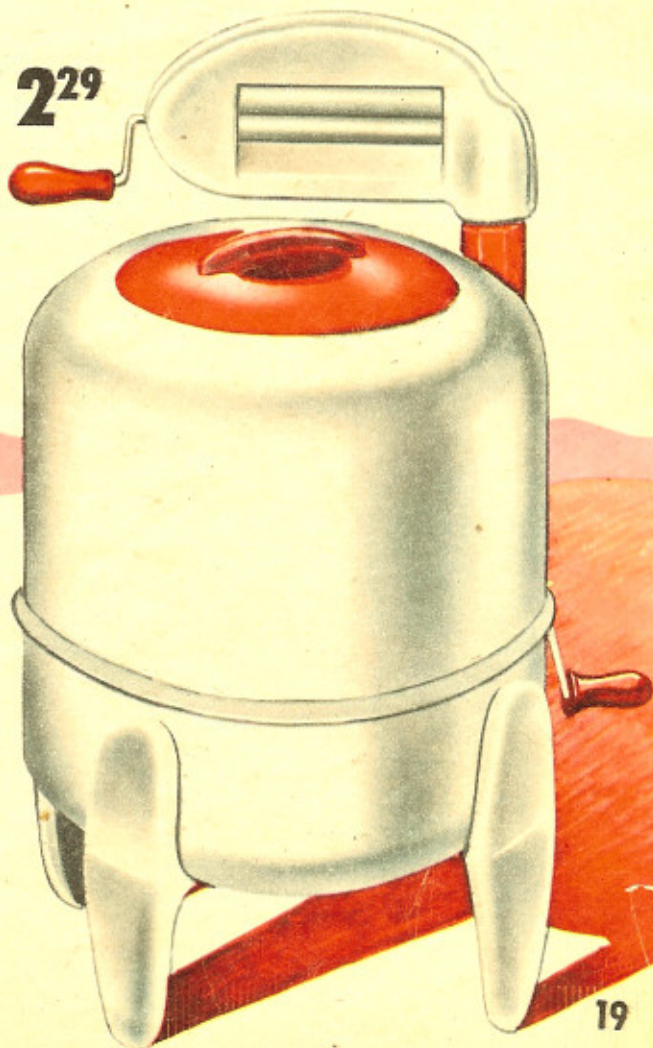
THIS IS
THE WAY
WE KEEP
OUR HOUSE



WASHING MACHINE

Ruth says washing Dolly's clothes can be so much fun with this modern copy of the latest model washer. Turn the handle and your wash whirls around in the soapy water. You can watch it too, through the transparent plastic top. 12 inches high. By Wolverine Supply & Mfg. Co. Ask for 19BR3.

2²⁹



195

ELECTRIC IRON

With this real miniature electric iron just like Mother's—in your size of course—you can always keep your dolly's clothes so neat and fresh looking. Ask for 19BR2.

