



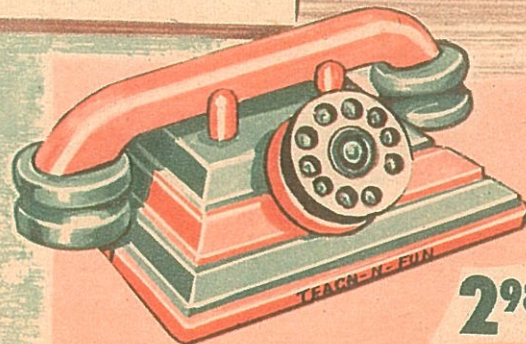
Billy and Ruth and all
girls and boys
Say, "they're just great,
get Teach-N-fun Toys!



298

ELECTRIC WOODBURNING SET

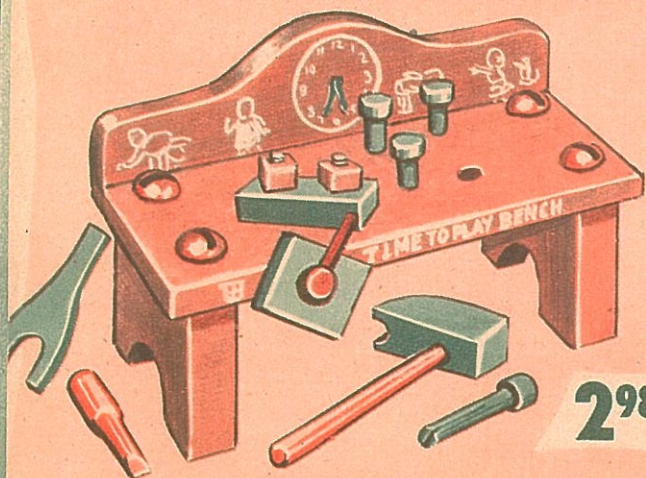
With electronic wonder pen! Exciting hobby kit for hours of creative craftsmanship. Over 30 pieces including: U.L. Approved pen, points, plaques, brush, paint, sandpaper, assorted foil. By American Toy and Furniture. Ask for **10BR1**.



298

TEACH-N-FUN TELEPHONE

Want to call Grandma? If you're between 1 and 4 you can learn to do it on this wood telephone, a replica of Mommy's. Dial turns. Can be completely taken apart and put back together again. Colorful, safe, fun! By American Toy and Furniture. Ask for **10BR2**.



298

PLAYBENCH WITH CLOCK

Pound and learn! Combination pounding board and work bench. Solid, all-wood. Take apart and put back again with wooden tools. Safe, colorful, educational. Clock has movable hands. By American Toy and Furniture. Ask for **10BR3**.

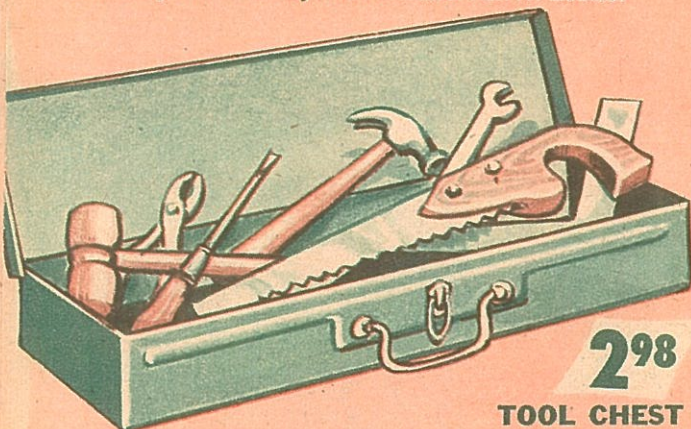
Learn and play
The Saalfeld way!



ACTIVITY BOX ASSORTMENT

Busy, busy will the tiny tots be with these 3 activity boxes! Consists of: A.B.C.—1.2.3. SEWING CARDS, PICTURES TO COLOR; TINKLE TOY STUFFIES TO MAKE (pushouts, padding for clothlike toys, lacings and bells); ANNE, JUDY, CAROL (paper dolls with wavy real hair, washable real cloth dresses, accessories). By Saalfeld. Ask for **10BR5**.

200 Each



298

TOOL CHEST

The right tool for the right job! 15-piece wood-working set. Hammer, saw, pliers, screw driver, mallet, triangle, wrench, square, project book, etc., all packed in lasting all-steel chest. By American Toy and Furniture. Ask for **10BR4**.



HERSHEY'S SYRUP MIXER

Mix real milk shakes and malteds in this high-speed portable, shockproof mixer. Unbreakable mixing cup is removable. Includes Hershey's Syrup, 3 plastic tumblers, spoons, straws, 3 batteries, recipes. By Playmakers, Inc. Ask for **11BR1**.

4⁹⁵



2⁹⁸



1⁹⁸



JUNE ROSE PLASTIC TEA SET

29 pieces—service for four. Colorful rose design in white plates, saucers, rose design on blue rims. Tea pot, sugar bowl, creamer and cups molded in blue with white handles. Tableware in "Metaltone" gold-like finish. By Banner. Ask for **11BR2**.



GOLDEN GLOW PLASTIC TEA SET

40 pieces—service for six. Colorful black-eyed Susan pattern on white dishes and saucers. The tea pot, sugar bowl, creamer and cups molded in yellow with the cups having white handles. Tableware in "Metaltone" gold-like finish. By Banner. Ask for **11BR3**.

Marilyn

REGINA ELECTRIKBROOM JR.

A junior electric vacuum cleaner. Cleans just like Mother's! Operates on 3 flashlight batteries (not included). Dust proof bag. Body and nozzle of rubber base high impact plastic. By Marilyn Products. Ask for **11BR4**.

6⁹⁵

KIDDIE BRUSH



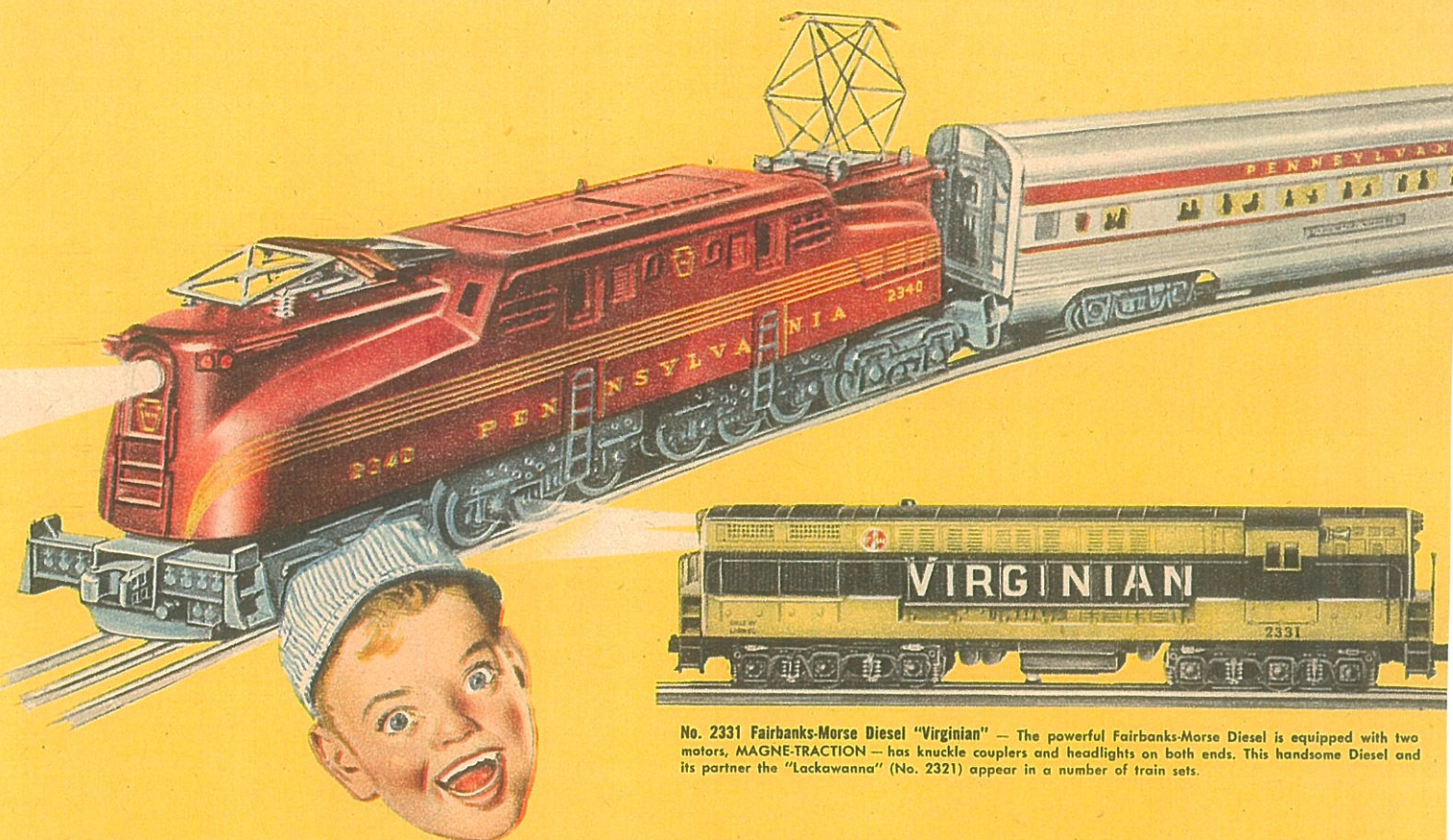
MUSICAL TONE SUSY GOOSE HOUSEKEEPING SET

Even the ruffled apron makes music. Swish that dirt away! Set contains 5 musical cleaning utensils, cleaning agents, colored story book. By Kiddie Brush. Ask for **11BR5**.

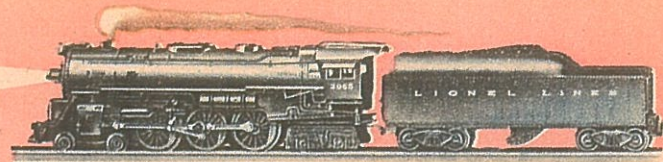
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A trip! Ponies! Burros! Bicycles! Over 1000 prizes in the Billy and Ruth Contest! See back cover.

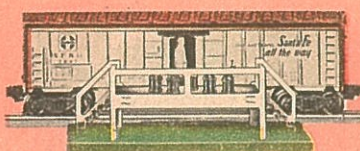
HERE THEY COME! THE WORLD'S FINEST...



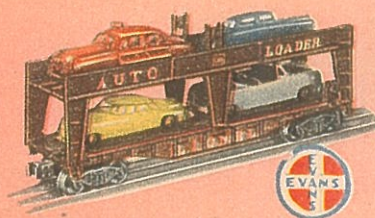
No. 2331 Fairbanks-Morse Diesel "Virginian" — The powerful Fairbanks-Morse Diesel is equipped with two motors, MAGNE-TRACTION — has knuckle couplers and headlights on both ends. This handsome Diesel and its partner the "Lackawanna" (No. 2321) appear in a number of train sets.



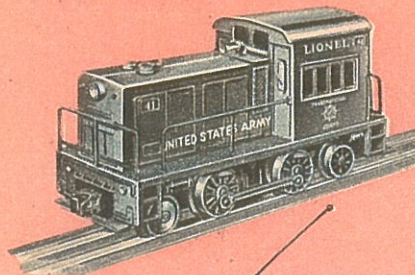
No. 2065 LTS STEAM LOCO AND TENDER — Here's a mighty engine with rail-gripping Magne-Traction, real smoke and remote control two-tone whistle. And detail! Designed right down to the last rivet-head from actual blueprints of the Santa Fe Railroad. This big giant pulls several of the 1955 train sets.



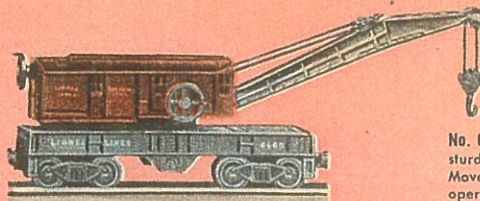
No. 3662 New Operating Milk Car — Lionel's famous remote control operating milk car is newly designed and long! Herald is Santa Fe. New scale length 10 1/2".



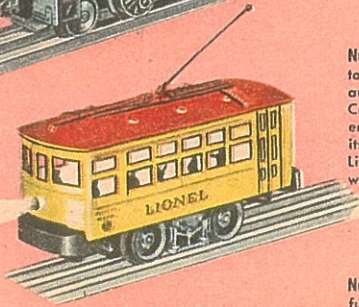
No. 6414 New Evans Auto Loader — This color car is new — even to the railroads. The four miniature automobiles are included and are removable. New scale length 11".



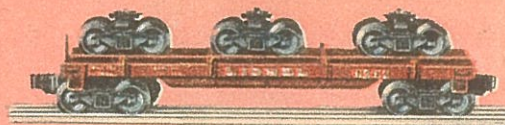
No. 41 New Diesel Switcher — A real red-hot yard goat with Magne-Traction — and at a wonderful price! This is an addition to any model train set for switching work. Operating knuckle couplers on both ends. Measures 7 1/2" long.



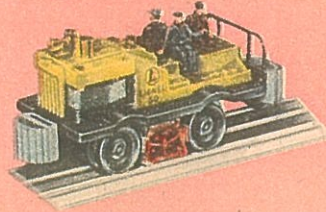
No. 6560 New Crane Car — Improved sturdy construction. Wonderful detail. Movement of cab and crane can be operated manually. Length 7 3/4".



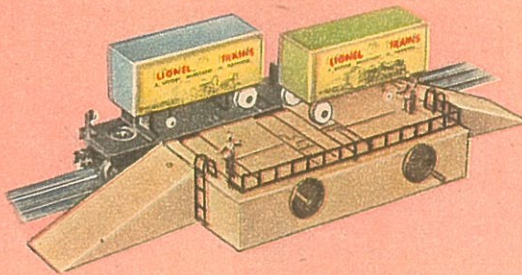
No. 60 New Trolley Car — Fascinating to watch in action. Has its own motor and operates just like the No. 50 Gang Car below — when bumpers on either end strike an object, car reverses itself and trolley pole turns around. Little passengers can be seen in the windows. Illuminated.



No. 6362 New Rail Truck Car — Long flat car carries three Lionel trucks. Trucks are removable. New scale length 10 1/2".



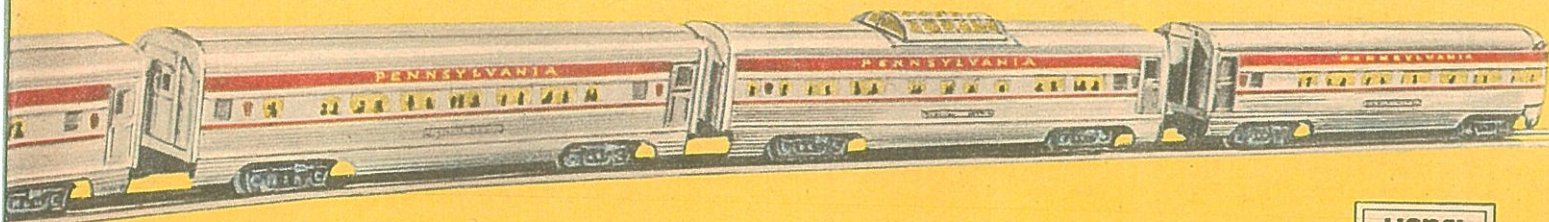
No. 50 Section Gang Car — What fun! Has its own motor and operates from track power just as any Lionel locomotive does. Reverses direction when bumpers at either end strike an object like another car. When car changes direction, little "gandy dancers" face the other way. Car is 4 3/4" long.



No. 460 Piggy Back Transportation — A swell new accessory. Hand crank on platform move miniature trailer onto special flat car and leave it there. When car returns to position cranks will bring trucks back to platform. Set includes platform, car and trucks. THIS CAN BE USED WITH EITHER "0" OR "027" S

LIONEL OUTFITS ARE PRICED TO FIT EVERY BUDGET

LIONEL TRAINS WITH MAGNE-TRACTION



Here's Why More Model Railroaders Start with LIONEL AND GO LIONEL ALL THE WAY!

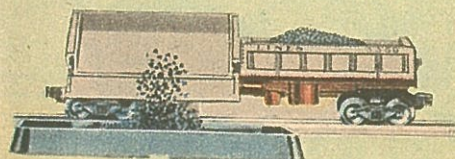
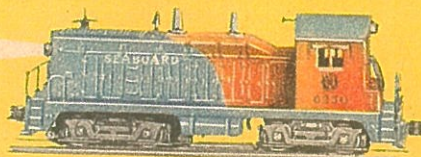


First, with LIONEL you get so many more locomotives, train sets, cars and real operating accessories. Next, years of experience, superb craftsmanship and engineering skill go into each LIONEL train. These years of know-how have made LIONEL the world's best—and best-known—trains!

We wish you could watch all the individual operations that go into the making of your LIONEL train. You'd see the production line and learn that all LIONEL equipment, both operating and non-operating, gets rigid testing and retesting every step of the way.

That's why LIONEL equipment serves you so dependably, so long, so safely . . . that's why LIONEL trains are passed down from father to son in perfect operating condition after years of hard service!

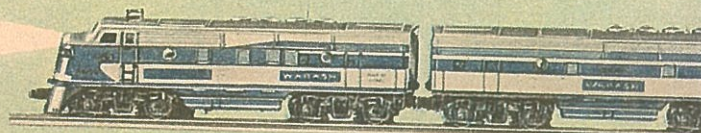
No. 6250 "Seaboard" Diesel Switcher — This useful "jack-of-all-trades" comes in the famous orange and blue markings of the Seaboard. It's powered packed with Magne-Traction and a worm-drive motor. Wait till you see the minute details! Remote control knuckle couplers on both ends.



No. 3359 New Operating Double Dump Car — Two sections of car can be dumped separately by shifting car position on remote control track. Coal and bin included. New scale length 11 1/2".



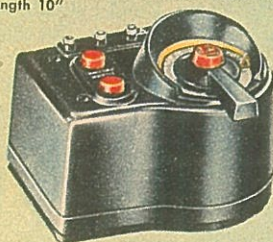
No. 6517 New "Bay Window" Caboose — Latest style caboose used on the big railroads. The bay window replaces the cupola for observation. Illuminated. New scale length 10".



No. 2367 New Wabash Diesel Locomotive — The WABASH "Cannon Ball". General Motors type "A" and "B" units with two powerful motors in the "A" unit, built-in horn and MAGNE-TRACTION. This is brand new! Double unit is over 2 feet long! The colorful Wabash is in a number of this year's outfits.



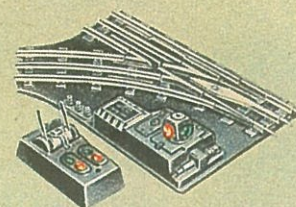
No. 145 Automatic Gateman Approaching train opens door automatically and gateman rushes out, swinging red lantern. After last car has passed, he returns to shack and door closes.



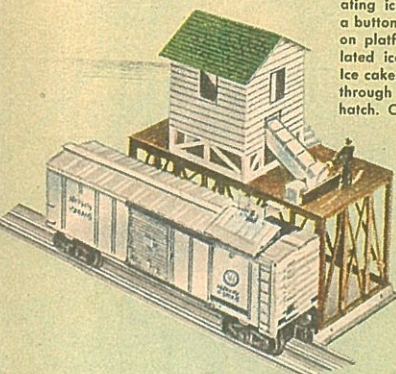
NEW — Type LW 125-Watt Transformer Offers a full range of speed for any locomotive. It also has two fixed voltages (14V and 18V) having a common ground with the track. This is very useful in case there are two different accessories connected to the track which require different voltages. Dial is illuminated. (HAS BUILT-IN CIRCUIT BREAKER)



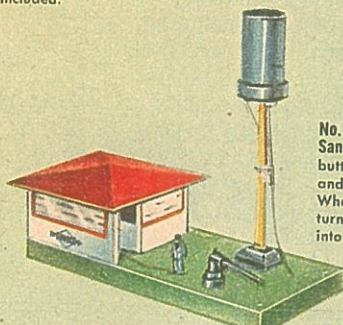
No. 155 New Highway Signal With Bell — Brand new crossing signal — passing train starts bell ringing and lights flash on and off alternately. After train has passed, action stops. 8 1/2" high.



Switches — You can purchase LIONEL remote control switches for either "0" or "027" gauge, both singly or in pairs. Manually operated switches for both gauges are sold in pairs.



No. 352 New Ice Depot Set—Remote control operating icing station! Press a button — and little man on platform pushes simulated ice cakes into car. Ice cakes can be removed through side door under hatch. Car included.

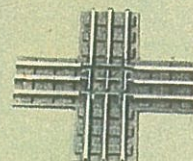


No. 415 New Diesel Fueling and Sanding Station — Remote control button brings man out of station and swings fuel pipe into position. When button is released, pipe returns to position and man returns into the building.

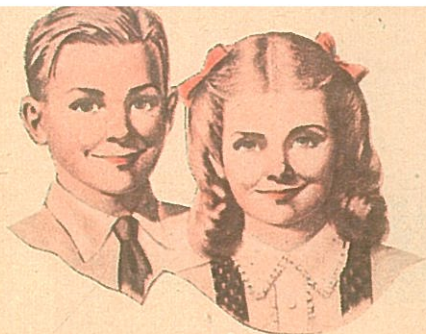


No. 252 Automatic Crossing Gate — Realistic crossing gate! Gate lowers and lights go on when train approaches. When train has passed, gate automatically rises and lights go out.

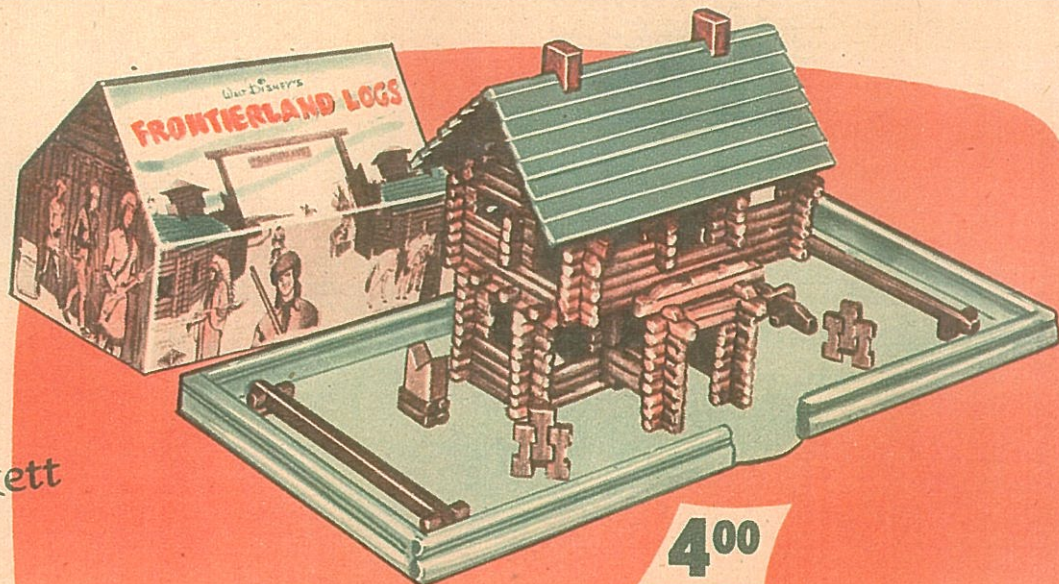
Crossovers — Both 90 and 45 degree crossovers are available for "0" and "027" track. Ask your dealer to see them.



AND START AS LOW AS \$19.95



Re-live the adventures of Frontierland—When Davey Crockett fought the Indian band.



4⁰⁰

FRONTIERLAND LOGS

Build Frontier cabins and forts like the ones you see in Walt Disney's Frontierland. Billy spends many playtime hours with these 211 sturdy new logs. Safe, splinter free! Packed in realistic cabin-shaped container too! By Halsam. Ask for 14BR1.



2⁰⁰

AMERICAN LOGS

Build cabins, forts, stables, with 103 axe-hewn square cut timbers. Re-create the original homes of pioneer-days Presidents. Logs interlock snugly so you can move building. By Halsam. Ask for 14BR2.

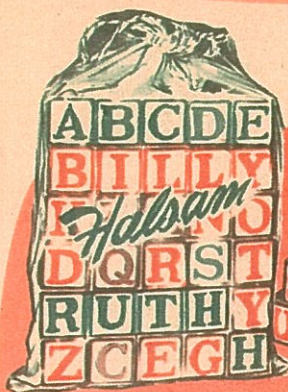


3⁵⁰



AMERICAN PLASTIC BRICKS

Build a model of your house, school, with detailed, interlocking, red plastic bricks. Open and close the tile white doors and windows. 208 pieces. Big instruction book. By Halsam. Ask for 14BR3.



BAG OF ALPHABET BLOCKS

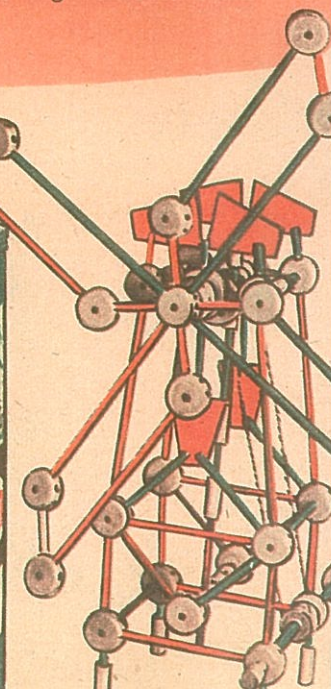
Learn your ABC's with 30 brightly colored, embossed alphabet blocks. Build high block towers. A to Z blocks have rounded corners for safety and a transparent storage bag. Billy's sure that Alphabet Blocks will be your favorite. By Halsam. Ask for 14BR4.

1⁰⁰



TINKERTOY

More fun than ever with TINKERTOY because it's in color! Colored parts match full-color direction book diagrams so merely select colored parts to match those in book. Book provides stunts and games. By Toy Tinkers. Ask for 14BR5.



2⁰⁰ other price sets available



BUCKY BURRO

"HEE-HAW, HEE-HAW"—that's what Bucky Burro says! Acetate ears flip back and forth, spring tail swishes, burro bucks up and down, driver bounces. 13½ inches long. By Fisher-Price. Ask for **15BR1**.



SNOOPY SNIFFER

A brand new SNOOPY for you! Beautifully lithographed and has funny walk as spring tail wags. Makes "woof-woof" sound. Solid wood construction, vinyl paws and ears. 13½ inches long. By Fisher-Price. Ask for **15BR2**.

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



KATY KACKLER

The Red Hen says "CLUCK, cluck, cluck—SQUA-AWK! CLUCK, cluck, cluck!" Wings and feet move up and down. Strong wood body and wheels, bright red vinyl comb. Katy will teach you about farm life. 7¾ inches long. By Fisher-Price. Ask for **15BR3**.



TALKING DONALD DUCK

Donald struts with arms swinging and says "QUACK quack QUACK!" Jaunty wood-turned sailor hat with black vinyl ribbon, solid wood body. Just like the real Donald! 8 inches high. By Fisher-Price. Ask for **15BR4**.



FIDO ZILO

Fido will be your favorite puppy. Arms swing up and down striking all four musical, bright finish zilo keys with wood mallets. Colorful all-wood construction. 10 inches high. By Fisher-Price. Ask for **15BR5**.



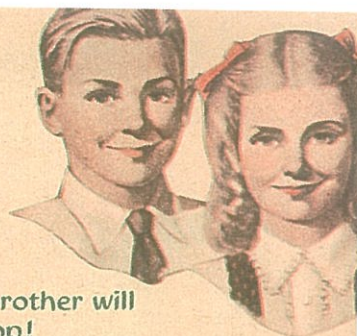
FISHER-PRICE CHOO CHOO

Wooden cars wobble, engine sounds "Choo-Choo." Animal trainmen and a cow waving from bright yellow boxcar will make you laugh! 17 inches long, has unbreakable steel connectors and axles. By Fisher-Price. Ask for **15BR6**.



Kay Stanley

Billy and Ruth play chef
for their friends

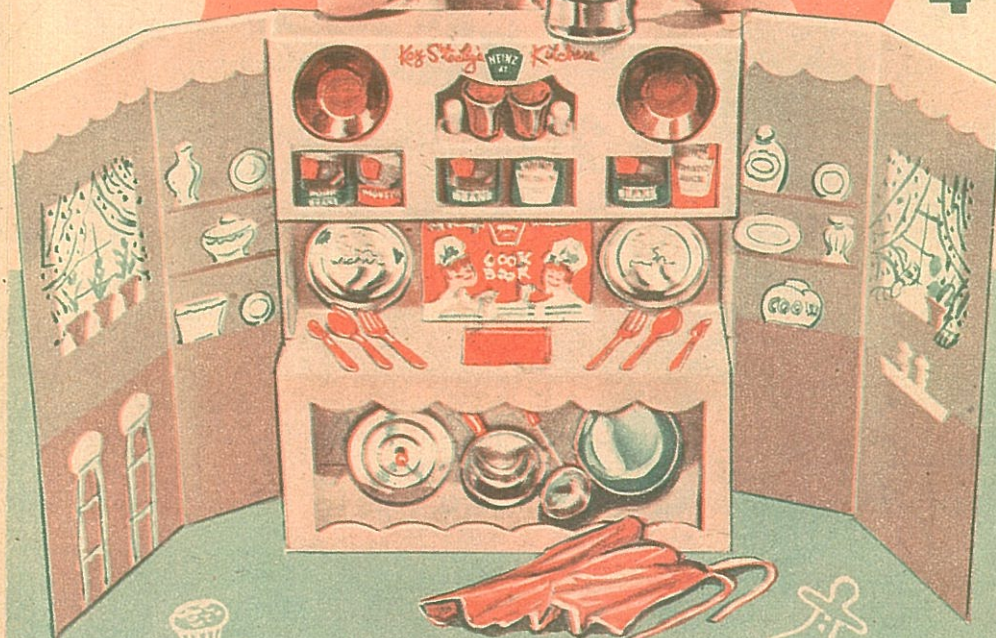


4⁹⁸

Your kid brother will
really hop!
When that cookie jar's
full to the top!
You can make
the whole lunch, too.
These quick-mix sets
are made for you!

KAY STANLEY'S HEINZ KITCHEN SET

Tell Mother to take the day off. With your
new Heinz Kitchen you can cook a meal fit
for a king! Six cans of Heinz foods, service
for two, cook book, chef's hat, utensils!
By Kay Stanley. Ask for 16BR1.



2⁹⁸



CATHY ALLEN'S COOKIE SET Featuring Nestle

Ruth loves this set! Nestle brand cookie mixes and chocolate, cooking
utensils, accessories, cookie book. Makes 9 batches of cookies. By
Kay Stanley. Ask for 16BR3.



2⁹⁸

KAY STANLEY'S CAKE MIX SET Featuring Pillsbury

No make-believe about this! Has all ingredients except
milk for 9 different cakes. Nothing to go wrong.
Frostings, utensils, easy cook book included. By Kay
Stanley. Ask for 16BR2.

KAY STANLEY'S CANDYMAKER Featuring Junket Quick Fudge

Make your own candy! Boxes of quick fudge, Cut-Rite
waxed paper, heating pad, Rice Krispies, utensils,
candy boxes. Hours of play! By Kay Stanley. Ask for
16BR4.



2⁹⁸



Ruth says:

"Every little girl
In her own
little way
Can help Mommy
with the housework
Every single day!"



"Little Lady"

5⁹⁸

"LITTLE LADY" ELECTRIC "CANDY-MAKETTE"

Make your own candy in your own Electric Saucepan—safe, too! Set has: U.L. Approved durable electric plate, heavy aluminum 1½ pint cooking pan; utensils; recipe book; fudge mix for 3 recipes. Heats soups, cocoa, etc. By Metal Ware. Ask for 17BR2.

"LITTLE LADY" DELUXE ELECTRIC RANGE WITH "HEAT-TROL" OVEN

Bake just like Mother! Fiberglas Insulated oven bakes better. Oven heats faster and thermostat turns oven element "on" and "off" AUTOMATICALLY, holding a uniform baking temperature. U.L. Approved. Durable steel. For baking prepared mixes. 6 practical utensils, cook book. By Metal Ware. Ask for 17BR3.

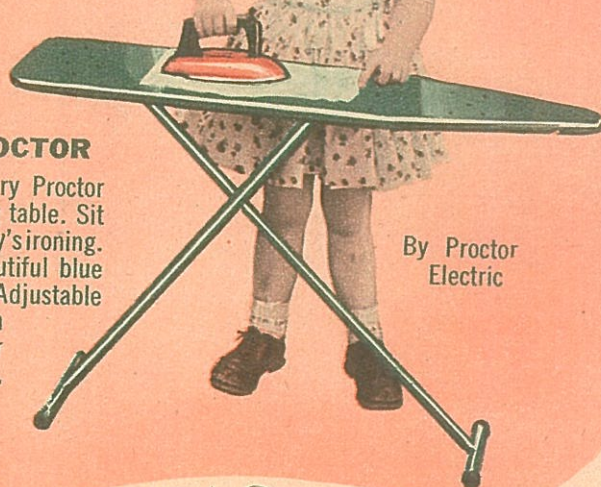
AC CURRENT

ALUMINUM PERCOLATOR SET

Just the set for your own doll party! Service for four with a percolator and four each: plates, cups, saucers, knives, forks, and spoons! Ask for 17BR4.

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one of Ruth's
favorites—
"Mother's
helper"

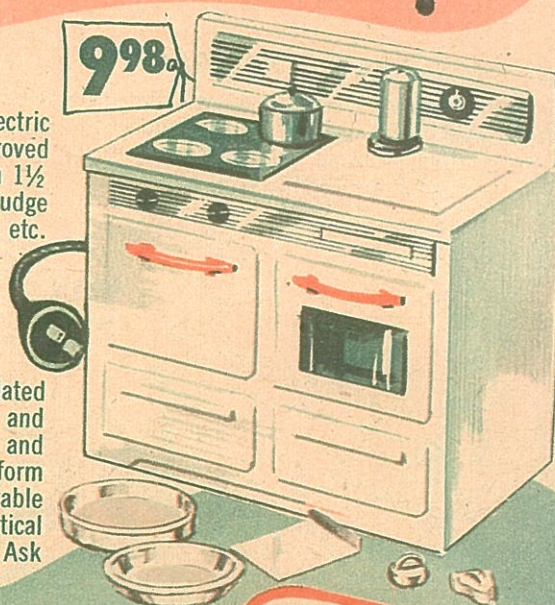


By Proctor
Electric

LITTLE MISS PROCTOR

It's like the famous Mary Proctor HI-LO adjustable ironing table. Sit down or stand up to do dolly's ironing. Lightweight steel in beautiful blue finish, 30 inches long. Adjustable front foot. No scratch rubber tips. By Proctor Electric. Ask for 17BR1.

9⁹⁸



ALUMINUM COOK 'N SERVE SET

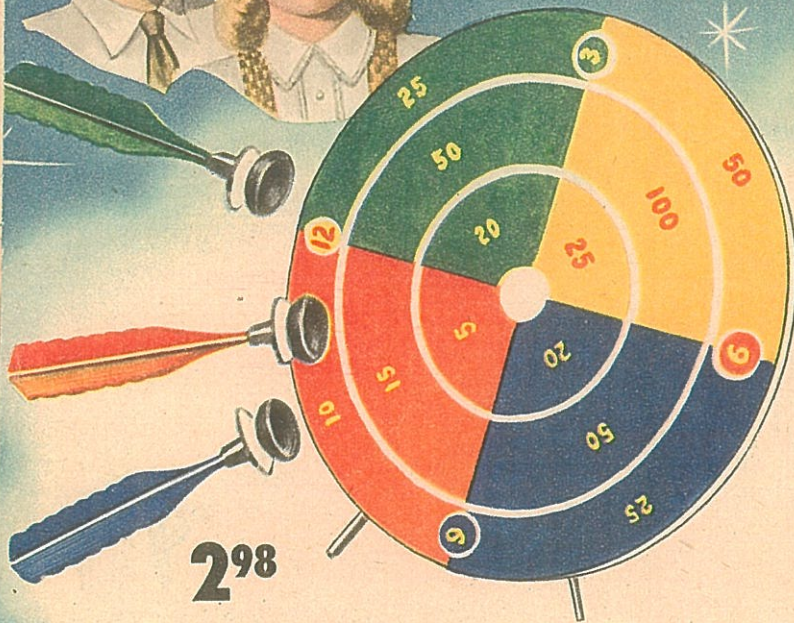
Everything you'd want for setting up housekeeping for your dolls! Mixing bowl, cookie cutters, muffin pan, cake pan and many other cooking and baking pieces plus a handy store-a-way box. Ask for 17BR5.

3⁰⁰

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Sleep well, Santa Claus has all your names
For Transogram's fine toys and games!



SPIN WHEEL DART GAME

Play different dart games with this four-color, 24-inch spin-wheel target. Sturdy wood tripod with rubber tipped legs, 3 darts with super grip rubber suction cups. For floor, ground, or wall play. By Transogram. Ask for **18BR1**.



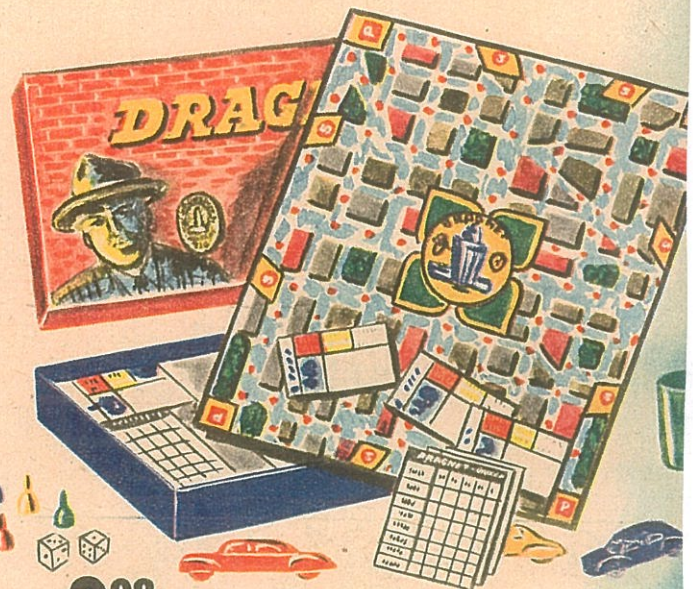
BINGO-MATIC BINGO OUTFIT

Bingo-matic plastic number dispenser that mixes, selects, and ejects one number at a time. Plastic numbers, plastic banker's chart. Contents cellophane wrapped. By Transogram. Ask for **18BR2**.



VARIETY "52" GAME CHEST IN KIT

A game for every week in the year—52 old and new games in colorful kit. Multi-color heavy playing boards for Checkers, Chinese Checkers, Dog Race, and many others. All playing pieces in cellophane wrapped compartment. Instruction book. By Transogram. Ask for **18BR3**.



"DRAGNET-BADGE 714" GAME

Game based upon the exploits of Jack Webb on famous TV show. Contains lithographed playing board, mystery clue cards; police and suspect cards, game markers. Implements cellophane wrapped. By Transogram. Ask for **18BR4**.

