

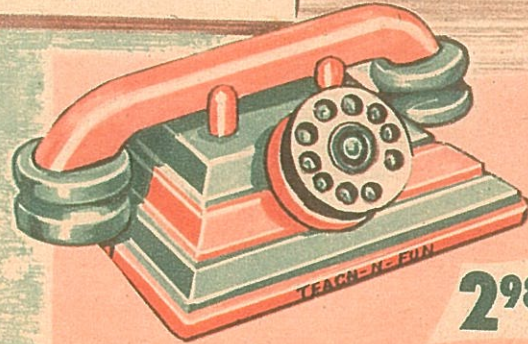
Billy and Ruth and all
girls and boys
Say, "they're just great,
get Teach-N-fun Toys!"



2⁹⁸

ELECTRIC WOODBURNING SET

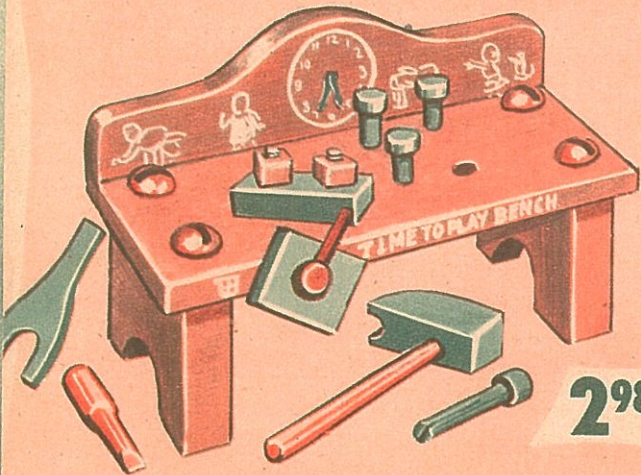
With electronic wonder pen! Exciting hobby kit for hours of creative craftsmanship. Over 30 pieces including: U.L. Approved pen, points, plaques, brush, paint, sandpaper, assorted foil. By American Toy and Furniture. Ask for 10BR1.



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.

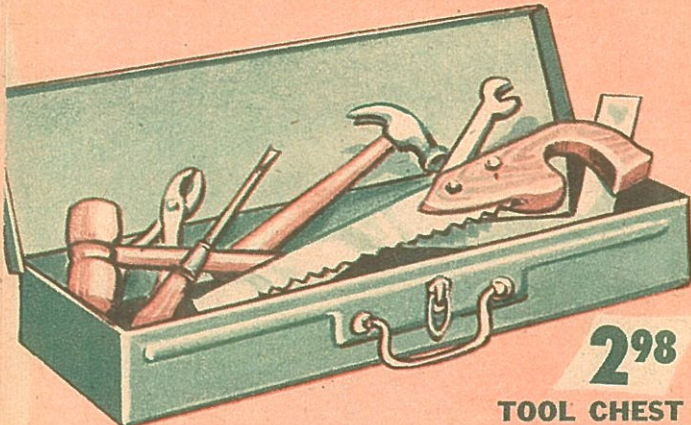
Learn and play
The Saalfield way!



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 Saalfield. 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

IT'S ELECTRIC-BATTERY OPERATED



4⁹⁵

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**.



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



2⁹⁸

MUSICAL TONE SUSY GOOSE HOUSEKEEPING SET

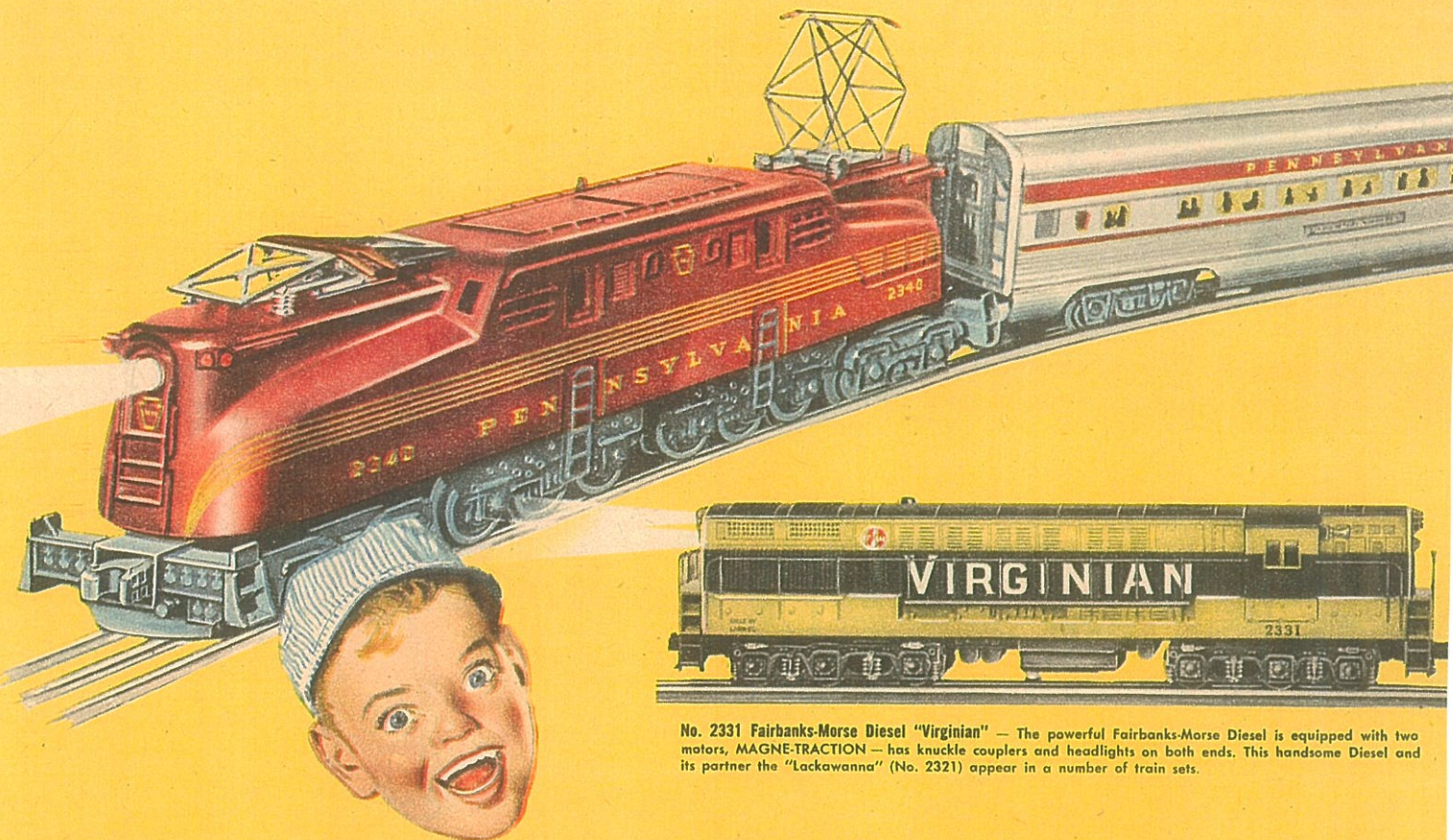
Even the ruffled apron makes music. Swish that dirt away! Set contains 5 musical cleaning utensils, cleaning agents, colored story book. By Kiddie Brush. Ask for **11BR5**.

A trip! Ponies! Burros! Bicycles! Over 1000 prizes in the Billy and Ruth Contest!

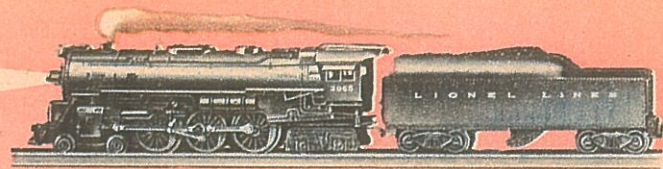
See back cover.



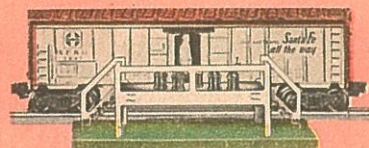
HERE THEY COME! THE WORLD'S FINEST...



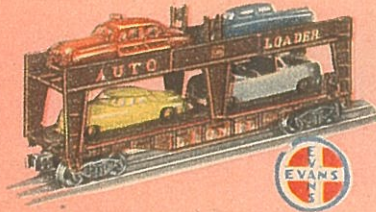
No. 2331 Fairbanks-Morse Diesel "Virginian" — The powerful Fairbanks-Morse Diesel is equipped with two motors, MAGNE-TRACTION — has knuckle couplers and headlights on both ends. This handsome Diesel and its partner the "Lackawanna" (No. 2321) appear in a number of train sets.



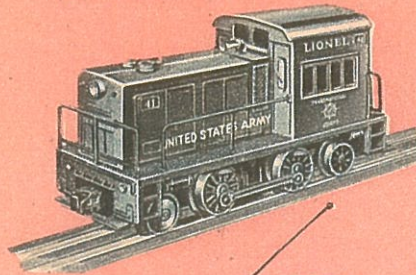
No. 2065 LTS STEAM LOCO AND TENDER — Here's a mighty engine with rail-gripping Magne-Traction, real smoke and remote control two-tone whistle. And detail! Designed right down to the last rivet-head from actual blueprints of the Santa Fe Railroad. This big giant pulls several of the 1955 train sets.



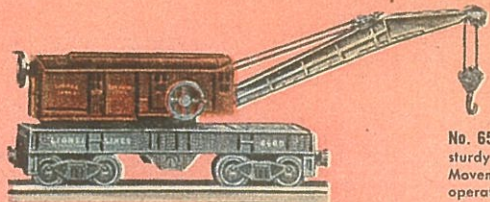
No. 3662 New Operating Milk Car — Lionel's famous remote control operating milk car is newly designed and long! Herald is Santa Fe. New scale length 10 1/2".



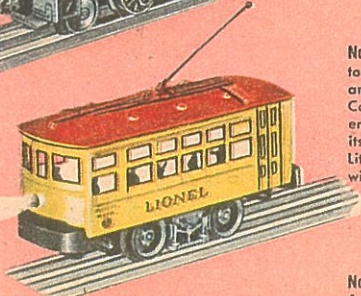
No. 6414 New Evans Auto Loader — This color car is new — even to the railroads. The four miniature automobiles are included and are removable. New scale length 11".



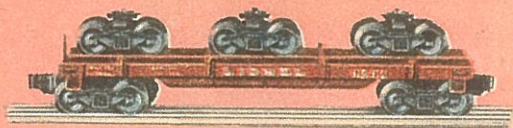
No. 41 New Diesel Switcher — A real red-hot yard goat with Magne-Traction — and at a wonderful price! This is an addition to any model train set for switching work. Operating knuckle couplers on both ends. Measures 7 1/2" long.



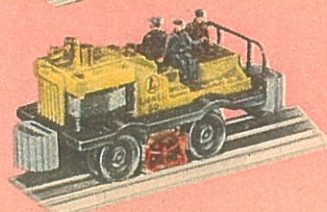
No. 6560 New Crane Car — Improved sturdy construction. Wonderful detail. Movement of cab and crane can be operated manually. Length 7 1/2".



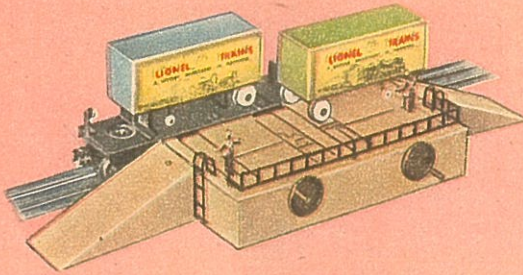
No. 60 New Trolley Car — Fascinating to watch in action. Has its own motor and operates just like the No. 50 Gang Car below — when bumpers on either end strike an object, car reverses itself and trolley pole turns around. Little passengers can be seen in the windows. Illuminated.



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



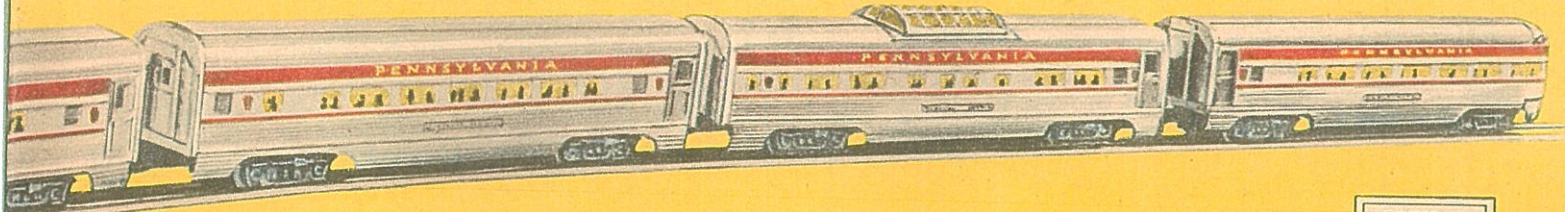
No. 50 Section Gang Car — What fun! Has its own motor and operates from track power just as any Lionel locomotive does. Reverses direction when bumpers at either end strike an object like another car. When car changes direction, little "gandy dancers" face the other way. Car is 4 3/4" long.



No. 460 Piggy Back Transportation — A well 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" SCALE.

LIONEL OUTFITS ARE PRICED TO FIT EVERY BUDGET

LIONEL TRAINS WITH MAGNE-TRACTION

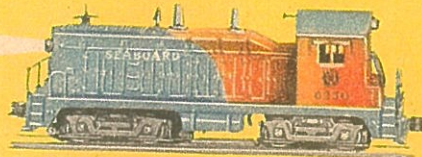


Here's Why More Model Railroaders Start with LIONEL AND GO LIONEL ALL THE WAY!

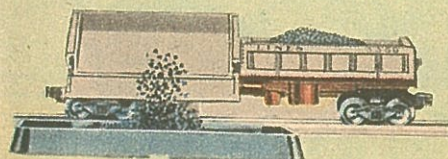
First, with LIONEL you get so many more locomotives, train sets, cars and real operating accessories. Next, years of experience, superb craftsmanship and engineering skill go into each LIONEL train. These years of know-how have made LIONEL the world's best—and best-known—trains!

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!

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.



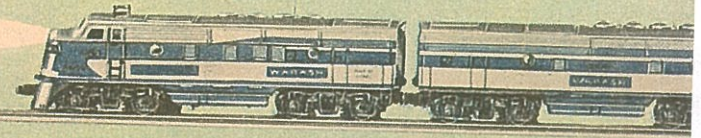
No. 6250 "Seaboard" Diesel Switcher — This useful "jack-of-all-trades" comes in the famous orange and blue markings of the Seaboard. It's powered packed with Magne-Traction and a worm-drive motor. Wait till you see the minute details! Remote control knuckle couplers on both ends.



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".



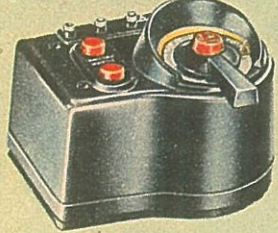
No. 6517 New "Bay Window" Caboose — Latest style caboose used on the big railroads. The bay window replaces the cupola for observation. Illuminated. New scale length 10"



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.



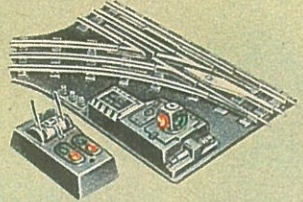
No. 145 Automatic Gateman Approaching train opens door automatically and gateman rushes out, swinging red lantern. After last car has passed, he returns to shack and door closes.



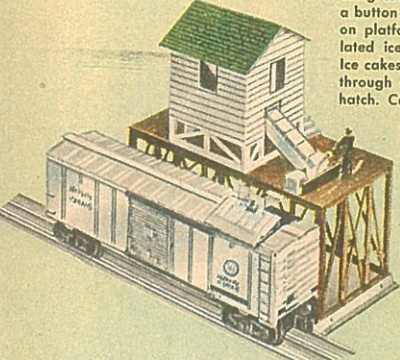
NEW — Type LW 125-Watt Transformer Offers a full range of speed for any locomotive. It also has two fixed voltages (14V and 18V) having a common ground with the track. This is very useful in case there are two different accessories connected to the track which require different voltages. Dial is illuminated.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



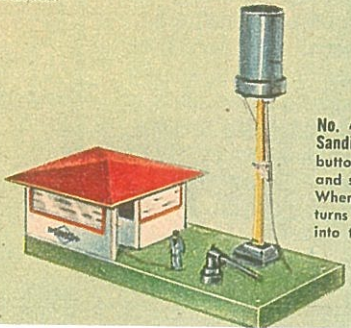
No. 155 New Highway Signal With Bell — Brand new crossing signal — passing train starts bell ringing and lights flash on and off alternately. After train has passed, action stops. 8 1/2" high.



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.

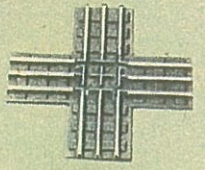


No. 415 New Diesel Fueling and Sanding Station — Remote control button brings man out of station and swings fuel pipe into position. When button is released, pipe returns to position and man returns into the building.

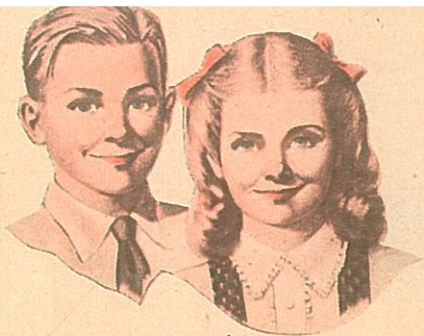


No. 252 Automatic Crossing Gate — Realistic crossing gate! Gate lowers and lights go on when train approaches. When train has passed, gate automatically rises and lights go out.

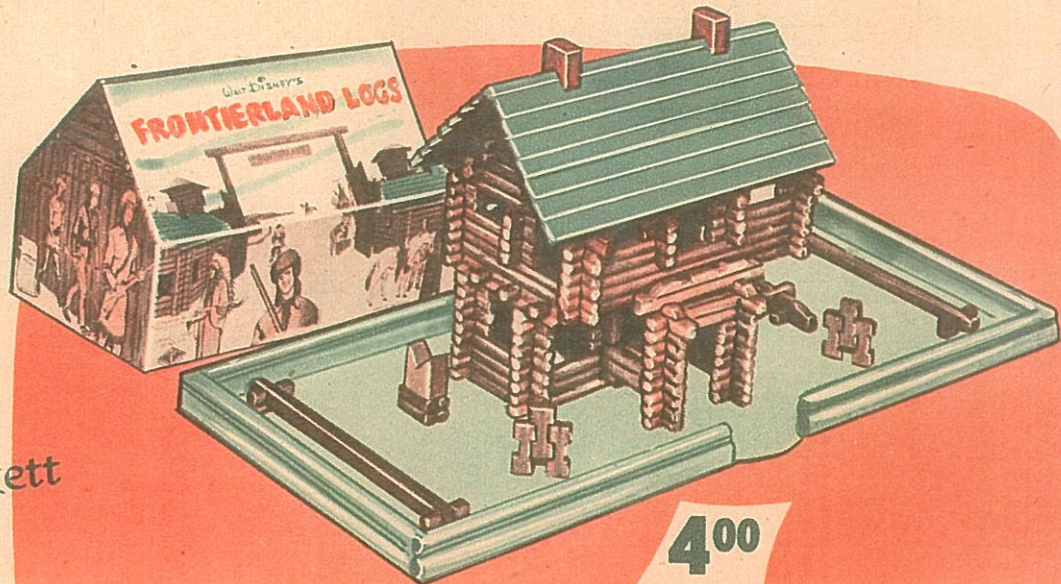
Crossovers — Both 90 and 45 degree crossovers are available for "0" and "027" track. Ask your dealer to see them.



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.

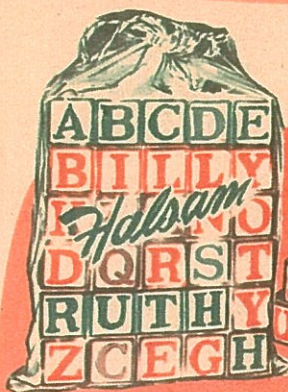


3⁵⁰



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

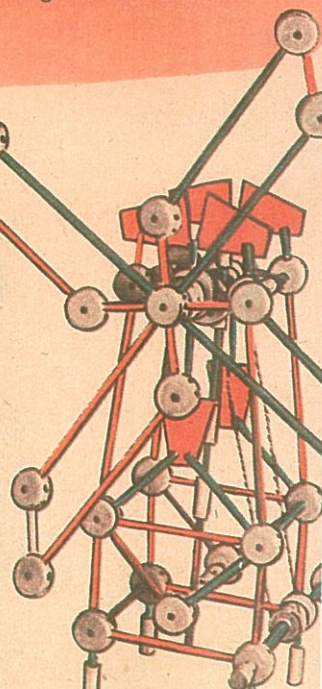
Learn your ABC's with 30 brightly colored, embossed alphabet blocks. Build high block towers. A to Z blocks have rounded corners for safety and a transparent storage bag. Billy's sure that Alphabet Blocks will be your favorite. By Halsam. Ask for 14BR4.

1⁰⁰



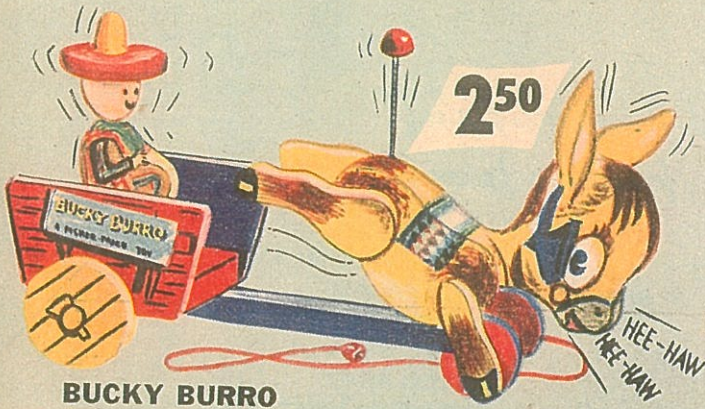
TINKERTOY

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

Fisher-Price pull toys come alive,
For tiny tots from one to five!



250

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**.



200

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.



cluck, cluck--SQUA-AWK
cluck, cluck
cluck, cluck--SQUAWK

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**.

250



QUACK!
QUACK!
QUACK!

125

TALKING DONALD DUCK

Donald struts with arms swinging and says "QUACK quawwa 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**.

200



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**.



169

CHOO
CHOO