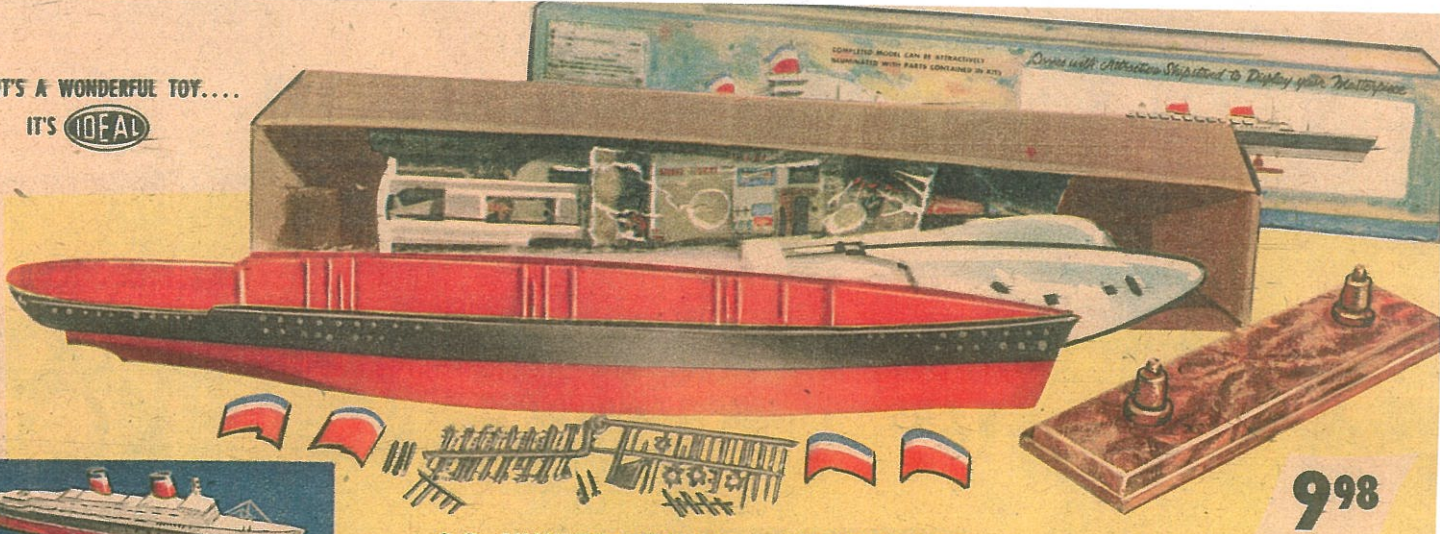


IT'S A WONDERFUL TOY...

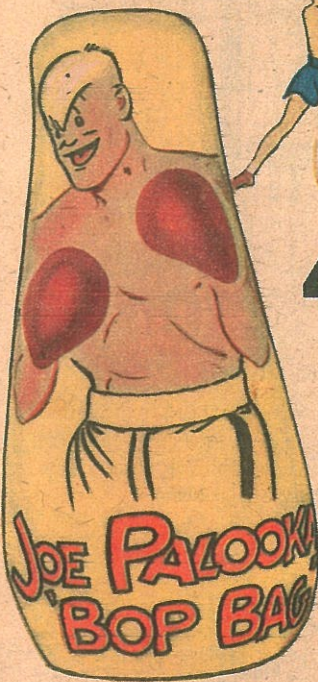
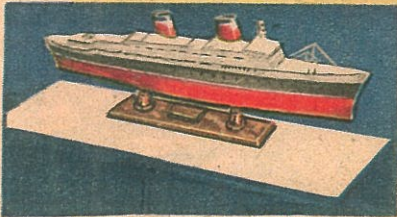
IT'S **IDEAL**



**998**

### S.S. UNITED STATES ASSEMBLY KIT

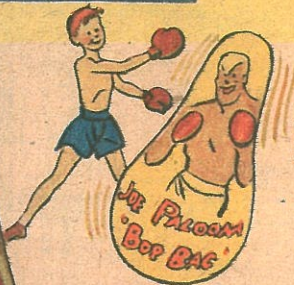
Assemble more than 200 pre-painted parts into the world's famous luxury ship. Wire it for light (included). Has lifeboats, davits, masts, pennants and funnels. Put it in your playroom! 28 inches long! By Ideal. Ask for **19BR1**.



**498**

### JOE PALOOKA BOP BAG

POW! Learn Joe's own art of self-defense. It's Joe himself on this tough vinyl bag. Two 3-D boxing gloves squeak when hit. Has Inflato-Pump for easy inflations. 54 inches high. Knock him over! By Ideal. Ask for **19BR2**.

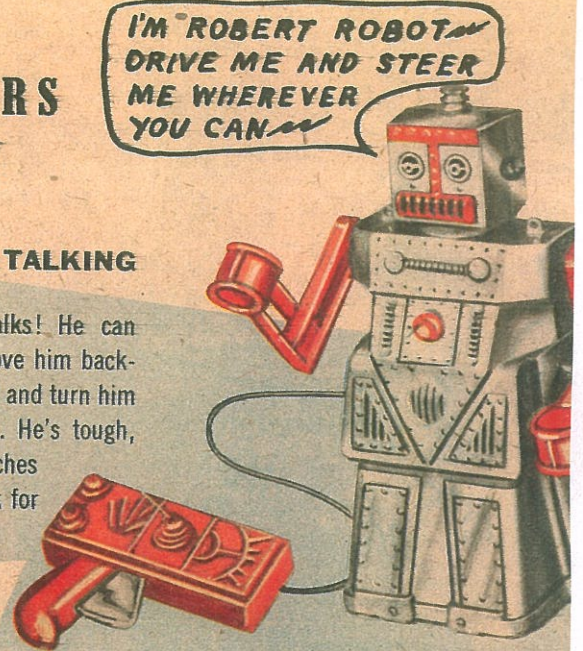


## HOURS AND HOURS OF SUPER FUN

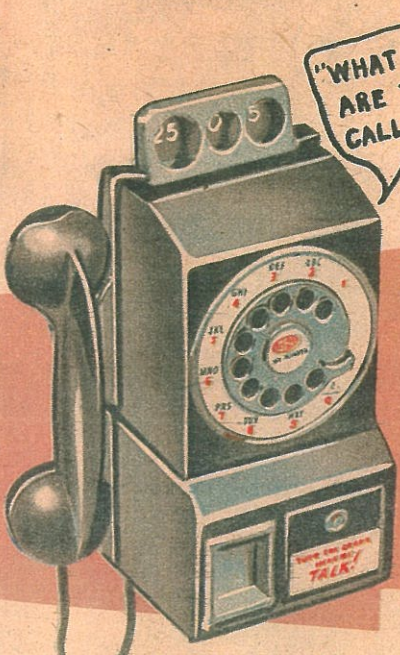
### ROBERT THE TALKING ROBOT

He walks! He talks! He can clutch objects! Move him backwards and forward and turn him by remote control. He's tough, too! Big—14 inches tall. By Ideal. Ask for **19BR3**.

**598**



I'M ROBERT ROBOT. DRIVE ME AND STEER ME WHEREVER YOU CAN.



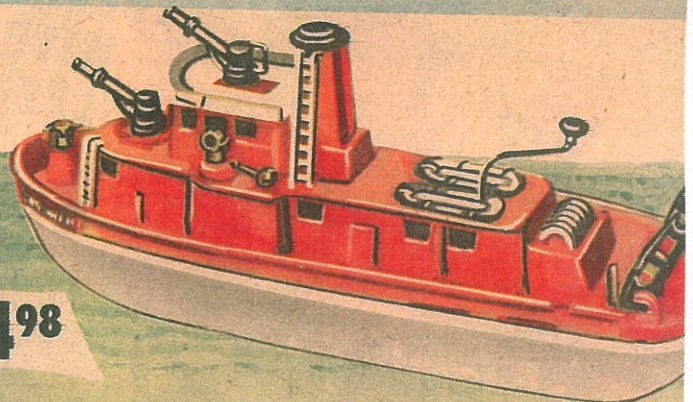
"WHAT NUMBER ARE YOU CALLING?"

**IDEAL**

### TALKING TELEPHONE BANK

The Operator actually talks, asks for your number! What fun! It's a bank, too, and has slots for 5c, 10c and 25c coins. Almost 10 inches high. By Ideal. Ask for **19BR4**.

**298**



**498**

### WATER SHOOTING MECHANICAL FIRE BOAT

There go the sirens! Man the pumps! Rotating fire guns pump out water in steady long-range streams. Metalized deck accessories. Life boat can be lowered into water. 15 inches long. By Ideal. Ask for **19BR5**.

# GILBERT



**16<sup>95</sup>**

## ERECTOR WITH ELECTRIC ENGINE

110-120 VOLTS  
60 CYCLES

It's jam-packed with girders, gears, pinions, wheels, plates, bolts, etc. Powerful electric engine gear train runs in forward and reverse. Set builds thrilling airplane ride, lift bridge, windmill, pump, pile driver, elevator others. By Gilbert. Ask for 20BR1.



## FUN WITH ELECTRICITY SET

Fun for all! Make a magnetic boat, a jumping static-charged cork and many others. Contains 1½ volt electric motor with "see-through" housing, plus carbon, rubber, zinc, rods, gears, apparatus to perform dozens of experiments. By Gilbert. Ask for 20BR3.

**5<sup>95</sup>**

## BUILD AND EXPERIMENT WITH GILBERT



**6<sup>95</sup>**

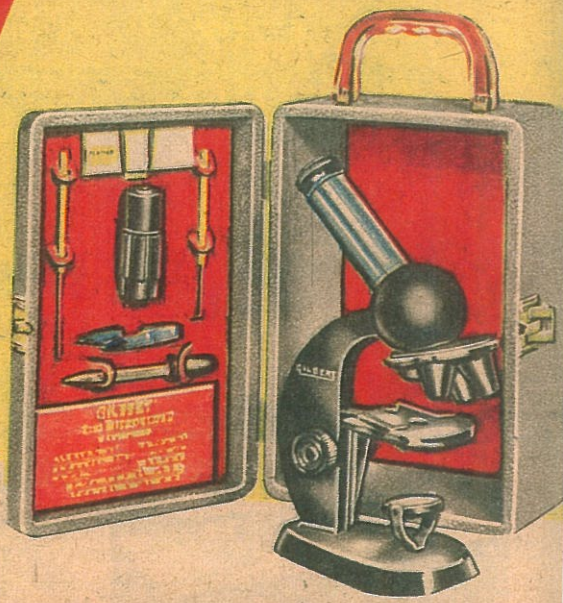
## TOOL CHEST

Build anything from a playhouse to chairs and tables. Contains saw, hammer, wooden mallet, plane, set of 3 magnetized screwdrivers, pliers, wood screws, tacks, brads. Handy compartmented steel chest, steel triangle, tri-square, dial-angle level. By Gilbert. Ask for 20BR5.

## MIRRO-FLECTOR MICROSCOPE

Magnifies 60, 150, 200, 325, 450 and 750 times actual sizes! Field remains in view even when turrets change. Ramsden eyepiece. Laboratory type table focus-tube and eye piece remain fixed. Die-cast base. Includes dissecting equipment, slides, specimen By Gilbert. Ask for 20BR2.

**14<sup>95</sup>**



**10<sup>95</sup>**

## CHEMISTRY SET—SENIOR LABORATORY

Sandy and Chipper, Billy's friends, say this set is tops! Has 32 chemicals and 24 pieces of equipment for hundreds of interesting experiments. Big steel cabinet with basic chemicals, Pyrex test tubes, alcohol lamp, funnel, brush, etc. Two big, new illustrated books. By Gilbert. Ask for 20BR4.



**10<sup>95</sup>**



## MICROSCOPE SET

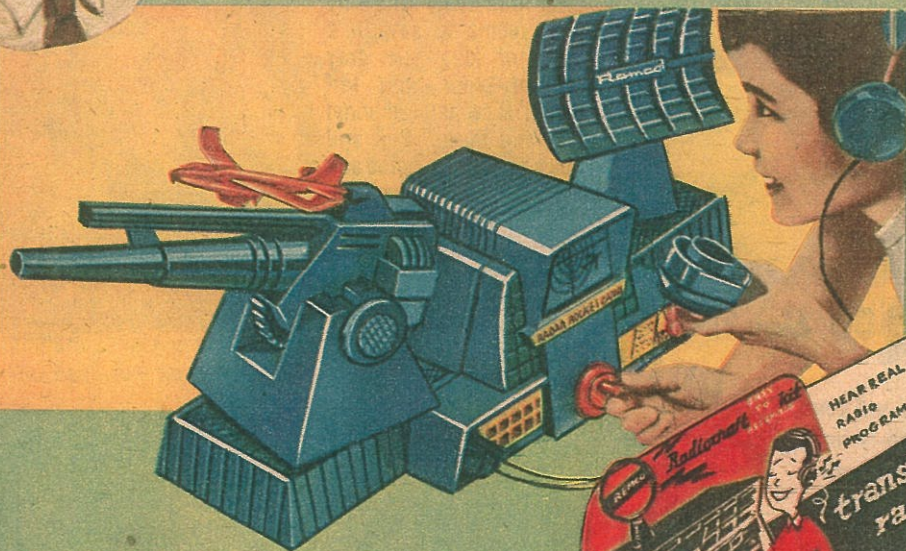
Watch the shrimp eggs (included) hatch with the 4-stop Turret Microscope with optically-ground lens. Magnifies 60, 150 and 325 times actual size. No need to refocus when changing power. Polaroid attachment. Has chemicals, slides, other equipment. By Gilbert. Ask for 20BR6.



# FOR THE ELECTRONIC MINDED!

## REMCO

WIN A FREE TRIP in our big contest!  
FLY BY AMERICAN AIRLINES to a real Dude Ranch—49er's RANCH (Tucson, Arizona). See pages 2 and 41! 10,000 other prizes!



### RADAR ROCKET CANNON

There she goes! Your giant radar cannon launches the flying rocket plane! Moving airplane targets appear on TV screen! Radar warning antenna rotates, picks up beep signals. Microphone, head set included. Aircraft spotter communicates with radar operator. Telegraph key for codes. By Remco. Ask for **21BR1**.

**7<sup>95</sup>**

### TRANSISTOR RADIO KIT—ELECTRONIC WONDER

Build your own radio set—pick up real radio programs, hear them on the headphone. No need for radio tubes—transistor powered. Pre-assembled plastic cabinet, sensitive station tuner, battery, diode detector, other parts. By Remco. Ask for **21BR2**.



**6<sup>95</sup>**



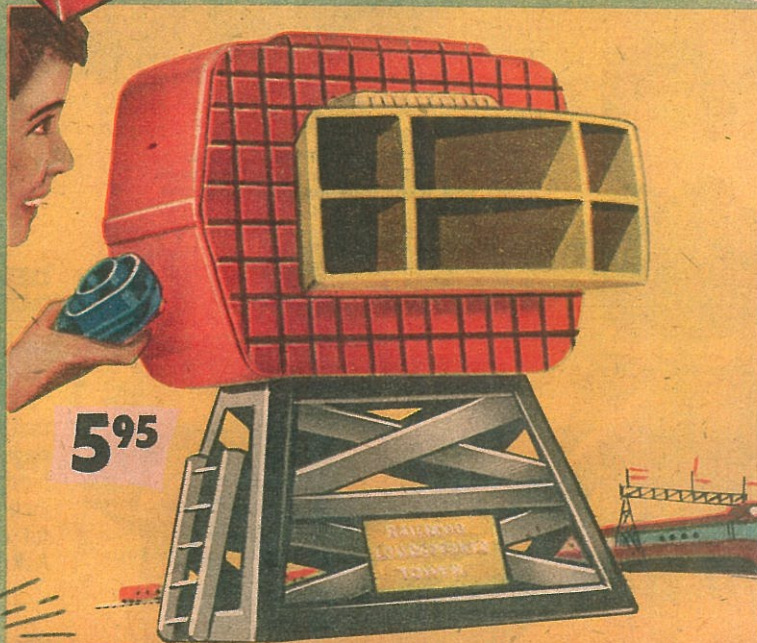
### RAILROAD LOUDSPEAKER TOWER AND MICROPHONE

Your train engineers can't go wrong now—keep them up with latest schedule changes with giant railroad loudspeaker tower and powerful 4 inch Alnico speaker. Railroad type microphone, communication wire cable, 4 batteries. By Remco. Ask for **21BR4**.

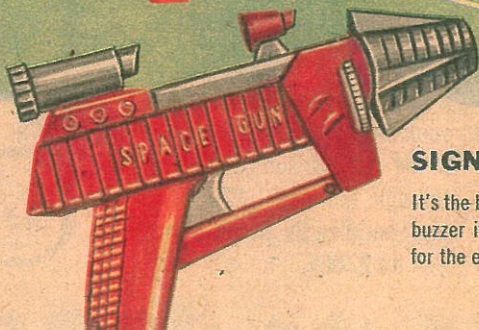
**6<sup>95</sup>**

### INTER PHONE SYSTEM

Make it easy for Mom! Set up this real telephone system between your backyard clubhouse and the kitchen! Billy and his buddy, Chipper, have this system between their rooms! Has batteries, wire—ready to operate. By Remco. Ask for **21BR3**.



**5<sup>95</sup>**

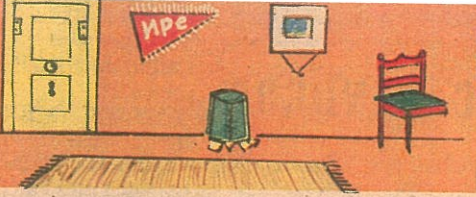


### SIGNAL RAY GUN

It's the best gun yet! Send 4 color light signals to your pals or press the electric buzzer if you want to send a message by ear! Batteries included. A "must" for the electronic-minded gang-buster. By Remco. Ask for **21BR5**.

**1<sup>95</sup>**

HOW MANY THINGS WRONG WITH THIS PICTURE?



**BILLY BUTTS**

"Look out or I'll 'butt' you!" this frisky little Billy Goat seems to say. He's made of long pile gray spotted plush with felt hoofs. Handpainted vinyl face and horns. Bell and bows. "Take me home and I'll be good!" By Rushton. Ask for 22BR2.

**5<sup>00</sup>**



**SLEEPY KITTY, SLEEPY LAMB, SLEEPY PUP**

**2<sup>00</sup> Each!**

The Kitty and Pup have already closed their eyes and you can see their droopy black lashes! The little lamb is just settling down. They all want to be loved—won't you give one a home? Washable plush. By Rushton. Ask for 22BR1.

**RUSHTON**



**3<sup>00</sup> Each!**

**STINKY SKUNK, MAIZIE, LAZIE AND FIDO**

The baby skunk is smelling a little red flower. Maizie, a little calf, and her twin brother, Lazie, have bows and cow bells so you'll know where they are. Fido is wishing you'll love him. All lustrous plush with handpainted vinyl faces. By Rushton. Ask for 22BR3.

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



**DELUXE DOLL CARRIAGE**

"If baby fusses, gently rock the carriage," says Ruth, "and she'll go right to sleep—that's why I like this carriage." Has full-length visor, hidden hood braces. 28½ inch high handle. In beautiful colors. By South Bend. Ask for 22BR4.

*SOUTH BEND Toys*

*A Wonderful Buy*

**DOLL CARRIAGE**

Every girl's doll looks better in a bright new carriage! Match your dolly's dress to the color of the carriage and go strolling through the park! 22½ inch high handle. By South Bend. Ask for 22BR5.



*You'll Want This Value*



MUSICAL

3<sup>98</sup>

Each!



**MUSICAL CUDDLE KITTEN AND CUDDLE HONEY BEAR**

You'll want to stroke their soft plush coats and listen to their nursery tunes on the Swiss movements. They have safety eyes and are 12 inches tall. You'll always know they love you. By Wal-Feld. Ask for 23BR1.

**Wal-Feld**

We play Music



4<sup>98</sup>

Each!



**CUDDLE PANDA BEAR AND CUDDLE ELEPHANT WITH MUSIC**

Hug them tight and never let them go! They're big (16 inches) and soft plush and will play nursery tunes on their Swiss movements. Safety eyes. Take them everywhere you go. By Wal-Feld. Ask for 23BR3.

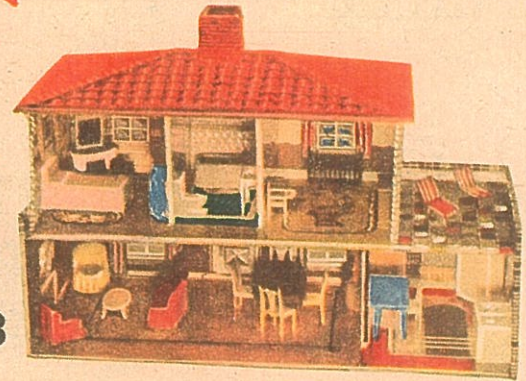
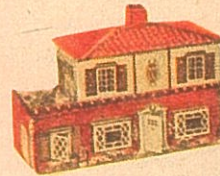


2<sup>98</sup>

complete set

**NURSERY**

You'll love your 8 inch "drink" and "wet" baby with her moveable eyes, legs, arms. Bathe her on the bathinette, put her to sleep in the crib. Has toydee rocking chair with potty, diaper, bottle. By T. Cohn. Ask for 23BR2.



4<sup>98</sup>

**METAL DOLL HOUSE**

Set up housekeeping in this dream house! Six rooms, two stories with a terrace. Includes 25 pieces of plastic furniture. Ground floor doors and windows open. In beautiful four colors. Almost 2 feet long. By T. Cohn. Ask for 23BR4.



1<sup>98</sup>

Each!



**JR. TRAVELER HAT BOXES**

You'll need this hat box to visit Nana! Either a "JUMBO QUILTY" (printed quilted plastic) or "JUMBO CHECKER" (checker board on outside plus 24 checkers in poly bag) or JUMBO "ARTISTIC FOIL" (with Reynolds Foil characters). By Columbia Products. Ask for 23BR5.

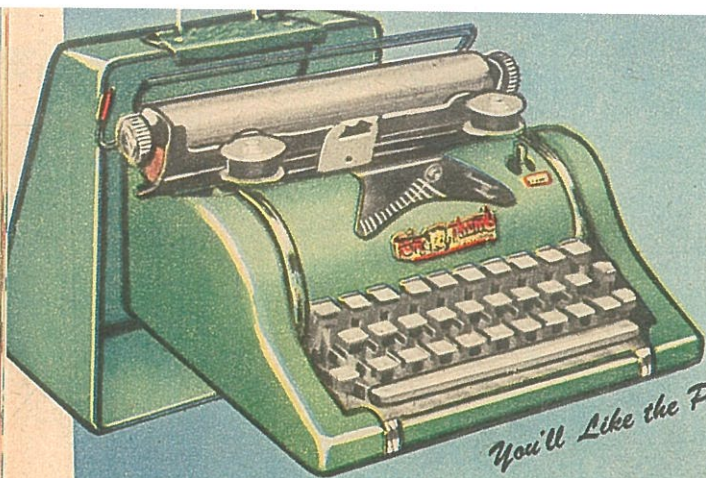


3<sup>98</sup>

**JR. TRAVELER "UMBRELLA TOTE CASE"**

Won't you feel grown-up with this jumbo size case made of heavy rubberized Tartan plaids. Complete with 15 inch umbrella attached to outside of case with snap tab closure. Carrying handle. By Columbia Products. Ask for 23BR6.





*You'll Like the Price*

### TOM THUMB TOY TYPEWRITER

For playing "office secretary" or for making your important letters and other special documents look "official"! In special carrying case with new ribbon shift, standard 1/2 inch ribbon, finger tip spacer. Letters arranged same as standard keyboard. By Western Stamping. Ask for 24BR1.

**Western**



### THE ORIGINAL TOM THUMB CASH REGISTER

What a thrill to ring up those sales when you play store! Has broad base, compartmented cash drawer. Chrome and red. Play coins, too!

Sharon likes to play cashier in a movie theater. By Western Stamping. Ask for 24BR3.

**298**



**298**

### THINK GAME



And Billy beat his Mom and Dad at THINK three times out of four! It's simple as checkers, fascinating as chess. Object is to get your four "Thims" into the home squares. Combines skill, chance and strategy. By Tryne. Ask for 24BR2.

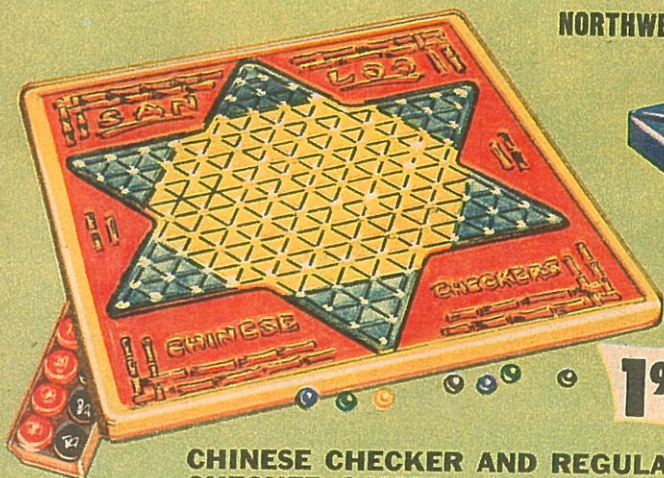


**98c**

### NEW DOUBLE MASTER HI-Q PUZZLE GAME

Ruth can get all the way down to one peg, but Dad is always left with four! This exciting game can be played by one or two. The greatest test of patience and skill ever! In sparkling, break resistant plastic. By Tryne. Ask for 24BR4.

**NORTHWESTERN**



**198**

### CHINESE CHECKER AND REGULAR CHECKER GAMES

A double feature! Billy and Ruth like nothing better than to settle down with their metal framed checker set. Has marbles and 24 plastic checkers and is latest design. Large, too—17 by 18 inches. By Northwestern. Ask for 24BR5.

24



**398**

### JET FIRE GAME

It's packed with thrills! Has all the excitement of a jet raid and jet flying. It's electronic, too, with bulbs flashing for replays. Steel marbles. Clever scoring setup adds to the fun. Less battery. By Northwestern. Ask for 24BR6.