

# BILLY and RUTH PRESENT THESE BASIC TOOLS OF PLAY!



## A—AMERICAN LOGS (4 to 8 years)

Be a frontiersman! Build cabins, forts, tables with 211 axe-hewn interlocking logs. Green roof slats, red chimneys. Sturdy tube. Instructions. By Halsam. Ask for 28BR1

**4.00**

## —AMERICAN PLASTIC BRICKS (6 to 12 years)

Most 300 pieces! Interlocking 1 3/4 inch bricks, half bricks, gable bricks. White doors, windows open. New sliding garage doors. By Halsam. Ask for 28BR4

**5.00**

## B—AMERICAN SKYLINE CONSTRUCTION SET (4 to 12 years)

A 476 piece set! Wall sections slide into interlocking columns with "terra cotta" flooring locked between stories. Pieces can be used with other skyline sets. By Halsam.

Ask for 28BR2

**4.00**

## E—HI-LO BLOCK CRUISER (1 to 5 years)

Build it high — move it! 33 alphabet blocks interlock, fit on grooved track of cruiser truck. Lots of fun for you! By Halsam.

Ask for 28BR5

**2.50**

## C—WALT DISNEY EARLY SETTLER LOGS (4 to 9 years)

With solid wood caulking fillers, doors, windows for added fun! Use two or more sets — make entire village. In sturdy carrying box. 270 pieces. Instructions. By Halsam.

Ask for 28BR3

**3.00**

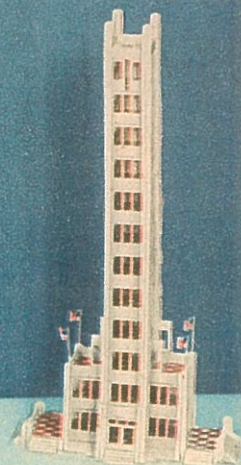
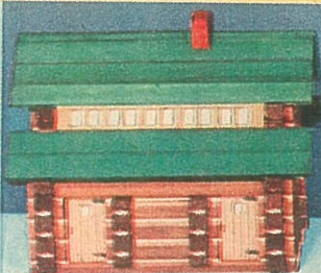
## F—ALPHABET SAFETY BLOCKS (1 to 5 years)

For building houses, trains, bridges! 25 safety blocks with embossed A.B.C.'s, numbers, letters. Rounded corners. By Halsam.

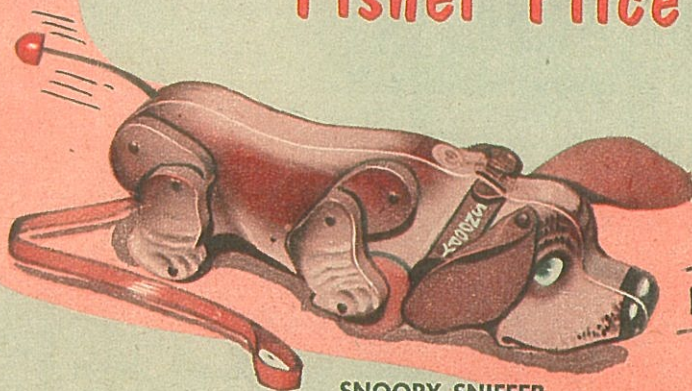
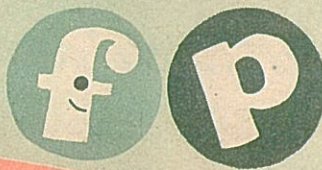
Ask for 28BR6

**1.00**

BUILD  
MODELS  
LIKE  
THESE



# Fisher Price's Liveliest Toys!



**SNOOPY SNIFFER**  
(1 to 4 years)

He's sniffing around hoping to find you! Pull his vinyl leash—he'll "woof-woof" with joy and wag spring tail. Almost 14 inches long. By Fisher Price. Ask for 29BR1

**2.50**

WOOF  
WOOF  
WOOF

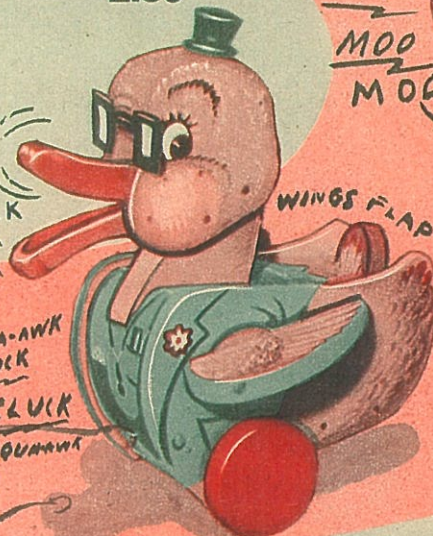


**DOCTOR DOODLE** (1 to 5 years)

Feathered top hat, eye glasses add to importance! Cheery "quack-quack" tells you all is well. 9 inches high. All safe wood parts. By Fisher Price. Ask for 29BR2

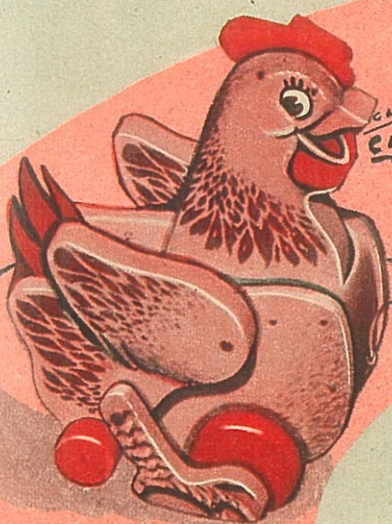
**3.00**

QUACK  
QUACK  
QUACK



WINGS FLAP

SQUA-AWK  
CLUCK CLUCK  
CLUCK CLUCK  
SQUAWK

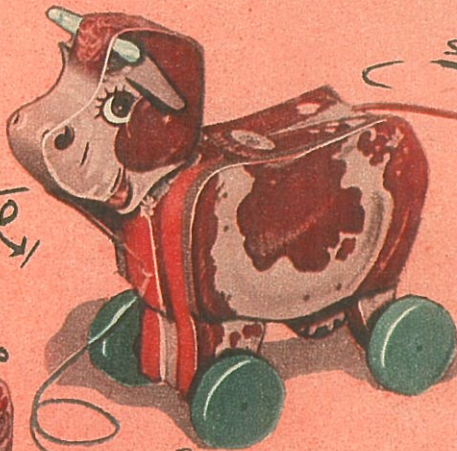


**THE CACKLING HEN**  
(1 to 4 years)

When she walks she clucks, "Cluck - cluck-squa-awk!" Wings flap. Bright red vinyl comb and tail feathers. 10 inches high.

Ask for 29BR4

**2.50**



SWISH

MOO  
MOO

**MOO-OO COW** (1 to 4 years)

"Bossy" has long, low "moo-oo." She tosses head, swishes spring tail when pulled. Safe wood with acetate horns. 10 inches long. By Fisher Price.

Ask for 29BR3

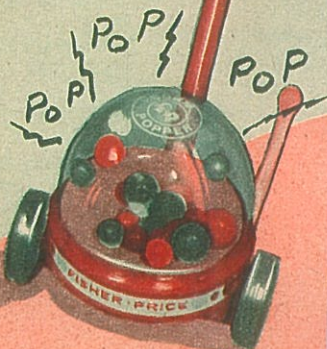
**3.00**

**CORN POPPER** (1 to 4 years)

"Pop-Pop"—just like real as wooden balls pop against unbreakable dome. They can't escape either! Wood base and wheels. 18½ inch handle. By Fisher Price.

Ask for 29BR5

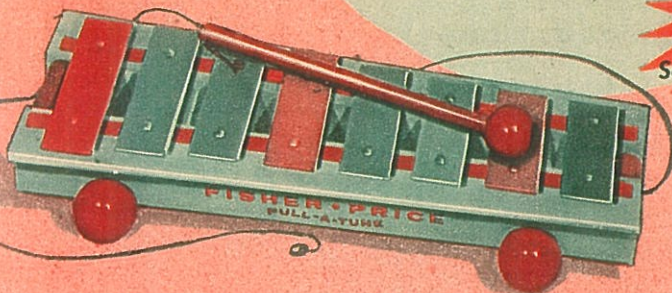
**2.00**



POP POP POP

*Ruth*

See Contest on page 2!

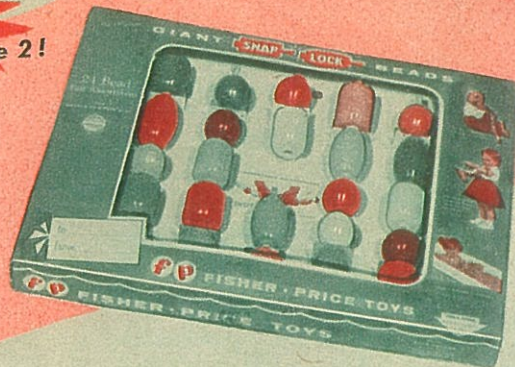


**PULL-A-TUNE XYLOPHONE** (1 to 7 years)

Pull it — it plays automatically! Or play it with mallet included. Follow color-keyed music book. Unbreakable wood sound chamber. 14 inches long. By Fisher Price.

Ask for 29BR6

**3.00**



**GIANT SNAP-LOCK BEADS** (3 months to 4 years)

Squeeze, chew—and wash them! Snap together, pull apart with locking device. 25 giant polyethylene, unbreakable beads too big to swallow. By Fisher Price.

Ask for 29BR7

**2.00**

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



# March and Play all through the day!



## TRAP DRUM SET (4 to 10 years)

If you've got rhythm you'll need this! Large drum 20½ inches diameter. Cloth-head snare drum 9 inches. Cloth-head tom-tom. Cymbal, triangle, bells, steel foot beater. By Ohio Art.

Ask for 30BR1

**5.95**



## STEEL STAMPING

## POLYETHYLENE MUSICAL DIAL TELEPHONE (1 to 4 years)

It's unbreakable and won't scratch Mom's floors! Lots of fun in store for owner! Turn handle, hear music! Spring-action dial rings bells. By Steel Stamping.

Ask for 30BR2

**2.00**



## AUTOMATIC REPEATER PHONOGRAPH (3 to 8 years)

It's two speed (45 or 78 RPM) and has automatic repeater attachment for 6 and 7 inch records! Plays records up to 12 inches. Needles, case included. 115 Volts, AC. U.L. approved.

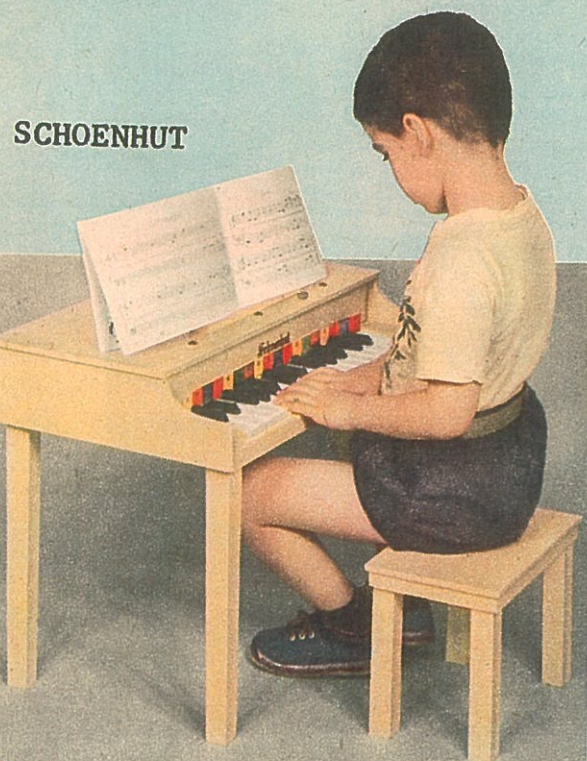
By Spear.

Ask for 30BR3

**14.95**

**SPEAR**

**SCHOENHUT**



## ELECTRIC CONSOLE PIANO (3 to 8 years)

So easy to play! Full toned, 13 keys. Ivory wrought iron console with rubber tipped legs. Music rack and book. 115 Volts, AC only, U.L. approved. 24½ inches high. By Spear.

Ask for 30BR4

**13.95**

## GRAND PIANO AND BENCH (3 to 8 years)

Big and beautiful! 30 plastic standard width keys cover 2½ octaves. Play by color charts and notes in book! For future pianists. 20½ inches wide. By Schoenhut.

Ask for 30BR5

**GREAT VALUE at  
Small Price**



# Start the Music—It's EMENEE TIME!

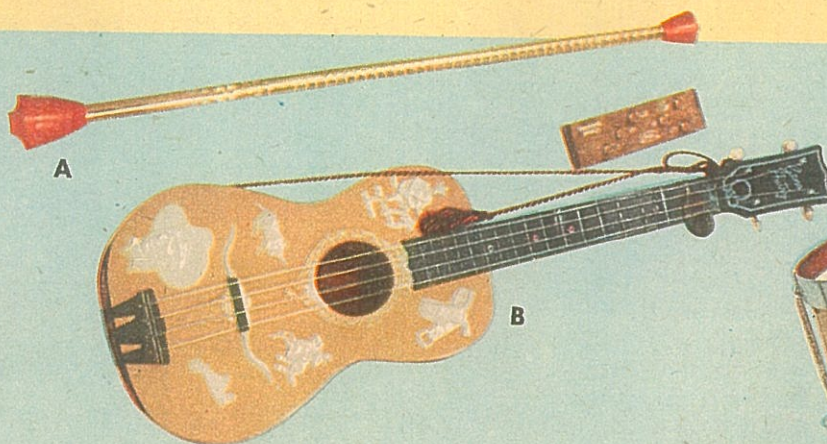


## MICKEY MOUSE TAP-A-TUNE (2½ to 6 years)

Play by color from song book. Hit the petal-bell rings! 8 tuned brass bells and Mickey himself smiling at you. With mallet. By Emenee.

Ask for 31BR1

**4.00**



## A-STAR SPANGLED LIGHTED BATON (6 to 12 years)

Flashes red, white and blue beams. Professional size. Uses pen-light batteries (not included). Folder to teach you how to twirl. By Emenee.

Ask for 31BR2

**2.00**

## B-GENE AUTRY COWBOY GUITAR (6 to 16 years)

Full size; nearly three feet long. Professional tone. Music book included. Emenee automatic guitar player. Gear action tuning peg. By Emenee.

Ask for 31BR3

**10.00**

## AUTOMATIC PLAYER DRUM (3 to 10 years)

You can't miss! Play it automatically by turning handle, or with drumstick included. Big and handsome, sturdy metal frame. Shoulder harness. B Emenee.

Ask for 31BR4

**4.00**

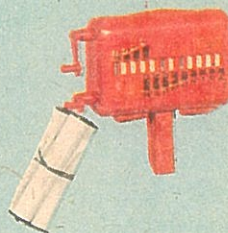


## ELECTRIC GOLDEN PIPE ORGAN (6 and up)

Magnificent organ with 27 black and white keys that play sharps and flats—over 2 full chromatic octaves. True, full-bodied organ tone. Music book. U.L. Approved. By Emenee.

Ask for 31BR5

**20.00**

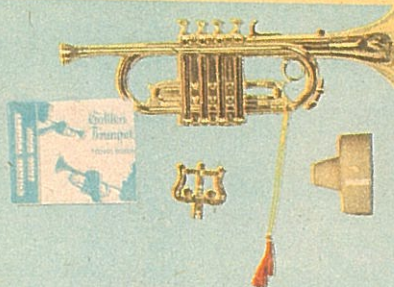


## ROLL HARMONICA (6 to 12 years)

Turn the handle and blow—out comes a favorite tune! Comes with several player rolls, easy to insert. By Emenee.

Ask for 31BR6

**3.50**



## GOLDEN TRUMPET (6 to 12 years)

With golden tones produced by tuned reeds. Sanitary, sealed mouthpiece. Trumpet mute, music book with easy-to-play tunes. Over 13 inches long. By Emenee.

Ask for 31BR7

**4.00**



## GOLDEN PIANO ACCORDION (6 to 16 years)

A beauty! Full scale piano keyboard for right hand; bass notes and chord for left. 52 tuned reeds. Adjustable shoulder harness. Music book, luggage style case. By Emenee.

Ask for 31BR8

**8.00**

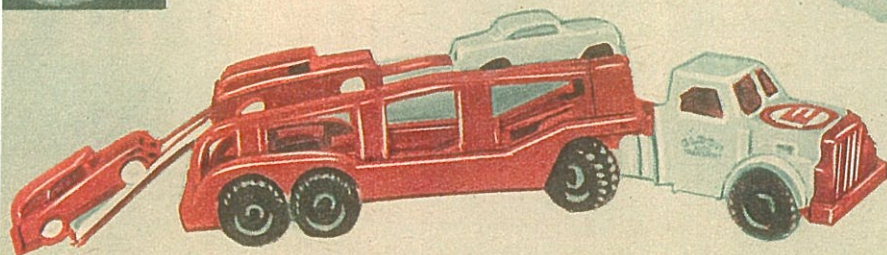
# EMENEE

## MUSICAL TOYS

BEAUTIFUL  
LUGGAGE  
STYLE  
CARRYING  
CASE WITH  
GENE AUTRY  
GUITAR,  
TRUMPET,  
ACCORDION,  
DRUM.



**EXCITING ACTION -  
LOTS OF FUN HERE!**



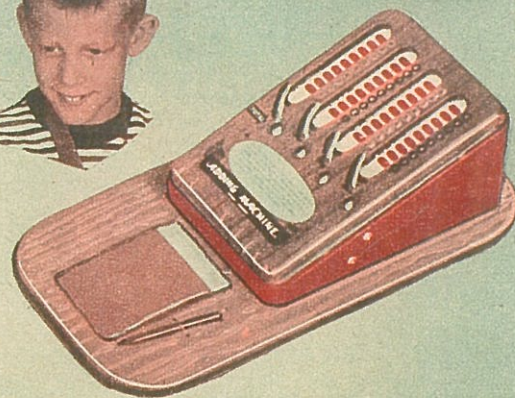
**ELDON**

**BIG POLY AUTO TRANSPORT  
(3 to 6 years)**

Loads of safe fun! Take 2 cars 2 station wagons to dealers for selling! Hand tools and real ramp for unloading. 20 inches long. By Eldon.

Ask for 32BR1

**2.98**



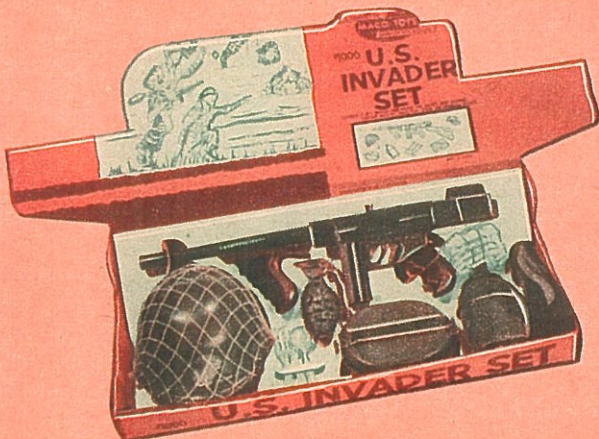
**ADDING MACHINE (6 to 10 years)**

Billy and Ruth can add all the way up to 9,999 on this! Easy to work. On sturdy metal base with pad and pencil. By Wolverine.

Ask for 32BR2

**2.98**

**MACO TOYS**



**U. S. INVADER SET  
(4 to 8 years)**

With six-in-one convertible weapon used for secret invasions! Hand grenade fires paper cap; adjustable helmet to fit any head size. Mess kit has two trays, utensils; 16 ounce canteen. By Maco.

Ask for 32BR3

**7.98**

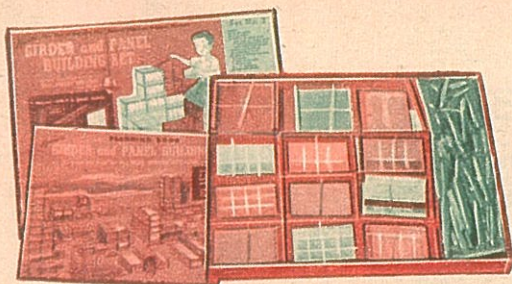


**INVADER COMBINATION GUN  
(4 to 8 years)**

Converts to six different weapons: Thompson sub-gun, burp gun, rifle, training rifle, machine repeater pistol and blow gun. A different gun for every game you play! By Maco.

Ask for 32BR4

**3.98**



**GIRDER AND PANEL BUILDING SETS  
(5 to 10 years)**

Build modern buildings the way they're really built—with upright and cross girders, wall and roof panels, flagpoles, signs—about 200 pieces! By Kenner.

Ask for 32BR5

**3.98**

**Kenner**

**BATTERY MOTOR  
PLAY DRILL  
(3 to 8 years)**

Just like Dad's—and safe for you! Has plastic work bench and 6 play tools. Drives screws through work bench. You can buff your fire engine, make milk shakes! Less batteries. By Kenner.

Ask for 32BR6

**1.98**



FOR BILLY and RUTH'S ARTIST FRIENDS

YOUNG AND OLD!

**ART  
BROWN**



**JON GNAGY "LEARN TO DRAW" OUTFIT (6 and up)**

It's easy when famous TV art instructor Jon Gnagy teaches you how to draw step-by-step. Has 64 page art instruction book, plus paper pencils, sketching chalks, etc. By Arthur Brown. Ask for 33BR1

**2.98**



**"NEW ARTIST SERIES 40" (12 years to adult)**

One large 18 x 24 inch painting and two smaller matching paintings. 40 oil colors and 3 artist's brushes. Beautiful enough for any room in the house. By Craft Master. Ask for 33BR2

**4.98**

**Craft Master**

**PANN PAINT-A-NUMBER OIL PAINTING SET (6 and up)**

Has 22 brilliant oil colors in resealable containers. Two pre-planned 10 x 14 inch artist panels. See the painting come to life! By Craft Master. Ask for 33BR3

**1.79**

*Always*  
See Contest on page 2!



**COLOR AND RE-COLOR BOOKS (2 to 6 years)**



Choose your favorite subjects to color — with wipe-off crayons included and wipe off! Then color again! By Jack Built. Ask for 33BR4—Your choice

**1.00**

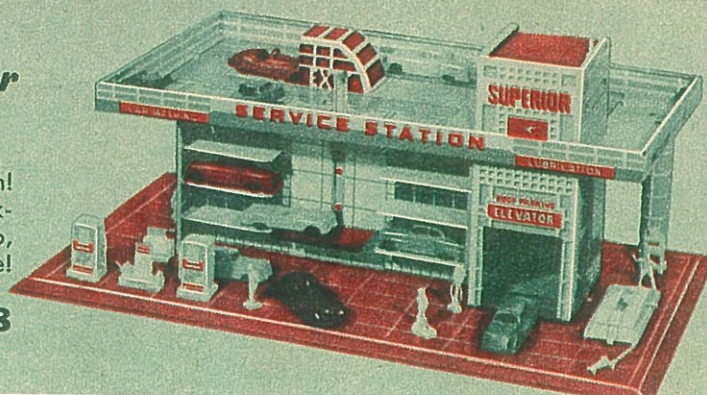
*Superior*

**METAL SERVICE STATION (3 to 7 years)**

The most modern! Play garageman! Use ramp or car elevator for parking cars on upper level! Gas pump, oil rack, plastic figures—lots more! By Superior.

Ask for 33BR5

**5.98**



**PLASTICVILLE INTERCEPTOR SQUADRON**



(4 to 8 years)

Keep the engines running and the men in the cockpits ready to race off to the nation's defense! Look at all you get — building, hangar and 14 other pieces!

By Bachmann.

Ask for 33BR6

**4.98**



# STRUCTO'S CREATIVE, LIVE-ACTION TOYS!



## MOBILE ANTI-MISSILE UNIT (4 to 10 years)

Intercept enemy missiles with 6 rubber-tipped missiles fired from revolving tubes. Searchlight (batteries not included) revolves. Missile racks, 27 inches long.

By Structo.

Ask for 34BR1 **6.98**



## TILT TOP TRAILER TRUCK WITH BULLDOZER (4 to 8 years)

Move earth and rocks! Tilt trailer, run bulldozer up; tilt back and haul bulldozer off for another pile. Four huge wheels, make-believe Diesel motor. Over 20 inches long. Steel. By Structo.

Ask for 34BR2 **5.98**



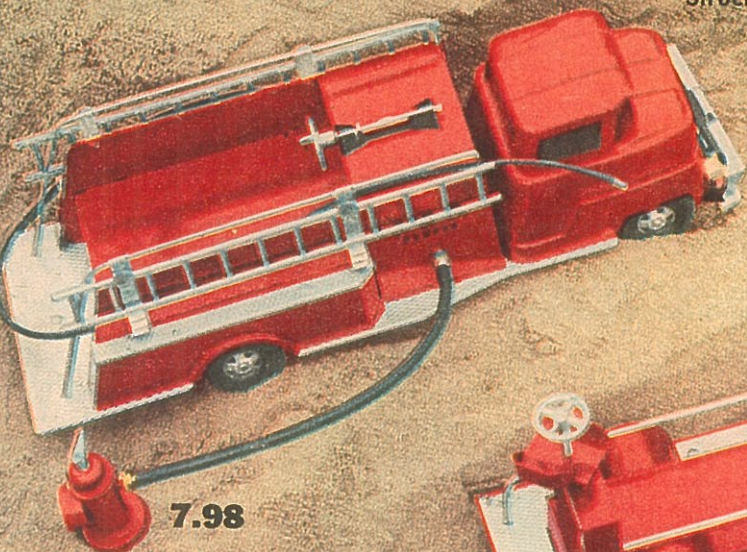
## GUIDED MISSILE LAUNCHER (4 to 8 years)

Send your own guided missiles! Launcher revolves 360 degrees; three firing tubes can be raised or lowered. Three rubber-tipped plastic missiles. Steel and plastic. By Structo. Ask for 34BR3

**2.98**



**STRUCTO**



**7.98**



**9.98**

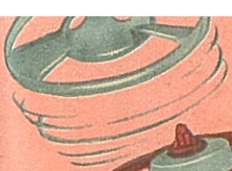
## PUMPER FIRE TRUCK (3 to 8 years)

For big fires! Unwind hose and attach to hydrant (fits to garden hose). Climb ladders to rescue people on second floor. Rubber wheels. 20 inches long. Steel. By Structo. Ask for 34BR4

## HYDRAULIC HOOK & LADDER TRUCK (3 to 10 years)

Watch this! Aerial ladder raises by hydraulic cylinder. Extension ladder swivels and extends 31 inches. Tiller seat swivels. Auxiliary ladder included. Almost 30 inches long. By Structo. Ask for 34BR5

# FOR BOYS WHO LOVE ADVENTURE!



IT'S A WONDERFUL  
TOY...IT'S

**IDEAL**

## SATELLITE LAUNCHER TRUCK (5 to 8 years)

Launch your own satellites into the air! Truck has rotating radar cab, pilot's compartment, 4 flying-saucer satellites. By Ideal. Ask for 35BR1

**5.00**



*Tico*

## ARMY TRAIN & TRACK SET (3 to 8 years)

It's electric (less batteries) and made of unbreakable polyethylene—even the track! Moves forward, reverse. Includes soldiers and weapon that works. Works on and off track. By Tico Toys. Ask for 35BR3

**4.00**

PLASTIC ART



## WESTERN FIGURE SETS (4 to 8 years)

Action and color of the West! Colorfully painted, unbreakable polystyrene figures, equipment in six different sets. Start with cowboys set, add the Indians—don't forget the cavalry! By Plastic Art. Ask for 35BR5

Your choice **1.00**



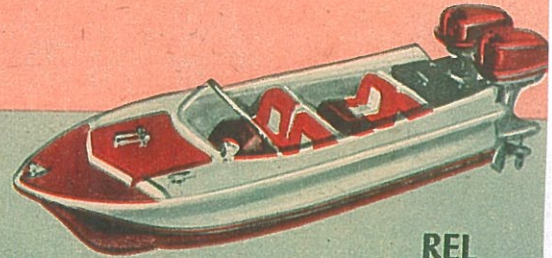
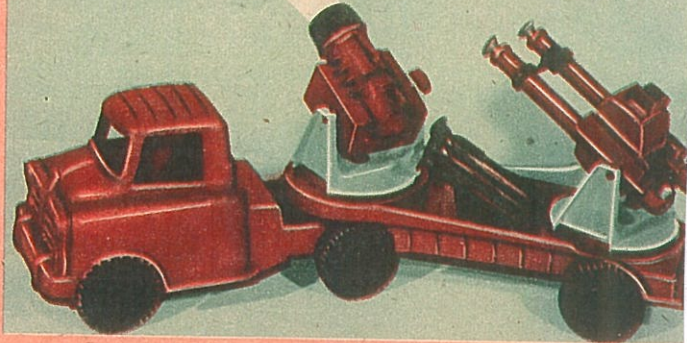
IT'S A WONDERFUL TOY...IT'S

**IDEAL**

## SKY SWEEPER (5 to 8 years)

Wow! Guided missile anti-aircraft unit with you as the gunner! Projects images of fighter planes on wall. Hit them with rubber-tipped missiles. Less batteries. 25 inches long. By Ideal. Ask for 35BR2

**8.00**



**REL**

## THE CYCLONE (6 to 12 years)

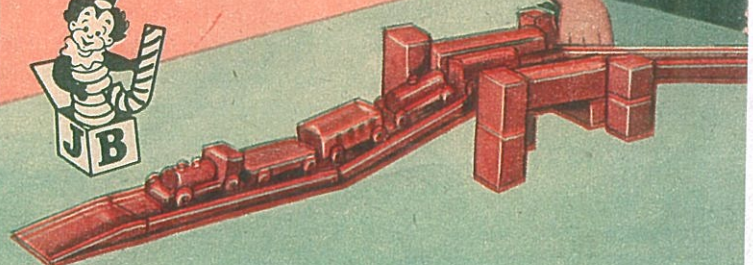
For your favorite pond or lake! 12½ inch speed run about with twin electrojet outboard engines powered by flashlight batteries, not included. By Rel. Ask for 35BR4

**6.00**

## SNAP TRAIN AND TRACK SET (2 to 8 years)

Snap the track together—now the trains! Build your track over a bridge. Your very own set you can take apart and put together as much as you want! Finest hard wood. By Jack Built. Ask for 35BR6

**3.00**



# TRANSOGRAM

TOYS and GAMES



## "LADY LOVELY" TRAIN CASE (4 to 8 years)

A fashionable polyethylene train case to be carried anywhere. Full of play cosmetics and beauty aids to make you glamorous. Washable. May use case for lunch box. By Transogram.

Ask for 36BR1

**2.98**

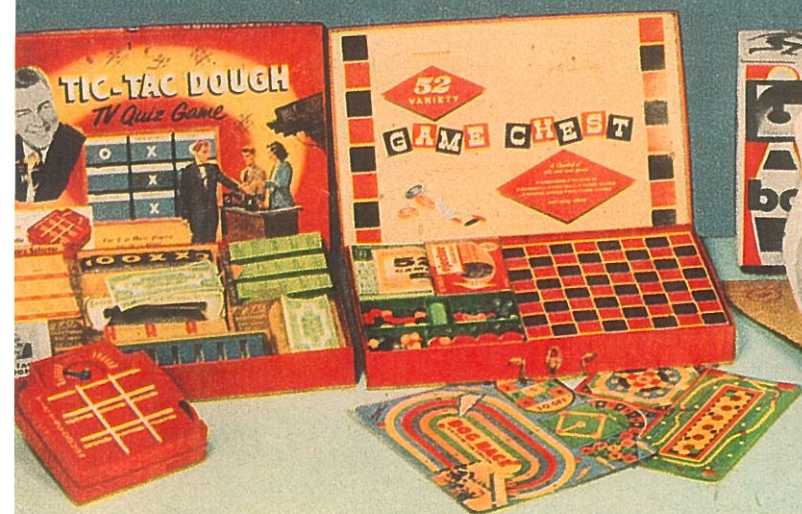
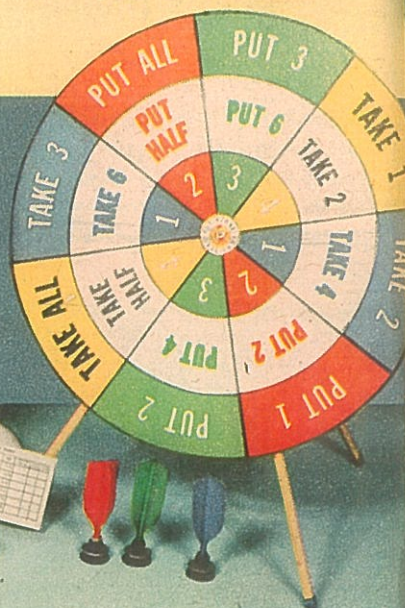
## LITTLE PLAY NURSE AND DOCTOR KITS (3 to 7 years)

Looks just like real nurse and doctor kits, full of safe, unbreakable, polyethylene pretend instruments—hearing stethoscope, microscope, hypodermic needle. Look at the pull-out drawer with handle on front of each. Safe, 10 inch long kits with brass lock. By Transogram.

Ask for 36BR2—Doctor Kit

**your choice 2.98**

Ask for 36BR3—Nurse Kit



## "TIC-TAC DOUGH" TV QUIZ (10 to adult)

Just like Jack Barry's TV show. Mechanical category selector. Easy to play. Variety of questions. Contents cellophane wrapped. 2 to 4 players. By Transogram. Ask for 36BR4

**3.98**

## 52 GAMES IN CHEST (8 years to adult)

You'll never say "What shall I do" again! A game for every day of the year—bingo, Game of India, checkers, many more—all in travel carrying case. By Transogram.

Ask for 36BR5

**2.98**

## BOWLING PINS (4 years and up)

Eleven inch high polyethylene pins (they won't scratch floor)! 5½ inch balls of unbreakable plastic. Erasable score-card, crayon. Now you can bowl at home—safely! By Transogram.

Ask for 36BR6

**5.98**

## "PUT 'N TAKE" SPIN WHEEL DART GAME (6 to adult)

Action! Fun! Colorful 24 inch target spins. Use on floor or wall. Rubber suction-cup darts are safe. Play "Put 'N Take" and other games. By Transogram.

Ask for 36BR7

**2.98**