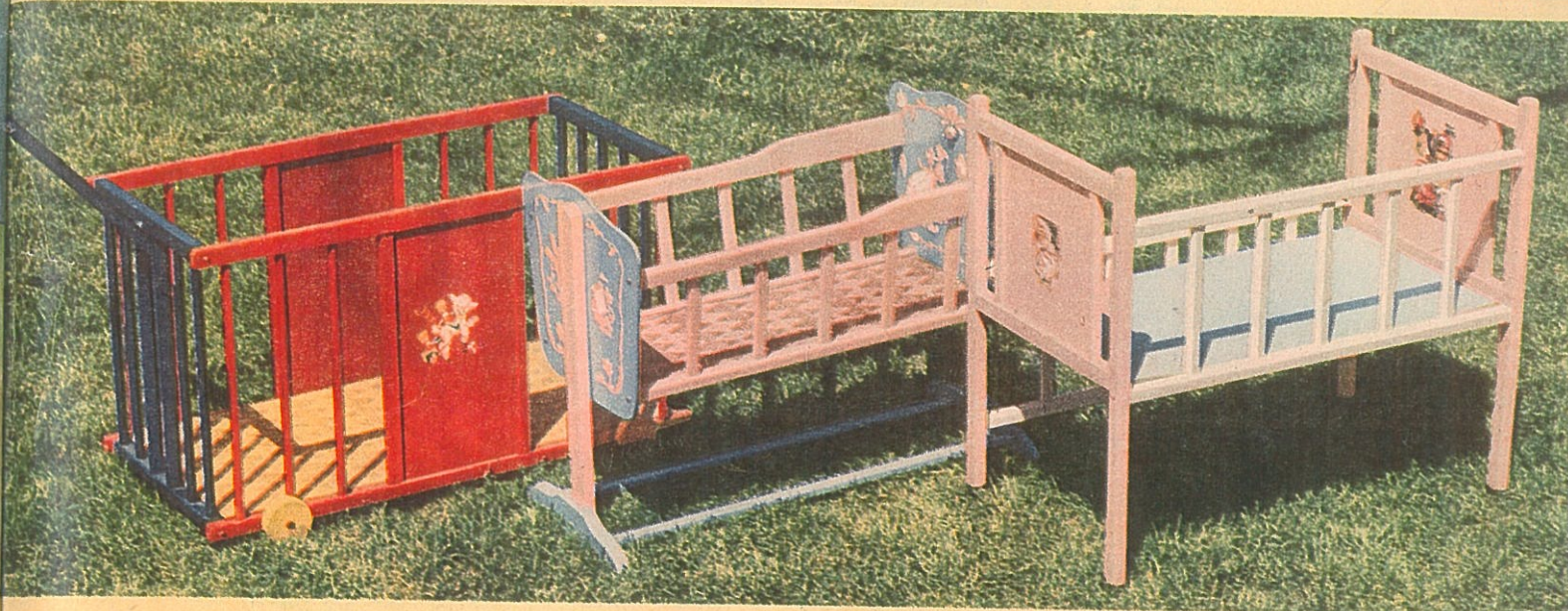




*Billy and Ruth Choose
Transogram Toys to Play with
all through the day!*



TOY CHEST WAGON (1½ to 5 years)

GRrrrr-GRrrow! Pretend you're a lion in a cage when it's turned upside down! Help Mom by keeping your toys in it. 29¾ inches long. By Transogram.

Ask for 37BR1

5.98

OLD COLONIAL SWINGING CRADLE (3 to 8 years)

Rock-a-bye-baby! Swing your baby in sturdy blue and pink cradle. Cute decals on panels. Long wearing masonite mattress. For dolls up to 26 inches.

By Transogram. Ask for 37BR2 **5.98**

DROP SIDE BASSINET (3 to 8 years)

For the brand new doll baby—a cozy bassinet with drop side. Pink and white Masonite mattress. For your 24 inch dolls

By Transogram. Ask for 37BR3 **4.98**



TAK-A-PEG DESKETTE (3 to 6 years)

Practice your numbers, letters on the blackboard top. Peg board inside (192 holes) with pegs, hammer. Seat attached. 25½ inches long. By Transogram.

Ask for 37BR4 **5.98**



CHARM SET (6 to 10 years)

Make your own bracelets, necklaces with 32 gold metalized charms and 84 link chains and hooks. Cellophane wrapped. Instructions. By Transogram.

Ask for 37BR5 **1.98**

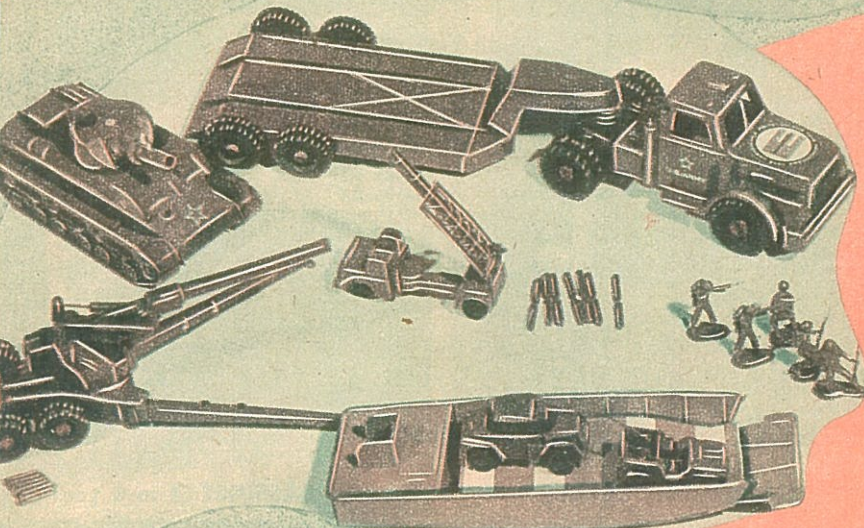


EXCITING TOYS FOR BOYS!

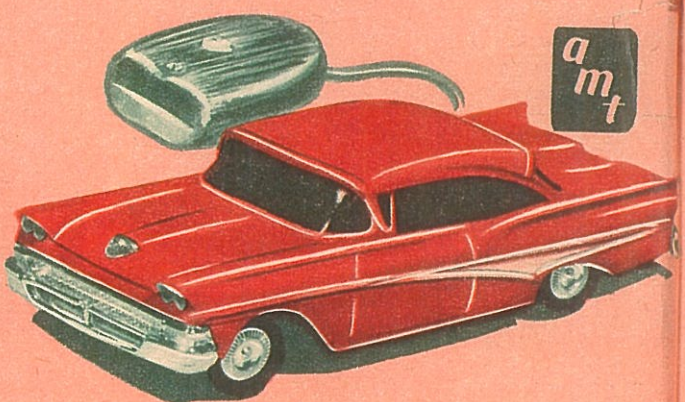


ELDON

AIR CORPS GIFT SET (4 to 8 years)
For flights into space! A mighty air armada! Consists of supersonic bomber, 2 jet planes, guided missile and big supply of rockets.
By Eldon. Ask for 38BR1 **4.95**



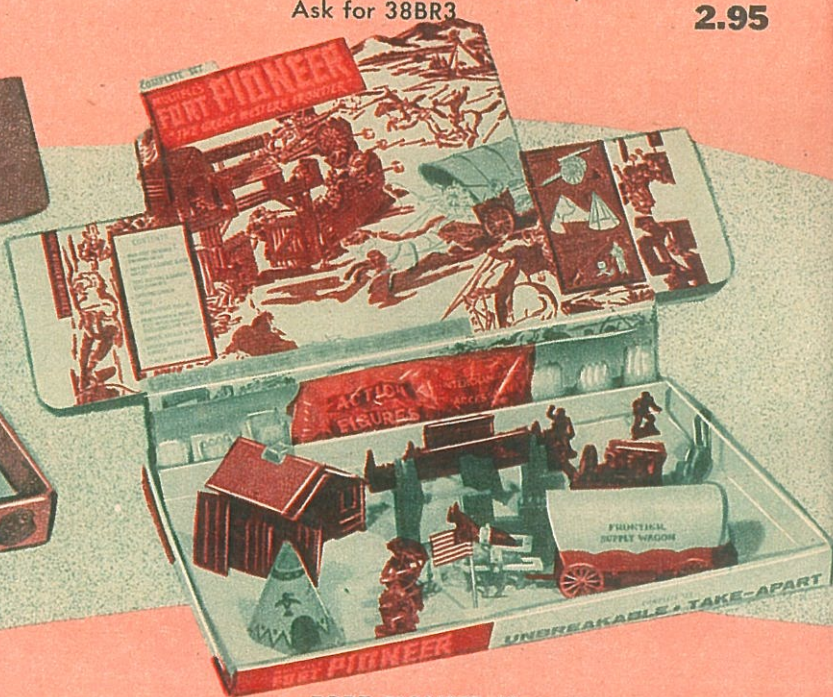
ARMY GIFT SET (4 to 8 years)
Action for the fighting man! Tank transport, L.C.T. landing craft, "155" anti-aircraft cannon, rocket launcher and supply, 8 soldiers.
By Eldon. Ask for 38BR2 **4.95**



REMOTE CONTROL MODEL CAR (4 to 8 years)
Sleek model of the Ford Fairlane. Starts, stops, goes forward, reverse by remote control; 7 foot cable cord. Enclosed, dust-proof motor. Batteries not included.
By Aluminum Model Toys. Ask for 38BR3 **2.95**



MARSHAL MATT DILLON'S GUNSMOKE (5 to 10 years)
Your own Dodge City right in the living room! Here's the jail, bank, buck board wagon, Matt Dillon himself, cowboys, Indians, interchangeable weapons, accessories. By Multiple Products.
Ask for 38BR4 **2.95**



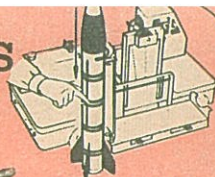
FORT PIONEER (5 to 12 years)
Boy, Oh Boy! Complete fort to put up, take apart easily. Indians and frontiersmen to make it exciting! Weapons, horses, wagons, too! Cannons that shoot! By Multiple Products. Ask for 38BR5 **4.95**



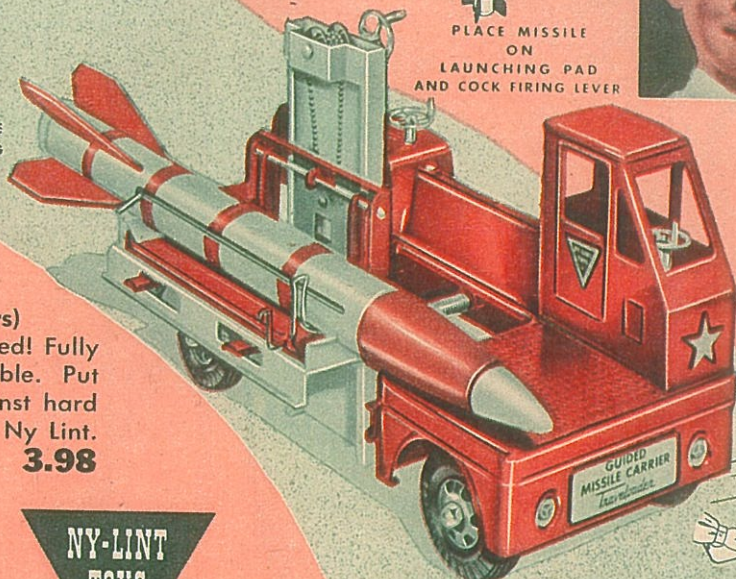
HEAVY-GAUGE STEEL TRUCKS FOR HEAVY-DUTY PLAY!



CARRY MISSILE TO LAUNCHING SITE



PLACE MISSILE ON LAUNCHING PAD AND COCK FIRING LEVER



JUNIOR JACK HAMMER DRILL (2 to 6 years)
Break in water main? Jack hammer needed! Fully mechanical (no batteries needed), durable. Put rounded, harmless, plastic drill point against hard surface and "Rat-tat-tat-tat!" Like real! By Ny Lint. Ask for 39BR1 **3.98**

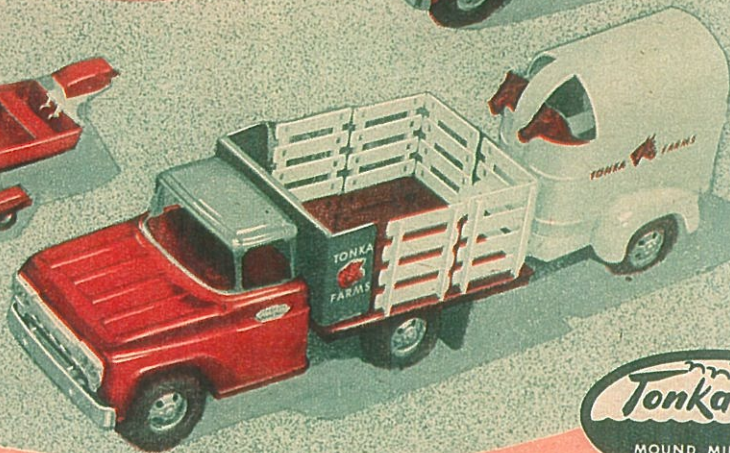
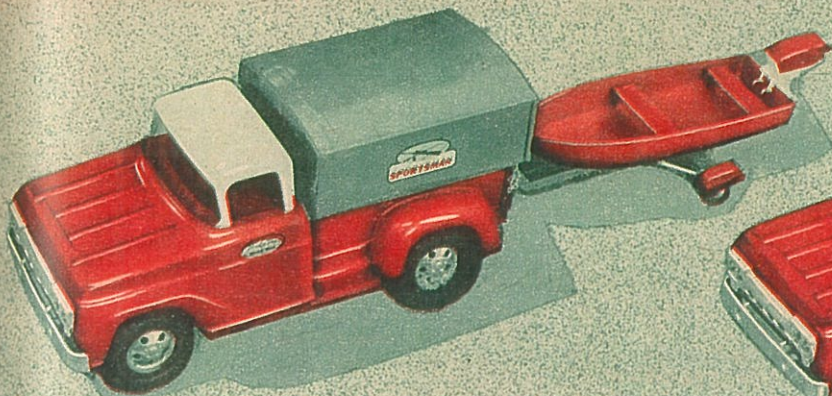
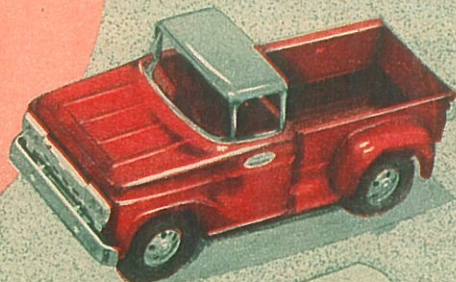


NY-LINT TOYS

STEEL GUIDED MISSILE CARRIER (7 to 12 years)
Ready for the count-down! Carry your missile to launching site on scale model of machine used by Armed Forces. Move carriage into position and place missile on launching pad. Almost 16 inches long. By Ny Lint. Ask for 39BR2 **9.98**

and
See Contest on page 2!

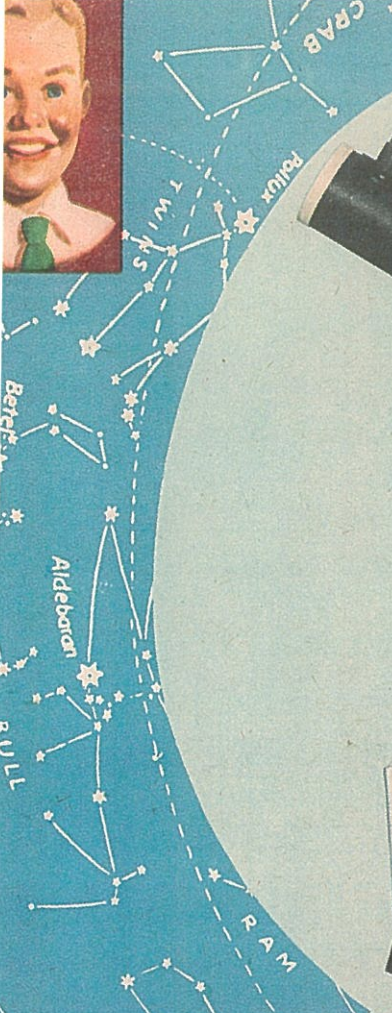
PICK-UP TRUCK (3 to 6 years)
For many an odd job! Strong. Movable tail-gate held open or closed by plated chain. Trailer coupling for adding trailer for big hauls. 12 3/4 inches long. By Tonka. Ask for 39BR3 **2.98**



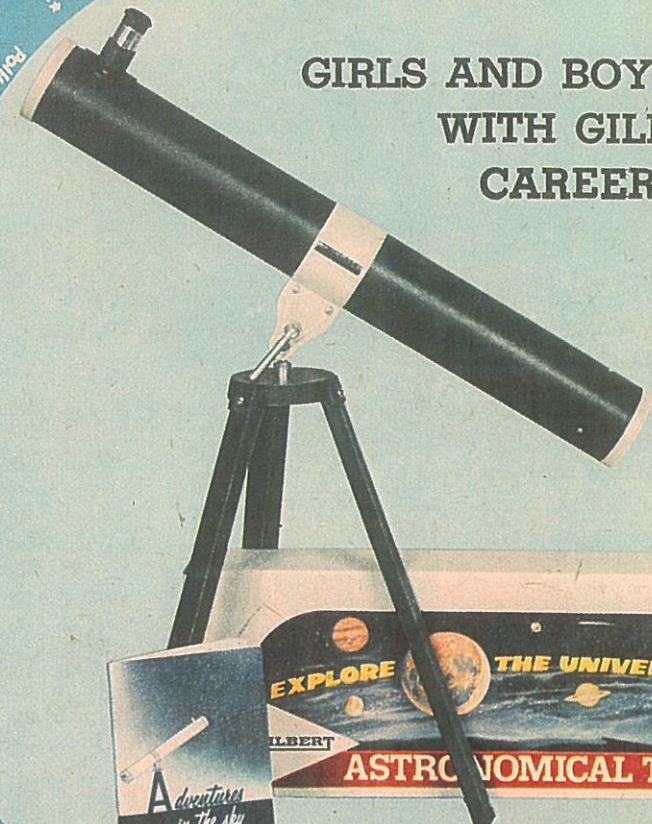
DELUXE SPORTSMAN (3 to 6 years)
Billy and his pals love this husky Sportsman truck pulling a boat trailer, boat and outboard motor. Trailer uncouples. 22 3/4 inches long. By Tonka. Ask for 39BR4 **5.98**

FARM TRUCK WITH 2-HORSE TRAILER (3 to 6 years)
Take your polystyrene horses (included) clear across country! Or remove rounded-edge stake panels on truck for taking on odd-size loads. 21 3/4 inches long. By Tonka. Ask for 39BR5 **6.98**





GIRLS AND BOYS! LOOK TO THE FUTURE WITH GILBERT'S SCIENTIFIC CAREER-BUILDING TOYS



ASTRONOMICAL TELESCOPE (8 to 14 YEARS)

Explore! See the moon, satellites, Jupiter! 40 power telescope—tube is 26 inches long. Aluminized reflecting mirror. Precision ground lenses, Ramsden type eyepiece. Swivel locks into position. Star map, illustrated sky booklet. By Gilbert. Ask for 40BR1 **14.98**



CHEMISTRY EXPERIMENT LAB (8 to 14 years)

Become a Jr. F.B.I. man! Crime detection materials, apparatus, chemicals for glass blowing, food testing, secret writing, etc. Hundreds of experiments. Steel chest. By Gilbert. Ask for 40BR2 **10.98**

ROCKET LAUNCHER ERECTOR SET (8 to 14 years)

Build a rocket launcher with powerful electric motor with forward and reverse gear, two power take-offs. Trucks, cranes, rocket servicing tower. 18 inch long steel chest filled with equipment. By Gilbert. Ask for 40BR3 **17.98**





GILBERT

STAR FINDER (8 to 16 years)

Constellations like Big Dipper, Ursa Minor, etc., are "etched" on slides and light up when viewed at night through Star Finder. Illuminated compass, booklet, batteries included. By Gilbert.

Ask for 41BR1

7.98



LAB TECHNICIAN SET FOR GIRLS (8 to 14 years)

For basic experimentation in biology, food testing, medicine! 60 power microscope with polaroid filters for viewing in color. Real shrimp eggs ready to hatch, chemicals, stains. Steel Cabinet. By Gilbert.

Ask for 41BR2

9.98



SENIOR MICROSCOPE & LAB SET (8 to 14 years)

Like professional microscope with 60, 90 and 400 powers. Parfocalized lens system, Ramsden type eye-piece. Contains live shrimp eggs ready to hatch, chemicals, slides. Polaroid filters show objects in beautiful colors. Steel chest. By Gilbert.

Ask for 41BR3

10.98

41



Billy picked these for his friends



BELLEVUE

9.95

SKY VIEW OBSERVATORY (8 to adult)

Learn astronomy! Just dial it to date and time and it automatically points telescope at major and minor celestial objects! See U. S. satellites in orbit! Based on scientific principles used to set the world's largest telescopes. Pen light for outdoor observation at night. Space maps, instructions.

By Bellevue. Ask for 42BR1



U. S. ARMY BULLDOG TANK (6 to 10 years)

12.95

Whatta tank! Advances, retreats, climbs over obstacles, destroys barricades. Ejects empty brass shells after firing. Big too—22½ inches! Operates on batteries, not included. By Remco. Ask for 42BR2

Remco

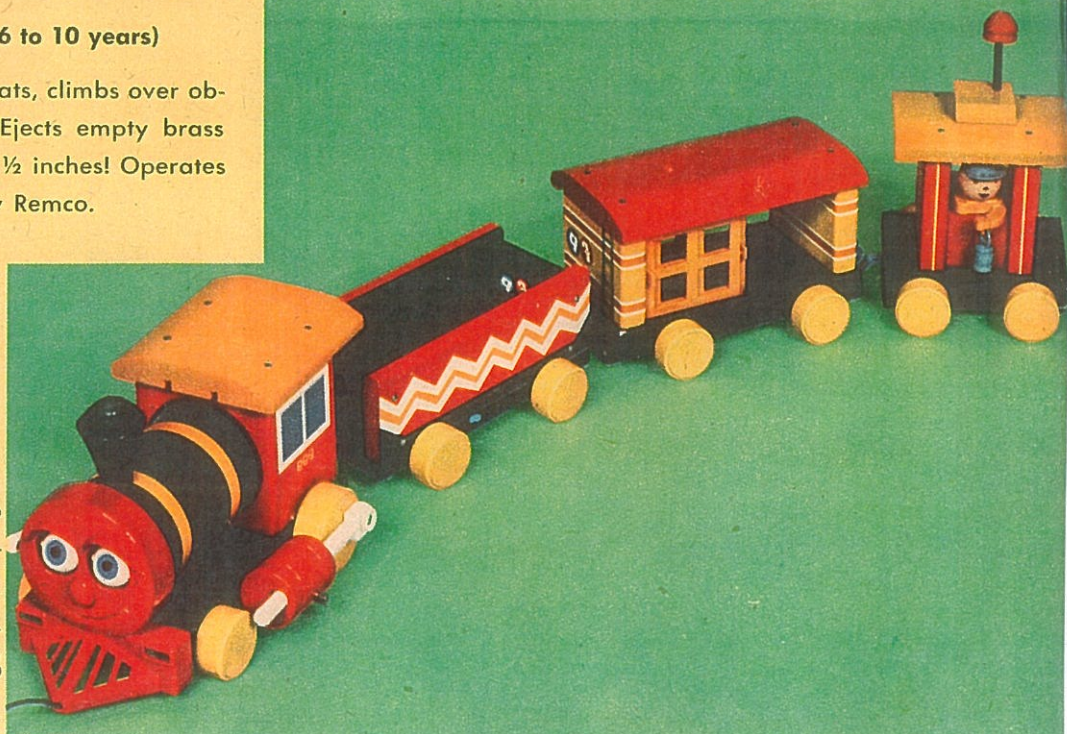


"HUFFY-PUFFY" TRAIN (2 to 5 years)

"Chug-chug" says engine as eyes move up and down. Brakeman swings lantern. Sliding acetate doors on cattle car. Colorful. Safe wood. 27 inches long. By Fisher Price.

Ask for 42BR3

4.95



KAYSAM



A

Ruth picked these for her little friends



RUSHTON

A—BABY ZOO ANIMALS (Infants and Toddlers)

A baby zoo right at home! Bear, elephant, tiger, lion, chimp — all soft vinyl, non-toxic. Squeeze them — they speak. By Kaysam.

Ask for 43BR1 *Your Choice!* **1.00**

B—CUDDLE BEAR, CAT, PANDA (Infants and Toddlers)

They're 12 inches tall and made to be loved; Stuffed with cotton and foam rubber. Have sewed-in eyes, pom-pom noses, felt tongues.

By Rushton. Ask for 43BR2 *Your Choice!* **2.00**



B



C

Gerber

C—GERBER SWISS BELLS (Infants)

See how they keep baby happy in crib, play-pen, or coach! Five polyethylene plastic bells are unbreakable, washable. On vinyl band.

By Gerber. Ask for 43BR3 **1.00**

D—KNOCK-DOWN CARNIVAL GAME (Toddlers—and Billy and Ruth like to play too!)

Mom loves these 10 polyethylene milk bottles (4 inches high), and foam styrene balls. They're safe for indoor play! By Gerber.

Ask for 43BR4 **1.95**

E—RAINBOW PUSH CHIME (Toddlers)

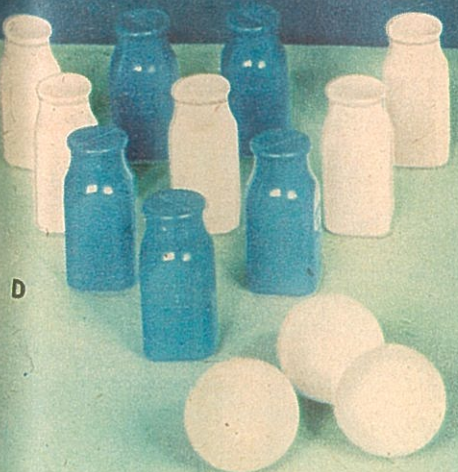
Just learning to walk? This will help! Push hardwood stick and hear shiny gongs ring as colorful balls go round. 24½ inches long.

By Gong Bell. Ask for 43BR5 **1.00**

A GONG BELL TOY



E



D