

KUSAN

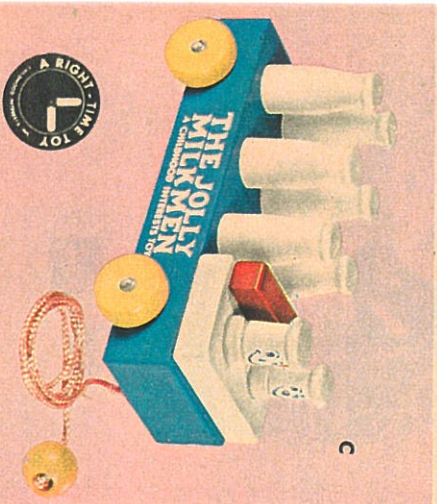
B



A

ETONE

ROLLICKIN', TUNEFUL FUN FOR LITTLE TOTS!



C



A—TV DOG—Sit on him, roll on him or just love him and he'll love you back. 26 inches long. Scotch plaid body. No. 380—By Etone East **3.00** West **3.50**

B—PATTI-PULLET is a tough chicken, "game" for hours of rollickin' fun. Eggs roll over and over and rattle as Patti is pulled. No. K28—By Kusan East **2.00**

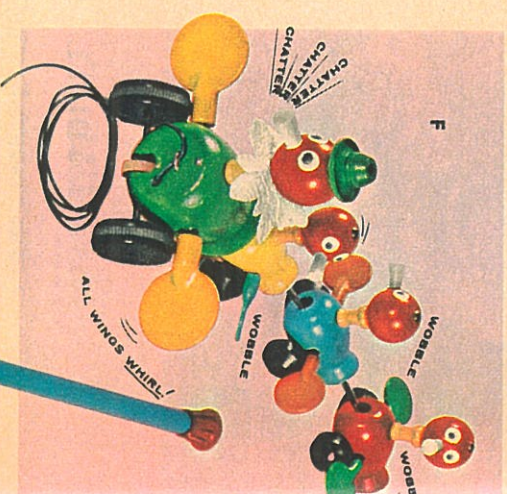
C—JOLLY MILKMAN—For playing milkman or just pulling. Sturdy wood milk truck, six wooden bottles and two jolly milkmen drivers. No. 1080—By Childhood Interests. **2.00**

D—CRADLE TUNE TIME—"Hi Diddle Diddle" is the tune played by music box in huge clock when cord is pulled. Nursery rhyme characters revolve around Man-in-the-Moon. Hang on crib or wall. No. 1155—By Childhood Interests. **5.00**

E—CRADLE SYMPHONY—A music box and cradle gym in one. Music plays when baby pulls center ring. For crib or playpen. No. 400—By Childhood Interests. **5.00**

F—GABBY GOOFIES are the happiest wooden family you ever saw. They wobble as wings "whirl" and Mama "chatter-chatters." A pull toy with steel connectors. No. 776—By Fisher Price ... East **2.00** West **2.19**

G—CORN POPPER—"Pop-pop-pop" it sounds as wooden balls are hurled against unbreakable acetate dome when toy is pushed. No. 785—By Fisher Price ... East **2.00** West **2.19**



F



G



FROM TOTS TO TEENS —DREAMS COME TRUE!

A—GOLD TYPEWRITER—types both capitals and lower case letters. Uses real typewriter ribbon—red and black. Metal construction.

No. 512R—By Berwin4.00

B—MUSICAL ROCKER—A toddler loves a rocker of his own—the right size too! Selected pine, smooth and sanded. 10½ inches seat to floor. Maple finished.

No. A72M—By Appleton

YOU'LL LIKE THE PRICE!

C—TABLE AND CHAIR SET—Smart, modern style. Textured bronze vinyl plastic upholstery. Removable table top, 24½ inches square. Tubular steel construction. Extra chairs available.

No. 98,84—By Hampden

POPULAR PRICE!

D—4-SPEED PHONOGRAPH—A portable for the coke and 'burger set! Plays every size record. Four speeds. True-toned amplifier, full-bodied 4 inch speaker. Permanent type needle. Luggage type case.

No. 700—By Spear

PRICED FOR YOU!

E—PHONOGRAPH SET—Favorite records can be played over and over on this 2 speed (45 and 78 RPM) portable. Includes 4 records, record rack, needles.

No. 1007—By Spear

A TOP VALUE AT THE PRICE!

F—BABY GRAND—Perfect model for table-top use (13½ inches wide) with 25 plastic keys. True tone. Color chart. Music book. Blue and ivory attractive colors.

No. 150/25—By Schoenhut . . East 6.00

West 6.50

G—ANTIQUE WHITE UPRIGHT PIANO—Will add charm to any playroom. 30 keys—2½ full octaves. Precision ground rods for proper tone. Fine plywood construction. 24½ inches tall. Color chart. Music book.

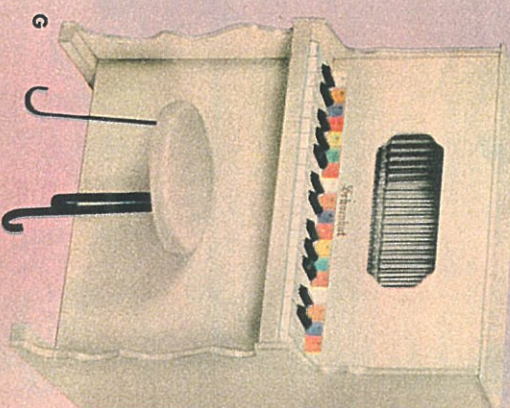
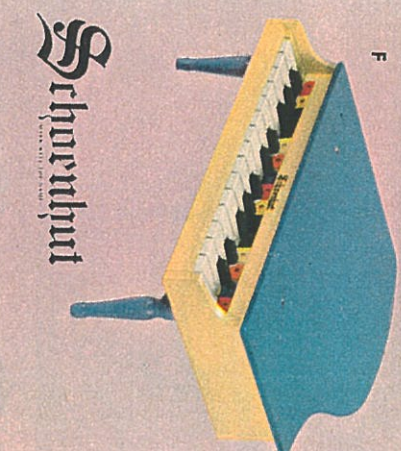
No. 030—By Schoenhut

EXCITING VALUE!

H—DESK BLACKBOARD—For little artists, doodlers and scholars. Superior writing surface (12 x 16 inches), 8 scroll chart, 40 inches high.

No. 65—By American Manufacturing

LOW PRICE!



KNICKERBOCKER



FUNNY TOYS TO MAKE THEM CHUCKLE!

A—BARNEY RUBBLE—Fred's best friend and sidekick has a movable head and is made of soft vinyl plastic. About 13 inches tall.

No. 841/3—By Knickerbocker Toy ... **3.00**

B—FRED FLINTSTONE—The hero of TV's popular Stone-Age cartoon is here in soft vinyl plastic. Unbreakable, washable and almost as funny as on TV. About 13 inches tall.

No. 840/3—By Knickerbocker Toy ... **3.00**

C—MUSICAL CAROUSEL—A colorful merry-go-round that spins, rocks, twirls, rolls and chimes merrily all the while. Sturdy plastic. 5½ inches in diameter.

No. 630—By Tarco **1.50**

D—BUZZ AROUND BEE flies angrily around the interior of clear poly dome, buzzing as he goes. Giant eyes follow him whenever he's pulled.

No. 5422—By Tarco **1.50**

E—POPPIN' TOP—The craziest top around! It POPS as it spins. Continuous action with 8 balls jumping in all directions. Plunger type. Poly base.

No. 318—By Ohio Art **2.00**

F—MUSICAL ROLY POLY CLOWN—Push him over and he'll bob right up again to entertain baby for hours. He chimes each time he's pushed. Hi-impact plastic.

No. 929—By Santoy **2.00**

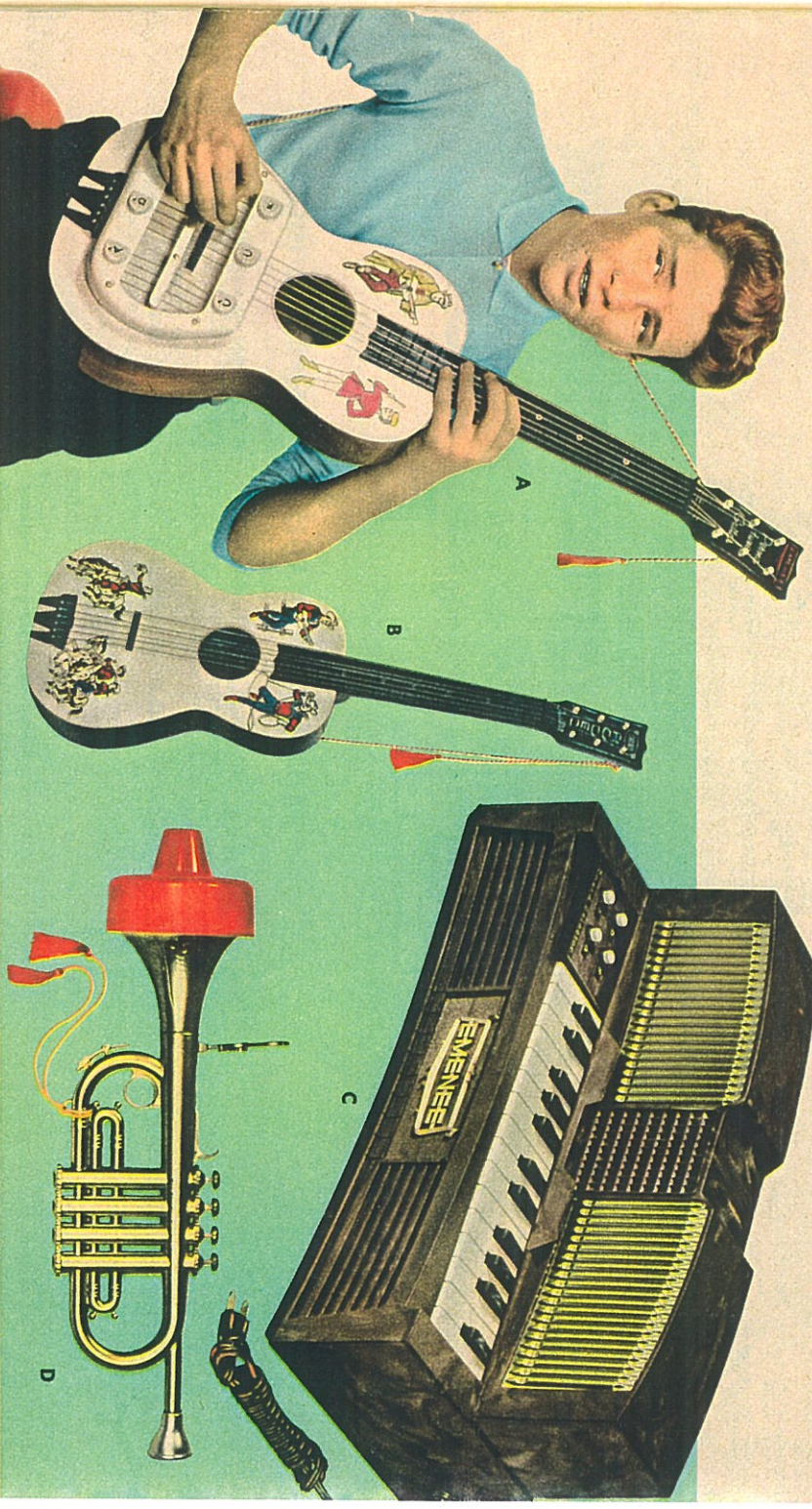
G—TERRY DOLLS AND ANIMALS—Can be hugged, kissed with "jammy" lips and washed for a bright, new look! All soft-foam filled with perky ribbon decorations.

No. 3002—By Santoy **1.00** each

STYLED BY *Santoy*



The prices in this book, in most cases, are those suggested by the manufacturers. For current prices consult the storekeeper whose name is on the front cover of this toy book. In some places of the South and West prices may be slightly higher.



PUT MUSIC AND FUN BY **EMENEE** IN YOUR LIFE!

A—PERMATUNE CHORD GUITAR—Always tuned and ready to play. Play it automatically, without a single lesson. Six permanently, built-in chords. Rich, clear, true tone. Song book, felt pick, shoulder cord. Can also be played conventional way. For all ages. No. 606 10.00

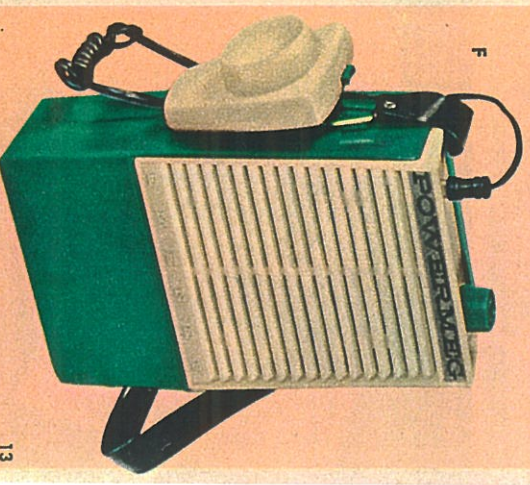
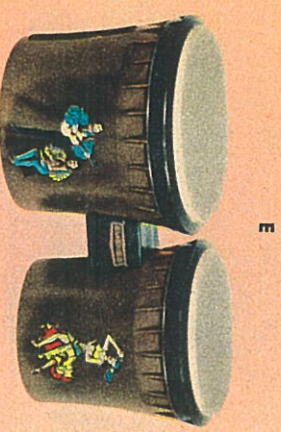
B—RODEO GUITAR for real Western, home-on-the-range playin'. Full size, nearly three feet long. True tone, 6 nylon strings. Shoulder cord, felt pick, song book. Decorated with Western motifs. No. 604/6 5.00

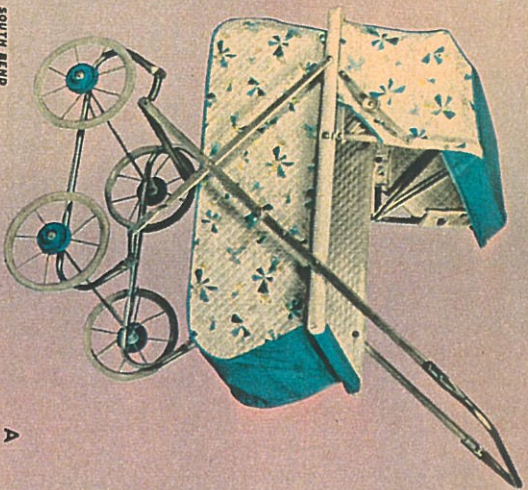
C—ROYALE CHORD ORGAN—The thrill of a lifetime! Learn to play by following music book and using Educator. Approved key selector. Over 2 full chromatic octaves and automatic chord player push buttons. UL and C.S.A. approved. A.C. No. 205 30.00

D—GOLDEN TRUMPET—Put the music book in place and play dozens of songs, marches and bugle calls. Over 13 inches long. Gold finish. Tuned reeds. Sanitary, sealed mouthpieces, mute. No. 531 4.00

E—BONGOS—It's a treat to beat out authentic rhythms on these "South-of-the-Border" bongos! Richly finished, solid, sturdy construction. True bongo resonance. Folder of easy-to-play rhythms. No. 705 6.00

F—ELECTRONIC POWERMEG—Just press the button, talk into microphone and voice is carried to 300 feet. For "out-space" communicating. Little League cheerleading, make-believe firemen. Portable amplifier operates on flashlight batteries (not included). No. P60 13.00



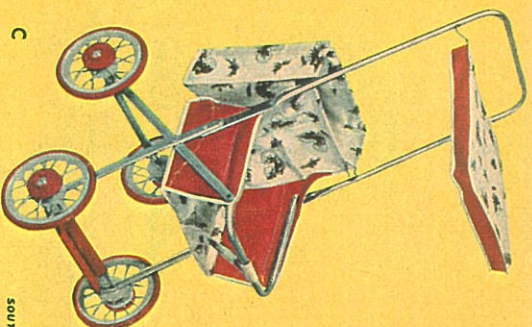
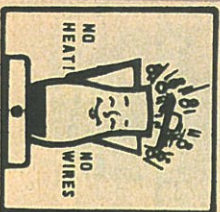


SOUTH BEND

A



B



SOUTH BEND

C

FOR DOLLY CARE AND COFFEE BREAKS!

A—DOLL CARRIAGE for a "most special" doll. Beautiful futuyama aqua print on white quilted vinyl. Full covered top rail. 30 1/2 inch high plated tubular pusher. Spring suspension.

No. 2225—By South Bend 10.00

B—MAXWELL HOUSE COFFEE TIME—With a "poppy" coffee pot that really perks! Operates on flashlight batteries (not included). Sugar, Kleenex napkins, hot plate and complete service for two.

No. 1840—By Amisco .. 6.00

C—FOLDING DOLL STROLLER will hold "baby" and packages too. Bright surrey print, red trim. Flip-back canopy, 29 inch high tubular handle.

No. 384—By South Bend 6.00

D—PURPLE FANTASY TEA SET—Latest French styling in this elegant dinner set for six. 41 pieces. Metal plates, poly cups, coffee pot.

No. 6013—By Banner .. 3.00

E—CHILTON WARE PERCOLATOR SET—Modern, in bright aluminum. Contains: percolator, serving tray, and four each of stemmed goblets, plates, cups, saucers, flatware.

No. 3227—By Aluminum Specialty 3.00

F—MATTRESS, PILLOW, COVER SET for doll coach or crib. Gay floral pattern on taffeta cover and pillow. Plastic mattress, 12 x 21 inches; crepe sheet, carriage clips.

No. 385—By J & J Novelty 3.00

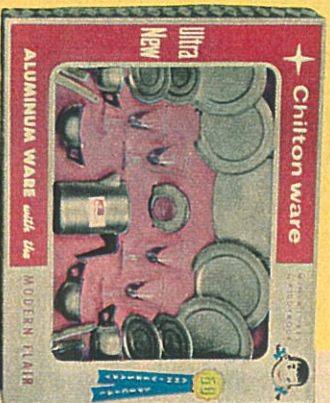
G—DELUXE DOLLY BOUNCY BASSINET—All ready for new baby! Frilly vinyl skirt. Steel construction. Stimulated mattress. Will hold 28 inch doll.

No. 1075—By Amisco ... 6.00

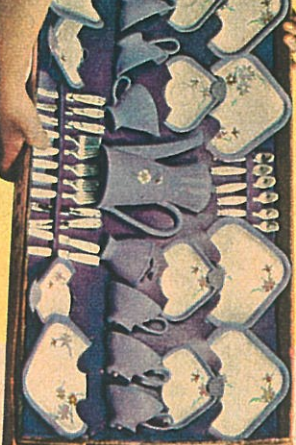
H—TRIMBLE SHOW'R SPRAY BATH—Little Mother can bathe dolly the modern way. Water recirculates. Sturdy leak-proof vinyl tub. Dressing tabletop. Tubular steel frame. 24 1/4 inches high.

No. 1121—By Amisco ... 5.00

E
ALUMINUM SPECIALTY



D

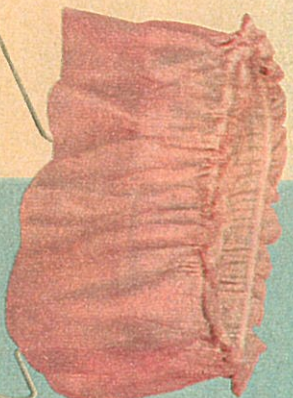


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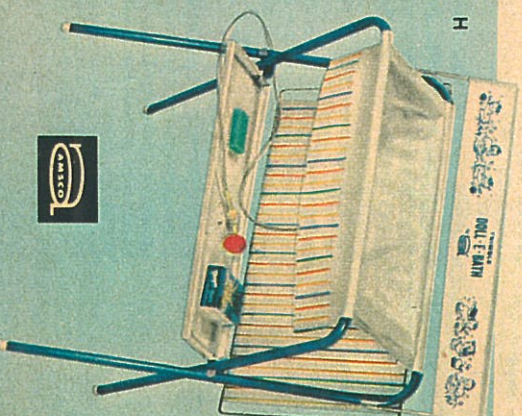


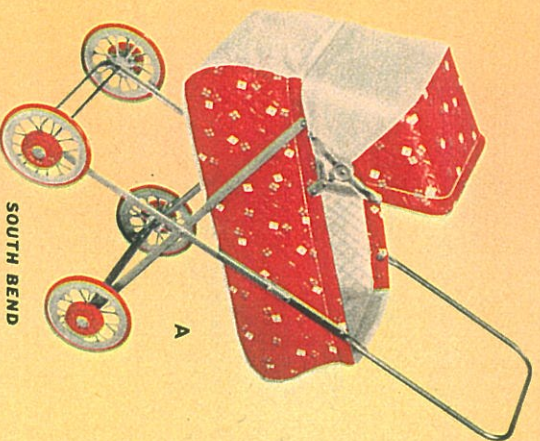
F

G



H





ALEXANDER MINER



PLAYING "GROWN-UPS" IS LOTS OF FUN!

A—DOLL CARRIAGE—You'll be proud to wheel dolly in this rich looking carriage. Gold and white pattern on red vinyl. 26 inch high handle. Collapsible, 3 bow hood, red tires. No. 1620/4—By South Bend . . .5.00

B—DELUXE BIG 'N LITTLE DIAPER BAG SET—One for little mother and one for her biggest doll. Also diapering necessities, sterilizer, bottles. No. 202—By Miner3.00

C—POLY CORONET TELEPHONE—Dial the number, hear the ring on latest, modern style phone. Sealed metal bottom. Spiral cord. No. 500—By Steel Stamping . 1.00

D—TALLY HO TEA SET—Cute, 26 piece set for little girls who love a sports design. Handsome horses and riders on plates. No. 6782—By Banner2.00

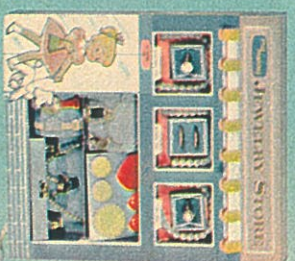
E—COOKWARE SET—Complete aluminum cookware set with good looking black plastic handles. Beautiful polished coffee pot. Whistling tea kettle, double boiler, fry pan, etc. No. T0263—By Mirro Aluminum . 3.00

F—KOOK 'N BAKE SET—Aluminum with polka dot design on some pieces. Includes: roaster, whistling tea kettle, pans, cookie cutters, more. No. 3252—By Aluminum Specialty . 2.00

G—MY MERRY COSMETIC SHOP—All stocked for dolly's beauty care with miniature Coty and Johnson & Johnson products: nail polish, cologne, powder puffs, etc. No. 3011—By Merry2.00

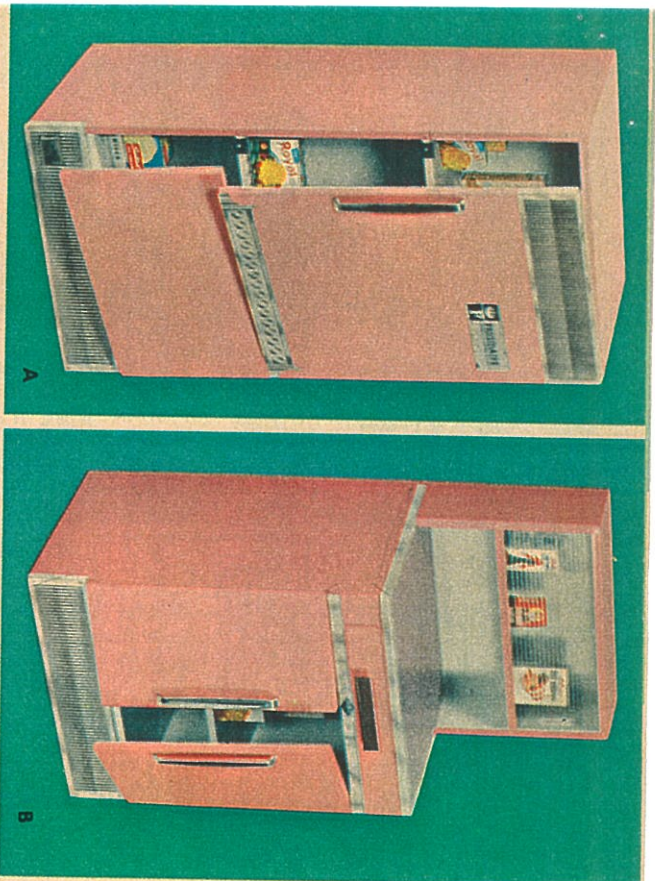
H—MY MERRY JEWELRY STORE—You're in business with enough play jewelry to costume all your dolls. Bright, shiny earrings, necklaces and bracelets. No. 3010—By Merry2.00

I—DOLLY LOVES A PICNIC—There's no mess to this picnic set for two which includes: imitation food, brand name items, "coke" cooler, thermos, more! No. 1740—By Amco3.00



WOLVERINE'S "RITE-HITE" STEEL KITCHEN!

Beautifully detailed steel appliances that compare in size to a little girl as Mother's compare to her. Chrome handles on doors. So big they double as storage chests!



A—"RITE-HITE" REFRIGERATOR—Frigidaire styling. Foot pedal opens lower door. Doors close magnetically. Dummy food boxes. 36 inches high.
No. 610 East 13.00
West 14.00

B—"RITE-HITE" CABINET—Sliding plastic doors in upper cabinet, simulated "formica" counter top. Drawers, doors open. 36 inches high.
No. 630 East 12.00
West 13.00

C—"RITE-HITE" WASHER-SPIN DRYER—Actually washes, dries. Dial controls. Plastic agitator. Tub holds 1½ gallons. Clear plastic lid. Manually operated. Almost 28 inches.
No. 640 18.00

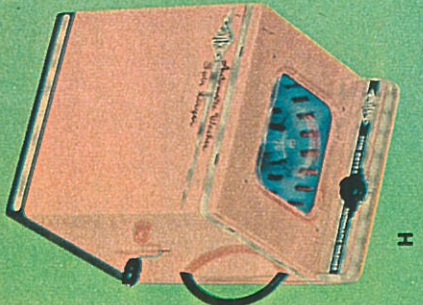
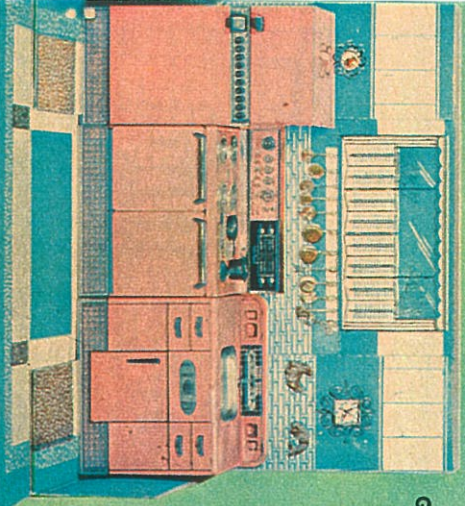
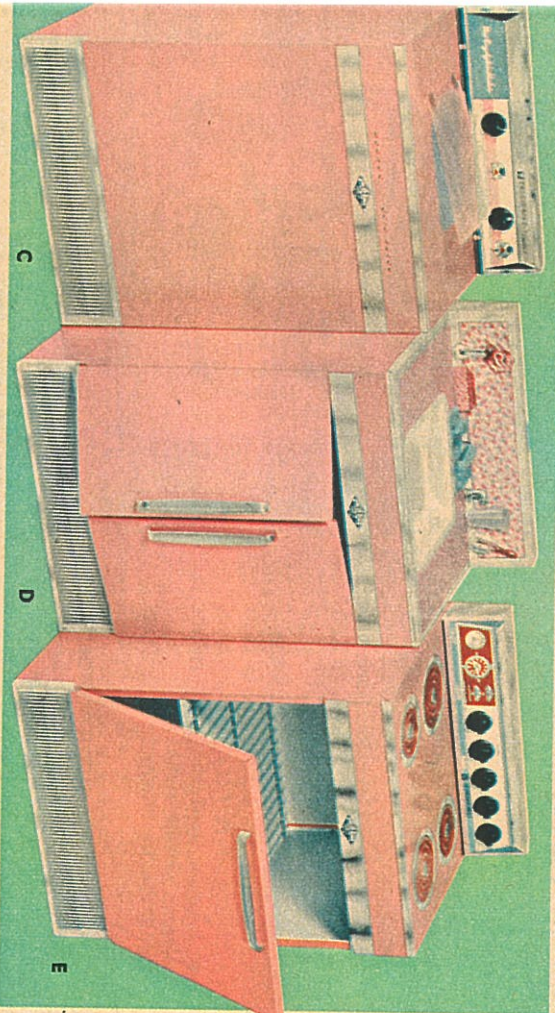
D—"RITE-HITE" SINK—Real swivel faucet controls water; simulated "formica" counter top; heavy plastic water reservoir. Almost 28 inches high.
No. 620 East 10.00
West 11.00

E—"RITE-HITE" STOVE—Steel springs in oven doors, shelf in oven, control knobs click. Almost 28 inches high.
No. 600 East 10.00
West 11.00

F—IRONING SET—All steel ironing board, 27¼ inches. Alcoa silicone cover, Tuffex pad. Chrome electric iron, UL approved.
No. 420 5.00

G—FRIGIDAIRE STYLED KITCHEN SET—3 piece set: stove, refrigerator, sink. Doors open. Real life features. From 11 to 15 inches. Dummy packages.
No. 277 East 8.88 set
West 9.50 set

H—WASHER & SPIN DRYER—Perfect with No. 277 set. Realistic action. Plastic lid, hose. 10¼ inches high.
No. 83 4.00



"USE OF FRIGIDAIRE TRADEMARK AND DESIGN AUTHORIZED BY GENERAL MOTORS."

THINGS SHE ALWAYS WANTED

... CAN BE HERS!

A—MISS MERRY'S HOUSE PARTY—Look at all the fun you can have giving a tea party, having a picnic or playing outside. All the fixins for each play. Buy separately—1.00 each.

No. 6345—By Merry **3.00**

B—AUTOGRAPH ANIMALS—The beginning of a wonderful collection. Remember each "big" event by having your guests sign one of these. Pen included.

No. 0701—By M&S **2.00** each

C—PANTRY WARE—Stunning combination of aluminum and copper. Bread box with shelf, cooky jar, cake cover and tray, measuring cups, canisters.

No. T0251—By Mirro Aluminum
4.00

D—ELEGANT LUGGAGE SET—A train case and hat box of scuff-proof patent plastic with butterfly print. All around zippers. Chic doll. luggage!

No. 1650—By Miner **5.00**

E—PLUSH ANIMALS—A Pop-Eyed Tiger, Leaping Lena Kangaroo, Crazylegs (a perky pup) and Tippy Teddy. All plush, foam-aire stuffed! Love them!

No. BR298—By Elka ... **3.00** each

F—BETSY STUFF AND LACE SETS—Once you've made your own doll you'll love her more than any other. Choose Betsy as nurse, bride or artist. Stuffing, laces included.

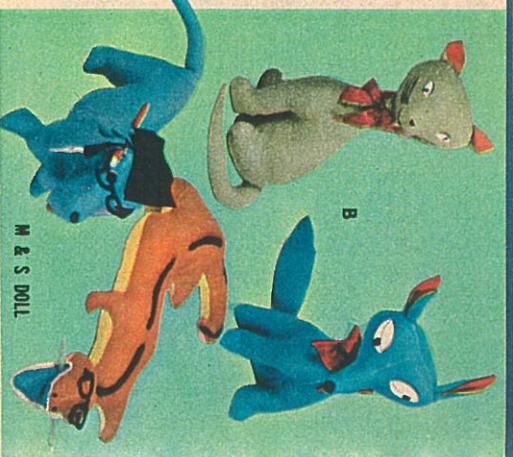
No. 920A—By H. Davis . **3.00** each

G—COSMETIC BAR—Plastic vanity bar for mlady's own room. Removable 10 inch hand mirror, brush, playsafe cosmetics. A dreamy gift!

No. 4039—By Transogram ... **6.00**

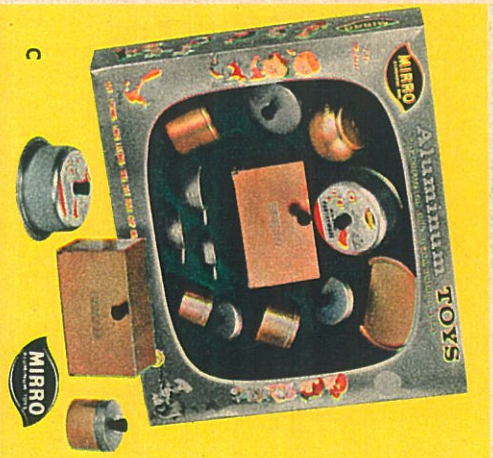


A



B

M & S DOLL



C



D

ALEXANDER MINER



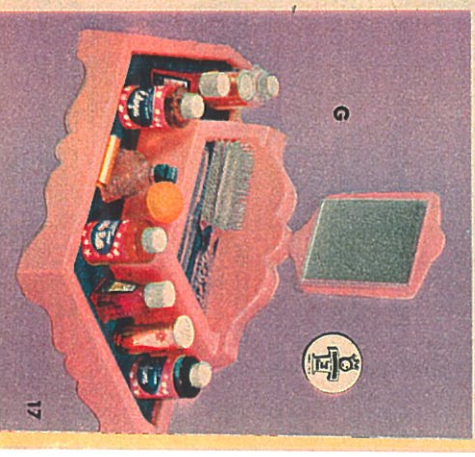
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ELKA



F

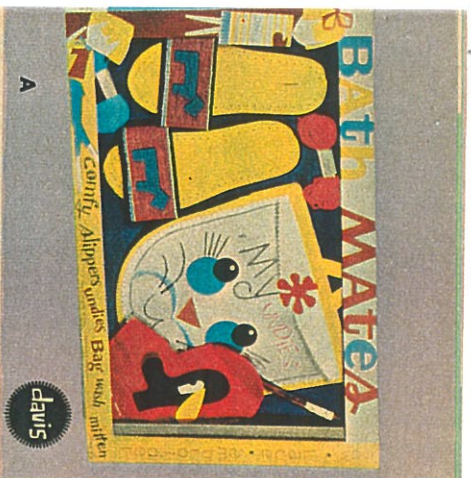
davis



G

TRANSOGRAM

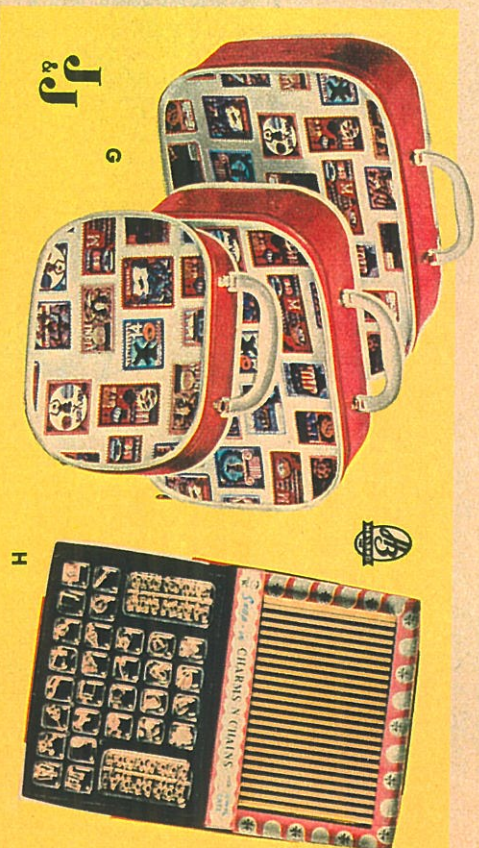
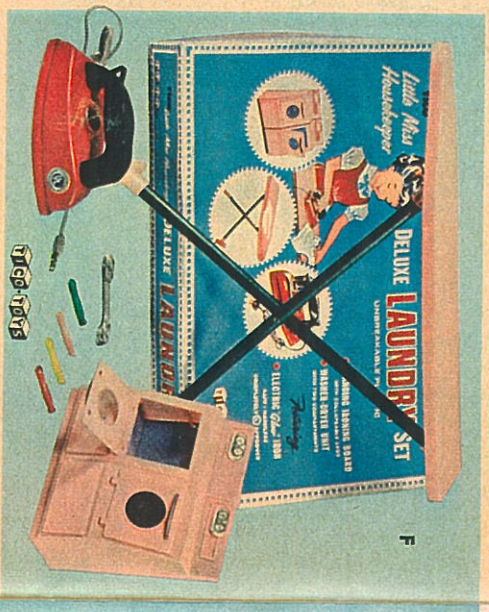
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D—COMPANION BAG SET—"On the town" set for "mother" and dolly. Two matching plastic handbags, change purses, corsages, pearl bracelet. No. 501—By Miner 2.00 set

E—PAJAMA DOLL AND CLOWN—A cute way to keep rooms neat. Tuck your pi's inside, then put adorable dolls on bed or hang up for wall decoration. No. 0380—By M&S 3.00 each

F—DELUXE LAUNDRY SET for the littiest mother! Unbreakable plastic ironing board (19 inches long); poly iron that glows a bright red when plugged in; 7 inch tall poly washer-dryer. No. 867—By Tico 3.00 set



H—CHARMS 'N CHAINS—If you like bangles and jangles! An assortment of beautiful plated plastic charms that snap together with link chains. Leatherette jewelry box. No. 2314—By Hasbro 2.00