



WHAT'S YOUR CHOICE? THEY'RE ALL FUN!

A—FLANNEL BOARD for creative and imaginative play. Felt numbers, letters, animals stick to board. Make a house and garden! No. 1000—By H. Davis **5.00**

B—WOODBURNING SET—Develop your talents! UL approved, guaranteed Wonder Pen, burning points, plaques, all decorating equipment. No. 698—By American Toy & Furniture **3.00**

C—TOOL CHEST—Has 14 pieces including tempered steel saw, hammer, wrench, nail rack, project book in steel chest. 3 to 7 years. No. M3—By American Toy & Furniture **3.00**

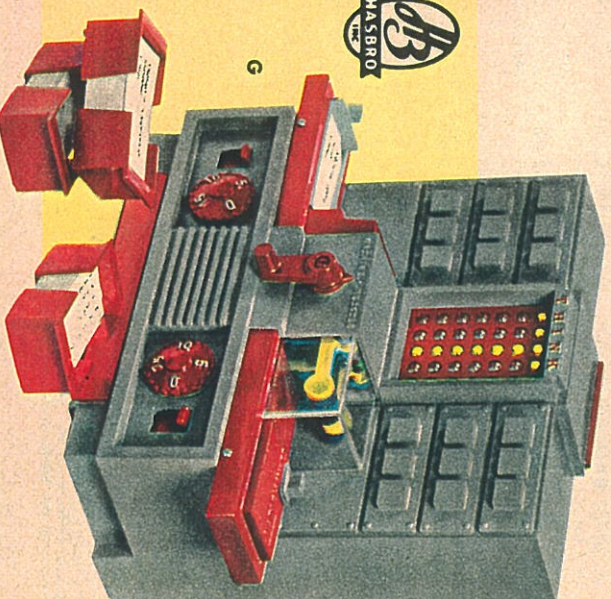
D—TIC TOY CLOCK—A beauty that actually runs 14 hours! 25 parts can be taken apart, put back together by color key. Spring driven.

For boys and girls 5 to 15. No. 965—By Hubley **6.00**

E—SIPPER-SHOOTER STRAW GUN—Its "ammo" is 18 safe, plastic sip-pin straws! 9 inch long sturdy gun with quick-action trigger. 36 straws included. No. 3920—By Transogram . . **3.00**

F—SNO-CONE MACHINE—Shaves ordinary ice cubes into snow which empties into cups. Top with fruit syrups included. Almost 18 inches high. Plastic, rust-proof grinder. Open a Sno-Cone stand! No. 5230—By Hasbro **5.00**

G—ELECTRIC BRAIN QUIZ MACHINE is like a huge computer. Feed data cards into machine, wheels turn, lights flash—and presto! The answer! Operates on batteries, not included. Just like Dad's office! No. 5600—By Hasbro **10.00**





A



B

Kenner's



C

CALLING ALL BUDDING ARTISTS AND THEATER OPERATORS!

A—"LEARN TO DRAW" OUTFIT— Artistic talents? You'll like this set featuring famous Artist Jon Gnagy. 64 page instruction book, drawing board, paper, drawing utensils, etc.
No. 3129—By Arthur Brown **3.00**

B—PRESTO SPARKLE PAINTS—Apply Presto paints on pictures included, then brush on 5 dazzling different colored sparkles! You'll love the result—completely different!
No. 270—By Kenner **2.00**

C—PENCIL BY NUMBERS—36 large pre-numbered pictures to be colored with 20 numbered wood pencils. Sharpener. For rainy days or sick-in-bed!
No. 3672—By Hasbro **2.00**

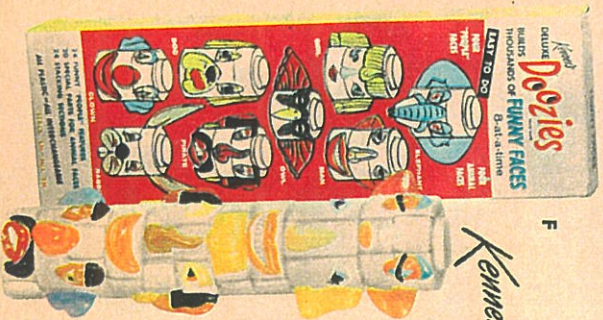
D—NEW ARTIST SERIES 18—A beautiful painting your first try! Each set has: two 10 x 14 inch pictures, 18 Kenro oil paints in screw top jars, etc. Twelve subjects.
No. NA18—By Craft Master **2.00** each

E—NEW ARTIST SERIES 24—Choose from 12 subjects! Includes: two 12 x 16 inch companion pictures, 24 Kenro oil paints in screw top jars, brushes, etc.
No. NA24—By Craft Master **3.00** each

F—DELUXE DOOZIES—Build thousands of crazy mixed-up people and animal faces. Or combine people features and animals for real crazy mix-ups!
No. 230—By Kenner **2.00**

G—"HUCKLEBERRY HOUND" PROJECTOR—Give your own shows with 112 color slides of your favorite TV cartoon friends. Operates on batteries, not included. Projects full color on wall or screen up to 5 x 5 feet.
No. 502—By Kenner **5.00**

H—7 PIECE CAMERA OUTFIT—What a gift! Mark XII camera, flash attachment, 2 flash bulbs, batteries, 1 roll 620 film.
No. 732K—By Herbert George **5.00**



F

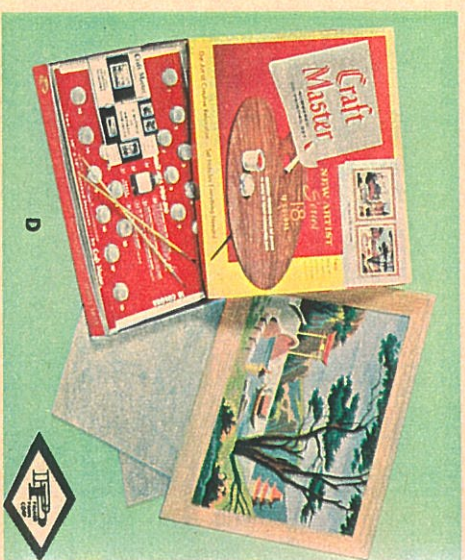
Kenner's



G



E



D



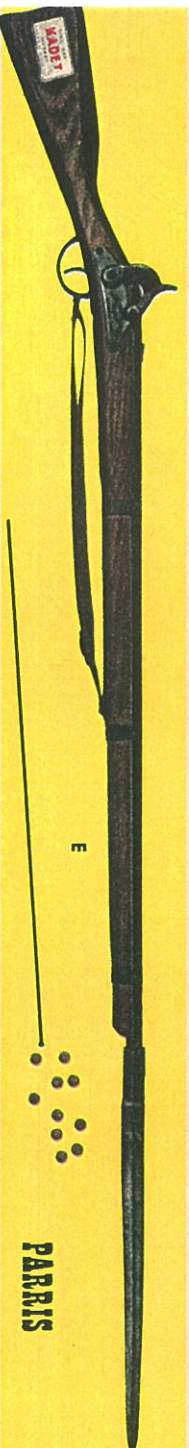
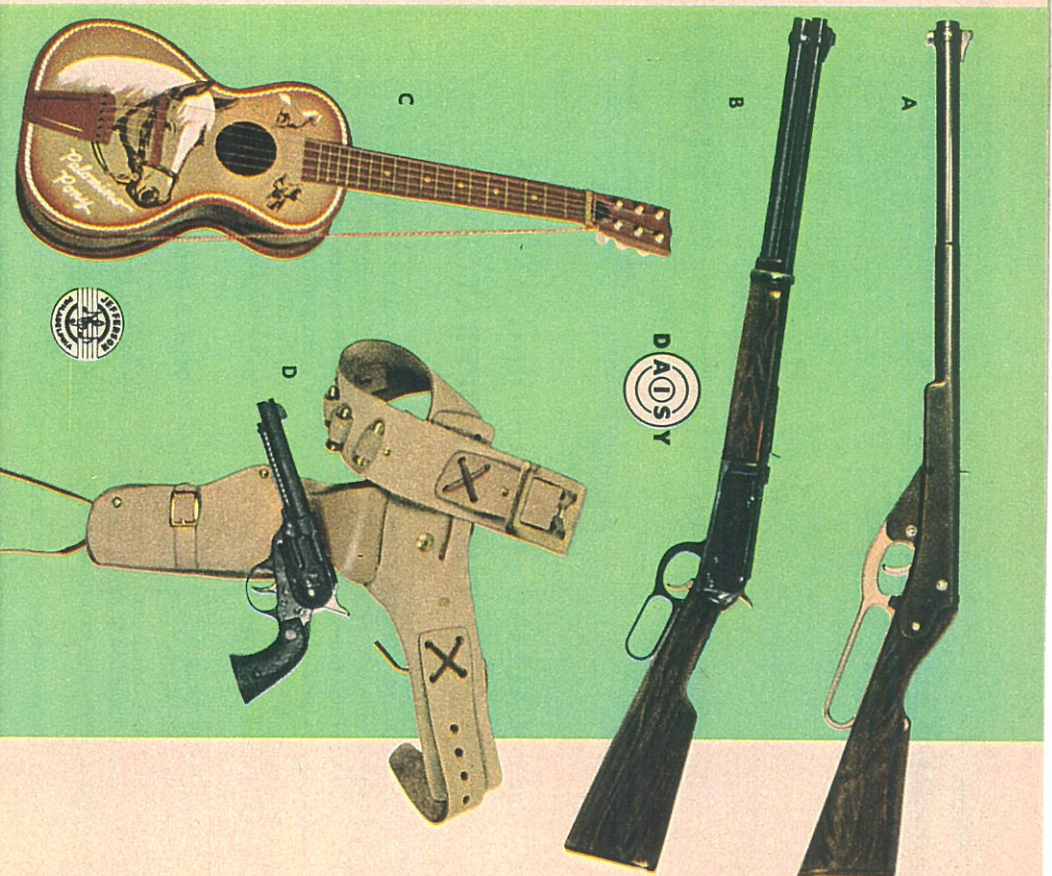
H

Imperial

WESTERN GEAR

FOR LITTLE COWBOYS!

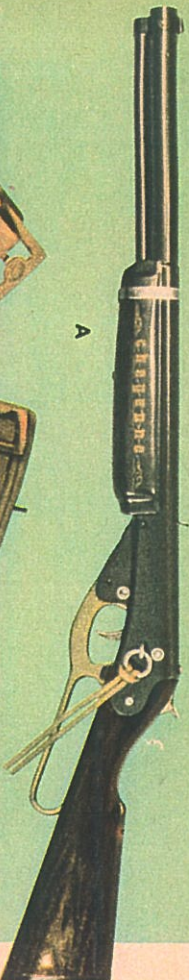
- A—AUTOMATIC SMOKER**—Shoots harmless smoke with big bang! Lever action. Durable construction. 31 inches long. No. 960—By Daisy **3.00**
- B—LAWMAN LEVER GUN**—A "Spittin' Image" of a Winchester! Slimline barrel, levermatic action, 2 way cocking action. Never needs "ammo" and smokes! 34 inches long. No. 694—By Daisy **6.00**
- C—PALOMINO PONY GUITAR**—'Specially designed for roottin' tootin' cowboy singing'! Six wire and nylon strings, pegs, cord, instructions. Palomino tan coloring. No. 73—By Jefferson **4.00**
- D—SINGLE HOLSTER**—Fits 20½ to 33 inch waist. Tough grade leather. "Spittin' Image" 3100 cap pistol, 50 shot roll caps. No. 7021—By Daisy **3.00**
- E—CIVIL WAR KADET MUSKET**—A huge wood and steel musket that extends to 49 inches with rubber bayonet. Load 10 cork "minnie balls" with ramrod. Shoots caps. No. 1—By Parris **4.00**



- F—SUPER POP GUN**—Hear bullet whine sound when plastic cork is fired. Engraved stock, detailed blue barrel and chamber. 24½ inches long. No. 271—By Hubley **3.00**
- G—LEATHER DOUBLE HOLSTER**—Note the tubular designed holsters with fancy stitch and inlay. Contour belt, wide tongue buckle, 6 nickel plated bullets, leg ties. Two Marshal pistols. No. 6150—By Hubley **5.00**
- H—LEATHER DOUBLE HOLSTER**—Rich black finish. Tubular design holsters, Coyote pistols, adjustable belt, white play bullets, Western tongue buckle. No. 6130—By Hubley **3.00**



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.



CHOOSE

YOUR SHOOTIN' GEAR!

A—CHEYENNE SADDLE GUN—Pull trigger—gun bangs! Whines like a ricocheting bullet. Smokes too! No "ammo" needed. No. 660—By Daisy **5.00**

B—LARGE DOUBLE HOLSTER—Fits 25½ to 35 inch waists. Tough cowhide. Two 3200 "Spittin' Image" cap pistols. Shoots 250 shot roll type caps. No. 8043—By Daisy **6.00**

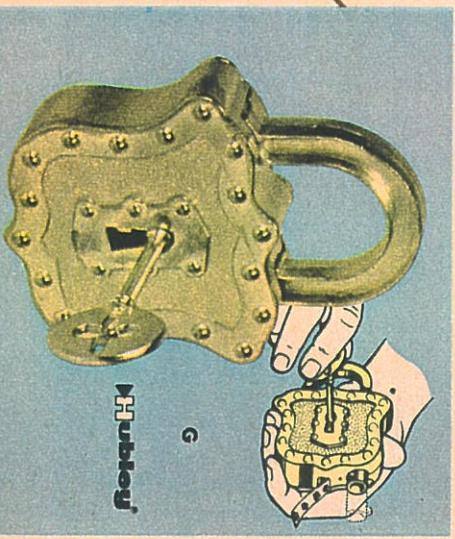
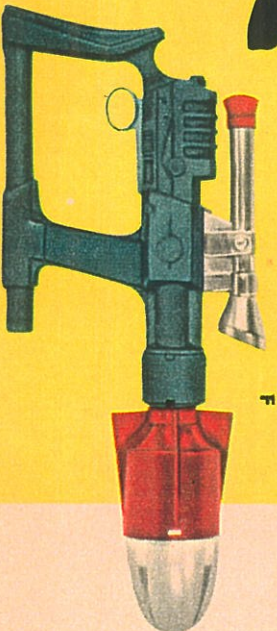
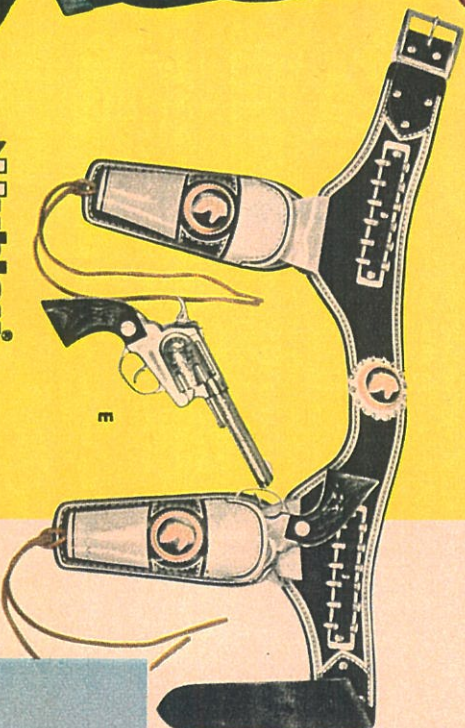
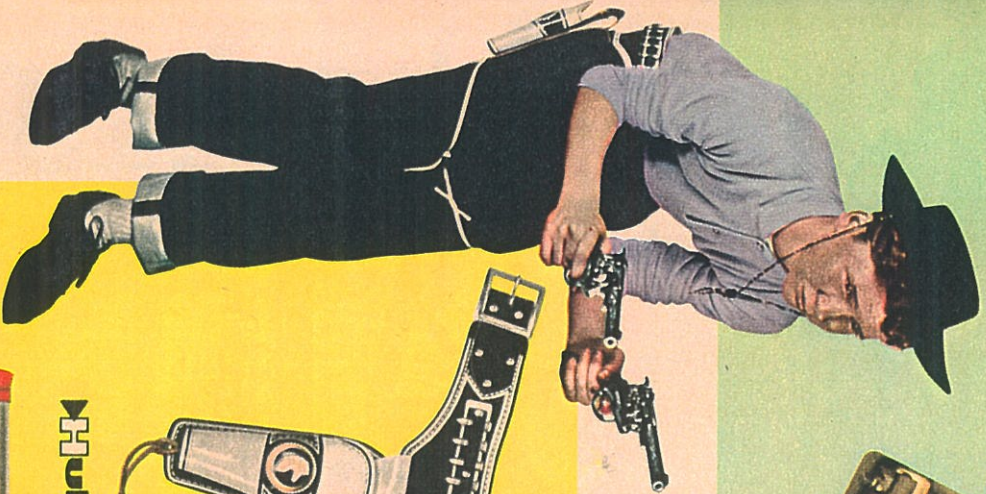
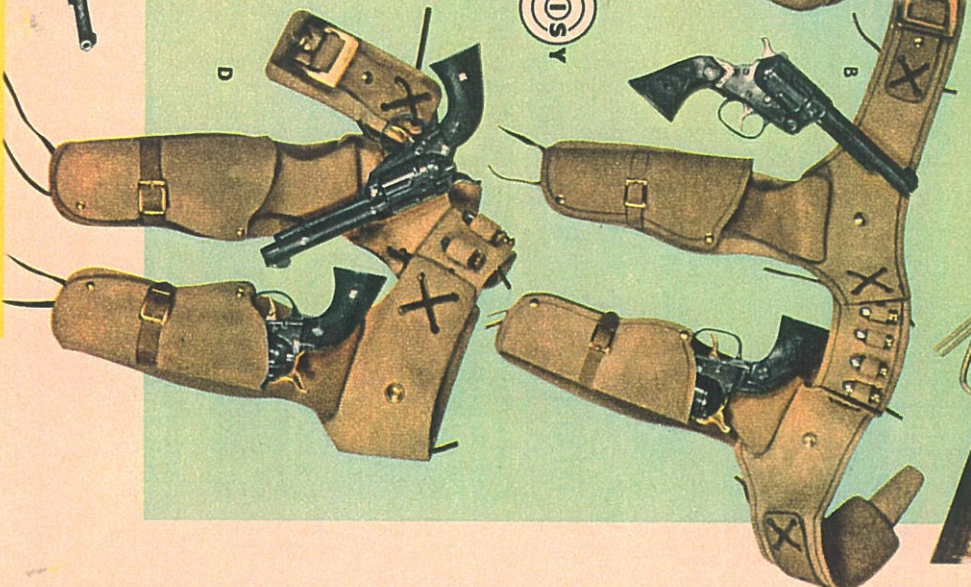
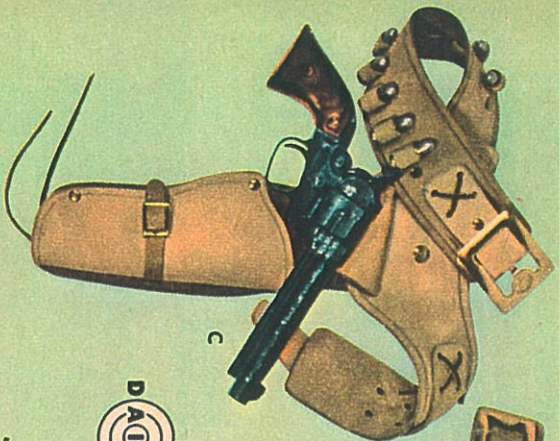
C—"DAISY KID" FAST DRAW SET—Hidden safety on "Daisy Kid" secret single cap Six Gun allows it to fire only "on target." Leather holster with Metaliner Pockets for fast draw. No. 7028—By Daisy **6.00**

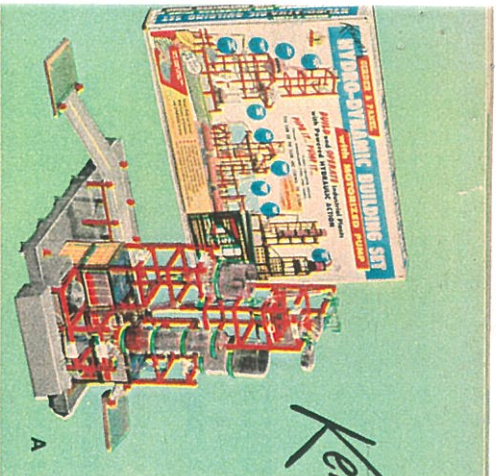
D—DOUBLE HOLSTER—Rugged leather. Laces and leg ties. Two 3100 "Spittin' Image" cap pistols. Shoots 50 shot roll type caps. Fits 21 to 33½ inch waists. No. 8042—By Daisy **5.00**

E—DOUBLE HOLSTER SET—Handsome black and white leather outfit. Tubular designed holsters, cross straps, cameo medallions. Contour belt, 12 bullets, Ric-O-Shay pistols. No. 6161—By Hubley **6.00**

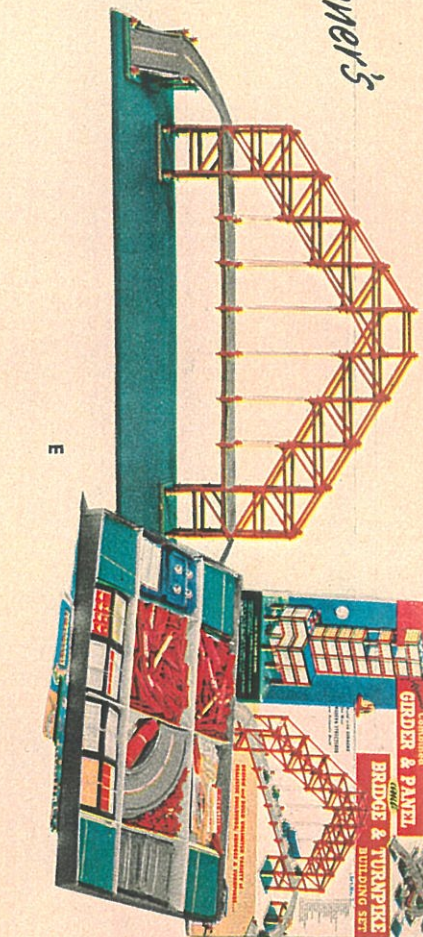
F—THE RED FOX MISSILE—Fires 11 inch soft plastic rocket about 20 feet. High impact plastic, gun metal. Chrome plated sight. No. 207—By Hubley **5.00**

G—PADLOCK PISTOL—Turn the key and barrel of hidden pistol pops out and fires. Easy reloading. Fires standard roll caps. Brass finished. The trickiest pistol yet! No. 188—By Hubley **2.00**





Kenner's



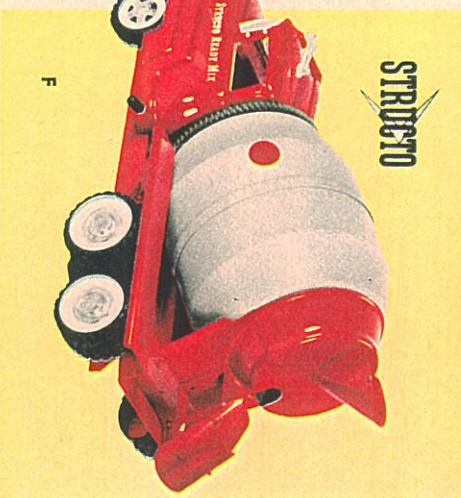
E



STRUCTO

B

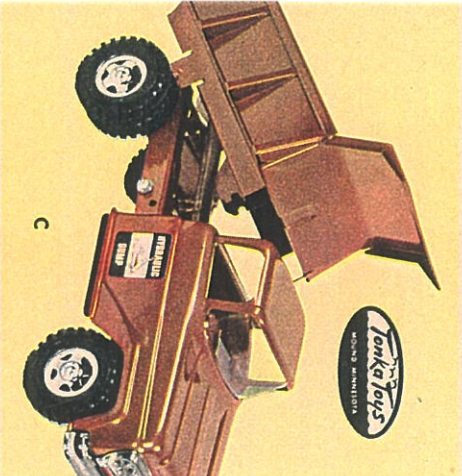
B—RAMP-SIDE PICK-UP is a beauty! Side ramp drops to curb level for loading, unloading. White sidewalls, windshield, wipers, air horns. No. 195—By Structo 2.00



STRUCTO

F

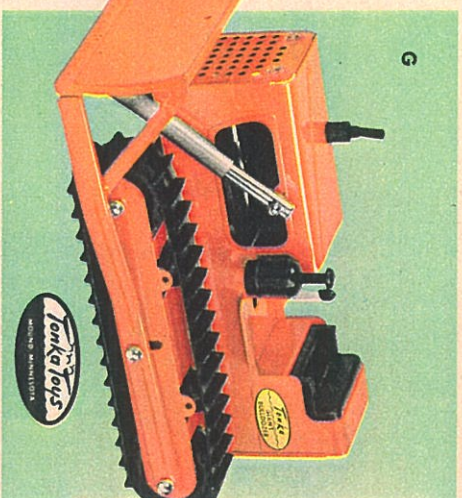
A—HYDRO-DYNAMIC BUILDING SET with hundreds of parts, motorized pump (operates on batteries—not included). Build and operate industrial plant, pipe it—pump it with colorful liquid. Hydro-mechanical effects! No. 11—By Kenner 13.00



Tonka Toys
LARGE MANUFACTURER

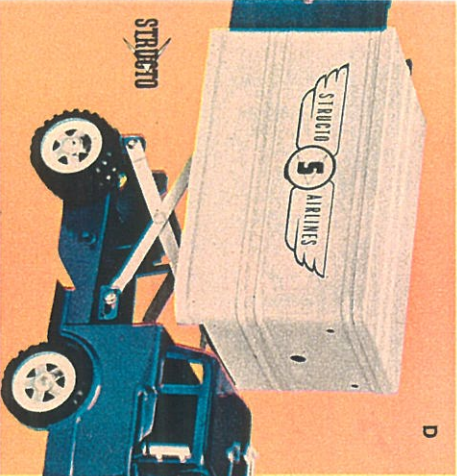
C

C—HYDRAULIC DUMP—Touch lever—load is raised smoothly to position for either dumping or spreading through 2-position tailgate. Almost 14 inches. No. 20—By Tonka 5.00



G

E—GIRDER & PANEL—BRIDGE & TURNPIKE BUILDING SET—Build realistic turnpikes, bridges, cloverleafs, modern skyscrapers. Over 500 interlocking parts. Planning books. No. 7—By Kenner 10.00



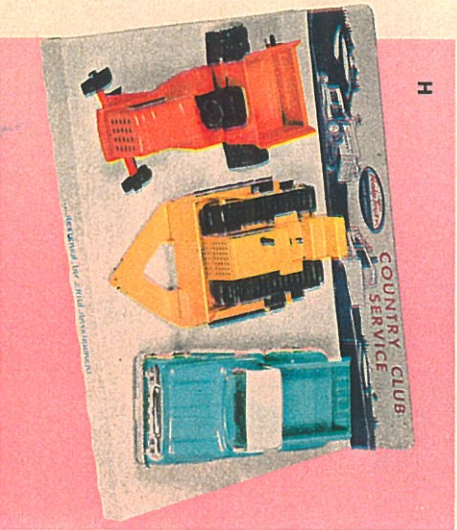
STRUCO
5 AIRLINES

D

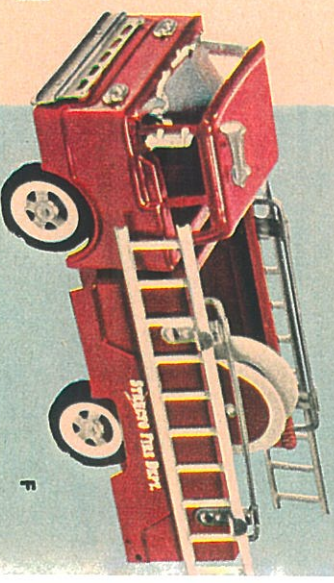
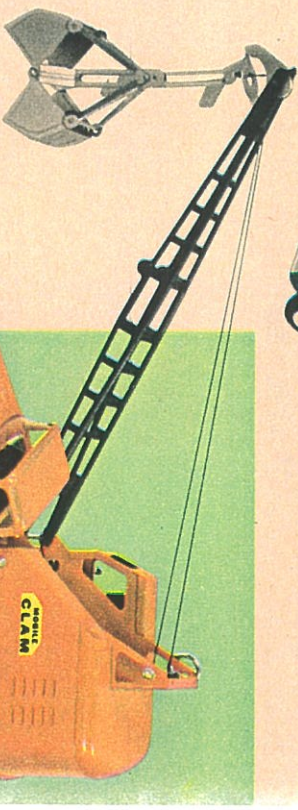
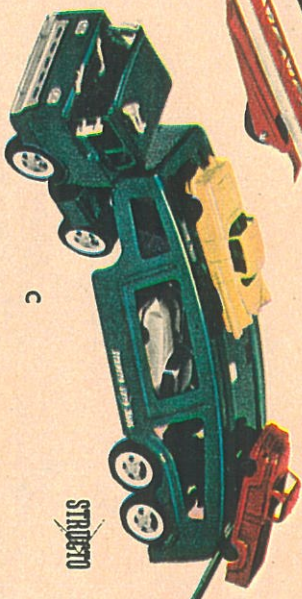
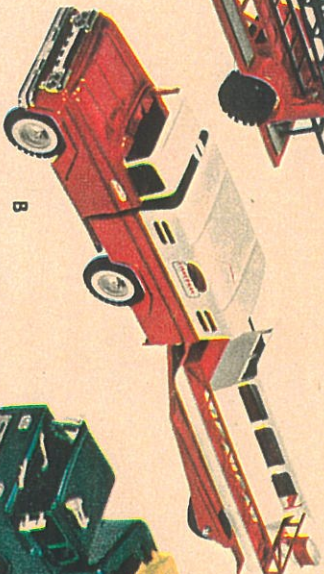
F—READY-MIX CONCRETE TRUCK—For the final job. Mixer rotates. Load hopper on top, release lever, tilt barrel to pour "concrete"! No. 609—By Structo 7.00

G—GIANT DOZER—For moving biggest sandpile in neighborhood. Sturdy, all steel. Lever controls height of 3-position blade. Soundless treads. No. 118—By Tonka 6.00

H—COUNTRY CLUB SERVICE—Build a miniature golf course! Bulldozer makes waterholes, bunkers, level greens. Tractor fills sandtraps. Haul obstacles away with pick-up. No. B202—By Tonka 10.00



H



STURDY TRUCKS FOR BOY-SIZE JOBS! LOOK AT ALL THE REALISTIC FEATURES!

A—AERIAL LADDER FIRE TRUCK—A 27 inch long poly truck with 3 foot extension ladder—raises automatically. Extra ladder. Hurry to the fire!

No. 605—By Andy Gard**3.00**
B—HOUSEBOAT SET—Live on a houseboat! Attach trailer with boat to pick-up and have fun at nearest mud-hole! 29 inches long.
No. 136—By Tonka**8.00**

C—AUTO TRANSPORT—Strong, sturdy truck for transporting three metal cars across country or the backyard. White sidewalls. Extends to almost 30 inches with ramp.
No. 502—By Structo**6.00**

D—MOBILE CLAM—Be a big crane operator. Move crane by lockable crank on top of cab. Bucket opens

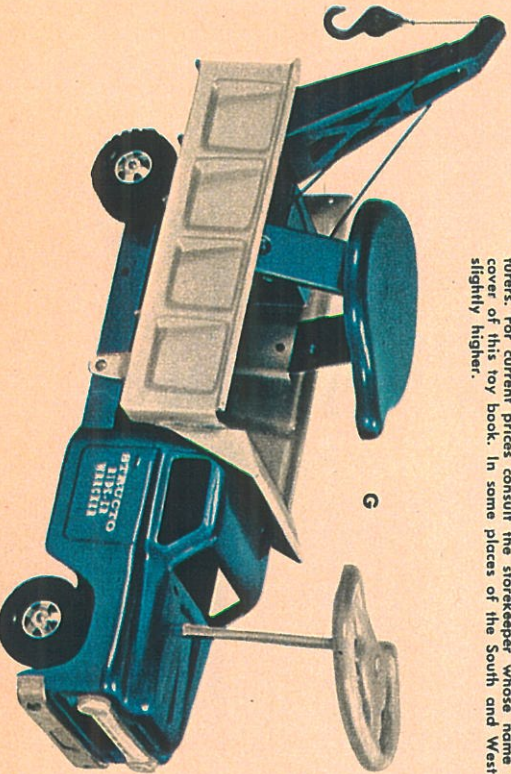
and closes automatically. Dual floating rear wheels. Over 27 inches long.
No. 142—By Tonka**9.00**

E—PICK-UP TRUCK is a "must" for every boy. Sturdy, all steel. Tailgate opens, closes. White sidewalls.
No. 02—By Tonka**3.00**

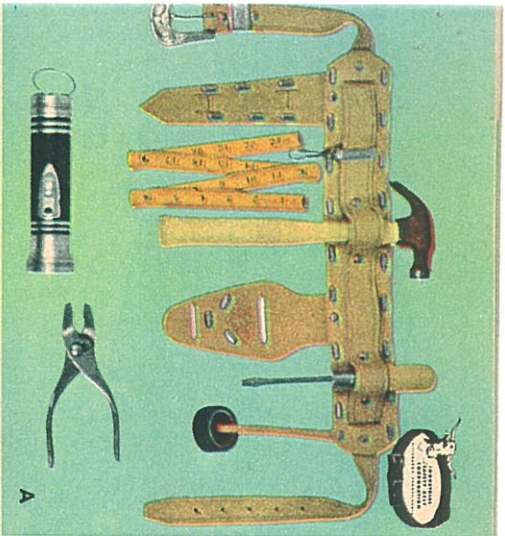
F—FIRE RESCUE TRUCK—Man the ladders for a second floor rescue! Hose winds on and off reel. Side ladder hangers. White sidewalls.
No. 307—By Structo**4.00**

G—RIDE-ER WRECKER TRUCK—It works! Crank-operated winch winds tow line in or out. Steering wheel steers. Removable seat, boom. Over 23 inches long.
No. 607—By Structo**7.00**

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.



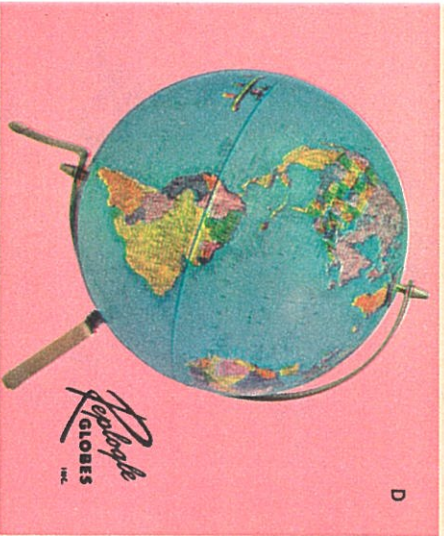
STRUCTO



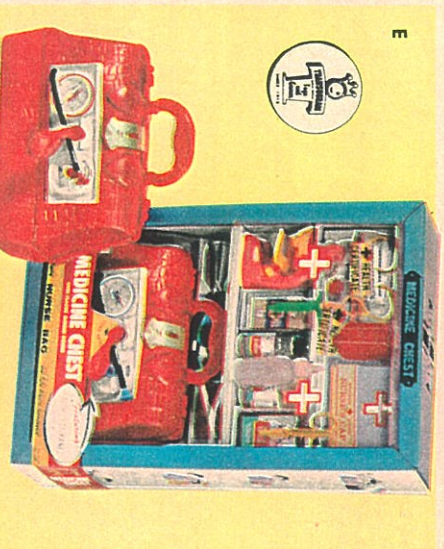
A



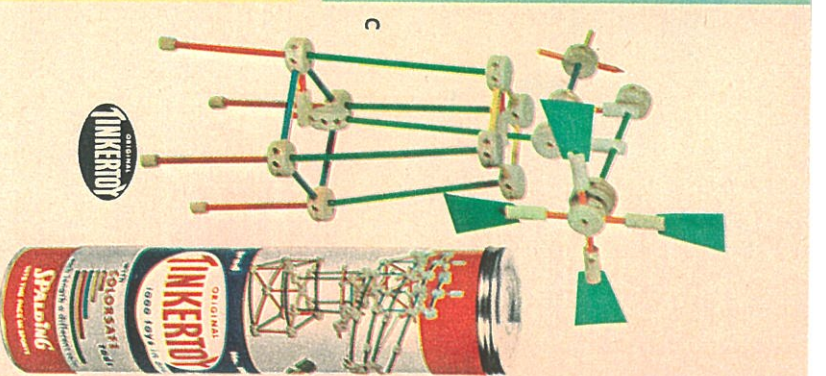
B



D



E



C



F



G

STIMULATE CREATIVE PLAY!

A—JUNIOR TOOL SET—Just like Dad's. Leather belt, 9 ounce hammer, screwdriver, pliers, flashlight, folding rule, friction tape. For any repair job! No. 398—By Industrial **4.00**

B—DOCTOR'S MEDICINE CHEST AND BAG—Calling "Doctor Haverum"! Sliding-door cabinet chock full of medical equipment, supplies. Also, doctor's kit, ring, cap, head reflector, etc. No. 1362—By Transogram **5.00**

C—GRAD TINKERTOY—Build countless combinations either from imagination or booklet of ideas. White birch parts with color-safe finish. 215 pieces. No. 146—By Toy Tinkers **3.00**

D—"DISCOVERER" GLOBE—Accurate, up-to-date, 12 inch washable globe, perfect for home or school. Easy-to-read names, 16 inches high, 32 page booklet. No. PB6001—By Replogle **8.00**

E—NURSE'S MEDICINE CHEST AND BAG—For the Junior Nurse. Similar to Doctor's described above with nurse's ring, hat, diploma and personal nursing care items. No. 1332—By Transogram **5.00**

F—DIEBOLD JR. DELUXE STEEL SAFE BANK has real combination lock and burglar alarm. Slot takes coins from 1c to 50c. A place for his treasures! No. S502—By Superior Toy **5.00**

G—MAGNASTIKS—The most unusual designing set yet! Over 100 steel pieces with zinc plated lifetime magnets. Makes unlimited number of designs, models, etc. No. 510—By Ohio Art **East 6.00 West 6.95**