

A

Kenner's

IT'S FUN TO BUILD!

A—BUILD-A-HOME SET—Design and build ranch or colonial homes—apartment houses, three at a time! Steeples, trees, planning book, 186 parts.
No. 15—By Kenner **5.00**

B—FIGURE 8 SPEEDWAY RACE—Take the wheel of a souped-up stock car and send it racing around the twisting course while you control every move! Each car has own D.C. electric motor. Cars can skid, spin, roll, flip!
No. 19083—By Gilbert **30.00**

C—BASKETBALL AND GOAL SET—Exciting backyard play and practice! Official size flexite ball, steel goal and net.
No. 3521—By Eagle **5.00**

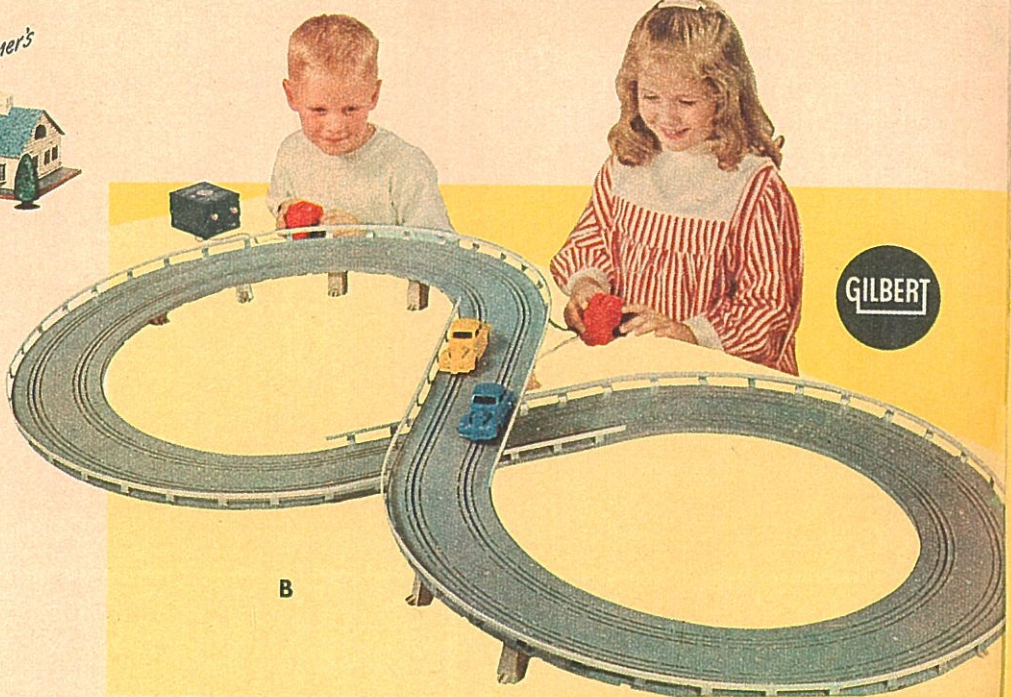
D—FOOTBALL AND BASKETBALL SET—Official size and weight! With kicking tee, reinflating pump and inflating needle.
No. 5921—By Eagle **6.00**

E—H. O. ELECTRIC TRAIN AND TRACK SET—Locomotive and 3 unbreakable cars operate on pen light batteries (not included). They work off the track too!
No. 910—By Tico **3.00**

F—GIVE-A-SHOW PROJECTOR—16 brand new shows with favorite TV characters. Operates on batteries, not included. Projects full color on wall or screen.
No. 503—By Kenner **5.00**

G—GIRDER & PANEL AND BRIDGE & TURNPIKE SET—You're a construction engineer! Build realistic turnpikes, bridges and modern skyscrapers! Over 500 interlocking parts.
No. 7—By Kenner **10.00**
Other sets from 2.50 & up.

H—HYDRO-DYNAMIC BUILDING SET—Seven thrilling hydraulic features! 390 parts. Motorized pump (operates on batteries, not included). Build industrial plant—pipe it, pump it with colorful liquid.
No. 11—By Kenner **13.00**

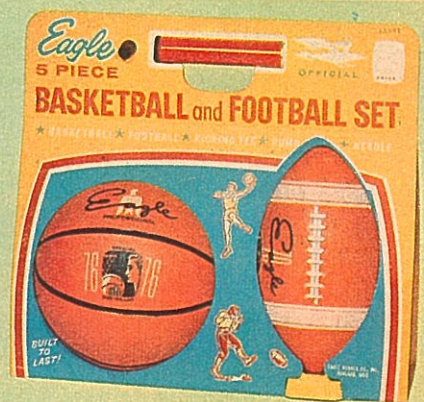


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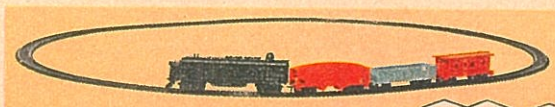


C

Eagle

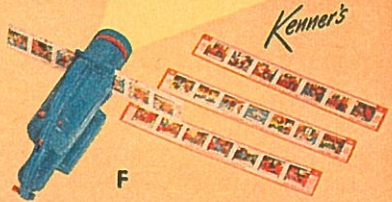


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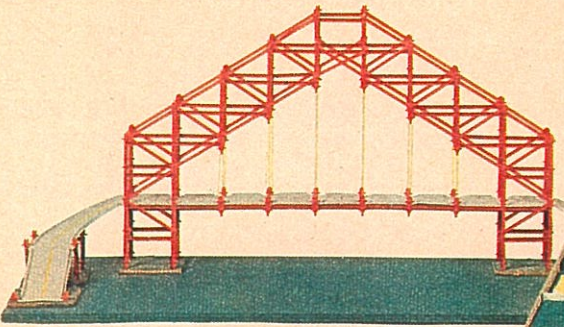
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TICO-TOYS

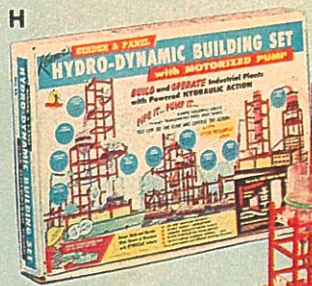
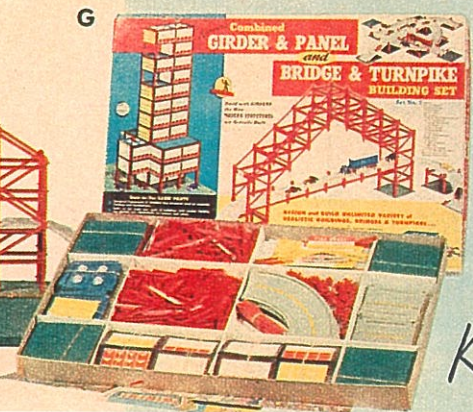


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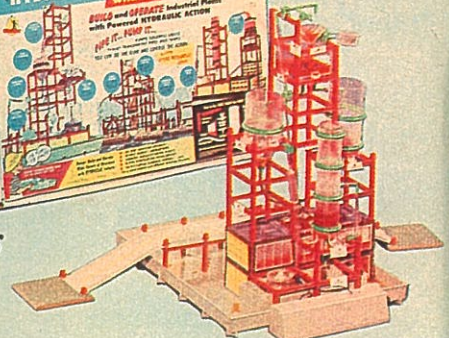
Kenner's



G

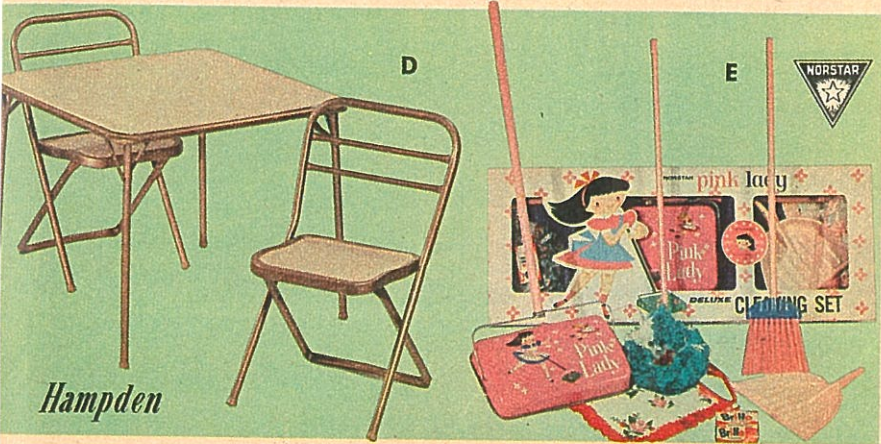
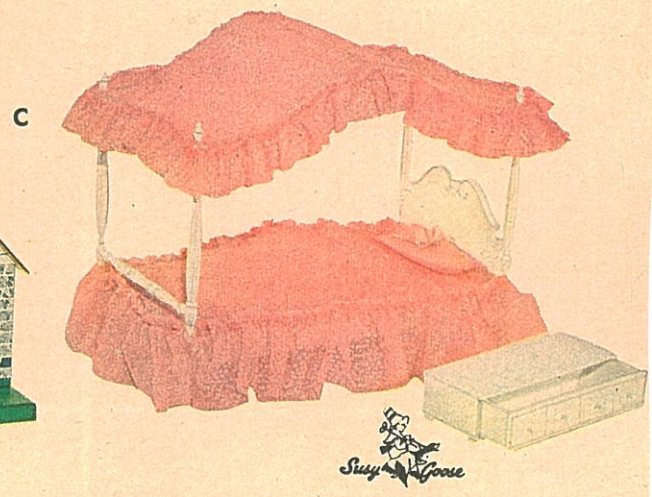
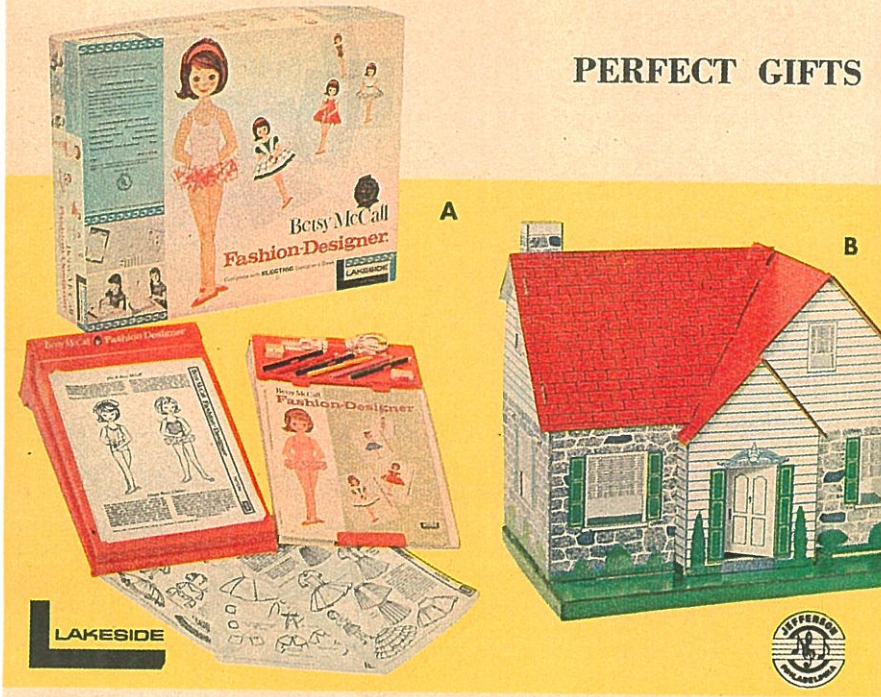


H



Kenner's

PERFECT GIFTS FOR THE VERY FEMININE MISS!



A—BETSY McCALL FASHION-DESIGNER—Design school, party and sports clothes! Pattern sheets, U.L. approved designer's desk and lamp, instructions, etc. No. 01041—By Lakeside **8.00**

B—THE DIXON DOLL HOUSE—A four room doll house for hours of fun. Extended terrace. Beautifully decorated. No. D200—By Jefferson **3.00**

C—"BARBIE" FOUR POSTER BED—Lovely, 12½ inch long bed for Barbie. Daintily ruffled bedspread, canopy cover and pillow. Chest. No. 466—By Susy Goose **4.00**

D—TABLE AND CHAIRS—The latest! Modern flare legs. Smart textured vinyl-plastic upholstery. Removable table top. Durable—comfortable! No. 98/84—By Hampden . **LOW PRICE**
Separate Chairs Available

E—PINK LADY CLEANING SET—With her sweeper, mop, broom and accessories she'll keep her house spick and span. No. M300—By Norstar **3.00**
No. M200—By Norstar **2.00**

F—RANCH TYPE DOLL HOUSE—And a patio that homemakers just love for summer entertaining. Lots of fun to rearrange furniture. No. 623—By T. Cohn **4.00**

G—GLAMOUR STOLE DRESS UP SET—“Mink” stole, 10 karat “diamond,” gorgeous orchid, and pearls to make her feel more glamorous! No. 372—By Norstar **3.00**

H—SWANS DOWN CAKE MIX SET—10 cake, and frosting mixes, pans, mixing bowl, utensils, decorators and recipe book. They'll learn to bake! No. 6213—By Argo **3.00**
No. 6212—By Argo **2.00**

NEITHER DIAMONDS NOR



A

EEGEE'S



B



C

M & S D



E

Horsman



F



G



H

Horsman



I



J

Horsman



JOY OF A TOY.
knickerbocker.

L

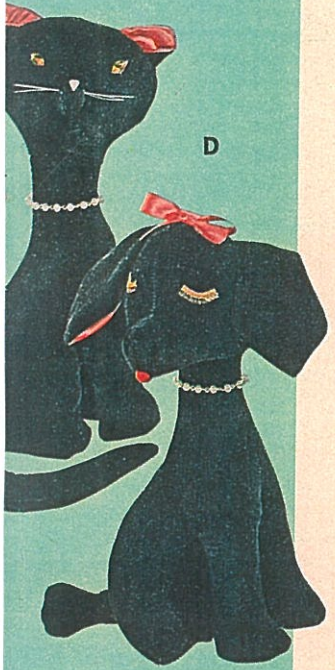


M



N

MINK—A LITTLE GIRL'S BEST FRIEND IS A DOLL!



D



Roberta K



Newark

A—BABY DOLL—With rooted baby pixie hair. 24 inches. Vinyl head, curved arms, legs. Cloth body. She needs a loving mother!
No. 2441—By Eegee 8.00

B—TODDLER—She walks! 22 inches. Vinyl and poly. Rooted hair. Cute clothes.
No. 2285—By Eegee 6.00

C—AUTOGRAPH ANIMALS—Collect autographs on one of these! Easy to write on quality percale. Pen included.
No. 780—By M&S 2.00 each

D—VELVETEEN DOG AND CAT—"Daphne" and "Geraldine"—the most sophisticated animals in town. Bead trim. From little girls to college girls.
No. 870—By M&S 3.00 each

E—SNUGGLE SOFTEE—Feels and looks like a new baby. Realistically sculptured head. Chubby arms, legs. 17 inches tall. Baby clothes.
No. 6464—By Horsman 5.00

F—DRINKEE WALKER—Drinks from a real, 8 ounce baby bottle—walks too! 25 inches tall. Looks like toddler. Wets. Wears size 1 clothes.
No. 8661—By Horsman 10.00

G—"TOBY" TEENAGE DOLL & WARDROBE—11 inch high-heel doll in taffeta dance dress. Accessories include skirt, blouse, bonnet, dress, swimsuit, etc. In 3 tier jewel box.
No. 812—By Roberta 6.00

H—PIGTAIL "PEGGY"—17 inches tall with rooted hair in pigtails. Cotton jumper dress. Fully jointed.
No. 5441—By Horsman 5.00

I—"CAROL"—A darling sweater and skirt girl! 20 inches tall. Vinyl. Long curly style hairdo. Fully jointed.
No. 5501—By Horsman 6.00

J—"BETTY" IN A TAM—Here's a 15 inch doll in shantung dress and felt tam. Fully jointed, curly short hairdo. Sleeping eyes.
No. 5321—
By Horsman 4.00

K—DRINK & WET DOLL—A darling, 18 inch fully jointed doll with rooted hair. Cute lace trimmed baby ensemble.
No. 318/3—
By Roberta 5.00

L—NITE-CAP KEWPIE DOLL—Soft rayon plush body and irresistible kewpie vinyl face. Bright candy cane night cap, scarf. About 15 inches high.
No. 717/3—By Knickerbocker 3.00

M—12 INCH BABY DOLL—A cute little baby for tiny tots to mother. Feed her, wash her.
No. 8250—By Midwestern 4.00

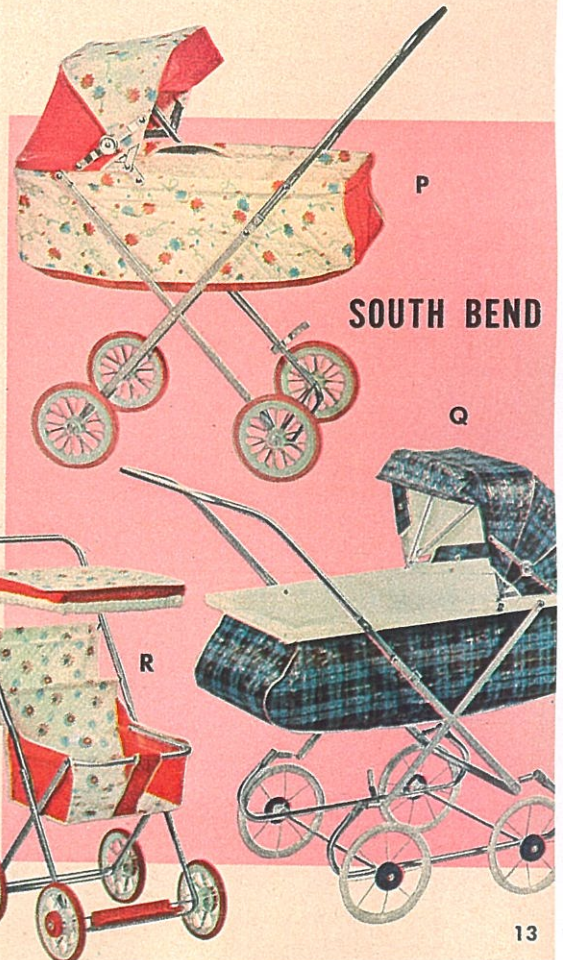
N—HONEYBUN—She needs a mama to keep her as clean and pretty as she is now. 12½ inch baby, rooted hair, movable. She drinks and wets.
No. 4100—By Midwestern 3.00

O—DOLL HAIR DRYER—For dolly's new hairdo! Fits all dolls up to 20 inches. Actually blows air. Works on battery, not included. Hair-dressing accessories.
No. 1200—By Newark Comfort 4.00

P—FOLDING DOLL CARRIAGE—For a perfect mother. Handsome quilted carriage. 26¼ inch high handle. Lock clips, brake.
No. 1530/4—By South Bend 5.00

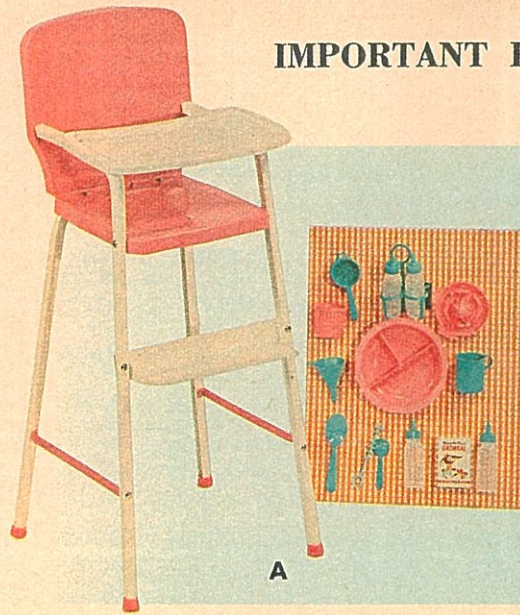
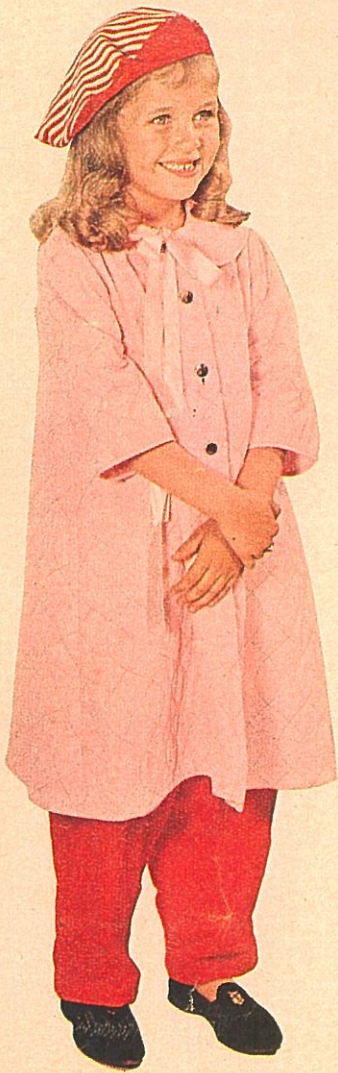
Q—PLAID FOLDING CARRIAGE—Modern as tomorrow! Blue plaid with white backing. 12½ x 28 inch body, 31 inch handle. 4 bow hood. Spring lock clips. Duchess gear.
No. 2030—By South Bend 10.00

R—FOLDING DOLL STROLLER—Sturdy, gay stroller. 29½ inch high handle. Footrest.
No. 560—By South Bend 6.00
Other Carriages & Strollers Available—
3.00 and up.



SOUTH BEND

IMPORTANT FOR PLAYING "GROWN UPS!"



A



B

A—COSCO HI CHAIR & FEEDING SET—Everything a little girl needs to feed dolly. Doll-E-Feeding dish, bottle warmer, bottle, much more!
No. 1017—By Amsco 5.00

B—DOWNYFLAKE BREAKFAST SET—Little "mom" can feed her doll family. Toast-master actually pops up two Downyflake "waffles." Other replicas of famous brand products, dishes, tableware for two dolls!
No. 1850—By Amsco 4.00

C—TRIMBLE SHOW'R SPRAY BATH—Recirculating Show'r Spray actually sprays water! Manually operated. Heavy gauge steel. Leakproof vinyl plastic tub. Accessories.
No. 1121—By Amsco 5.00

D—TEA SET—Elegant as the Queen's tea set! Gold and white tray and four place settings! Teapot, tableware too!
No. 398—By J. Chein 4.00

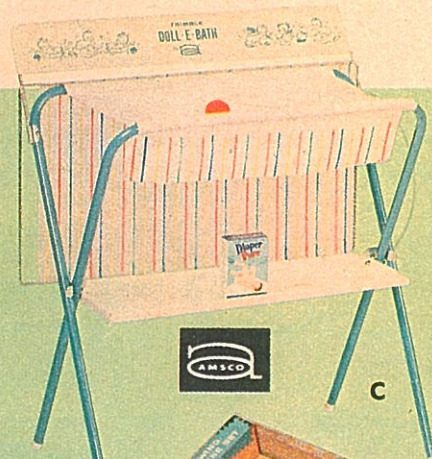
E—BISSELL "LITTLE QUEEN" HOUSEKEEPING KIT—A miniature of mother's full-sized cleaner, broom, dustpan, mop, apron and Du Pont sponge.
No. 445—By Bissell 7.00

F—NECCHI SEWING SET—Guaranteed toy Necchi machine—perfect for beginners. Vinyl sewing bag, dresses to sew, material, needles, thread, scissors, instructions.
No. 1543—By Hassenfeld 4.00

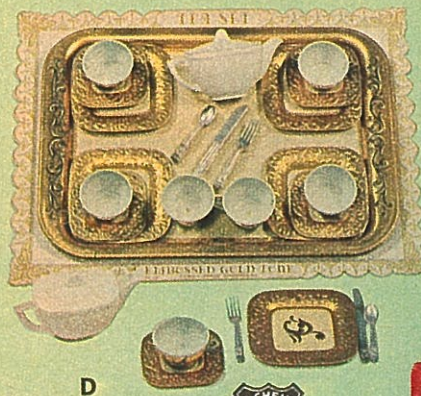
G—UNCLE SAM'S 3-COIN REGISTER BANK—It rings, adds, locks and unlocks automatically every \$10.00. Keep an accurate account!
No. 1300—By Western Stamping 4.00

H—BISSELL "LITTLE QUEEN" SWEEPER—A miniature of the "Grand Rapids" sweeper. Mother will borrow it for small jobs, it sweeps so well!
No. 415—By Bissell 4.00

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.



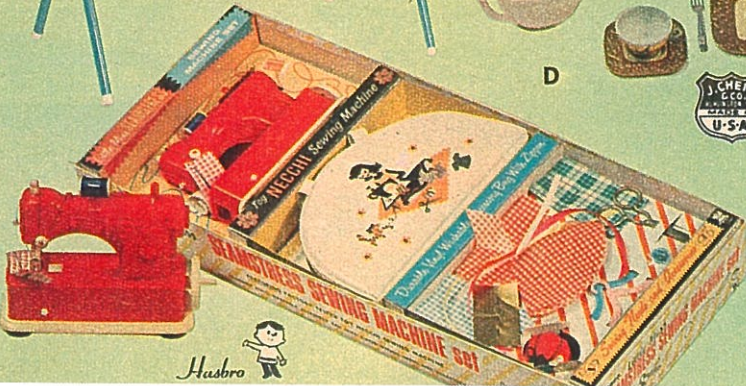
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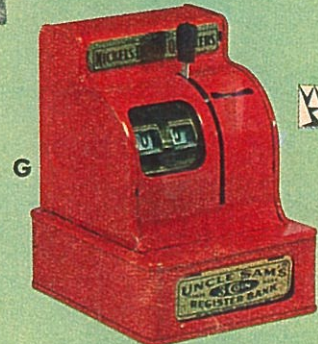
D



E



F



G



H



TOYS—GATEWAYS TO LEARNING!

A—WEAVING LOOM—Make pot-holders, belts, purses and more with loom, loops and yarn in this quiet-time play set.

No. 452—By Lisbeth Whiting
2.00

No. 453—By Lisbeth Whiting
Giant Box of Loops 1.00

B—DEBBIE THE DEBUTANTE—Please make her quick—she's stepping out to a party tonight! Easy to make! For girls 7 and over.

No. 400—By Lisbeth Whiting
2.00

Other Doodle Doll Characters available

C—"BARBIE" AND "KEN" FASHION EMBROIDERY SET—Magic stay-on wardrobes (to be embroidered) stick to cloth-text surface of the famous fashion dolls. Embroidery hoop, thread, scissors, included.

No. 502—By Standard
Toycraft 2.00

"BARBIE" FASHION EMBROIDERY SET

No. 501—By Standard
Toycraft 1.00

D—LOLLY POP TEA SET—Perky miss on blue and white plates, saucers, admires her lolly pop.

28 pieces, for serving three! Silver-like tableware. Lolly pops. No. 6232—By Banner 2.00

E—PETIT POINT TEA SET—Petit point design on plates, saucers for the old fashioned miss. 40 pieces include teapot, tableware. Yellow.

No. 6793—By Banner 3.00

F—DOLL BEDDING SET—Plaid flannel blanket, two plastic clips, lace trimmed cover and matching pillow—all to make dolly care more fun!

No. 220—By Newark 3.00

G—13 PC. COOK AND BAKE SET—For real baking and make-believe cooking. Rustproof aluminum. Set consists of Muffin Pan, Saucepan, Mixing Bowl, and other cooking and baking ware. No. T-0157—By Mirro 2.00

H—"ELECTRIC" PERCOLATOR PARTY SET—Sparkling aluminum "electric" percolator for make-believe coffee-making. Service for two has child-appeal design.

No. T-0258—By Mirro 3.00

I—POT AND PAN PLAY KIT—A full size set, just like Mother's—for the toddler! Saves wear and tear on good cookware. Eight pieces. T-0245—By Mirro 3.00

