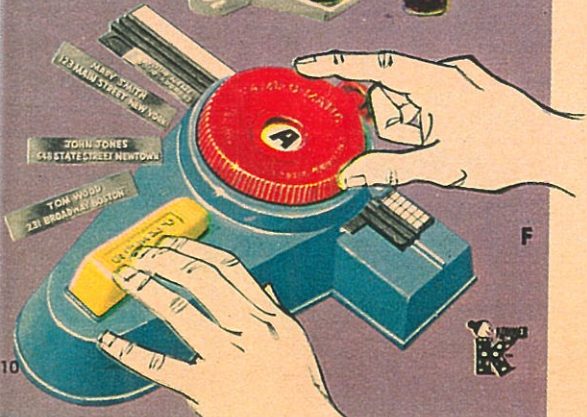
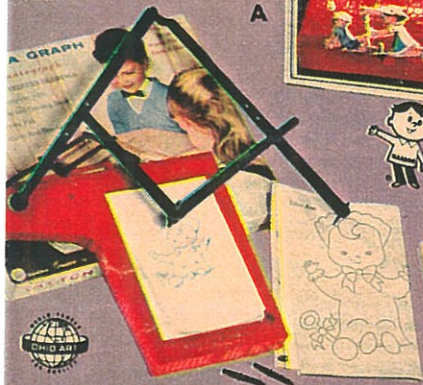


Skill Developing Fun for Everyone . . .

STAX—177 PC. BUILDING TOY: Magic grip clip builds action models that roll on wheels in just minutes. Even toddlers can build wagons, houses, forts, cars, and many other toys. Set contains: 7 different sizes of staxstix designed for color-match building, grip clips, wheels, and axles.

No. 2 Intermediate Set by Orange **2.77**
No. 1 Beginner's Set—117 Pieces **1.78**



A—DR. KILDARE MEDICAL KIT: Is packed with safe, medical play items including poly medical bag, microscope, apothecary jars, realistic skeleton replicas and much more.

No. 1362 By Hassenfeld **2.92**

B—TAMMY YOUNG NURSE MEDICAL KIT: Everything the young nurse needs to care for her doll family. Includes microscope, apothecary jars, realistic skeleton replicas and poly medical bag.

No. 1762 By Hassenfeld **2.92**

C—SKETCH A GRAPH with PANTOGRAPH: Enlarge or reduce almost any drawing . . . in color . . . in perfect proportion. Plastic Sketch A Graph has 4 arms, 3 different scales. Complete with 3 pens (red, green, blue), drawing paper, and sketch book.

No. 503 By Ohio Art **2.92**

D—WORLD OF COLOR PENCIL & PAINT SETS: Contains large supply of Walt Disney's "Wonderful World of Color" characters, pre-sketched and numbered, plus pencils and water colors. 3 sets to choose from: Ludwig Von Drake, Pinocchio and Mickey Mouse.

No. 3678 By Hassenfeld **1.91 EA.**

E—TOY DISPENSER FOR PEPSI-COLA:* For those who are young. Sparkling white plastic dispenser holds a full 16 oz. bottle of "Pepsi". Four miniature "Pepsi" glasses included.

No. 15 By Trim Molded **3.33**

*The registered trademark "Pepsi-Cola" and its abbreviation "Pepsi" distinguish the product of the Pepsi-Cola Co.

F—NAME-O-MATIC: Make your own stick-on name plates. By dialing the letters you want, you can make professional style name plates with raised letters on metal foil. Complete with large assortment of gummed strips.

No. 580 By Kohner **4.56**



Rushton

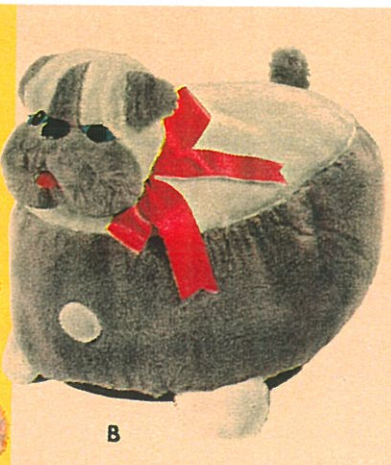
UPRIGHT PLUSH ANIMALS: 4 lovely cotton stuffed, plush animals . . . Elephant in pink and white, Bear in brown and white, sitting Kitty in blue and white, and sitting Pup in beige with black ears.

No. 1321 By Rushton **1.94 EA.**



A & L NOVELTY CO., INC.

A



B



C



D

* SUN

Soft Huggable Pets are so much Fun!

A—20 IN. TALL PLUSH ANIMALS: You'll want them all! Soft, plush animals for lots of loving! Dog and cat wear a beautiful collar . . . 20 in. Bear wears a ribbon. All have machine inserted safety locked-in eyes.
No. 500A By A & L Novelty **5.44 EA.**

B—BIG BULL DOG TV HASOCK: Sturdily constructed for rough treatment . . . Soft and cuddly to rest your head on. Locked-in safety eyes are machine inserted. Bulldog size 21 in. x 22 in.
No. 577 By A & L Novelty **5.47**

C—PULL 'N SQUEEZE FRENCH POODLE: Pull its leash . . . and it will follow you. Soft cuddly vinyl playmate that responds to a hug with a voice. Head moves. 11 in. high, attractively decorated . . . sports a ribbon-leash.
No. 486 By Sun Rubber **2.86**

D—3 LITTLE KITTENS: 3 fluffy kittens who lost their mittens and 8" tall Mother cat. Squeezable vinyl with voices. Attractive nontoxic decorations. Safe, sanitary, soft and cuddly.
No. 404 By Sun Rubber **1.87**



Rushton



arrow

A

B

C

D

STYLED BY Sanitoy

PLUSH and VINYL ANIMALS: They're cute as can be. The 3 different style dogs are trimmed with colorful felt hats and collars. Mr. Lion wears daisy in long pile mane. All have washable, vinyl faces.
No. 1332 By Rushton **2.92 EA.**

MUSICAL PLUSH ANIMALS: These cuddly plush animals have Swiss music boxes inside that play soft music. Pup, Kitty, Tiger and Bear.
No. 1342M By Rushton **3.83 EA.**

A—BIG, SOFT CUDDLY SQUEEZE TOYS: They all have big moving eyes, movable head and squeeze voice. Completely washable, safe, nontoxic colors. You'll love Tammy, the wooley lamb, Woofie, the lovable puppy, and Mittens, the fluffy kitten.
No. 444 By Arrow **2.66 EA.**

JUNIOR SIZE SQUEEZE TOYS: Baby Tammy, Miss Mittens and Woofie, Jr. Same as above except smaller.
No. 190 By Arrow **88¢ EA.**

B—JUMBO ROLY POLY TOY: It floats. 6" diameter is gaily decorated in safe,

non-toxic pastel colors. Ages 6 months to 4 years.
No. 527 By Sanitoy **94¢**

C—SOFTEE VINYL SQUEEZE TOYS: Soft scented vinyl plastic toys have a super-safe whistle voice. Choose from 3 styles: Cocker Spaniel, Poodle, and Bassett Hound.
No. 364A By Sanitoy **97¢ EA.**

D—LARGE TERRY FOAM FILLED TOYS: Soft foam filled toys are completely washable. Made of printed terry clothes, decorated and trimmed with a ribbon.
No. 8600 By Sanitoy **93¢ EA.**

Pre School Toys for your Fa

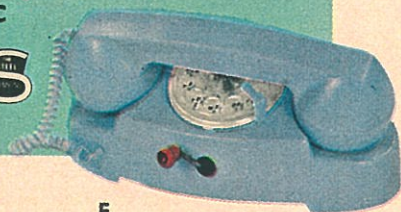


SECRET
LAKE-SIDE

TICO TOYS



C
S



E

A—ANIMALS that Live IN A BARN: Each of the 7 un-breakable farm animals has it's own stall which he can be backed into from either side of the building . . . simply by matching the shape of the animal with the shape of its stall. Includes charming weather vane. Safe, washable.

No. 8104 By Lakeside **6.44**

B—GIANT CHRISTMAS STOCKING: For boys and girls. Decorated poly stocking contains assortment of large, plastic toys and games. Stocking is 30" long and has a carrying handle.

No. 783 By Tico-Toys **1.76**

C—BANK-O-MATIC BUBBLE GUM BANK: An honest-to-goodness Jr. size vending machine. Fool-proof . . . dispenses only one ball of gum for each coin deposited. Operates with penny, nickel or dime.

No. 200 By Sidney Tarrson **1.44**

No. 100 Box of 100 Rainbow colored bubble gum balls **58¢**

D—HUMPTY DUMPTY PLAY BALL: It rolls, spins, floats and twirls. Durable clear acetate ball is 7" in diameter. Humpty Dumpty tumbles with every movement. Makes soothing sound. Fascinating and almost mystifying action.

No. 598 By Sidney Tarrson **1.94**

E—CORONET POLYETHYLENE MUSICAL TELEPHONE: Turn the handle and concealed musical instrument responds with a musical tune. Clear lucite dial returns by spring action and rings bell. 8" receiver.

No. 550 By Steel Stamping **1.93**

No. 500 Phone without music **94¢**

F—ICE CREAM TEDDY PULL TOY: Teddy bear pushes ice cream wagon as 3 little teddy bears pop up and down out of the ice cream box, eating ice cream cones. Ages 1½ to 5.

No. 836 By American Pre-School **1.97**

G—MOTHER GOOSE SYNCOPATED MUSICAL TICKING CLOCK: Genuine music box plays syncopated clock tune. Hands spin around with a tick-tock sound. Plastic protection front.

No. 812 By American Pre-School **3.98**

H—"POPEYE" BAND WAGON MUSICAL PULL TOY: Popeye plays the xylophone as toy is pulled. Made of wood for durability and gayly colored. Ages 1½ to 5 years. 8¼" H. x 7¼" L. x 5½" W.

No. 800 By American Pre-School **1.97**

I—TRANSISTOR PORTABLE RADIO TV: This simulated portable transistor radio, with moving pictures and music, plays a delightful tune, as pictures tell the complete story. Children will love to carry this toy. Ages 2 to 6 years.

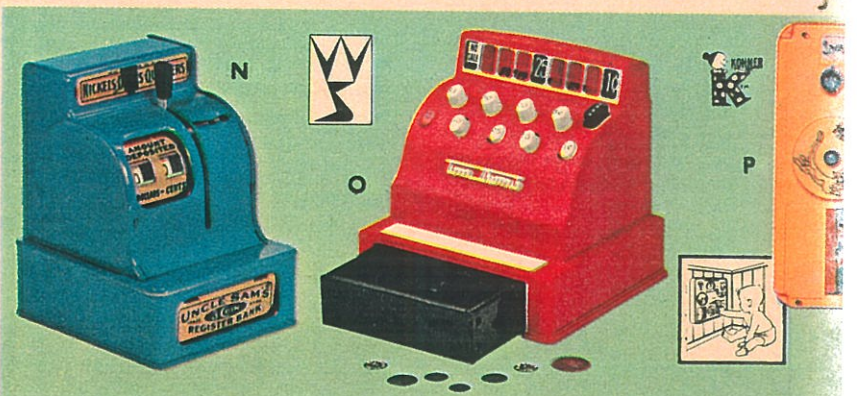
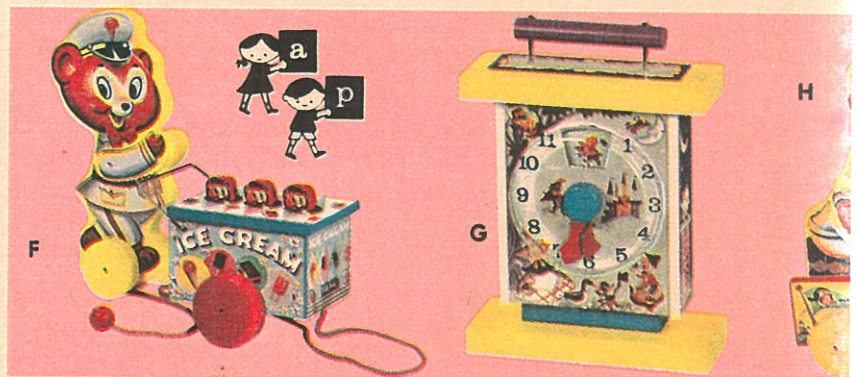
No. 810 By American Pre-School **2.98**

J—BAG OF 25 ALPHABET SAFETY BLOCKS: All edges and corners are smooth and rounded for safety. Large, modern letters are embossed on both ends and the 4 sides are printed with letters and numbers. Transparent plastic bag keeps blocks clean.

No. 525 By Halsam **97¢**

K—HI-LO EXPRESS: Husky trailer truck with 18 solid wood embossed interlocking HI-LO blocks. Colorful Express with detachable tractor is made of safe, polyethylene. A favorite pull toy for teaching youngsters the alphabet.

No. 54 By Halsam **1.94**



Favorite Girls and Boys . . .

L—ORIGINAL "HEWN" AMERICAN LOGS: Reproduce in miniature the dwellings of pioneer days . . . such as forts, cabins, stockades, etc. $\frac{3}{4}$ in. logs are square cut and interlocking for ease and sturdiness of construction. Instructions included. 150 pieces.
No. 820 By Halsam **2.87**

M—NEW AMERICAN PLASTIC BRICKS: For budding architects. New interlocking pegs and sockets are split to make parts hold firmly together. Even the brick is new plus new style doors, windows that open and close. Instruction book full of new building plans included. 291 pieces.
No. 725 By Halsam **4.77**

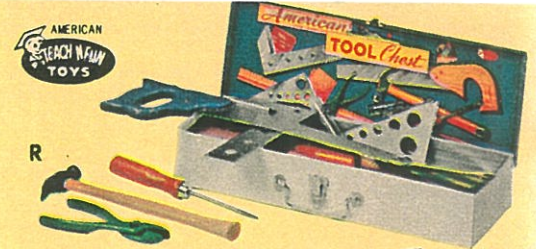
N—UNCLE SAM'S 3-COIN REGISTER BANK: It rings, it adds, it locks and unlocks automatically every \$10.00. Teaches youngsters thrifty habits.
No. 1300 By Western Stamping **3.86**

O—TOM THUMB PUSH BUTTON CASH REGISTER: With generous supply of play money. New modern styling and new push button operation makes this machine just like the professional models.
No. 1501 By Western Stamping **2.82**

P—BUSY BOX: A child's own amusement park. There are 10 activities built into one toy . . . there are doors and drawers to open, dials, cranks, knobs and wheels to turn, noisemaker, etc. A safe toy, without loose parts. High-impact plastic.
No. 505 By Kohner **4.84**

BUSY BOX JR.: Similar in style to above, except with 6 play activities.
No. 305 **2.87**

Q—MINI-CHOO-CHOO: The New Motorized Snap Train . . . goes around large figure "8" track in either forward or reverse. Battery operated engine—(battery not included). Pulls a gondola, coach and a tank car which can be used to carry a spare battery or deliver "secret messages". Extra non-motorized engine and accessories included.
No. 2-495 By Jack Built **4.88**



R



HG

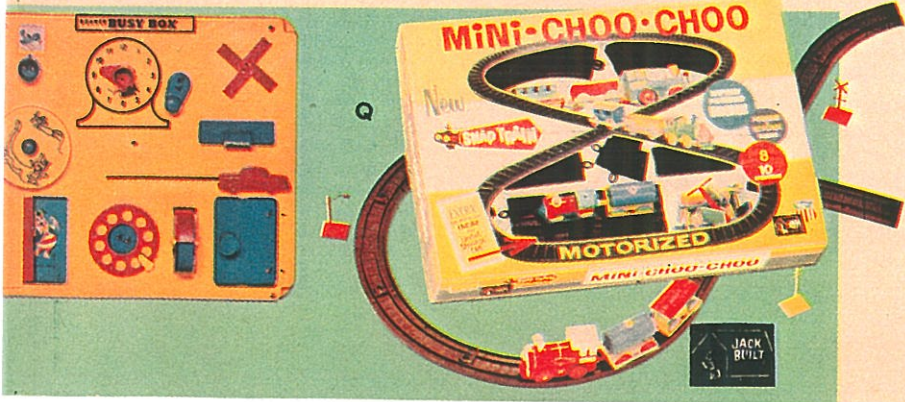
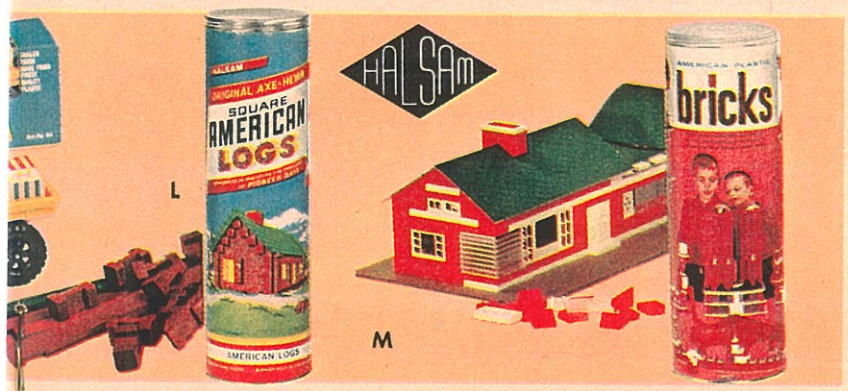
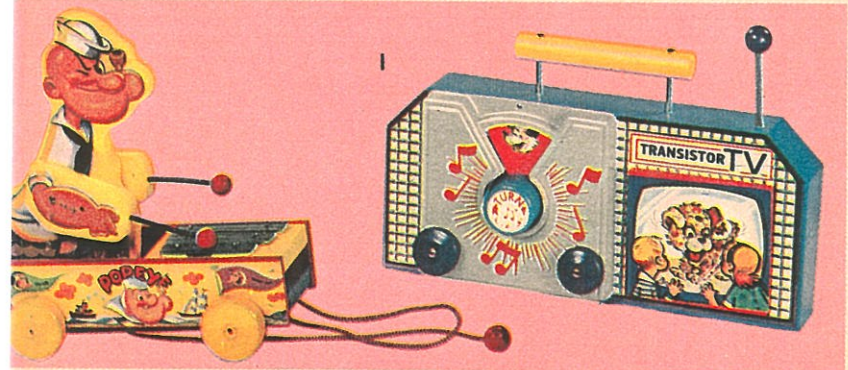
S

WONDER

T



U



R—14 PC. TOOL CHEST: Ideal for the young handyman. Includes tempered spring steel saw, pliers, square, screw driver, hammer, wrench, etc. Sturdy steel chest.
No. M3 By American Toy **2.91**

S—SHOOT 'EM DOWN SOLDIER SET: It's fun to be the General of your own army. Press 'n pop the 2 cannons, watch the 4 safe cork cannon balls shoot as far as 20 ft. to knock down the 5 red and 5 blue soldiers.
No. 853 By Harett-Gilmar **2.74**

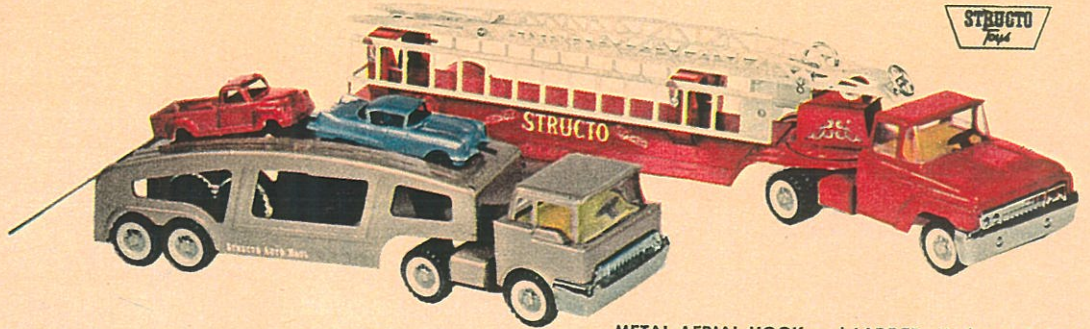
T—NEW! WONDER® SHOO-FLY: An exciting, safe ride for babies 6 months and up. Hard plastic with wood seat in nursery pastels. 20 in. H. x 17½ in. W. x 32 in. L.
No. 3 By Wonder Products **Not Expensive**

U—WONDER® FLYER: Dancing hooves and flying mane captured in stroke-able soft vinyl. Big size! Big ride. Copper base. Saddle height 24½ in., 41" L. x 24½" W. Ages 1 to 7.
No. 80 By Wonder Products **Within Your Budget**

The prices in this book are suggested only—for current prices consult your dealer. In some places of the South and West prices may be slightly higher.



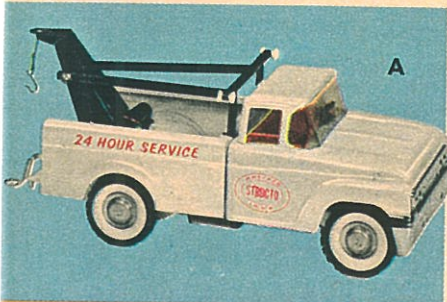
toys that fill the dreams . . .



STRUCTO
Toy

METAL AUTO TRANSPORT: New cab-over-engine has seat, steering wheel, windshield and wrap-around bumper. Includes 2 metal cars, ramp that extends for loading and unloading plus white sidewall tires. No. 402 By Structo **4.88**

METAL AERIAL HOOK and LADDER: Modern cab has seat, steering wheel, side windows ¼ way up, and wrap-around bumper. Aerial ladder raises to 60° angle and extends to 32½ in. Ladder assembly swivels 360°. 2 auxiliary ladders and white sidewall tires included. No. 902 By Structo **7.88**



A

ELECTROMIC "COPTER": Real flying plastic helicopter takes off vertically, flies backward, forward, does stunt maneuvers under full control of operator. Plastic figures & pick-up hook included (less batteries). No. EC80 By Victor Stanzel **3.88**



B

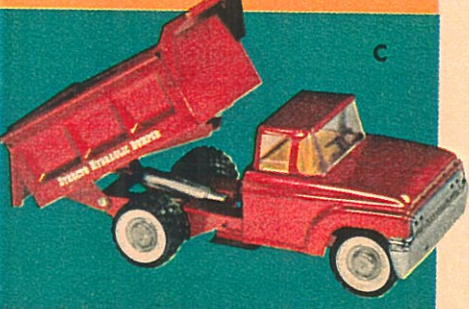
ELECTROMIC SUPER FLASH: Battery powered flying model. Push the button and it flies (less batteries). No. EF40S By Victor Stanzel **2.91**



VICTOR STANZEL



METAL NAVY FIGHTER-BOMBER: Clear plastic sliding bubble encloses cockpit. Props revolve, wings fold and landing gear retracts. Complete with Air Force insignia and markings. No. 495 By Hubley **1.94**



C

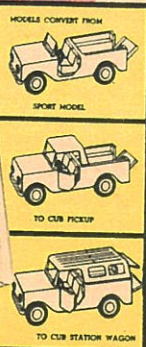
METAL FORD 6000 TRACTOR: Authentic scale model of new Ford tractor. Realistic engine detail. Steering wheel operates "tricycle" type front wheels. Metal wheels with giant black treaded tires. Complete with hitch for attaching accessories. No. 509 By Hubley **5.77**



Hubley



D



A—METAL WRECKER: New cab has seat, steering wheel, side windows ¼ way up, rear window, wrap-around bumper. Steel cable hook grips bumper bar. Which turns to lift "wreck". White sidewall tires. No. 301 By Structo **3.88**

B—METAL PICKUP TRUCK: Tailgate raises and lowers. Modern cab has seat, steering wheel, side windows ¼ way up, rear window and wrap-around bumper. No. 311 By Structo **2.88**

C—METAL HYDRAULIC DUMPER: Hydraulic cylinder raises and dumps "load" when lever is pressed. Non-toxic liquid in cylinder will not stain. Modern cab has seat, steering wheel, side windows ¼ way up, rear window, wrap-around bumper. White sidewall tires. No. 401 By Structo **3.88**

D—NEW! THE CUB SET: Converts from sport model to pickup to station wagon. Tops and doors easily removed. Windshield and tailgate raise and lower. Seat, steering wheel and gear shift lever in front, loading space and side seat in back. White sidewall tires. No. 350 By Structo **3.48**

... of Little Boys!



NRW



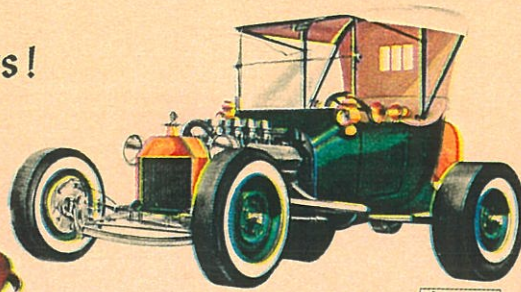
HOLDS "BARBIE" AND "KEN" TEENAGE DOLLS.

"BARBIE" SPORTS CAR: The only car of its kind built especially to hold "Barbie" and "Ken" teenage dolls. Precision design, all poly body, features, chrome-like accessories and fittings, plastic windshield, free rolling wheels with steel axles. 18" long.

No. 4718

By Irwin

5.94



the LINDBERG line

GIANT SIZE "MOTORIZED" BOBTAIL "T" HOT ROD KIT: Electric motor drives wheels thru differential like real car. Features, gear operated mechanism, working headlights, rubber-like tires, adjustable upholstered seats, scale engine, soft top, plus many more. Batteries not included.

No. 690M

By Lindberg

8.88



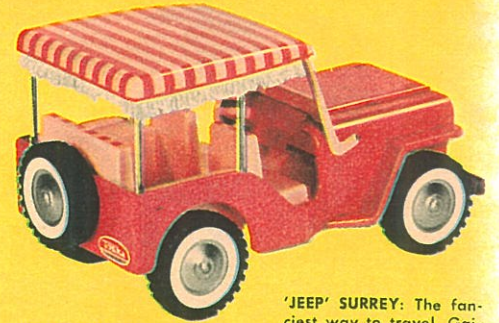
Tonka

MILITARY "JEEP" UNIVERSAL: The modern way to play soldier. Equipped with steering wheel, front seats, loading room in back. Genuine rubber tires with chrome discs plus detachable spare.

No. 251

By Tonka

2.48

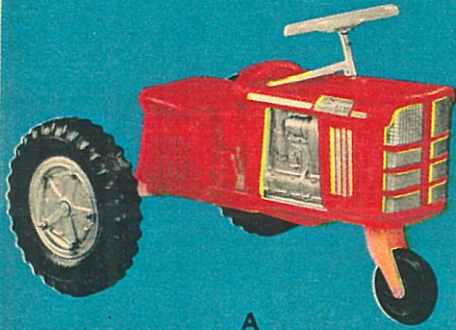


"JEEP" SURREY: The fanciest way to travel. Gayly striped seats and top are contrasted with white cloth fringe. White sidewall tires have shiny chrome wheel discs. Detachable spare tire in rear.

No. 350

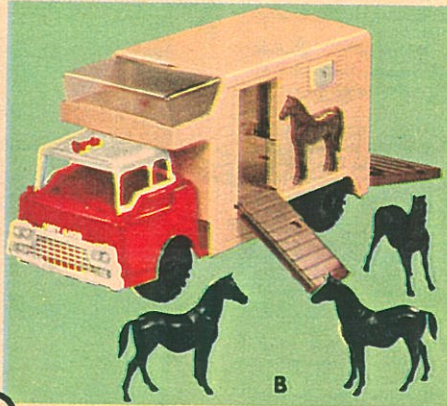
By Tonka

3.48



A

ANDY

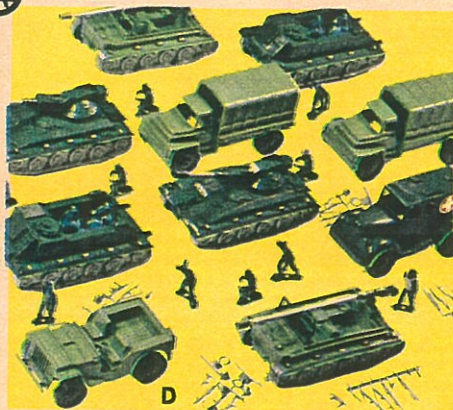


B

GARD



C



D



"JEEP" PUMPER: Hose pulls out of tank, squirts water when Pumper is connected to garden hose. Includes, "emergency light," "steering wheel," detachable ladder, trailer hitch, hand rail and 2 hand extinguishers.

No. 425

By Tonka

3.88



STYLE-SIDE and TRAILER: All steel pick-up hauls stake trailer with polystyrene cow. End stake panels lift out for loading. Truck tailgate opens and closes. White sidewall tires.

No. 522

By Tonka

4.88

A—RIDE EM TRACTOR: Movable gearshift and steering provides boys and girls with hours of riding fun. Large rugged molded body is finished in red and silver . . . wheels are heavy duty type.

No. 1406

By Andy Gard

4.74

B—HORSE VAN SET: Modern, heavy duty cab drives detailed horse van that is equipped with 2 loading ramps, sliding window and 3 race horses. Balloon type tires.

No. 610

By Andy Gard

2.67

C—NEW TRANSPORT SET: Heavy duty cabs have detachable trailers. The Sports Car trailer has 4 smartly designed sports cars . . . Sport Boat trailer is complete with 3 realistically designed boats. Safe, unbreakable.

No. 355

By Andy Gard

1.77

D—BATTLE UNIT: Authentically scaled assortment of military men and equipment . . . including jeep, ambulance, 2 supply trucks, 2 tanks, 2 weasels, 2 troop carriers and 12 fully equipped men.

No. 408

By Andy Gard

4.44

COMBAT SQUAD: Assortment of Army vehicles, men and accessories.

No. 407

By Andy Gard

2.67



24 1/2 IN. ALLIED VAN: Authentic right down to the weight numbers on the cab. Interior is big enough to hold a doll house full of furniture, and full width doors make loading easy. All steel cab can be detached from steel van.

No. 739

By Tonka

6.88