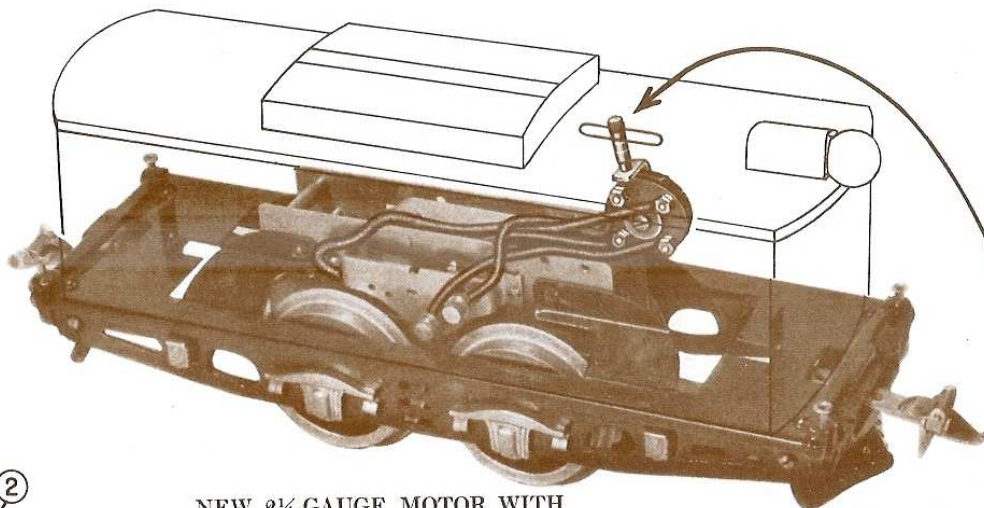


Ives Trains

"IVES TOYS MAKE HAPPY BOYS"



NEW 2 1/4-GAUGE MOTOR WITH IMPROVED PATENTED AUTOMATIC REVERSE UNIT

ALL Ives Automatic Reversing Locomotives for 2 1/4-Gauge track are now equipped with the new heavy-duty motor. Its construction is such that it will outperform any other toy motor made.

This massively built motor is driven by powerful compound gears of solid brass having machine-cut teeth. (These gears, being located on far side of motor, they do not show in above cut.)

Owing to the extremely low current requirements of this motor, there is practically no heating, even with continuous operation for long periods.

Note other points of superiority:

1. Wider field, made up of more than average number of plates.
2. Improved Automatic Reverse Unit. En-

tire mechanism can be easily removed (secured to motor side plates by 4 screws).

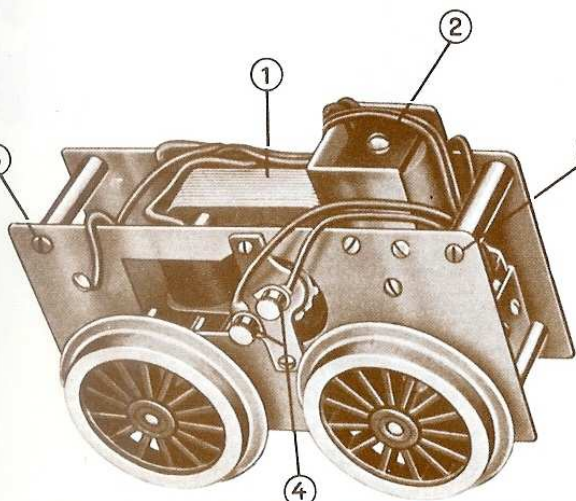
Entire motor is assembled by screws—not rivets—making every motor part quickly and easily accessible.

Brush holders have screw caps. Coiled phosphor bronze springs maintain proper tension on each brush. Tubular brushes are used, one carbon and one copper gauze.

NEW HAND REVERSE CONTROL

The phantom photograph shows the new Ives Hand Reverse Unit. Its construction is the most rugged and efficient of any similar device made. Contact points are positive and fool-proof. Note that location insures ease of operation and protection in shipping and use.

The control is three-way—forward, reverse, and neutral. These positions are quickly obtained by moving operating lever.



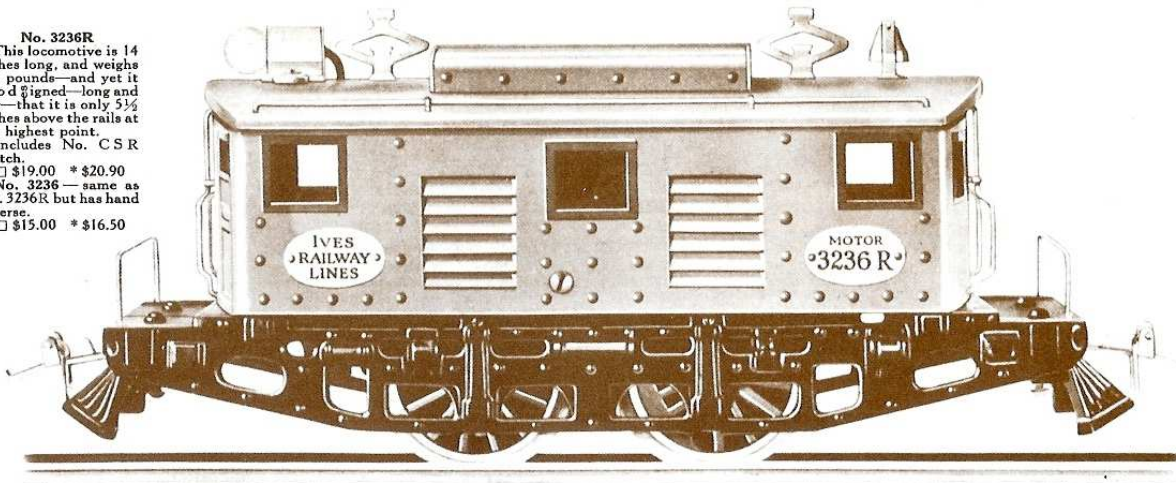
A LOCOMOTIVE IS NO BETTER THAN ITS MOTOR

THE IVES 2 1/4-GAUGE MOTOR



"BUILT TO FIGHT DESTRUCTION, BUILT TO GIVE INSTRUCTION."

No. 3236R
 This locomotive is 14 inches long, and weighs 5½ pounds—and yet it is so designed—long and low—that it is only 5½ inches above the rails at the highest point.
 Includes No. CSR switch.
 \$19.00 * \$20.90
 No. 3236—same as No. 3236R but has hand reverse.
 \$15.00 * \$16.50



IVES TOYS

Instructions for 1927 "R" Type Locomotives
 Place the locomotive on the track and give it the amount of current required. If in starting it should go backwards, press the button on control switch once, which will stop it. Press again and it will go forward. Another press and it will stop, still another and it reverses. Thus a perfect control is obtained and a few moments' practice permits of perfect handling and control.

The Sensation of the Toy World

Amazing Patented Device That Electrically Reverses Locomotive at Any Position on Track

Originated by Ives



Of course, you know the old-fashioned way of making an electric locomotive reverse was to have a switch on the locomotive.

Then they improved on that a little by putting a trip on the rail that caught when the train went by and jerked a reverse switch into action.

But, fellows, you haven't had the real thrill of miniature railroading until you've "pushed the button" on the New Ives Push Button Control Switch which operates this electric reversing locomotive.

Wherever that locomotive is—any place on the track—and no matter how fast she is roaring and thundering around a curve—you put your finger on that tiny button, push it twice, and she snorts, slides on her wheels and—reverses! It's a thrill, I tell you—a thrill!

It's all in the locomotive—it is now the third year of successful operation for this wonder. It was made possible by an idea from Westinghouse engineers. They worked with us until the scheme was complete. Now you cash in on the thrill of it.

You can hook it up yourself. Everything is in the outfit, complete. No extra equipment needed.

The locomotive shown above—No. 3236R—is only one of the Automatic Reversers. This great feature also available on all series "R," 0 and 2¼ gauge locomotives.

We recommend the Push Button Control be operated on Alternating Current (because Direct Current, when reduced, has not sufficient power in some localities to operate both train and automatic reverse device satisfactorily).

Note: The control switch alone will not reverse locomotive unless the locomotive is equipped with reversing mechanism

"HERE'S A THRILL YOU'LL UNDERSTAND"

Price East of Missouri River



THE IVES REVERSES AT COMMAND"

* Price West of Missouri River