

—OR WASHING AND
IRONING
DOLLY'S
DAINTIES



159



By Wolverine Supply & Mfg. Co.



198

ELECTRIC IRON

You'll love to keep your Dolly's clothes
Well-pressed and looking neat—
An electric iron does the job
And this one can't be beat.

ASK FOR 11BR2.

WASHING MACHINE SET

Washing machine, wringer,
Clothes line, rinsing tub—
Dolly's laundry will be clean
Without an extra rub.

ASK FOR 11BR1.

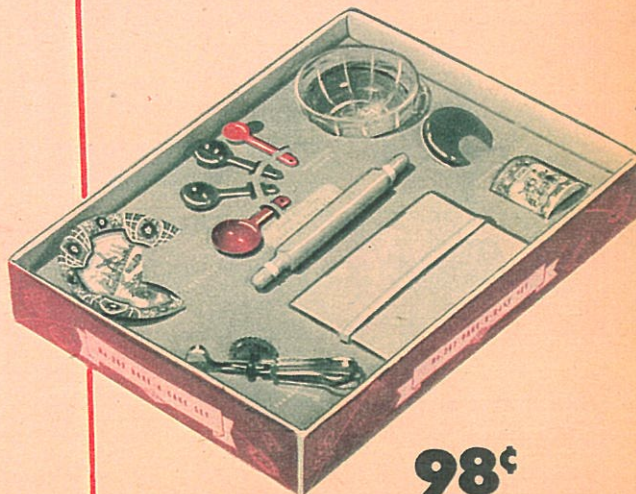
**HAND-PAINTED
TEA SET**

Lovely "Alice in Wonderland"
dishes.
Knives, forks, and spoons for
three.
Will make you the perfect
hostess
And you'll love serving tea.

ASK FOR 11BR3.

By Plastic Art Toy Corp.

200



98¢

BAKE-A-CAKE SET

All little girls will tell you
That it's fun to bake a cake.
With this set, they turn 'em out
As good as their Mothers make.

ASK FOR 11BR4.

By Wolverine Supply & Mfg. Co.



11

BILLY and RUTH TAKE A FEW LEAVES FROM



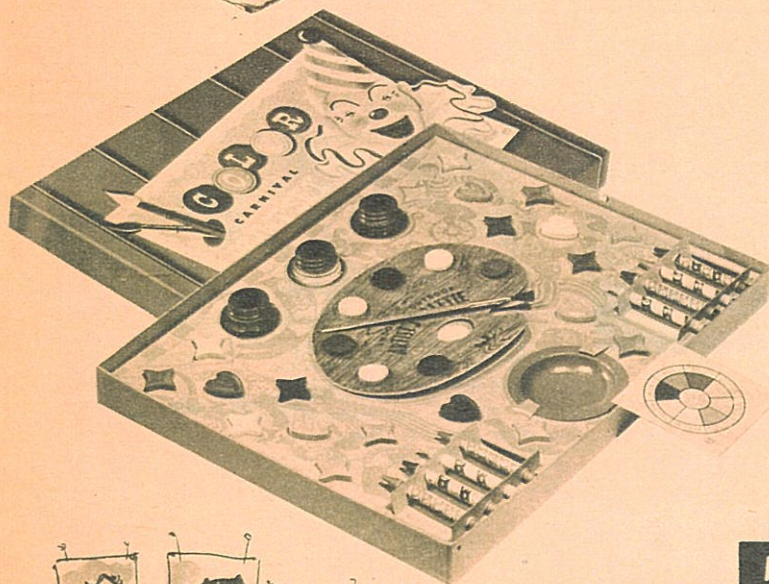
by Newell Mfg. Co.

AIR-FIRE SUB-MACHINE GUN

Boy, you'll have wonderful times playing G-man with this swell plastic and metal sub-machine gun. You can fire it safely both in the house and outdoors because it uses only table tennis balls as ammunition.

ASK FOR 12BR1.

2⁹⁸



By Transogram Co.

PAINT SET

Budding artists will go for this nifty paint set in a big way. It includes paints, palette, brush, water cup, jars of liquid poster paints, crayons, outline pictures and color chart.

ASK FOR 12BR2.

1⁰⁰



by Western
Stamping Co.

TOY CASH REGISTER

You'll feel just like a grown-up store keeper when you ring up sales on this big cash register. The drawer pops out and up comes the amount of your sale in the glass window. There's play money included too.

ASK FOR 12BR3.

Priced Right



CARTOON BOOK

Gee whiz, but it's fun to draw and it's easy too with this real cartoon course. You can get yours by sending only 10¢ in stamps or coin to Billy and Ruth Headquarters. Box 333, Phila., 5, Pa.

12

SANTA'S NOTE BOOK!

by Al Moritz

Cal's Colt

Any boy or girl wouldn't like to own a bucking bronco Cal's Colt! Yes sir, you can have nifty rides right in your own yard with this fine toy. The seat and stirrup are adjustable.

ASK FOR 13BR2.

5⁹⁸

peg table

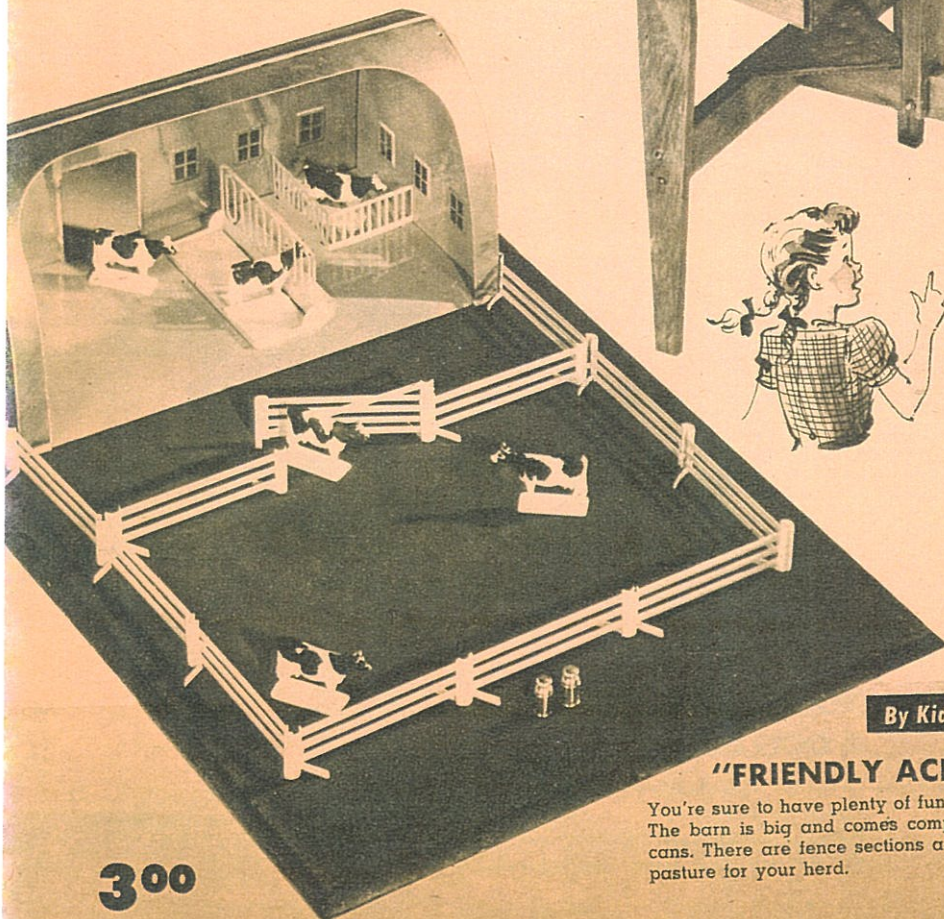
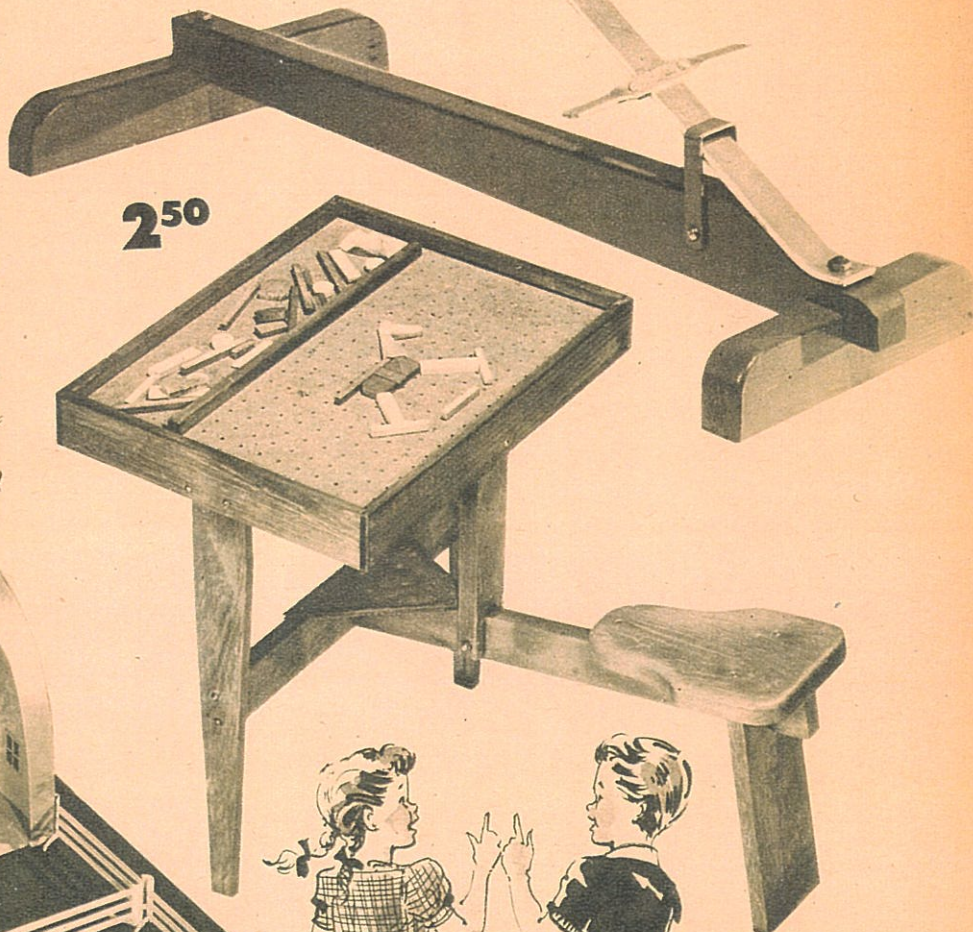
This swell peg and nail set, complete with saddle and stirrups, is sure to be one of your favorite toys. You'll find loads of designs to make with the gay colored wood pieces. Nails and a big hammer are included.

ASK FOR 13BR1.

By Pressman Toy Corp.



2⁵⁰



3⁰⁰

By Kiddie Brush & Toy Co.

"FRIENDLY ACRES" DAIRY FARM

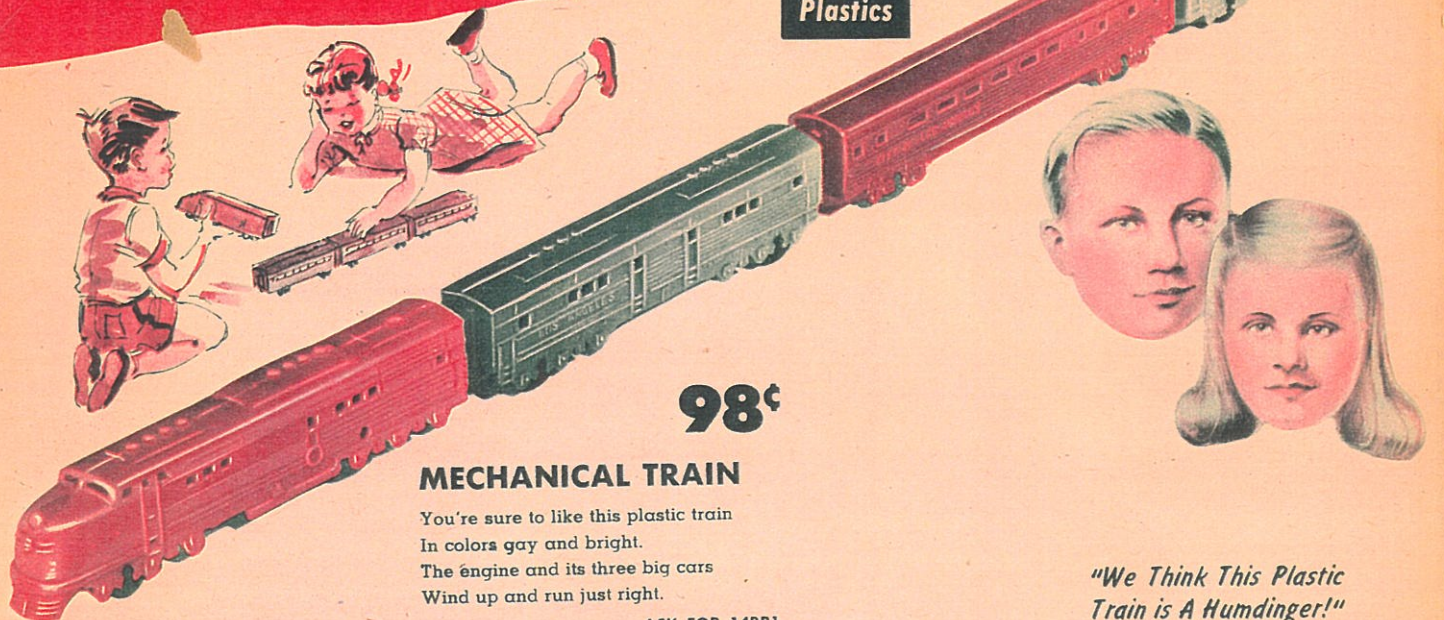
You're sure to have plenty of fun with this real-looking dairy farm. The barn is big and comes complete with six cows and two milk cans. There are fence sections and a gate too so you can make a pasture for your herd.

ASK FOR 13BR3.

13

**Flag This Train—
It's A Honey!**

by
Nosco
Plastics



98¢

MECHANICAL TRAIN

You're sure to like this plastic train
In colors gay and bright.
The engine and its three big cars
Wind up and run just right.

ASK FOR 14BR1.

*"We Think This Plastic
Train is A Humdinger!"*

**Cuddly Pets That
Look Almost Alive**

by
Expert
Doll
and Toy Co.



1⁹⁸

**STANDING BEAR
& DOG ASSORTMENT**

These little stuffed animals
With movable eyes,
Are extra soft and furry
And a grand gift surprise. ASK FOR 14BR2.



2⁹⁸

JOINTED TEDDY BEAR

There's nothing so lovable
As your very own Teddy.
Big, soft and cuddly,
For fun he's always ready.

ASK FOR 14BR3.

Life Toys Built for Action



TRACTOR TRAILER TRUCK

This swell red tractor trailer truck
Is three big toys in one—
Add metal sides or a load of logs
For extra special fun.

ASK FOR 15BR1.

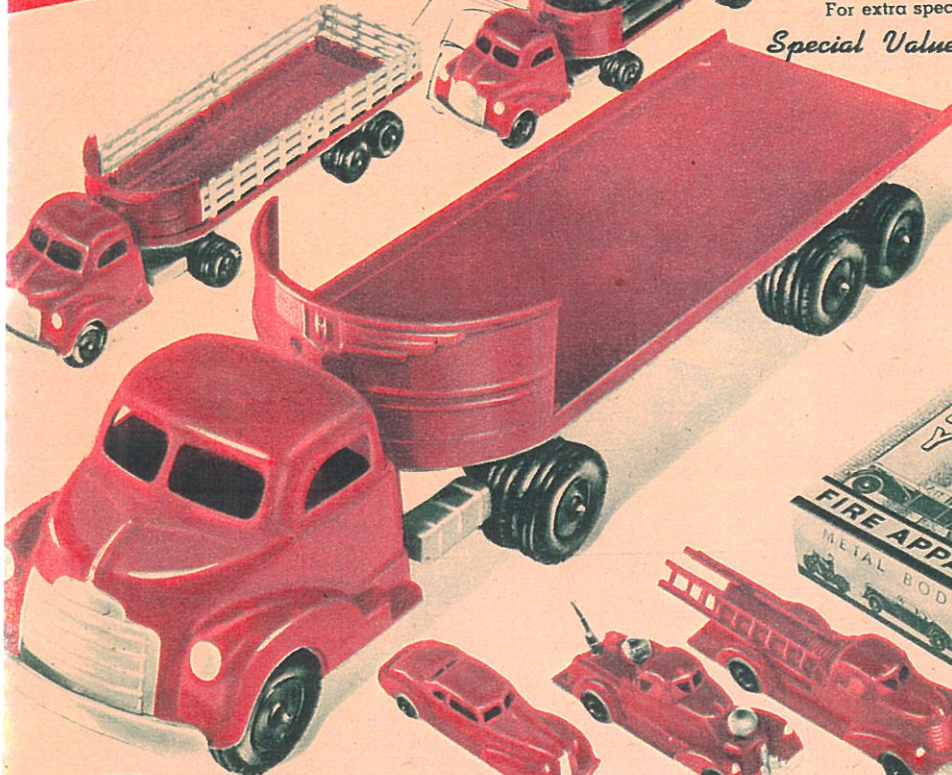
Special Value

FIRE DEPARTMENT

Here is your fire department
In all detail complete.
Boys love to make its engines
Go whizzing down the street.

ASK FOR 15BR2.

2⁰⁰



By Hubley Mfg. Co.

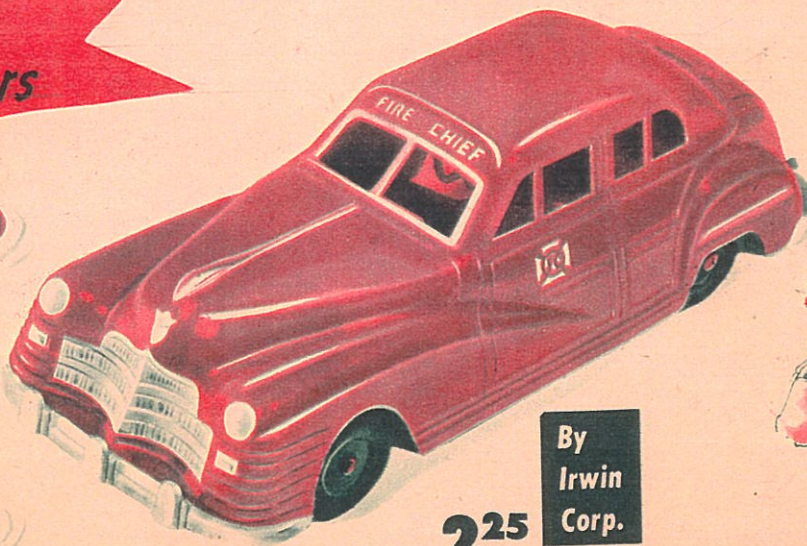
Mechanical Toys BILLY & RUTH Thrillers



DANCING SENORITA

The little Senorita
With her flirting glance,
Spin sand whirls gaily
In her colorful dance.

ASK FOR 15BR3.



By
Irwin
Corp.

2²⁵

FIRE CHIEF'S AUTO

A favorite with little boys.
This big, red Fire Chief's car
With its swell life-like action
Is a real play-time star.

ASK FOR 15BR4.



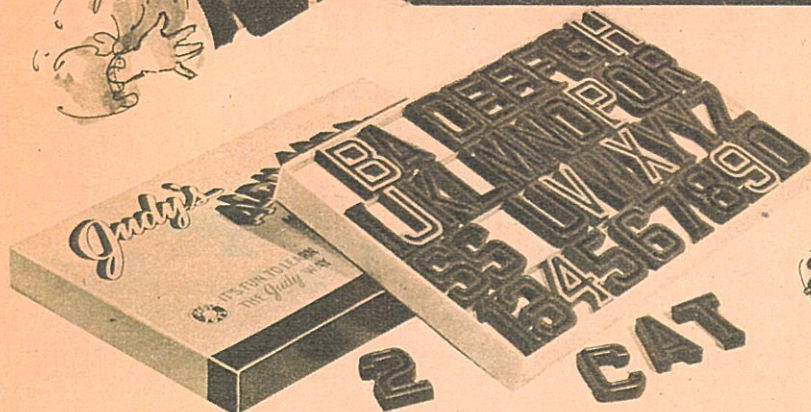
15

9



**"YOU'LL THANK SANTA A THOUSAND TIMES
FOR THESE JUDY EDUCATIONAL TOYS"**

THESE GRAND ALPHABETS



JUDY'S ALPHABET

Boys and girls will all agree
"It's fun to learn the Judy
way"

With letters made of plastic
In colors bright and gay.

ASK FOR 16BR1.



125

JUDY FARM, THAT HAS

ABOUT EVERYTHING

JUDY'S FARM

The farmer and his family,
Their barn and animals too
Are here to make those
playtime hours
A country trip for you.

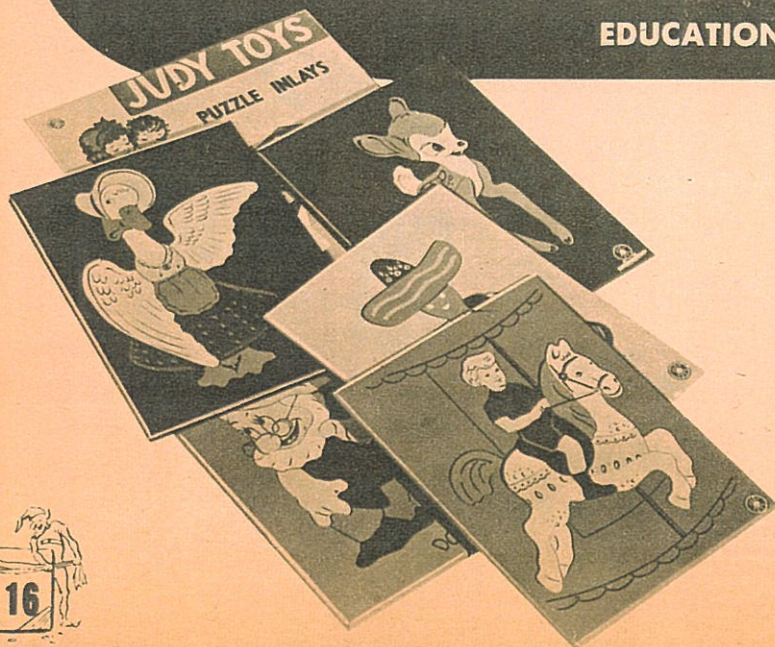
ASK FOR 16BR2.

100

The Judy Co.



EDUCATIONAL PUZZLE INLAYS



JUDY PUZZLE INLAYS

Big colored wooden pieces
That fit right into place
Making nursery pictures
That brings smiles to every face.

ASK FOR 16BR3.

150



"THESE HALSAM PRODUCTS BRAIN – BUILDERS BRING YOU YEAR-ROUND JOY"



AMERICAN PLASTIC BRICKS

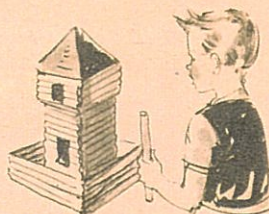
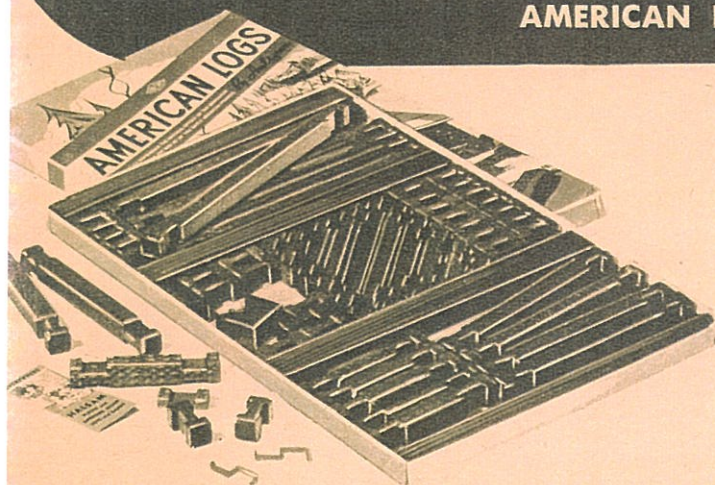
AMERICAN PLASTIC BRICKS

2⁹⁵

And for modern style houses,
Use these plastic bricks.
You'll have lots of fun learning
New building tricks.
ASK FOR 17 BR2.



AMERICAN LOGS



AMERICAN LOGS

Make a log cabin town
Like in pioneer days—
This set's perfect for building
In hundreds of ways.
ASK FOR 17 BR1.

By Halsam Products Co.

1⁹⁸

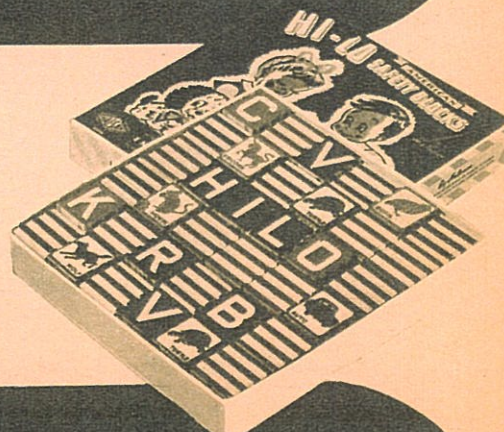
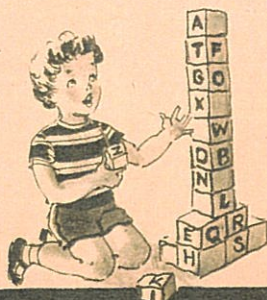
SAFETY BUILDING BLOCKS

HI-LO SAFETY BLOCKS

There are letters and pictures
On each gay colored block,
And to keep them from tumbling
Special grooves interlock

ASK FOR 17 BR3.

98¢



SET OF DOMINOES

HALSAM DOMINOES

This game's an old, old favorite And boys and girls alike will love
'Most every youngster knows, These fine wood dominoes.

59¢

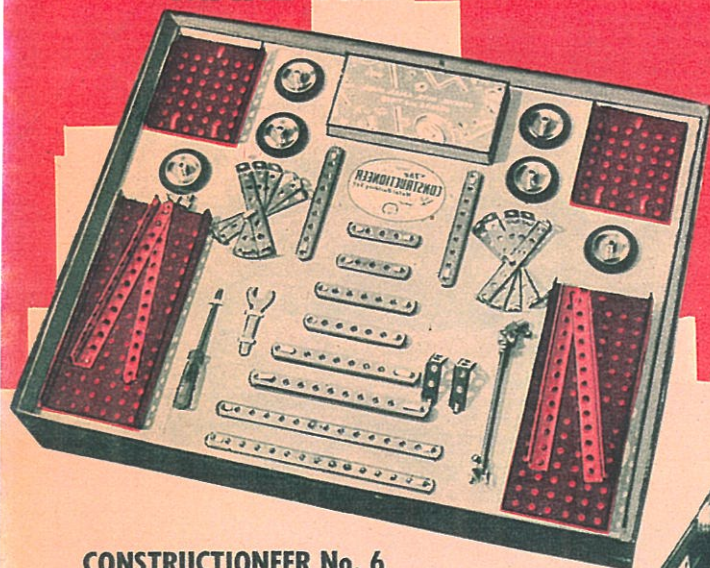
ASK FOR 17 BR4.



BOYS!—THE TIME TO BUILD IS *Now!* WITH CONSTRUCTIONNEER

MAKE ALL KINDS OF MODELS—*and watch 'em run...*

by
**URBANA
MFG. CO.**

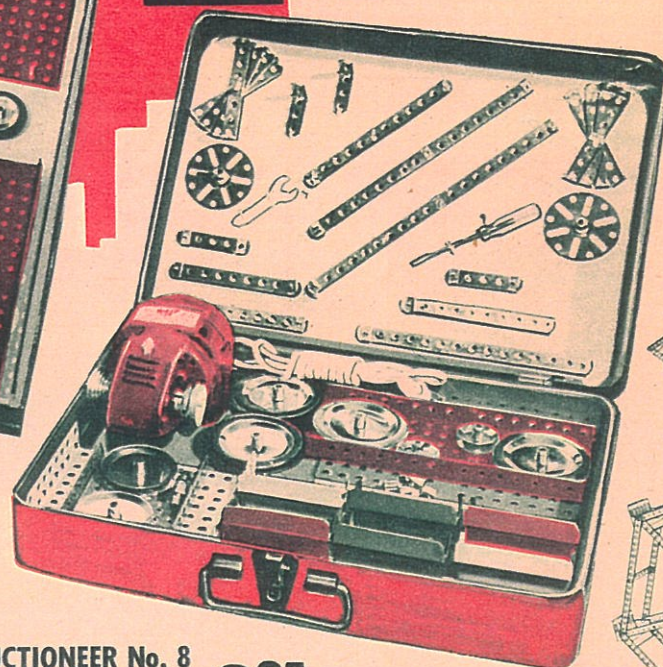


CONSTRUCTIONNEER No. 6

A construction set that's tops for building loads of models such as Loop-a-planes and Dump Trucks that really dump. All parts are heavy nickel-plated steel with colored enamel finish. Equipped with new universal joint drive.

3⁹⁵

ASK FOR 18BR1.

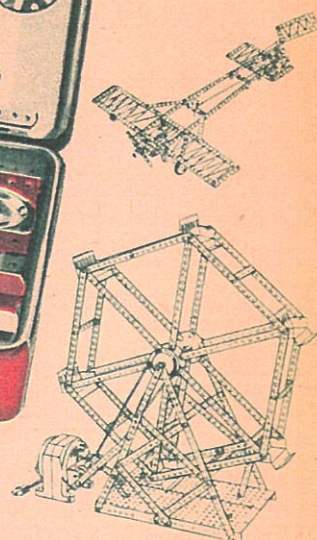


CONSTRUCTIONNEER No. 8

Say, fellows, this set's terrific! Make your models run with the Wasp electric motor with new reversible action. Large rubber tired wheels and longer braces are included plus a special set of gay colored carnival seats for building realistic ferris wheels and other bigger models.

9⁹⁵

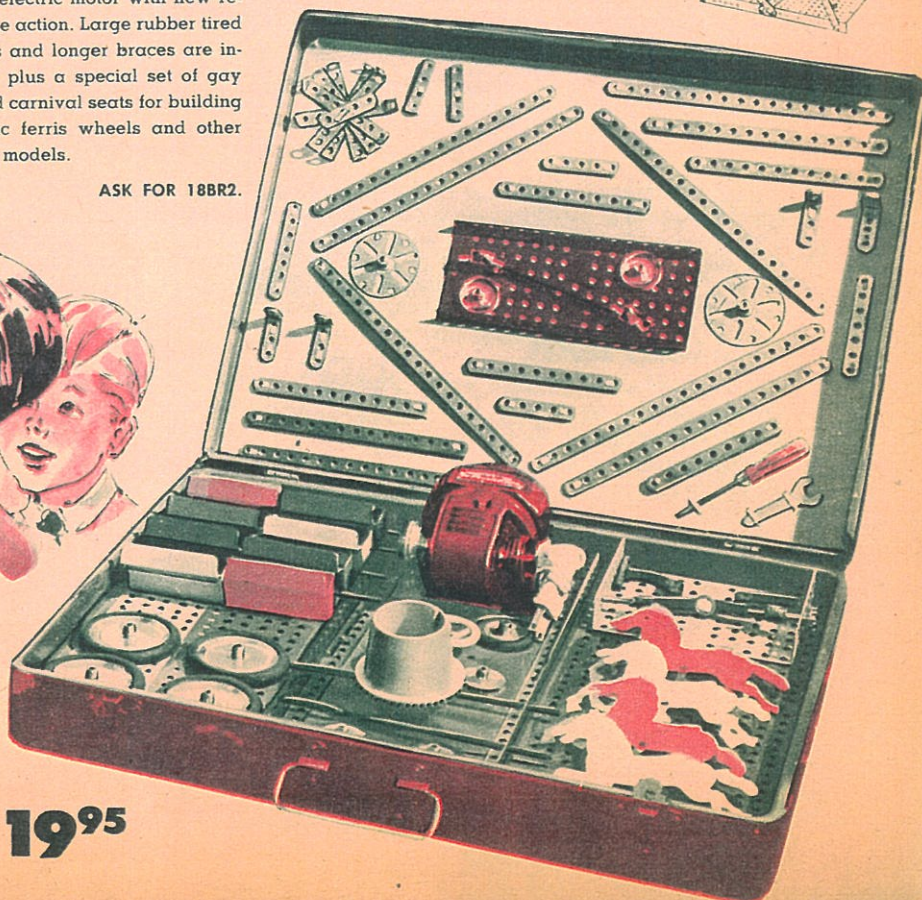
ASK FOR 18BR2.



CONSTRUCTIONNEER No. 12

Build your own model merry-go-round complete with colorful performing horses! That's only one of the hundreds of models you can build with this super deluxe construction set which includes a Wasp motor, two complete universal joint drives, the finest steel braces and many other new parts.

ASK FOR 18BR3.



19⁹⁵

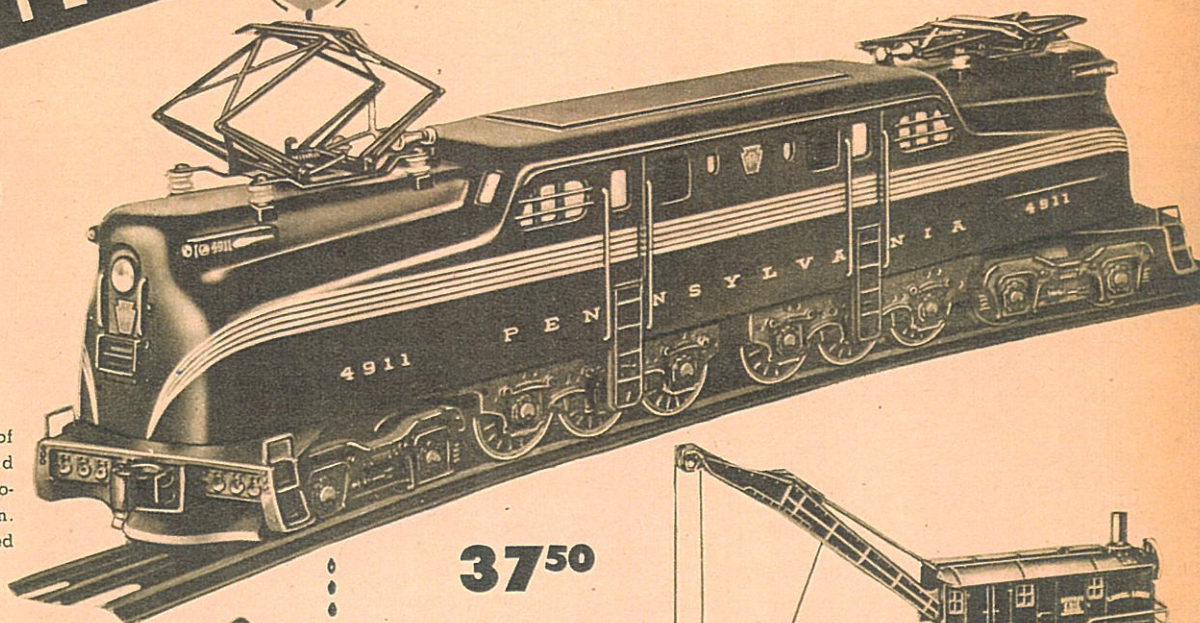
STOP!
LOOK!
LISTEN!

**LIONEL'S TRAIN ACCESSORIES ARE
THE TALK OF THE LAND
BILLY & RUTH**

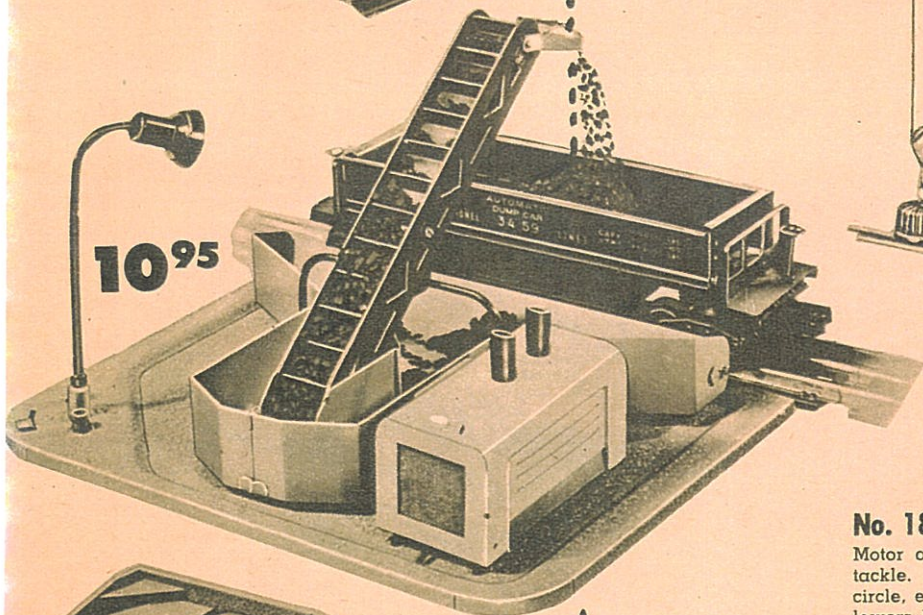
**PUSH BUTTON
OPERATION!**

**No. 2332
ELECTRIC-TYPE
LOCOMOTIVE**

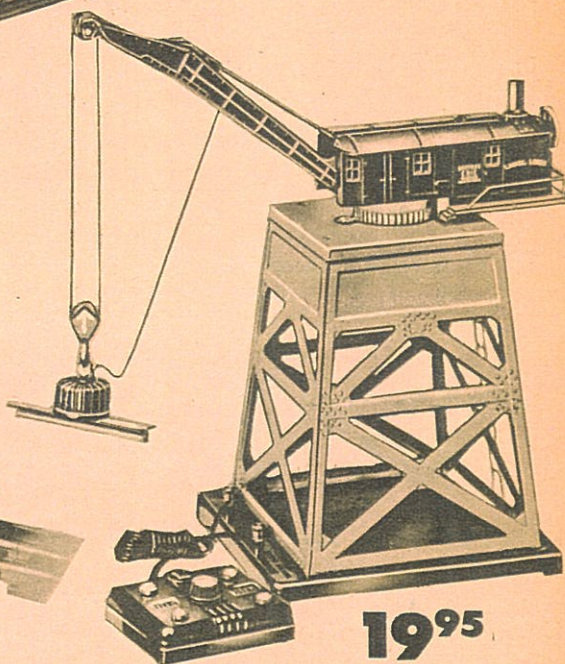
Scale-detailed replica of Pennsylvania Railroad GG-1 electric-type locomotive, with built-in horn. Pantographs can be raised and lowered.



37⁵⁰



10⁹⁵



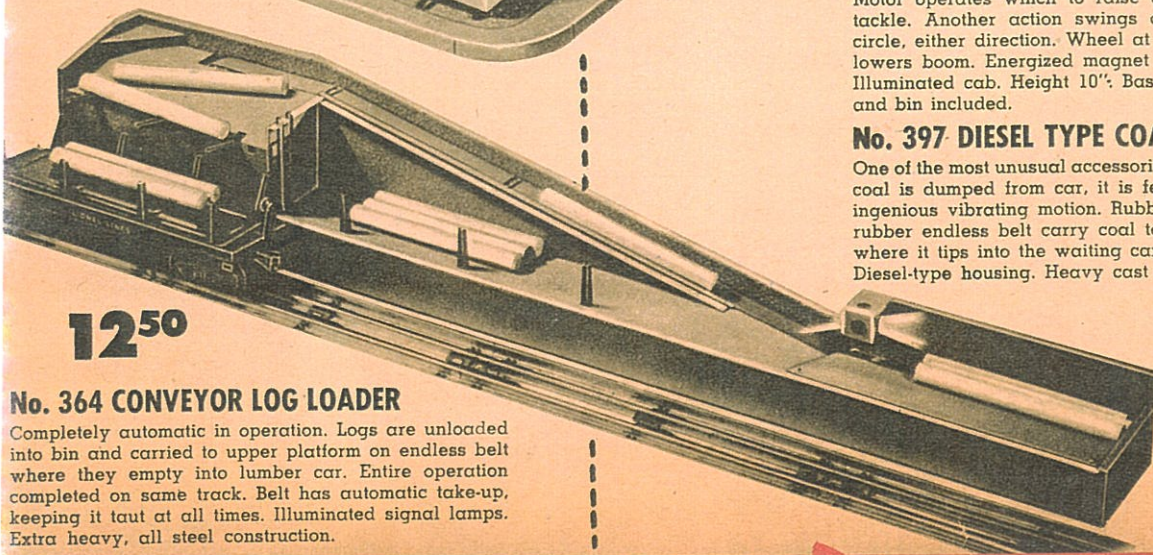
19⁹⁵

No. 182 TRIPLE-ACTION MAGNET CRANE

Motor operates winch to raise and lower block and tackle. Another action swings derrick in 360-degree circle, either direction. Wheel at rear of cab raises or lowers boom. Energized magnet picks up steel scrap. Illuminated cab. Height 10". Base is 6" x 6½". Scrap and bin included.

No. 397 DIESEL TYPE COAL LOADER

One of the most unusual accessories ever created. When coal is dumped from car, it is fed to conveyor by an ingenious vibrating motion. Rubber buckets on an all-rubber endless belt carry coal to the top of conveyor where it tips into the waiting car. Motor is encased in Diesel-type housing. Heavy cast base.



12⁵⁰

No. 364 CONVEYOR LOG LOADER

Completely automatic in operation. Logs are unloaded into bin and carried to upper platform on endless belt where they empty into lumber car. Entire operation completed on same track. Belt has automatic take-up, keeping it taut at all times. Illuminated signal lamps. Extra heavy, all steel construction.

Billy and Ruth

R. R. EXPERTS, PRESENT AN EXCITING NEW LINE OF LIONEL TRAINS

NO. 1112 LIONEL "O27" GAUGE "SCOUT FREIGHT"

Train set comprises: 1 No. 1001 steam-type Locomotive - 1 No. 1001T Tender - 1 No. 1002 Gondola Car - 1 No. 1004 Box Car - 1 No. 1005 Oil Car - 1 No. 1007 Caboose - 8 sections No. 1013 Curved Track - 4 sections No. 1018 Straight Track - 1 No. 1009 Track Coupling Section - 1 CTC-10 Lockon - 1 No. 1011 Transformer - 1 Tube No. 925 Lubricant - Instruction Booklet. **\$18.95**

1429WS "O27" GAUGE FREIGHT SET With SMOKE and WHISTLE

Train outfit comprises: 1 No. 2026 new 6-wheel drive steam-type Locomotive with Smoke - 1 No. 6466WX new Tender with Whistle - 1 No. 3451 Automobile Lumber Car - 1 No. 6465 Oil Car - 1 No. 6454 Box Car - 1 No. 6357 new illuminated Caboose - 8 sections No. 1013 Curved Track - 5 sections No. 1018 Straight Track - 1 No. 6019 remote Control Track Set - 1 CTC Lockon - 1 No. 1033 new Transformer with built-in Whistle Controller - Package SP Smoke Pellets - 1 Tube No. 925 Lubricant - Instruction Booklet. **\$47.95**

2141WS "O" GAUGE FREIGHT OUTFIT With SMOKE and WHISTLE

Set Comprises: 1 No. 671 Pennsylvania steam turbine type Locomotive with Smoke - 1 No. 2671 W new Tender with Whistle - 1 No. 3451 Operating Lumber Car - 1 No. 3462 Automatic Milk Car with Platform and Milk Cans - 1 No. 2456 new Hopper Car - 1 No. 2357 Illuminated Caboose - 8 sections OC Curved Track - 5 sections OS Straight Track - 1 RCS Track set - 1 CTC Lockon - Package of SP Smoke Pellets - 1 Tube No. 925 Lubricant - Instruction Booklet. **\$58.75**

TYPE RW, 110 Watts, 115 Volts A.C., 60 Cycles.

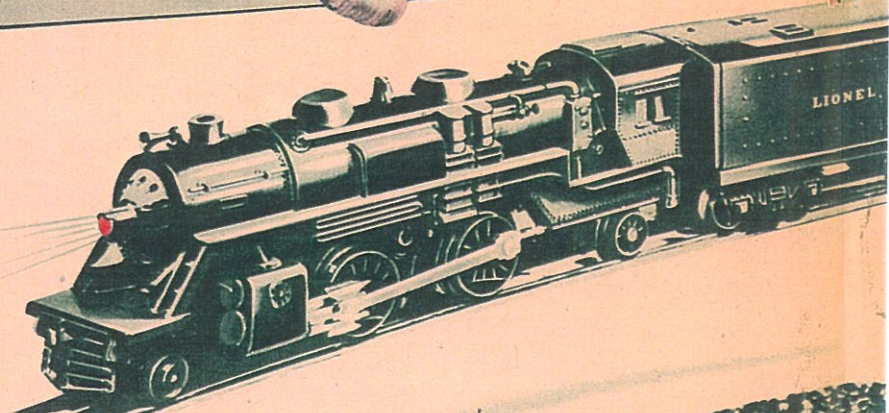
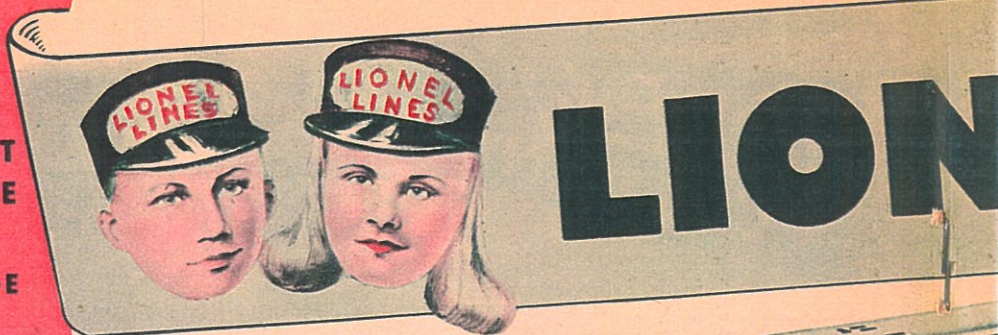
New multi-controlled Transformer with variable voltage Speed Control Throttle. Has built-in Whistle Control and reversing button. Two variable voltage ranges, one high and one low. Case made of heavy gauge steel. **\$13.95**

TYPE ZW, 250 Watts, 115 Volts A.C., 50 to 60 Cycles

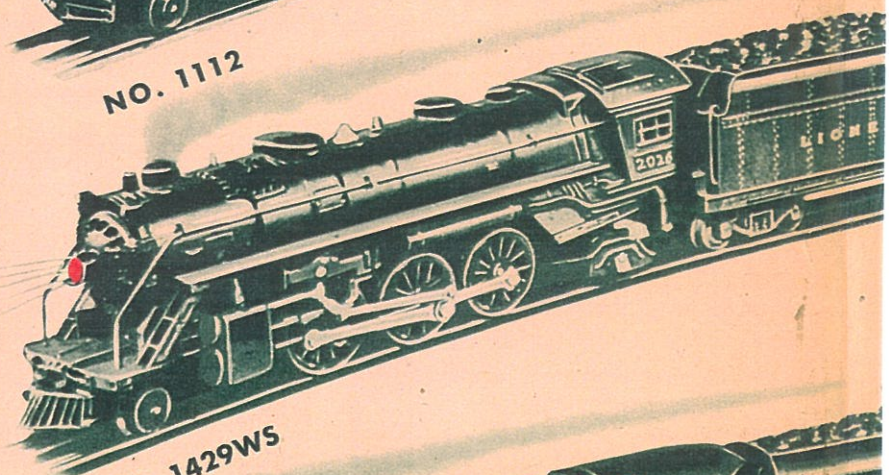
This multi-control transformer has two built-in reversing buttons and two whistle control buttons and dual speed control throttles so operator can run two trains at the same time. Transformer also has four output circuits each independently controllable and automatic circuit breaker. Pilot lights indicate "power on" and "current overload". Bakelite case. **\$25.00**

TYPE VW, 150 Watts, 115 Volts A.C., 50 to 60 Cycles

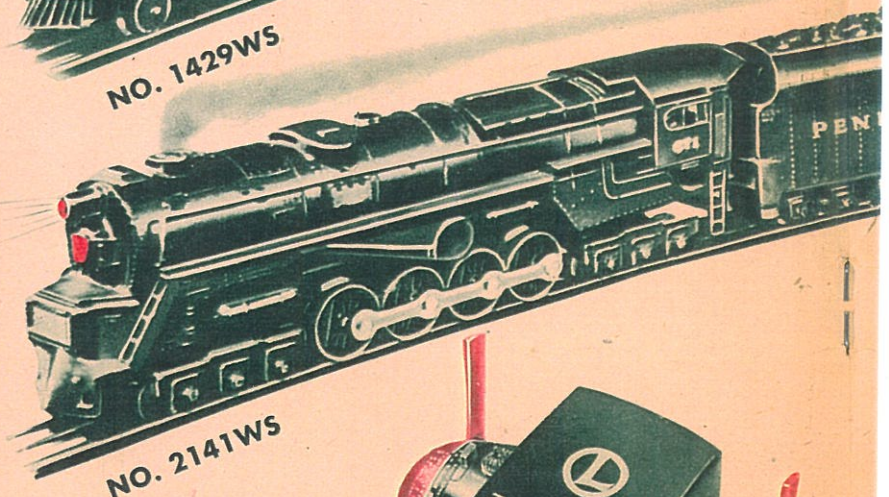
Rated "Standard" by the Underwriters' Laboratory, this multi-controlled transformer has built-in reversing buttons and whistle controls. Two trains can be operated at same time on same track layout. Red pilot light warns of current overload while green light indicates "power on". Each of the four output circuits is independently controllable. **\$22.95**



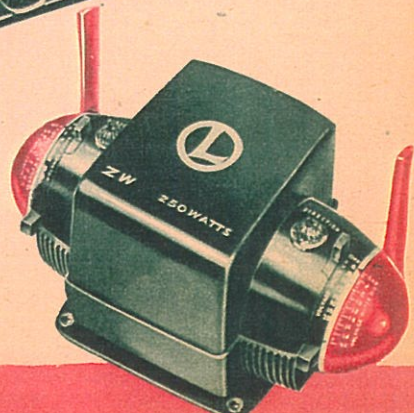
NO. 1112



NO. 1429WS



NO. 2141WS



FASCINATING FUN FOR