

COWBOY JOE'S MUSICAL CHUCK WAGON

Yippee-i-ay! Pull Cowboy Joe's Chuck Wagon across the floor and hear it play "Oh Susanna." Cowboy Joe himself with his geetar on his knee holds the reins of Old Paint. By Mattel Creations. Ask for 40BR1

*A Very Unusual
Low Price*

MUSICAL CIRCUS MERRY-GO-ROUND

Imagine a circus Merry-Go-Round for your very own! Shining gold and silver circus animals go round and round under the bright circus canopy—all to real music too. Hear it play "The Blue Danube" and "Oh, Dear, What Can The Matter Be." By Mattel Creations. Ask for 40BR2.



Real Value



JACK IN THE MUSIC BOX

As you turn the crank you hear "Pop Goes the Weasel"—real music you can sing with—and then POP—up and out of the Music Box jumps Mr. Jolly Clown. A gay, exciting playtime pal you will always enjoy. By Mattel Creations. Ask for 40BR3

2¹⁹

Music Maker Toys



MUSIC MAKER BOOKS—

Oh what fun! Turn the crank and Sing each page for happy songs and stories. Real music brings the pretty pictures to life as you sing the printed stories of your favorite nursery rhymes. By Mattel Inc. Ask for 41BR1.

98c

Each

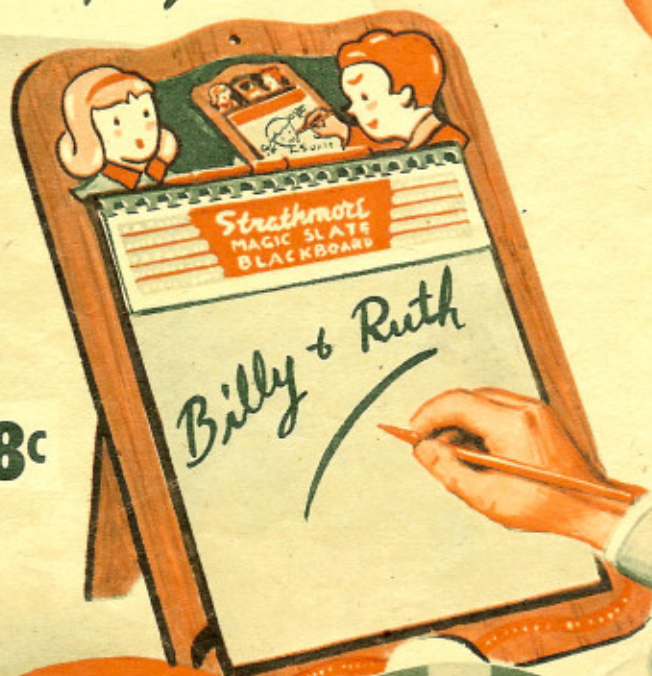


How would you like to have a real live puppy dog just like me? See our great contest on page 47

MAGIC SLATE BLACKBOARD

Use the special pencil to write your message. Lift the film. Presto! It disappears like magic. Now you've got a clean slate to start all over again. At the top is a bookful of picture charts and alphabet. By The Strathmore Co. Ask for 41BR2.

98c

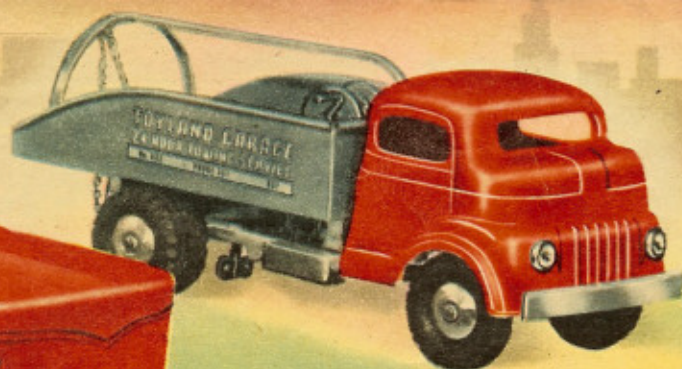




TRANSPORT TRAILER

Just like the ones you see on the highway. This trailer has disappearing wheels and a rear door to open for packing and hauling, 21 $\frac{3}{8}$ inches long. By Structo Mfg. Co. Ask for 42BR2.

5⁹⁵



3⁹⁸

MECHANICAL WRECKER TRUCK, WIND UP

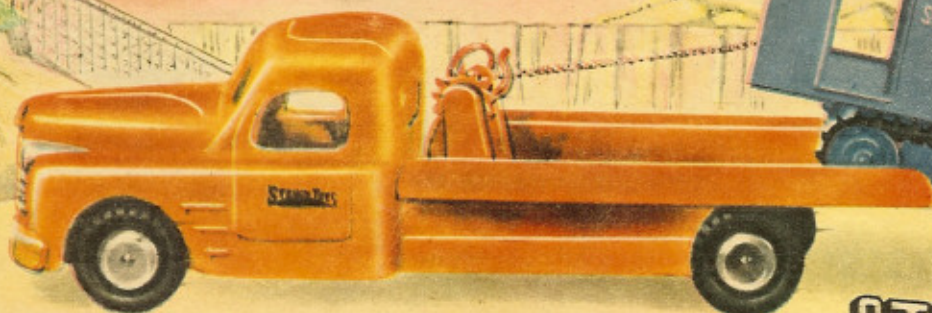
Hey fellas! Look at this model Wrecker Truck that can tow other trucks and cars. Adjustable steering and brake with a clock spring motor. Just wind up and put it in action, 12 $\frac{1}{8}$ inches long. By Structo Mfg. Co. Ask for 42BR1.

RIDE THE HIGHWAYS WITH Billy

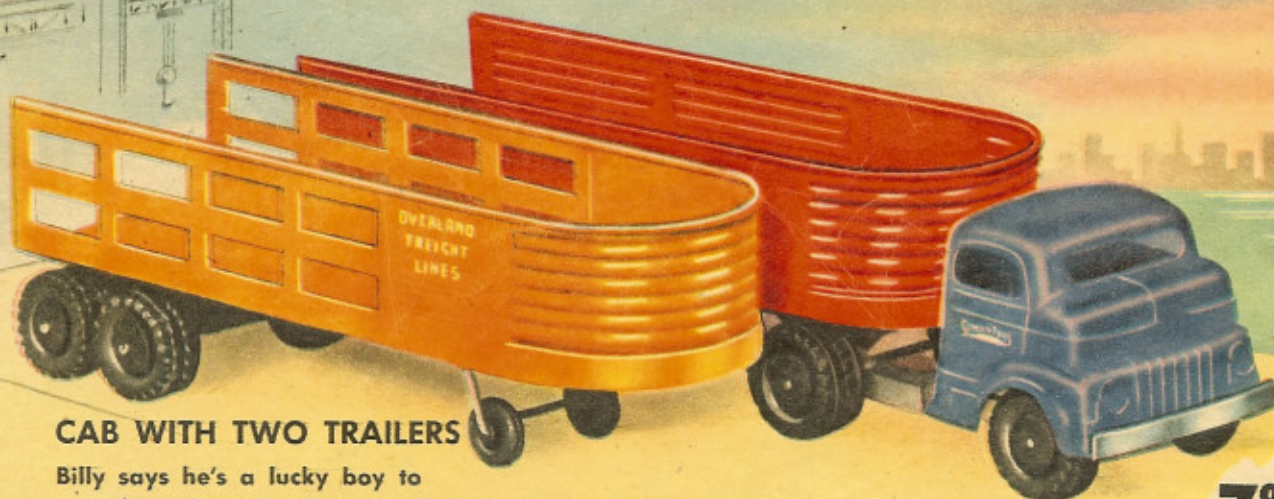
TRUCK AND STEAM SHOVEL

Oh boy! Lift the hood and see the fireball motor on this neat truck and steam shovel. And it has a removable skid that will help you load and unload, 21 $\frac{1}{2}$ inches long. By Structo Mfg. Co. Ask for 42BR3.

6⁴⁹



STRUCTO

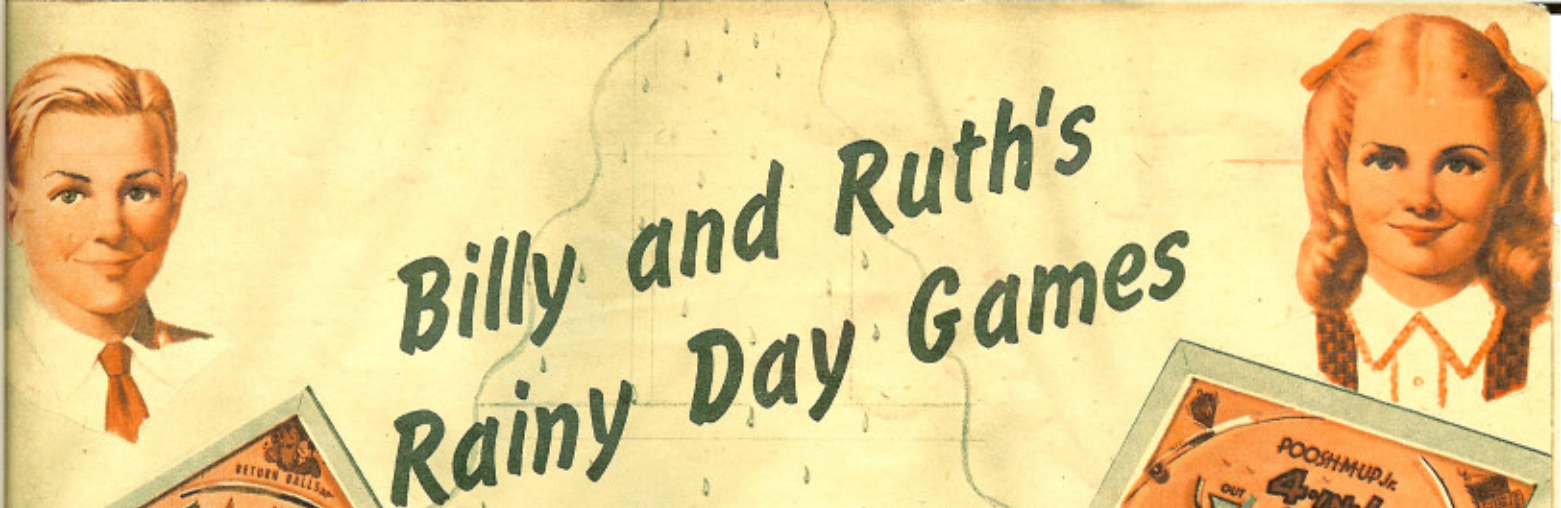


CAB WITH TWO TRAILERS

Billy says he's a lucky boy to own this cab and trailers. You'll think so too when you see what a swell toy it is, 20 $\frac{3}{4}$ inches long. By Structo Mfg. Co. Ask for 42BR4.

7⁹⁵





Billy and Ruth's Rainy Day Games



575

ELECTRIC PIN-BALL GAME

A nifty game we all like. It operates just like the big ones. It lights up and everything when ball enters scoring cups. Uses two flashlight cells, has folding legs. By Northwestern Products Co. Ask for 43BR1.



250

POOSH-M-UP JR. (AUTOMATIC FEED)

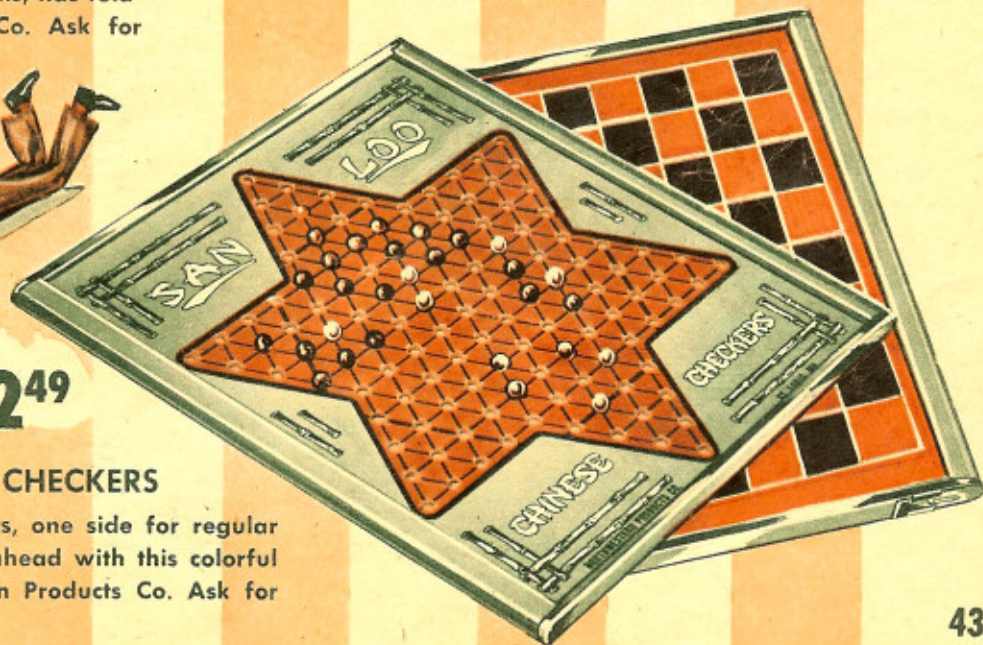
A four in one treat! Yes, you can play four exciting games on this board—Put-N-Take, Baseball, Colors, Bagatelle. Set includes nine steel balls all one color and one ball a different color. Swell fun for rainy days. By Northwestern Products Co. Ask for 43BR2.



249

METAL FRAME CHINESE CHECKERS

One side for Chinese Checkers, one side for regular checkers. Lots of good times ahead with this colorful game board. By Northwestern Products Co. Ask for 43BR3.



More Thrills Less Spills

Low
Priced

HUFFY CONVERTIBLE—20 inch

What a good time Billy has with his new 20 inch Super Deluxe Huffy Convertible for boys and girls. While Billy does the peddling, Ruth stands on the rear stand. It's so safe and much easier to keep your balance because of the extra wheels. By The Huffman Mfg. Co. Model No. 66 for Boys. Ask for 44BR1. Model No. 67 for Girls. Ask for 44BR2.

Huffman

At Just
the Right Price

ABOUT HUFFY CONVERTIBLES

Now even a 3 year old can ride safely thanks to Huffy Convertible. Later on, after years of 4 wheel fun, merely re-move convertible ball bearing wheels and you'll have a 2 wheeler! Seat and handle bars can be raised to keep pace with growth. Available boys and girls models.

HUFFY CONVERTIBLE—16 inch

Billy and Ruth's friends Nonnie and Chet are having the time of their life learning to ride with their new 16 inch Huffy Convertible. Sometimes Chet pretends he is a taxi cab and Nonnie is his passenger. Their Mommy knows the Huffy is strong and safe to ride. By The Huffman Mfg. Co.

Model No. 82 for Boys. Ask for 44BR3.
Model No. 83 for Girls. Ask for 44BR4.

*Let's Go
for a Ride!*

*Billy likes his because
it is so strong and sturdy*

LARGE SIZE VELOCIPEDES

Chipper and Butch love to go whizzing through the park with their wonderful new sturdy three wheelers. It's so swell for that out of door exercise that you need to keep strong and healthy. Tell Dad and Mom how much fun you could have if you had one. Ask for 45BR1. "Other sizes too."

*Attractively
Priced*

*Ruth likes hers because
it is so easy to ride —*

JUNIOR SIZE VELOCIPEDES

Sharon says now she can go out riding with Billy and Ruth on her new junior size three wheeler. It's so much fun to be able to keep up with all your friends. You can always tell Sharon's three wheeler because she keeps it so shining bright and good looking. Ask for 45BR2. "Other sizes too."

*Real Value
at the Price*

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*Real Value
at the Price*



TALLY BELL BASKETBALL SET
Billy and Ruth's friends all play basketball with this tally-bell practice set that rings a bell when you shoot a basket. Billy says it can be hung over a door or chair (or outdoors). Complete with pebble grain ball. By Midwest Metal Stamping Co. Ask for 46BR1.

245

By Midwest

IN THE GYM

589

JUNIOR PUNCHING BAG

Billy has a place all fixed up in his cellar where he practices every day on his new Junior Punching Bag. It's just like a professional one and comes complete with heavy rubber bladder, bracket and hand pump - 18 inch platform and 11 inch punching bag. By Logan Elec. Specialty Mfg. Co. Ask for 46BR2.

649

BY LOGAN

PUNCHING BAG ON FLOOR STAND

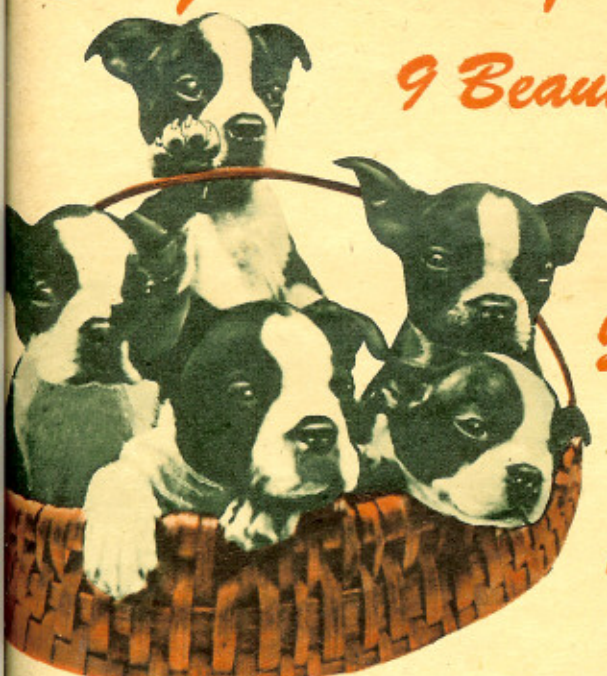
Billy says this handy punching bag can be used indoors and out in the sunshine. It helps to keep you in trim with the fast moving bag that jumps back every time you hit it. Wood platform 9 inches wide, 28 inches long. Stands 40 inches high. By Logan Elec. Specialty Mfg. Co. Ask for 46BR3.

LOGAN
FIGHT
CHAMP

Billy and Ruth present their 1951 Contest:

9 Beautiful Puppies

and
5,000
Big
Prizes



Dear Boys and Girls:

Gee, it's great to be back with you again this year! And we've got big news for you! We want you to help name our puppies—there are nine of them—yessir!

They have their pictures right at the top of this page and you should have seen us jump up and down when we found them! There they were with their shiny black noses—nine of them—and not one of them with a name!

Of course, there are nine letters in our names if you add them together — R-U-T-H and B-I-L-L-Y. But letters aren't good names for cute little puppies. **WE WANT REAL NAMES!**

So we decided to have a contest and let all our friends help us. Will you think up a name for one of these pups? Hurry, for puppies grow fast and no growin'-up puppy wants to go without a name.

And there's a surprise in it for you, too — We'll send one of these real live lovable puppies to the nine boys and girls who send us the best names. And not only that but we'll send a beautiful Billy and Ruth Dog Collar right along with him. And that isn't all — we'll send you a book about dogs that you can read yourself and it tells you how to take care of the puppy and how to teach him wonderful tricks so you can show him off to your friends.

And we've got 5,000 wonderful prizes for the boys and girls who send in the next 5,000 best names, and the prizes will be picked from our own famous Billy and Ruth Book.

Boy, it's a whale of a contest! Don't wait a minute, kids, but send us a letter right away so one of these darling puppies, or one of the 5,000 prizes will be yours. Just follow the simple rules. Don't forget to tell us why you think the name you send will be a good name. We'll keep all the names and they will be our property (you know, Billy's and Ruth's property).

Have fun thinking up names, kids, and good luck to every one of you. We'll wait anxiously for your letters in every mail! Hurry!

Your own friends,

Billy and Ruth

Just Follow These Simple Rules!

Write on a plain sheet of paper in 25 words or less the name you have chosen for the puppy you hope to win and how you came to choose this name.

Fill in neatly and clearly all information on the coupon.

Take your entry to the store where you got your Billy and Ruth Book. Tell the merchant whose name is on the front cover that you have entered the contest and are mailing your entry to Billy and Ruth.

Send along your letter and coupon to Billy and Ruth Headquarters, Box 333, Philadelphia 5, Pa.

Anyone from 4 to 16 years of age may enter. Contest limited to U. S. and subject to all federal, state and local regulations. This contest void in any state, country or municipality where such offer is taxed, prohibited or restricted.

No more than 1 person in a family can win a prize and entries will be judged for the best name and letter.

In the event of a tie for any prize offered a prize identical with that tied for will be awarded to each tying contestant.

Contest closes midnight, December 24, 1951. Winners will be notified by February 24, 1952.

Decision of the judges is final and all entries and letters will become the property of Billy and Ruth Headquarters.

Clip and mail to Billy and Ruth Headquarters, Box 333, Phila., Pa.

Dear Billy and Ruth:

My letter, in 25 words or less, is attached telling you what I think the puppy's name should be and how I came to choose this name.

Please print all information in entry blank.

I THINK THE PUPPY'S NAME SHOULD BE

MY NAME

ADDRESS

CITY ZONE NO. STATE

MY AGE DATE OF BIRTH YEAR

MY BILLY & RUTH DEALER'S NAME

ADDRESS

CITY ZONE NO. STATE

