



*"This is Barbara, how are you?"
I love my voice phone; you will too!"*



VOICE PHONE

Lift the receiver, hear a voice! Shiny bells ring when Barbara dials the phone. Steel phone, modern design, realistic spring return dial. By Gong Bell. Ask for **28BR1**.

149



298

STEERING HORSE RIDER

Turn his head right or left, hear the bell as you ride along! Has strong enameled steel legs, smooth edges on seat, rubber wheels. 20 inches long. By Gong Bell. Ask for **28BR2**.

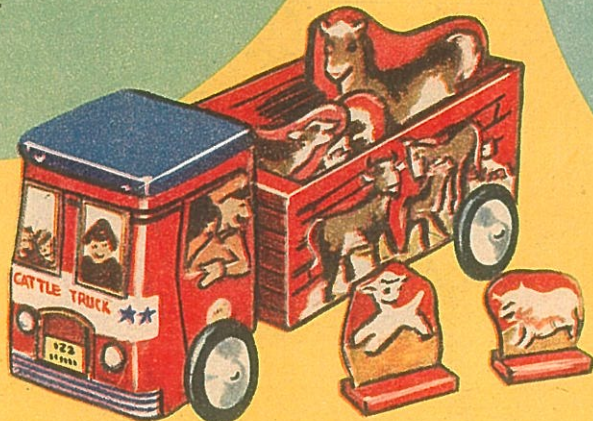


598

TOY PEN

Little tots love to put their toys in this colorful, moving pen. Holds lots of toys, has ringing bell on hardboard bottom. Roll into closet when not in use. 26½ inches long with Rubber Tires. By Gong Bell. Ask for **28BR3**.

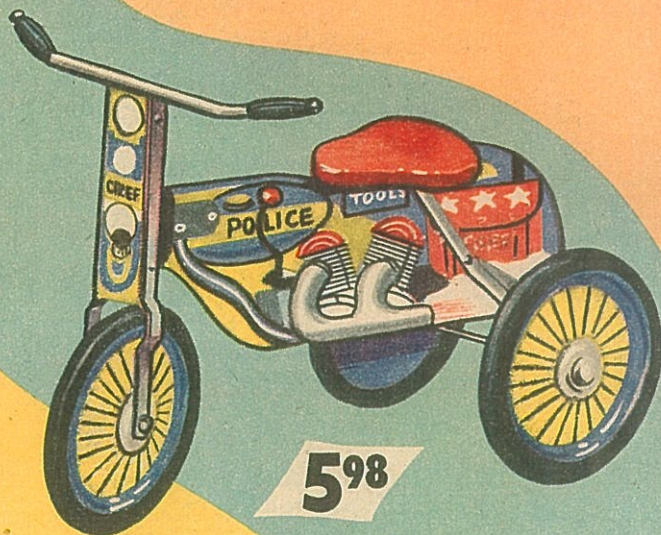
GONG BELL
TOYS spell
F-U-N



398

CATTLE TRUCK

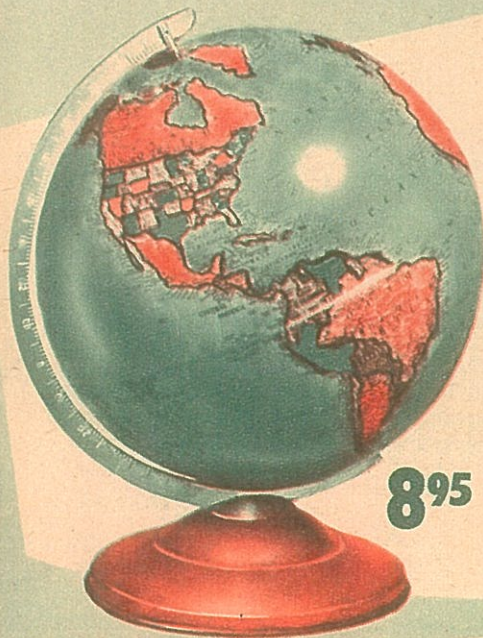
The piggies and other animals are going to market in this sturdy, colorful, 17½-inch cattle truck. Hear the bell as they roll merrily along. Set of animals included. Rubber Tires. By Gong Bell. Ask for **28BR4**.



598

MOTORCYCLE

All Junior police chiefs need this! Just like real, colorful, motorcycle. Gongs on rear wheels, sturdy metal seat, rubber tires, tubular steel handle with rubber grips. 22 inches long. By Gong Bell. Ask for **28BR5**.



REPLOGLE Play Globes

12-INCH WORLD GLOBE COM- MANDER MODEL

Billy and Ruth wouldn't be without their up-to-date Commander globe and WORLD-O-FUN book of globe uses and games. Has over 6,000 place names. Die cast meridian, metal base.

8⁹⁵



4⁹⁵

"Authentic," say Billy & Ruth, "Up to date, Write Santa for these before it's too late."

MAGNETIC GLOBE RACE

Race around this up-to-date globe, learn your geography! Players circle the 8-inch detailed globe with magnetized airplanes. Play money, gasoline drums included. By Replogle. Ask for **29BR2**.



TOM THUMB CASH REGISTER

Now you can play store! Use play money. Ring up the amount and push the drawer release. Bell rings. Unbreakable plastic window, rubber feet. By Western Stamping. Ask for **29BR3**.



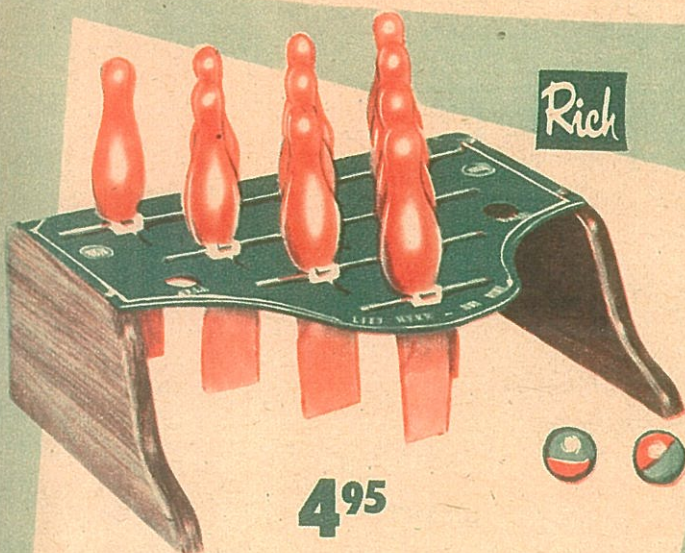
2⁹⁵

*A Great Typewriter
for a Small Price*



TOM THUMB TOY TYPEWRITER

Type letters to Billy and Ruth! Ball bearing carriage, individual key operation, ribbon shift, letters arranged same as standard keyboard. Uses 10 feet of standard 1/2 inch ribbon. By Western Stamping. Ask for **29BR4**.

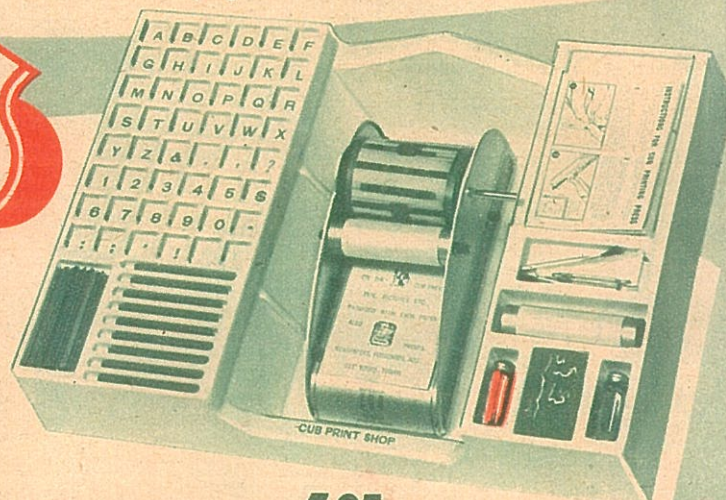


Rich

4⁹⁵

LARGE BOWLING GAME WITH MAGIC PIN SETTER

Has magic pin-setting frame with 10 pins and 2 balls. Natural finish, hardwood sides. Pins and paddles of high-impact plastic. 16 1/4 inches wide. By Rich. Ask for **29BR5**.



CUB PRINT SHOP

Be a real editor and printer! Printing press prints up to 3 1/2 by 5 1/2 inch illustrated newspapers, invitations, club notices, etc. IN TWO COLORS! Alphabetized compartments for type. Grooved rubber type, picture printing dies, 2 colors ink, tools, paper, Printers' Journal. By Superior Marking Equipment. Ask for **29BR6**.

6⁹⁵

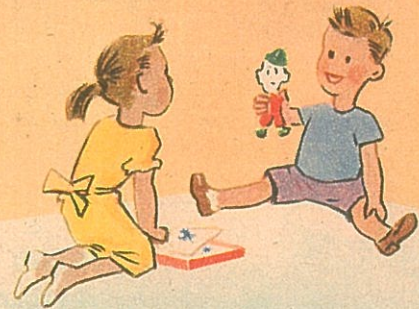
Billy and Ruth say, "Here's craft fun:
The Hassenfeld folks can't be outdone!"



198

MR. AND MRS. POTATO HEAD

Use your own fruits and vegetables, your imagination, and these Potato Head accessories. You'll get 1001 hilarious characters. Endless hours of fun. By Hassenfeld. Ask for 30BR1.



COLORAMA CRAFT

Anyone from 5 to 15 can do it. Set has plastic frame and hundreds of gleaming beads; 6 3-D pictures; a bead lifter. Place the beads in the frame and make your own design. By Hassenfeld. Ask for 30BR2.

249

Without notice, all prices subject to change. In some sections of the South and West, some items slightly higher.

398

JEWELRY CRAFT

Make your own jewelry. Set has plastic jewelry settings—rings, pins, bracelets, etc.; hundreds of colorful sparkling jewels and cement. In beautiful, pearl-studded jewel box. By Hassenfeld. Ask for 30BR3.

See back cover for
big Billy and Ruth
Contest!

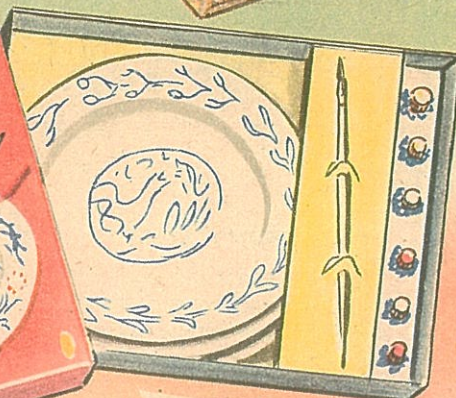


PLATE CRAFT

See the beautiful flower and bird designs you can paint-by-number on the three handsome, roll-edged, metallic plates. Special enamels and brush. Ruth says these make ideal presents. By Hassenfeld. Ask for 30BR4.

198

30





PENCIL CRAFT

You can water color six beautiful art subjects, $10\frac{3}{4} \times 13\frac{3}{4}$ inches. Pre-sketched by famous water color artists, full color illustrations. 10 water color tipped pencils, brush, pencil sharpener, water dish. By Hassenfeld. Ask for **31BR1**.

149



fun for everyone!



198

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BEAUX ARTS PAINT SET

For school and home fun! This deluxe painting set with the lazy susan tray of water colors. It has everything—paper, crayons encased in wood, just like pencils, and plenty of poster paint. By Hassenfeld. Ask for **31BR2**.



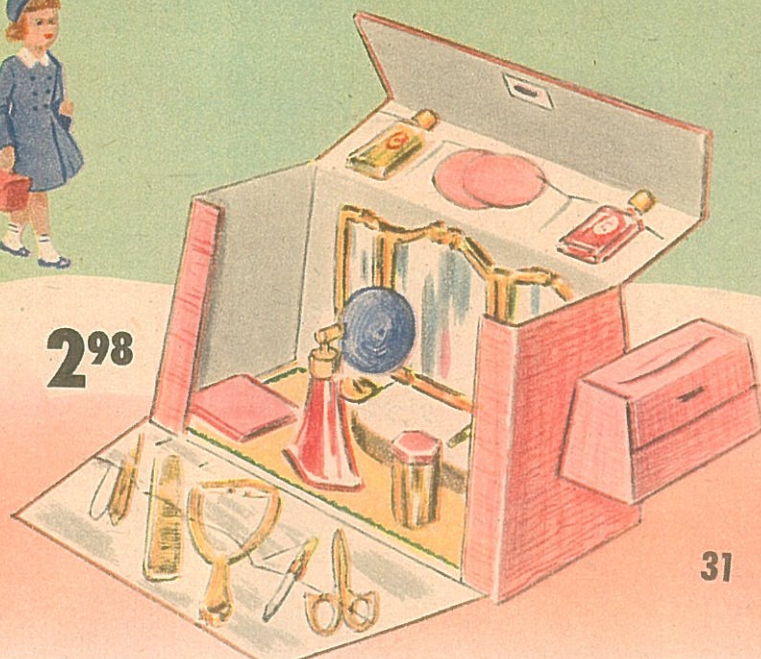
298

SEWING CASE

Make a new dress for dolly! Smart, attractively colored basket, vinyl plastic padding. Has doll, dresses, patterns, measuring tape, thread, etc. By Hassenfeld. Ask for **31BR3**.



298



JR. MISS COSMETIC TRAVEL CASE

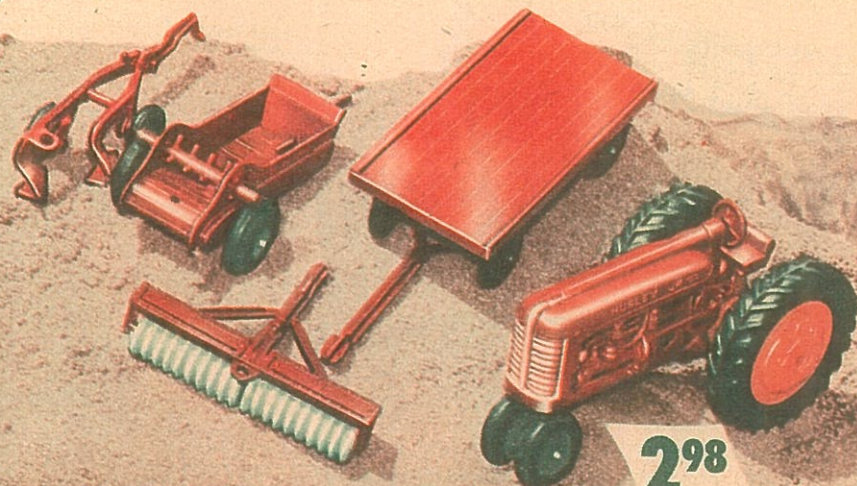
For playing "Grown-Ups" and going overnight to "Grandma's." Outside is beautiful quilted material (vinyl, for easy washing). Has perfume dispenser, hand mirror, toilet water bottle, and many other beauty aids! By Hassenfeld. Ask for **31BR4**.



3⁹⁸

SPORTSMAN RIFLE

Going hunting? Use this! Realistic telescopic sight, trigger guard and all working parts, bright metal finish. Comes apart. 35 1/4 inches long. Blued steel barrel with red plastic choke and front sight. Break action. Uses standard roll caps. By Hubley. Ask for **32BR1**.



2⁹⁸

FARM SET

A farmer at heart? Five piece metal farm equipment set. Tractor, wagon, plow, spreader and cultipacker. Red with aluminum trim. Black rubber wheels. By Hubley. Ask for **32BR2**.

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1⁹⁸



DIESEL LUMBER TRUCK

13 1/4 inch, metal lumber truck. Has orange Diesel-type cab, looks like real. 12 logs held in place by double chain. Rubber wheels, dual on rear of tractor. Trailer's rear wheels have knee action. By Hubley. Ask for **32BR3**.

1⁴⁹

DELUXE SPORTS CAR

Sleek, colorful car with the removable black top. 9 1/4 inches long with transparent wraparound windshield, dashboard with gadgets, steering wheel. Rubber wheels, aluminum trim. Metal. By Hubley. Ask for **32BR4**.

Write to us at Box 333, Phila. 5, Pa. for our brand new "How to Draw Cartoons" Book and our own exciting game! Send 25¢ to cover cost of mailing.

Billy & Ruth

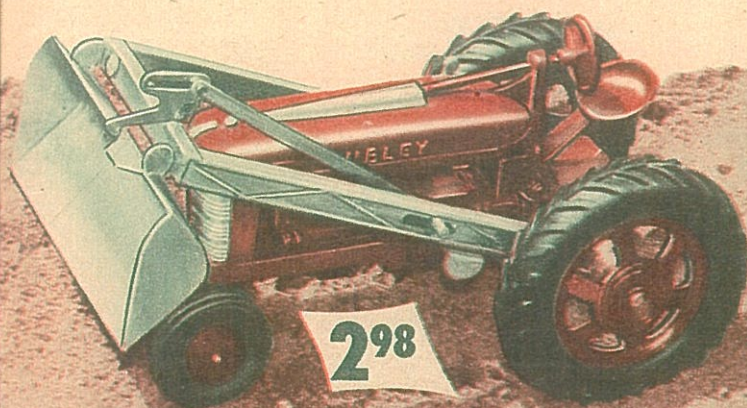


CUSTOM SPORTS CAR

Motor trouble? Open front hood to investigate. Red and cream with aluminum trim. Transparent windshield, spare tire, dashboard details; steering wheel turns front wheels! Almost 13 inches long, metal. By Hubley. Ask for **32BR5**.

3⁹⁸





TRACTOR LOADER

For young farmers! Metal tractor loader. Red with bright metal loader, aluminum trim, spring seat; steering wheel operates front wheels. Side lever raises, lowers and dumps loader. 13 inches long. By Hubley. Ask for 33BR1.



SHOVEL TRUCK

Getting ready to build? You'll need this long, metal shovel truck. Operator's cab turns on swivel, bucket opens to release load; rubber wheels. By Hubley. Ask for 33BR2.

A Hubley truck means sand-pile fun
For Billy & Ruth and everyone!

398

DUMP TRUCK

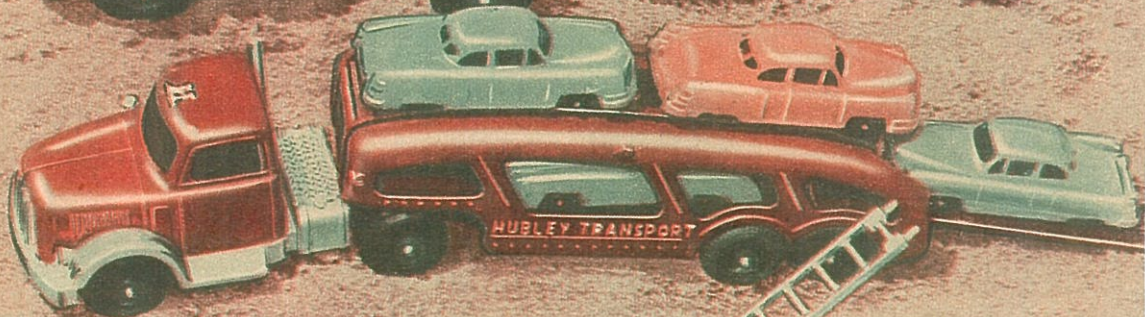
It's 17 inches long with tail gate! Operate lever to dump. Green cab, bright metal chassis. Rear wheels on trailer have knee action. Rubber wheels. See the motor. By Hubley. Ask for 33BR3.



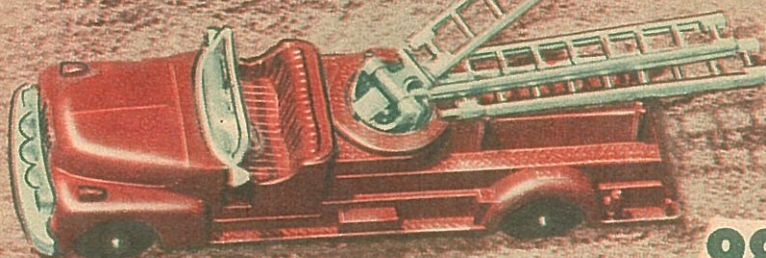
TRANSPORT

"Going into the new car business," says Billy, "with this 14-inch long red metal transport." Four plastic cars can be driven on or off trailer over removable ramp. Diesel-type cab, black rubber wheels, dual on rear of tractor. By Hubley. Ask for 33BR4.

249



I want to win that trip
by Pan American! Why
don't you enter the Billy
and Ruth Contest, too!
Over 1000 prizes! See
back cover.



HOOK AND LADDER FIRE TRUCK

Fireman! Rush to the fire in red metal truck. 11 1/4 inches long. Aluminum ladders on revolving ladder turret, aluminum finish. Rubber wheels. By Hubley. Ask for 33BR5.

98c



149

Mmmboy-what a toy!

JACKIE GLEASON BUS with Mystery Motor

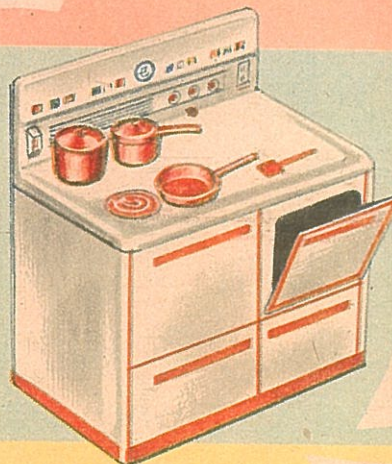
Yep! Here's Jackie's own bus, 14 inches long! See passengers Reggie Van Gleason, Joe the Bartender, The Poor Soul. All steel with mystery motor—just press the toy and "AWA-A-Y WE GO!" By Wolverine. Ask for 34BR1.



198

ARITHMETIC QUIZ

Ruth asks, "What's 9 plus 2?" Just raise the cover for answer. Play school with your friends. Press the lever and four different queries appear on the blackboard. 7 inches long. By Wolverine. Ask for 34BR2.



STOVE

Sharon likes to cook on this metal stove. Modern design, Hinged door. Four plastic push-buttons! 11 inches long, six colorful cooking utensils. By Wolverine. Ask for 34BR3.

198

HUTCH CABINET

598

For the newest little home-maker! Knotty pine design on all-steel, 20 inches high. Top drawer, bottom cabinets open for storage. Included: 3 canisters, 3 cups and saucers, sugar and creamer, tea pot; steel enameled. By Wolverine. Ask for 34BR4.



TEA SET

Serve tea for four. Rose, gold and green pattern. Over-sized cups, sugar, creamer and tea pot in modern shape. Looks like china, will not break. By Wolverine. Ask for 34BR5.

398



REFRIGERATOR

It's the newest! All heavy metal, 13½ inches high. Freezer and refrigerator doors open. Has plastic ice-cube tray, miniature packages of popular products. By Wolverine. Ask for 34BR6.

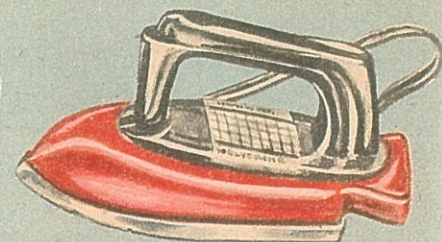
198



ELECTRIC IRON

Iron Dolly's fluffiest dresses! Electric iron, U.L. Approved, 20 watts. It's 6¼ inches long, all steel, with red enameled hood, black bakelite handle. By Wolverine. Ask for 34BR7.

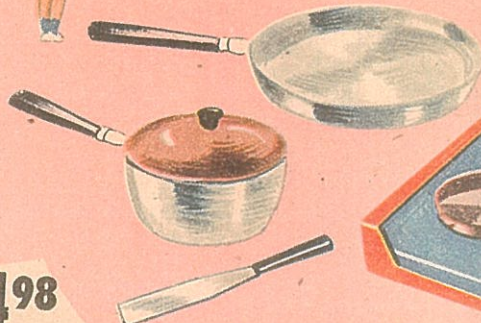
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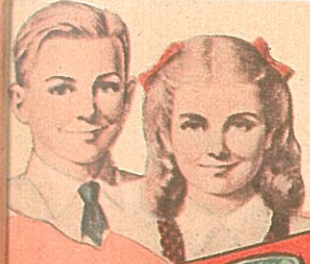


WEAR-EVER "HALLITE" JUNIOR SET

Miniature replicas of Wear-Ever's deluxe kitchenware. Skillet, saucepan, kettle; heavy gauge pure aluminum, each with copper-colored cover (never needs polishing). Stainless steel ladle, spatula, cooking fork and matching hanger. Use on real stove. By Wolverine. Ask for 34BR8.

498

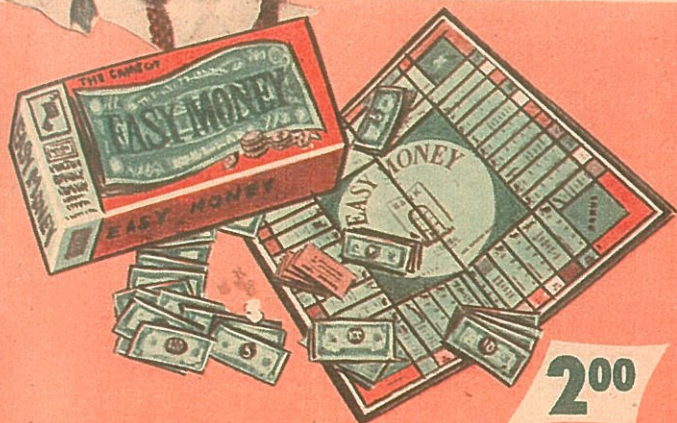




Give a smile
These games and



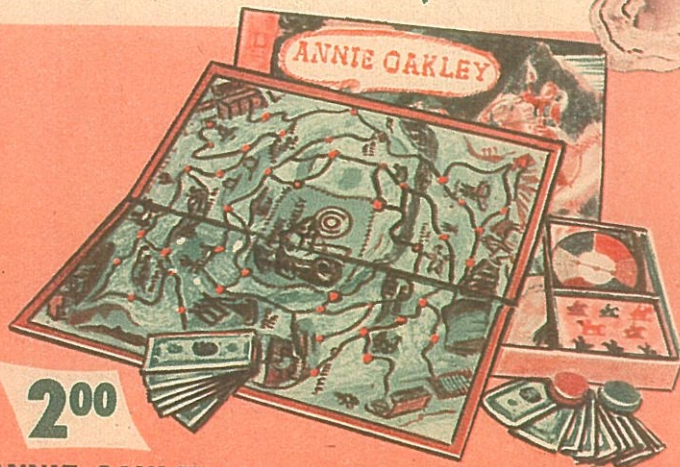
and dry those tears
toys give fun for years.



2⁰⁰

EASY MONEY GAME

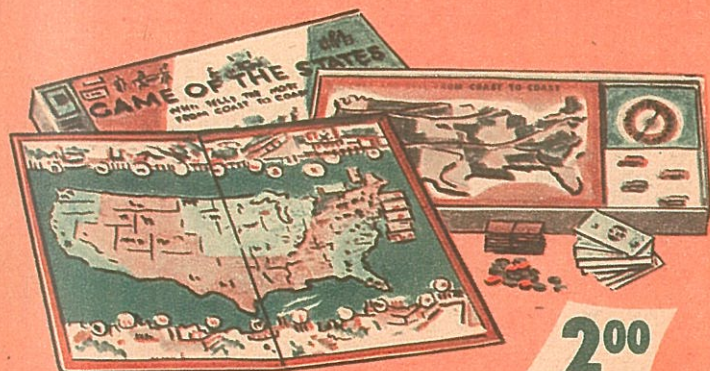
Build a huge real estate empire, run hotels, theaters, win cash in a lottery! You can do all this in "Easy Money," a game with 20,000 make-believe dollars. Two people or a crowd can play. Fun for all over 7 years. By Milton Bradley. Ask for **35BR1**.



2⁰⁰

ANNIE OAKLEY

You've been chosen as one of Annie's deputies to round up bandits. You'll have fun searching for the bandits, helping Annie capture them, and sharing in the reward money. Real western adventure for boys and girls from 6 to 12. By Milton Bradley. Ask for **35BR2**.



2⁰⁰

GAME OF THE STATES

Travel the country in a plastic truck—buy and sell in every state. Learn principal industries and products, location of each state, and have fun doing it! Especially good for youngsters 7 to 14. By Milton Bradley. Ask for **35BR3**.

REDSKIN FINGER PAINT

Get your hands and fingers right into the colors and create your own landscape, house, tree, sky, sun! Bright, creamy colors. Eight jars of paint, spatulas to scoop out colors, paper, instruction booklet. By Milton Bradley. Ask for **35BR4**.



2⁰⁰

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1⁹⁵

BEGINNER'S STAMP OUTFIT

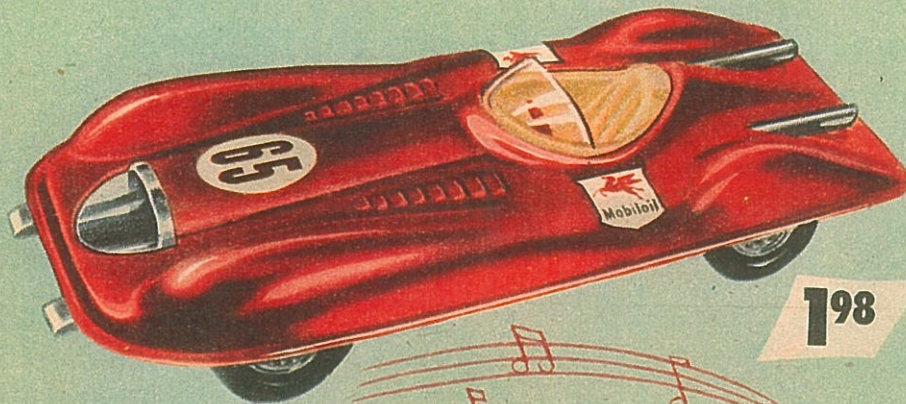
Learn about the world! Everything you need to start—stamp album, different stamps, flags and coats of arms. Magnifier and stamp hinges. By Grosset & Dunlap. Ask for **35BR5**.



1²⁵ Each

ACTIVITY BOXES

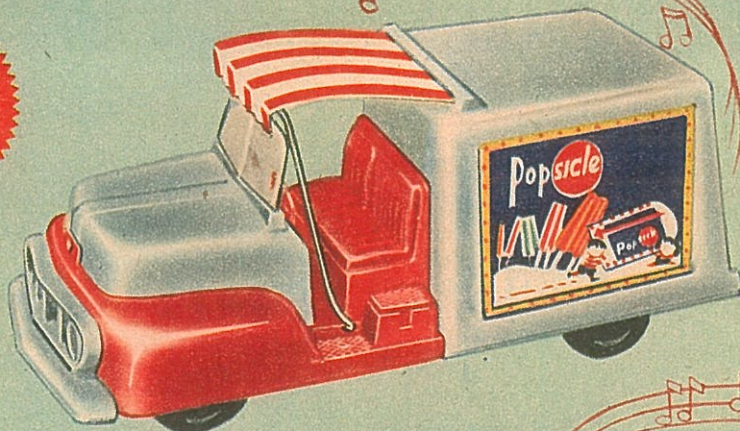
Any activity Box and YOU, means plenty of fun—and learning! Learn your ABC's, or numbers; play with jigsaw puzzles—a whole new world of play. Take your choice. By Grosset & Dunlap. Ask for **35BR6**.



BONNEVILLE SALT FLATS SPECIAL

It's the world's fastest professional racing car. Has Mobilgas Flying Horse insignia. All metal "Crashpruf." Safety rubber bumpers. POWERFUL THUNDERBIRD friction motor. In "flash colors." Rubber wheels. 12 inches long. By Mattel. Ask for **36BR1**.

198



MYSTERY MUSICAL TRUCK

Billy and Ruth picked this truck! Sturdy with reinforced steel chassis, rubber tires, movable sun canopy and big storage compartment. Press truck down as it rolls along and it plays a song. 11 inches long. By Mattel. Ask for **36BR2**.

298

Action toys—music to boot
Toys that race or play or shoot!

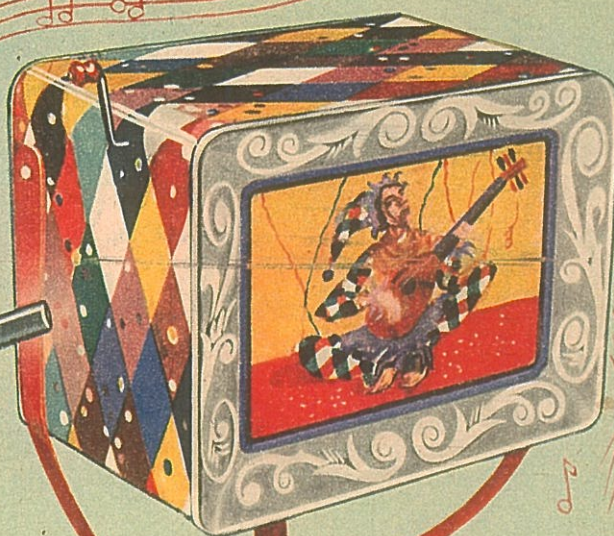
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BURP GUN

For G-Men, cowboys and even "play" bandits! Noisy fire-bursts and smoking barrel. Automatic, fires 1 to 50 shots at a trigger touch. Easy to load. All metal working parts. Cap storage magazine. Movable wire stock for different firing positions. 23½ inches long. By Mattel. Ask for **36BR3**.

398



MATTTEL CARNIVAL HURDY-GURDY

Largest and loudest music box in the world! All metal. "Breakpruf." Vinyl shoulder strap. 24-inch organ grinder's stick. Mardi Gras scene and decor in four colors. By Mattel. Ask for **36BR4**.

298



I want to win that trip by Pan American! Why don't you enter the Billy and Ruth Contest, too! Over 1000 prizes! See back cover.