

A. MICKEY MOUSE CLUB LOONY-KINS

You'll laugh and laugh when you see how funny all the Mickey Mouse Club characters look when they stand in front of their Club House in hilarious, off-balance positions. Put them together yourself in 3-dimension! By Hassenfeld. Ask for 29BR1.

198

B. MERRY MILKMAN

You can deliver milk all day long with this exciting game. Load up the trucks with dairy products and take them to the families on your "route." Has houses, trucks, milk, butter, and eggs! By Hassenfeld. Ask for 29BR2.

198

C. PENCIL CRAFT PAINTING SET

Mom and dad will enjoy painting these water colors as much as you! Six beautiful pre-sketched drawings with full color illustrations and 12 water color tipped pencils, brush, pencil sharpener, water dish. By Hassenfeld. Ask for 29BR3.

198

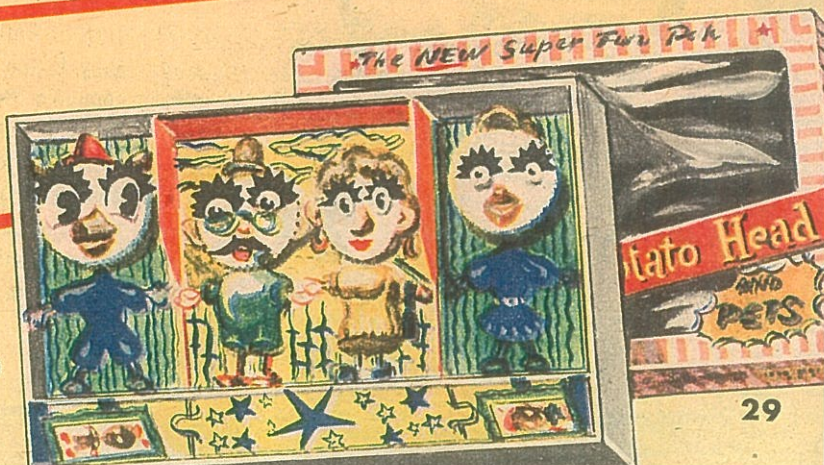
D. MR. AND MRS. POTATO HEAD AND PETS

The Potato Heads acquired two pets and you can make all of them into the funniest people and animals you ever saw using ordinary fruits and vegetables with the parts in the box. By Hassenfeld. Ask for 29BR4.

198



ADVERTISED IN
LIFE



EVERYBODY WILL DANCE AND



1⁹⁸ Each!

SEWING AND EMBROIDERY KITS

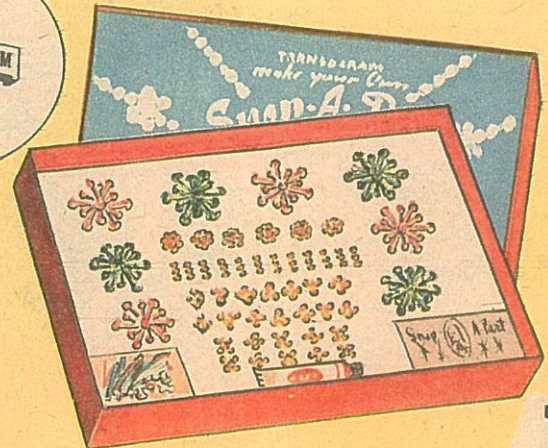
Interested in the fine arts of sewing and embroidering? Sewing kit includes doll, dresses, extra material, sewing accessories. Embroidery kit includes luncheon cloth, napkins, skeins, and sewing accessories. You'll want both. By Transogram. Ask for 30BR1.



2⁹⁸

LITTLE COUNTRY DOCTOR KIT

Uh-Oh, Ruth's sick and it's Billy to the rescue with his complete Doctor's kit. Has thermometer, stethoscope, otoscope (for eye, ear and nose study!) and many other safe medical aids all in leather-soft unbreakable kit. By Transogram. Ask for 30BR3.



1⁹⁸

"SNAP-A-PART" JEWELRY SET

Make your own jewelry to match every outfit! With 42 settings that snap together and apart easily, thousands of designs can be made. Includes glue, clusters of jewels for settings, instructions. You'll be the belle of the ball! By Transogram. Ask for 30BR2.

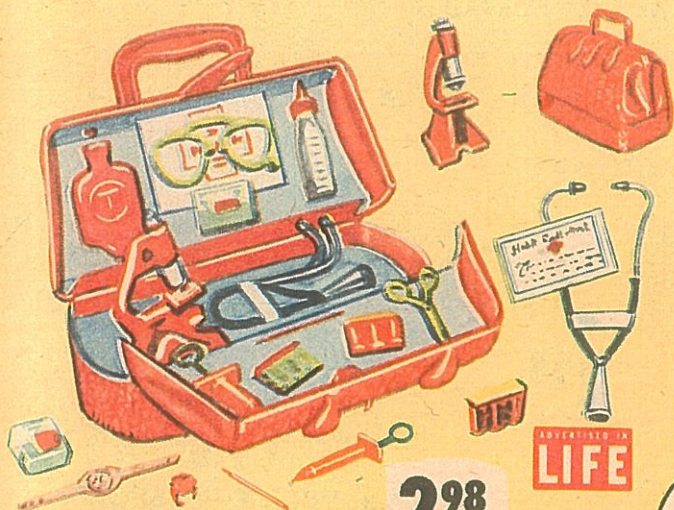


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JACKIE GLEASON'S "AND AWAY WE GO" TV FUN GAME

Imagine yourself on the Jackie Gleason show! You'll have just as much fun playing with all the Gleason characters in this behind-the-scene TV fun game. Has playing board, plastic spinner, cards, money, all cellophane wrapped. By Transogram. Ask for 30BR4.

CHEER WHEN THEY SEE THESE



LITTLE PLAY NURSE KIT

Billy says Ruth makes the prettiest nurse ever and she can take best care of her dolls now! Her soft unbreakable kit has a stethoscope, microscope with work table, wristwatch, glasses, cotton, pill boxes, diploma, hot water bottle and other safe implements. By Transogram. Ask for **31BR1**.

298

ADVERTISED IN
LIFE



TAK-A-PEG DESK-ETTE

Blackboard on one side, punched board (192 holes) for Tak-A-Peg on the other. You'll have fun with chalk and with pegs and hammer for hours and hours. Sturdy wooden construction, with seat attached. 24 inches high. Storage space inside. By Transogram. Ask for **31BR2**.



198

VARIETY "52" GAME CHEST IN KIT

Time never hangs heavy with a game chest! Includes 52 games and instructions, playing boards and implements (cellophane wrapped) to play them. Checkers, Game of India and 50 more! By Transogram. Ask for **31BR3**.



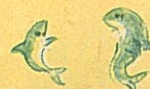
198 Each!

"PY-O-MY" BAKING AND ICE BOX PIE SETS

Entertain your friends with pies, cakes and cookies you make yourself! Pie set includes 3 different flavor pies, graham cracker crusts, utensils. Just mix and chill! Baking set has cupcake, cookie, and frosting mixes, utensils. By Transogram. Ask for **31BR4**.

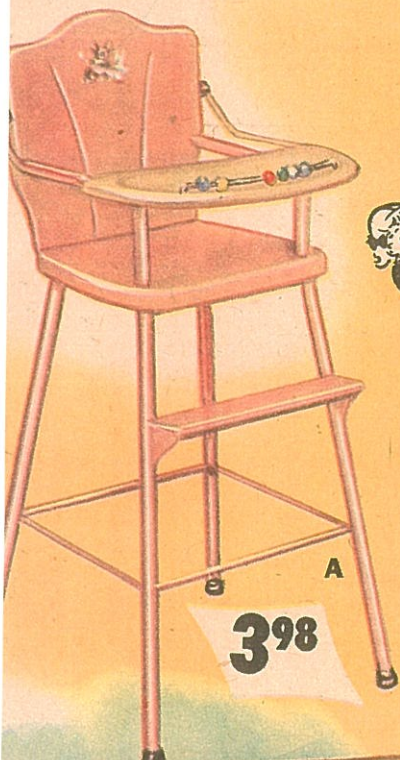
Without notice, all prices subject to change. In some sections of the South and West, some items slightly higher.

NO SINKING





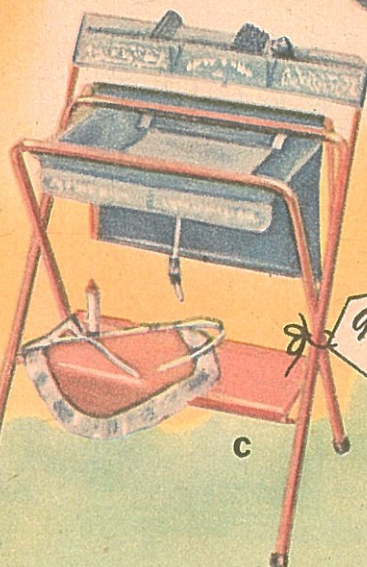
FOR DOLLY NURSERY FUN AND ALL YOUR KITCHEN NEEDS



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C

*Great Play Value
at a Good Price*

WIN A FREE TRIP TO A DUDE RANCH—49er's RANCH (Route 2, Box 811, Tucson, Arizona) in our big contest. Fly by American Airlines! 10,000 other prizes! See pages 2 and 41. Billy and Ruth.

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

*Priced
Right*



D



3⁹⁸

A. DOLL-E-HICHAIR

Will hold your biggest dolly and you won't have to stoop while feeding her! All steel; feeding tray lifts; has colorful, spinning play beads. Non-skid feet and footrest. Pink and ivory. By Amsco. Ask for **32BR1**.

B. DOLL-E-BASSINET

Put Dolly to sleep in style. Pink plastic basket, with removable blue liner and ruffle. Easy rolling wheels let you roll the bassinet from room to room without waking Dolly. All-steel frame and basket handles. 17 inches high. By Amsco. Ask for **32BR2**.

C. DOLL-E-BATH

To make dolly's bathtime a happy time! All steel frame accessory tray. Leakproof tub with hammock for holding her out of water. Apron and splashguard; drain-hose; non-skid feet. Has apron, nursing bottle, comb, washcloth, soap. By Amsco. Ask for **32BR3**.

D. DOLL-E-SHOPPER

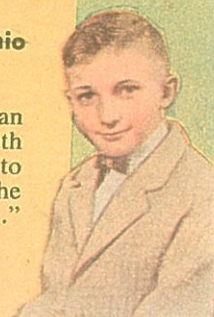
Go shopping for your doll family with this sturdy steel supermarket type shopping cart. Has removable wire shopping basket filled with small-size famous-brand food packages. There's a seat for Dolly too with feeding tray. By Amsco. Ask for **32BR4**.

E. DOLL-E-LAYETTE

You'll be the happiest "little mother" with this "overnight basket" filled with everything dolly could need at home or on a trip. Has Chix diapers, unbreakable nursing units, play rattle, feeding dish, spoon. By Amsco. Ask for **32BR5**.

Donald Miller, Amanda, Ohio
1955 Billy and Ruth Contest Winner

"Golly! Do I love the Mexican burro I won in the Billy and Ruth contest last year. It was fun to enter. Be sure to read about the 1956 contest on pages 2 and 41."



CAMPBELL KIDS' CHOW TIME SET

Real "Western" meals in your own backyard! Delicious Campbell's Pork & Beans, soups, and Franco-American spaghetti to prepare with your own utensils. "Chow" plates, spoons, mug, kettle, ladle, stirring spoon, Scotkins napkins and cook book. By Amsco. Ask for 33BR1.



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EVENING STAR TEA SET 1⁹⁸

Are you the sophisticated type? Then you'll love this 28 piece set in beautiful maroon and white design with yellow trim. Metaltone tableware. By Banner. Ask for 33BR2.

JELL-E-MAKER

You can make four full containers of delicious jelly. So easy! Contains Welch's grape juice, box of Sure-Jell, jelly dish, spreader, Ball Mason jar units, carrying rack, spoons, Jell-E-Maker hat and instruction book. By Amsco. Ask for 33BR3.



2⁹⁸



2⁹⁸ FLAIR TEA SET

Ruth's eyes fairly popped when she spied this attractive pink, black and red combination with a proud rooster on each dish. She's proud as can be of her 29 piece set. By Banner. Ask for 33BR4.



2⁹⁸

CAKE MIX SET featuring Pillsbury

Featuring 9 boxes Pillsbury cake mix, frostings, decorations and all utensils needed. What fun you'll have baking for your friends! Ruth says with this set you just can't make a mistake. By Kay Stanley. Ask for 33BR5.

Kay Stanley



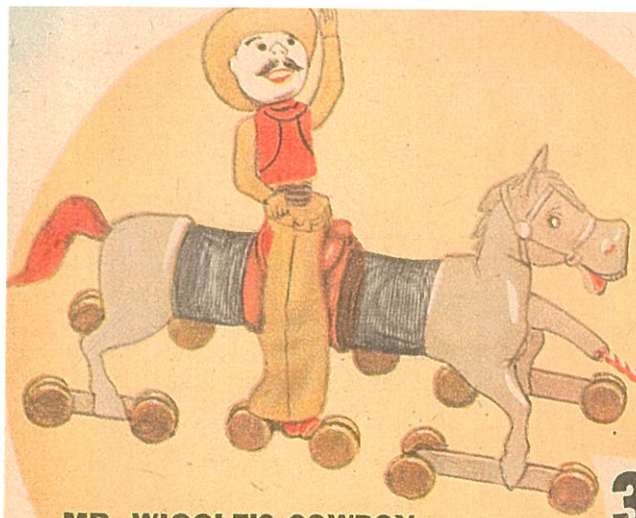
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"CINDERELLA CAKE BAKING CONTEST" featuring Pillsbury Flour, Carnation Milk, Brer Rabbit Molasses

What a combination! A deluxe cake and cookie set and a prize contest with \$15,000 in prize money and 20 free trips to New York! Contains all ingredients, various size baking pans, utensils, recipe book, entry blanks. Enter now. By Kay Stanley. Ask for 33BR6.

DRAW
IN
THE
FACES





WILKENING

MR. WIGGLE'S COWBOY

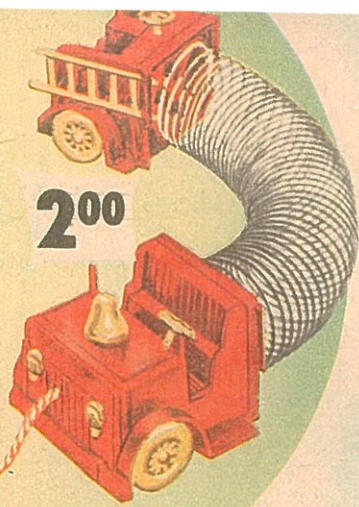
A "Wild West" pulltoy for you! A real bronco-buster! Horse and rider are up to something different every minute . . . the cowboy swings and sways as his balky mustang twists and turns. Action-packed! Made of high impact plastic. By Wilkening. Ask for **34BR1**.

3⁰⁰

MR. WIGGLE'S FIRE ENGINE

Gangway for hours of fun! Here's real "4-alarm!" action. Mr. Wiggle's Fire Engine goes around corners like a real hook 'n ladder 'cause his mid-section s-t-r-e-t-c-h-e-s! But the back always catches up! High impact plastic. By Wilkening. Ask for **34BR2**.

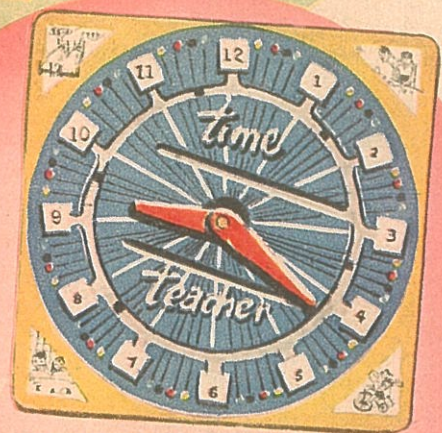
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PRE-SCHOOL FUN

BAR-ZIM

98^c



CLOCK AND CALENDAR BOARD

You can learn to tell time with this realistic clock which shows where all the numbers belong. Other side teaches the seasons and months and activities during different times of the year. By Bar-Zim. Ask for **34BR4**.



HOME CLASSROOM

Ruth's three year old sister is ready for this spelling board and blackboard on one side; counting board and crayon board on the other. All encased in sturdy wooden frame, crayons, eraser and wire stand. Use on table, floor or bed. By Bar-Zim. Ask for **34BR3**.

1⁹⁸



98^c

GERBER SWISS BELLS

The sweetest bells you ever heard for baby's crib, play-pen or buggy. Bells attached to vinyl band. Made of polyethylene with heat embossed design. Washable, unbreakable, no sharp edges. Non-toxic. By Gerber. Ask for **34BR5**.

Gerber®



98^c

GERBER BABY PLAY BOTTLE

Ruth asked Santa for one of these for her little cousin, Sandy. It's unbreakable. Molded of polyethylene plastic and filled with brightly colored clothes pins and dowels. Safe vegetable dyes. For ages 1 to 4. By Gerber. Ask for **34BR6**.

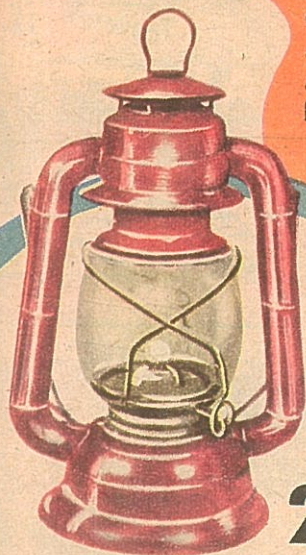




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SERGEANT BILKO HOLSTER OUTFIT

TV's famous funnyman, Sergeant Bilko, offers you a replica of his outfit! Includes cowhide U. S. Army holster set; Army repeating pistol; adjustable U. S. Army hat, Sergeant Bilko suedine armband. By J. Halpern. Ask for 35BR1.

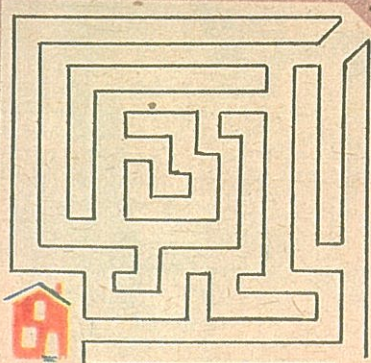


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DIETZ COMET ELECTRIC LANTERN

For Jr. Railroadmen, fire-fighters, farmers, cowboys, campers and YOU! A quarter-turn of the "wick-handle" lights the bulb. Three exciting colors: fire engine red and locomotive black with clear globes, and bulldozer yellow with ruby globe. Less batteries. Ask for 35BR3.

HELP SANTA FIND YOUR HOUSE START HERE

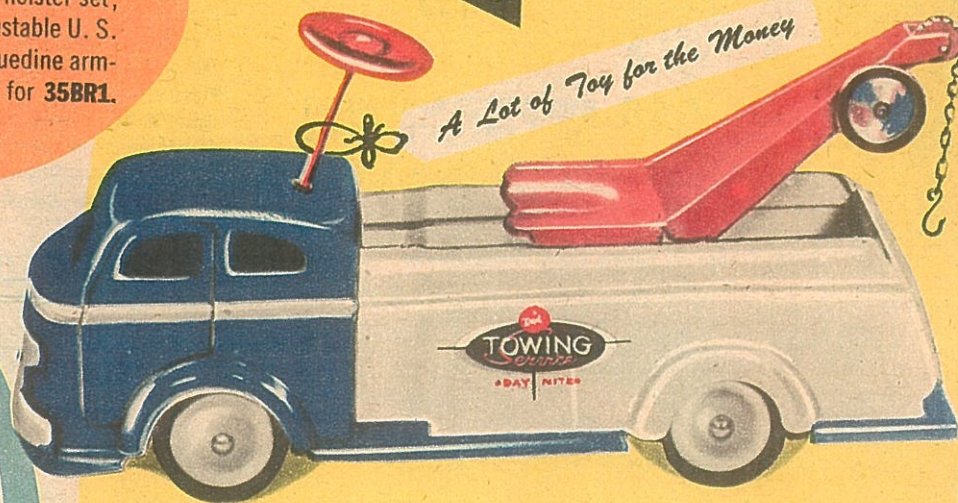


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FOUR UNIT MECHANICAL FREIGHT TRAIN

"Those banked tracks are terrific!" you'll say. Yep! Even at rocket speed, this 27½ inch long train never leaves them. Has locomotive with long-running motor, tender, sand car, caboose. It's exciting! By All Metal. Ask for 35BR2.

WYANDOTTE TOYS



RIDER TOWING SERVICE TRUCK

You can actually ride your towing truck! It's 32 inches long. Has heavy wrecker boom; hand operated winch with locking device; solid rubber tires; sturdy steel seat 9 inches from floor. Made of heavy automobile steel. Easy steering too! By All Metal. Ask for 35BR4.



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CASSIE THE COW

She's loveable and big. She lifts her head and tail, opens her mouth and out comes a low "Moouoooo". It's Cassie, all right—16 inches long! She's plastic with vinyl ears. By Alladin. Ask for 35BR5.

EXCITING GAMES FOR PLAYROOM FUN!

198



HUMPTY DUMPTY POP-A-PART AND CLOWN POP-A-PART TARGETS

Humpty Dumpty flies higher 'n a kite when target is hit but he can be put together again every time he pops apart. See the funny clown pop his hat in the air. Each has dart gun, 4 darts. Try your aim—run up that score! By Knickerbocker. Ask for 36BR1.

198



KNICKERBOCKER

CADACO-ELLIS

BAS-KET

"There's lots of action in this miniature basketball game!" says Billy. Shoot the ball from any position on the court. Each player operates levers which throw the ball at the basket. Rules and scoring as in real basketball. Sturdy construction. By Cadaco-Ellis. Ask for 36BR3.



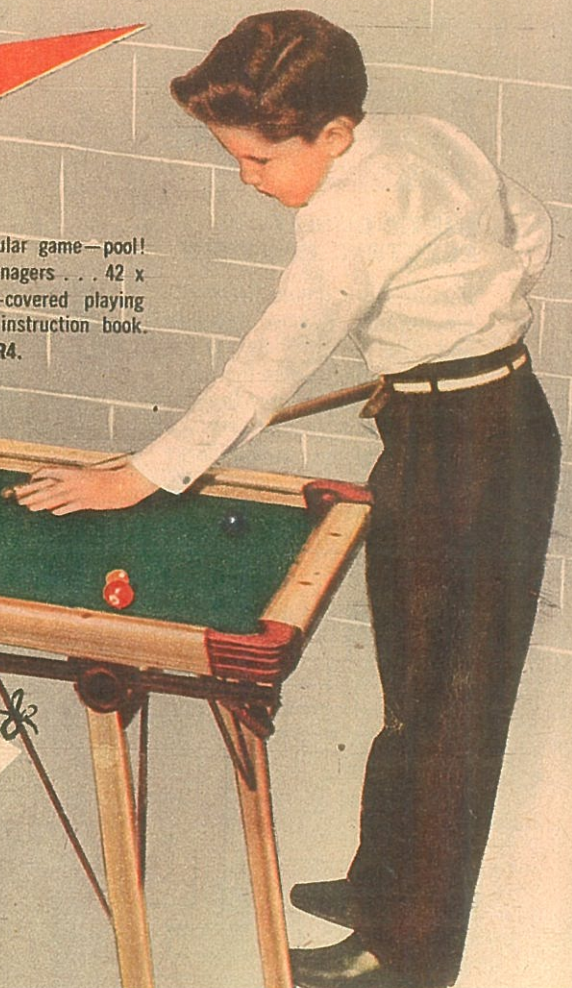
4.00

298 DRAGNET SPINNING TARGET GAME

ZING! A hit! Billy recommends this for skill. Two guns—dart and cork—and a handsome lithographed target with Dragnet theme. Targets spin when hit. Plastic whistle and "gold" finish Dragnet badge. By Knickerbocker. Ask for 36BR2.

POOL TABLE

Everybody wants to play the ever-popular game—pool! Just the right size table for pre-teenagers... 42 x 23½ x 27 inches high. Green cloth-covered playing surface, green cushions, balls, cues, instruction book. Easily stored. By Burrowes. Ask for 36BR4.



Within Your Budget

THE
BEST PLAY
IS ON
BURROWES

BUILD THOSE MUSCLES!



2⁹⁵

SUPERMAN MUSCLE BUILDING SET

And Superman himself tells you how to use it in the instructions! Build a Superman-like physique with changeable 2 spring chest exerciser, 2 hand grips, jump rope, progress chart, membership certificate, Club Button. By Pride. Ask for 37BR1.

MASTER POGO

Billy outlasts his Dad on the pogo stick every time! Made entirely of chrome plated steel tubing. Has 2 rubber hand grips, tempered steel foot step, pre-set spring, non-skid rubber foot pads. Good exerciser and plaything. By Master Juvenile. Ask for 37BR3.

9⁹⁵

MODEL PUNCHING BAG

Pack those punches! Perfectly shaped, smooth black punching bag attached to extra strong steel base by adjustable rod of 1/4 inch spring steel with rubber cup. Pro-type knuckle guards included. By B&M Sporttoy. Ask for 37BR4.

4⁹⁵

King



4⁹⁵



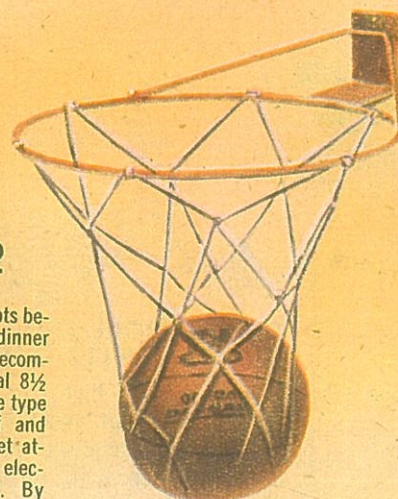
PAL HELMET AND FOOTBALL SET

Billy says this is tops! The football is full size and of double ply rubberized fabric. Bladder has a self-sealing valve. Helmet of molded plastic with adjustable head band, felt ear pieces, leather sweat band. By King. Ask for 37BR2.

B&M
SPORTOY
designed by Mac Lewis

BACYARD BALL AND GOAL SET

Practice those shots before and after dinner with Dad! Billy recommends this official 8 1/2 inch bacyard valve type ball. Scuff proof and weather proof. Net attached to 18 inch electric welded goal. By B&M Sporttoy. Ask for 37BR5.



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