

*"It's a beauty!"*

BILLY

\$4.95



"STREAMLINE—yes, sir, a real up-to-the-minute bike with flash, speed and color," says Billy. "So sturdily built from heavy gauge steel, it will last for years. See that wide platform for passenger to ride on. Even the pedals and saddle are streamlined. Ball bearings in the 16-in. front wheel for easy running. Big rubber tires."

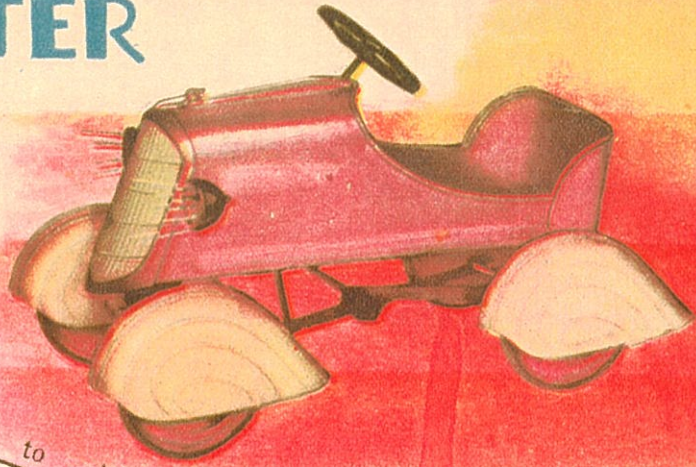


**"BOYS!  
THESE  
STEEL(CRAFT TOYS  
ARE NEAT" - Billy**

## SPORT ROADSTER

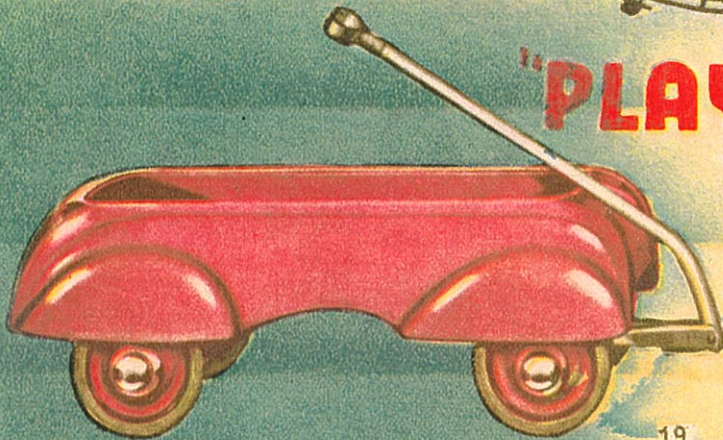
When Billy saw this auto he couldn't restrain himself. "Just look at this Sport Roadster," he cried, eyes sparkling as he took in its modern streamline design. "Won't any kiddie from 2 to 5 years of age be the envy of the children riding along in this snappy red and ivory auto with its streamline fenders and electric headlights?"

\$7.95



## "PLAYBOY" STREAMLINE WAGON

\$2.59



"This tot-size wagon is a peach," says Billy. "Made strong, too, of heavy steel—the kind they make automobile fenders out of." Modern streamline design with body and rubber-tired 6-inch disc wheels finished in bright, red enamel. Body 26½ inches long, 13¼ inches wide overall. Tubular tongue.



# A YOU YOUNG ARTISTS will need—PAINTING AND CRAYON SETS



## NATURE STUDY AND PAINTING SET WITH MICROSCOPE

"Man, dear, isn't this complete tho!" Billy said. "See, it has a microscope and a magnifying glass for the study of the wonders of Mother Nature. In addition, a fine painting set with 25 paint tablets, brush, mixing cups and designs to color."

**\$1.00**

## Tom Sawyer PAINTING SET

Paint the boyhood scenes of Tom Sawyer. There's a lot of them, all outlined—ready to color. 30 big paint tablets, 4 tubes of water color, 8 crayons, brush and mixing cups in this fine set.

**\$1.00**



## FUNNY STRETCHUMS COLORING SET

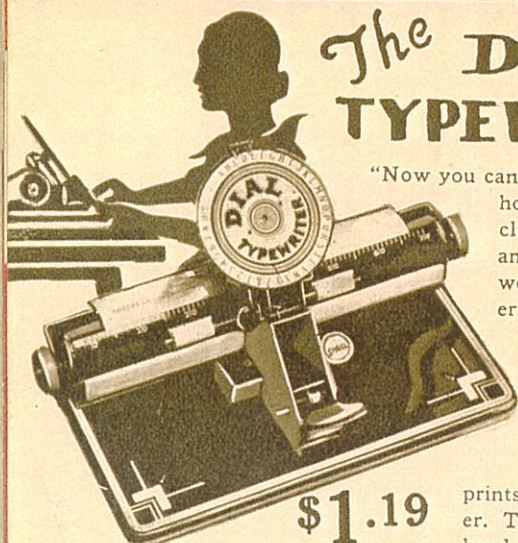
Just think—20 paint tablets, a brush, mixing pans and 16 crayons in this set with a funny Stretch 'em Folks coloring book.

**50c**

## Captain "Kut Las" PIRATE TREASURE Coloring Set

A big set—42 paint tablets, 2 tubes water color, 6 crayons, brush, mixing pans and outlined designs of Captain "Kut-Las" pirate adventures to color.

**\$1.00**



## The DIAL TYPEWRITER

"Now you can type letters—do your homework, make your club reports," say Billy and Ruth. "Looks and works like the typewriter in Daddy's office. It does nice, neat work—your friends will be surprised to get a typed letter from you." Built strong with steel type that prints like a real typewriter. Takes a full size letter-head sheet, too.

**\$1.19**

## JUNIOR SIGN PAINTER



**\$1.00**

"I make signs for fun and it gives me some extra spending money, too," says Billy. "I made 50c on those signs in the grocer's window. And when we have a show, I make some swell signs." It's so easy by using the stencil designs and following instructions. 5 bottles of colors, 2 brushes, rule and art gum included.

# PRIZE CONTEST

**BILLY AND RUTH**

**BOYS AND GIRLS**

**HERE'S YOUR  
CHANCE TO WIN  
ONE OF THESE**

**FINE BIG  
PRIZES**

*Billy & Ruth*

It's easy to win. We want all our friends to be in it. Beautiful prizes will be awarded boys and girls—you can win one. All you have to do is to write us a letter telling why you like the toys shown in our book, and which ones you would like to have for Christmas. Use the blank below—then cut the letter out, and take to the store whose name is on the cover of our book; or write on any blank piece of paper. Neatness counts a lot so write plainly and carefully.

Tell Mother and Daddy to buy their Christmas Gifts at the Store whose name is on the front cover.

**BILLY and RUTH**

*(Before writing your letter, read Rules of Contest on next page)*

Date \_\_\_\_\_

Billy and Ruth:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name \_\_\_\_\_

Street and No. \_\_\_\_\_

Town and State \_\_\_\_\_