

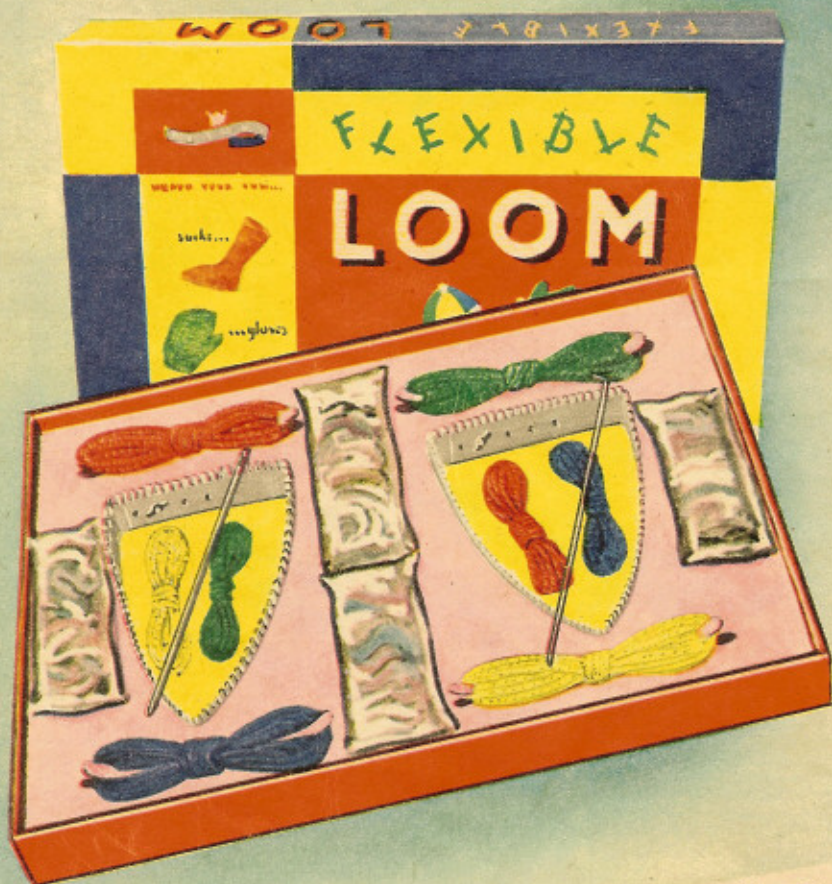


WHAM!

DUCK PIN SET

With a little practice, you can be as good as Billy is — sometimes he has a perfect score. All you have to do is roll 'em along and knock 'em all down in one shot. It's easy and so much fun. Pins 4¼ inches, wooden balls 1½ inches in diameter. By Deluxe Game Corp. Ask for 30BR1.

195



FLEXIBLE LOOM SET

Here is something new for all of Billy and Ruth's friends. It's the new Flexible Loom Set that makes so many wonderful things like gloves, socks, ties and hats. Billy is so proud of the beautiful necktie Ruth knitted for him. Complete with wool, flexible loom, needles and instruction sheet. By Deluxe Game Corp. Ask for 30BR2.

by
DeLUXE
Game Corp.

195

ART EASEL

Billy says it is as easy as pie to be a top flight artist with his new adjustable artist easel. The other day he painted a picture of our dog Terry and it turned out swell. Comes complete with 4 bottles of paint, chalk, crayons, wiping pan and drawing pad. Size 54 inches high, 18 inches wide. By Deluxe Game Corp. Ask for 30BR3.

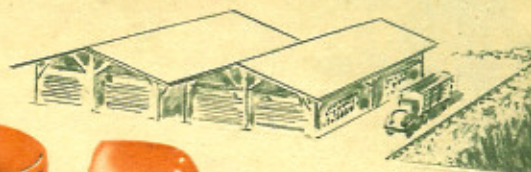
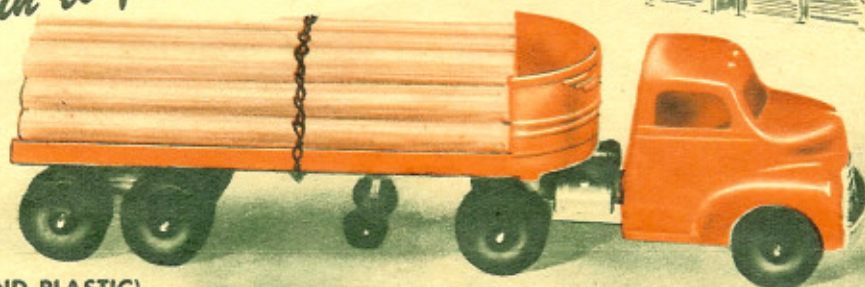
*A Very
Attractive Price*





Billy Says: "Wait until you see these dandy little trucks. Boy do they look real, and are they fun to play with."

169



LUMBER TRUCK (METAL AND PLASTIC)

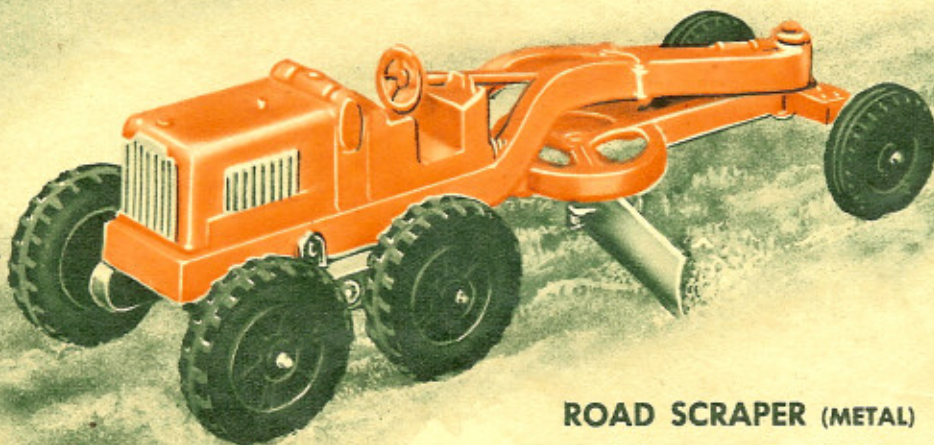
This sturdy red highway truck with shiny trimmings carries a big load of logs held on by chains and springs. It's perfect for hauling, has real rubber wheels. 17 inches long. By Hubley Mfg. Co. Ask for 31BR1.



169

HOOK AND LADDER (METAL AND PLASTIC)

Look at this nifty fire engine with 2 revolving searchlights and 4 plastic ladders. Billy's friend Chipper says it looks just like one he saw at a real fire one time. 12½ inches long. By Hubley Mfg. Co. Ask for 31BR2.



169

ROAD SCRAPER (METAL)

Butch has more fun building dirt roads for his other cars and trucks with this life-like model of a real road scraper. The front wheels are actually operated by a steering wheel and the road scraper is easily raised and lowered. 10¾ inches long. By Hubley Mfg. Co. Ask for 31BR3.

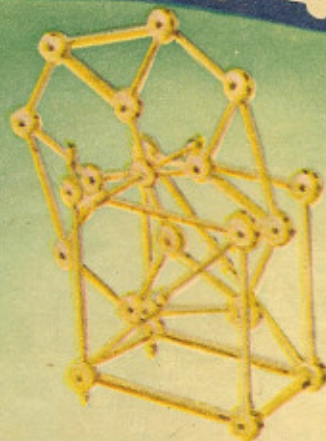




MAGIC BLACKBOARD

Billy says all the animals help you to spell their names. All you do is pick a picture of an animal, press it into the slot in the magic blackboard and presto — there's its name on the blackboard. 19 by 11 inches. By Shephard Toys, mfd. by The A. I. Root Co. Ask for 32BR1.

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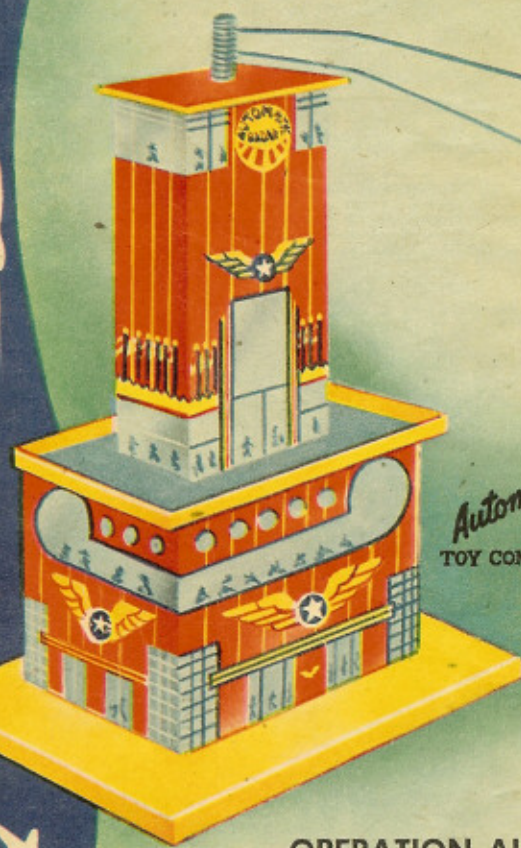
1²⁵

TINKER TOY

With this grand building toy you can spend many happy hours. There are lots of different and interesting things to make, and it's easy with the ninety smooth white birch parts. By The Toy Tinkers, Inc. Ask for 32BR2. "Other numbers too."



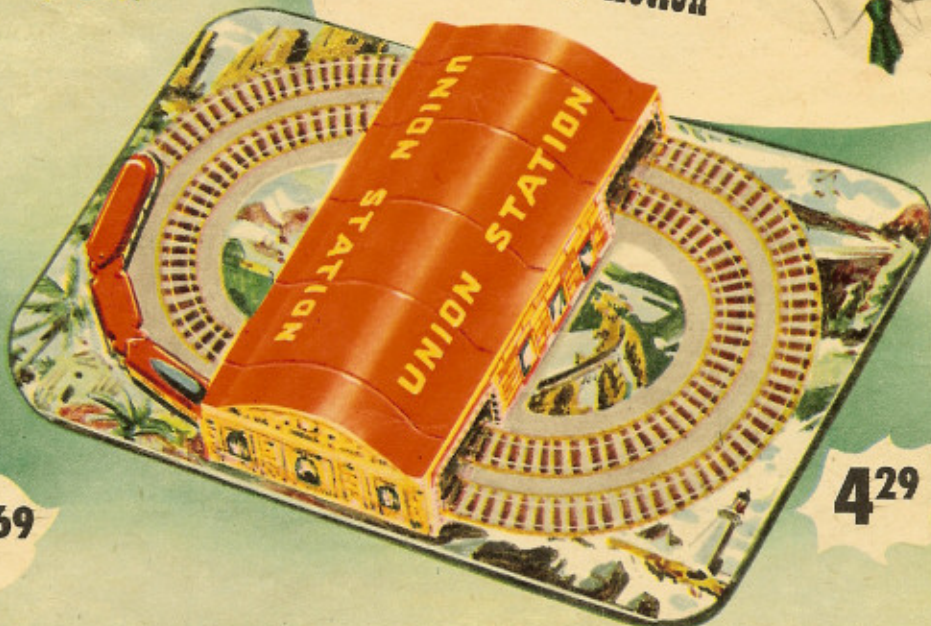
Billy Says
"These Toys are Packed
with Fun and Action"



2⁶⁹

OPERATION AIR LIFT

Just flick a lever, and you will be a whole Air Force by yourself. With just one winding, see the Fighter escort overtake and buzz the Transport. This toy has everything! By Automatic Toy Co. Ask for 32BR3.



4²⁹

MYSTERY UNION STATION

This looks just like the real big stations found all over the U. S. Butch and Sharon laughed with joy as the big streamliner raced around the tracks, and whenever the train entered the station, they could never guess where it would come out. All steel in bright colors. By Automatic Toy Co. Ask for 32BR4.



BAR
ZIM

229

MAGNETIC DART SET

It clicks . . . it whistles . . . it shoots magnetic darts and Billy says he hits the bullseye every time with Tim Holt's Plastic Dart Gun and Target Set. Holster decorated with studs where the darts can be put when not in use. By Bar Zim Toy Mfg. Co., Inc. Ask for 33BR1.



by WESTERN

TOM THUMB CASH REGISTER

Sandy, Chipper, Butch and Sharon have more fun playing store with this real cash register. Works exactly like the one Mr. Jones the Grocer has. It's 7 1/4 inches high, 6 1/2 inches wide. Just the right size. By Western Stamping Co. Ask for 33BR2.



*Much play value
- a low price*



CRACK

BUDDY

349

BUDDY "L" 1000 SHOT RIFLE

Here's a real beauty! It looks and sounds just like a real rifle - shoots special paper that makes loud BANG. Over 1000 shots. Easy to work. By Buddy "L" Toys. Ask for 33BR3.



TEA TIME

"Sandra & Nonnie entertain just like Mother with these beautiful tea sets."



98¢

ALICE IN WONDERLAND TEA SET

Ruth just loves to have a tea party with her new Alice in Wonderland Tea Set. Comes in box decorated with her favorite story book characters. Complete 16 piece set in pink pearl. By Plastic Art Toy Corp. of America. Ask for 34BR1.

ALICE in
WONDERLAND



32 Pieces!

*A Most
Attractive Price*

ALICE IN WONDERLAND TEA SET

Ruth says the wonderful, washable smooth plastic tea set with your favorite story book characters molded on every one, will make your tea table look so attractive. This 32 piece set has everything you will need to entertain your friends. By Plastic Art Toy Corp. of America. Ask for 34BR2.



2⁴⁹

LITTLE BELLE TEA SET

Now every little girl can have a set just like Mommy's bright Fiesta Ware for her very own. This 26 piece set comes in four colors. Complete with knives, forks and spoons. By Plastic Art Toy Corp. of America. Ask for 34BR3.

LEARN TO PAINT

BEAUX ARTS PAINT SETS

Ruth and Sharon have the time of their life with the new Beaux Art Paint & Crayon Set. Sharon is especially good at drawing dogs and little kittens in crayon while Ruth just loves to paint. By Hassenfeld Bros., Inc. Ask for 35BR1.

1⁹⁵

HAS
BROS.

LEARN TO SEW

2⁹⁵

ALICE IN WONDERLAND SEWING SET

Just think of it! Now you can make all of dolly's clothes without having to bother Mommy. Why with this plastic sewing machine that really sews, there is no end to the things you can do. Maybe even make a dress for yourself. By Hassenfeld Bros., Inc. Ask for 35BR3.

LEARN TO SPELL

1⁹⁵

TEACH-A-TOY

Billy and Ruth think this is the best gift you could give your little sister or brother. It helps them to learn their ABC's in such a short time by tracing each letter and figure. By Hassenfeld Bros., Inc. Ask for 35BR2.



PLAYTHINGS FOR THE HOME



PEG TABLE

This nifty peg table comes with a real comfortable saddle seat. It is so nice to sit on while you tap-tap-tap all of the little colored pegs into their special holes. Sometimes Sharon is working at her new peg table and our dog Terry curls up at her feet and goes sound asleep. Peg table 19 inches by 16½ inches by 13 inches. Ask for 36BR1.


*A Real
Low Price*

95¢

*See Page 47
for our Great
Contest
Billy and Ruth*

PEG CHEST

Chipper plays for hours with his new peg chest with a black-board on one side and a peg chest on the other side. His Mommy was so surprised to see the pretty designs he could make and so glad that he was happy with his new toy. Equipped with mallet, chalk, eraser, and pegs. 12 inches long, 9 inches wide. By Pressman Toy Corp. Ask for 36BR2.




*A very fine set
at a very low price*

Thayer

TABLE & CHAIR SET

Ruth says it's so nice to have your very own table and chair set. Sometimes on Saturday, her good friend Karen and Sally stop in to see her and Mommy makes tea and cookies for them. What fun! Comes in Maple or Waxed Birch finish. Table is 21½ inches high with a 24 by 18 inch top. Chairs are 23½ inches high. By Thayer Inc. Ask for 37BR1



*Little money
for such
a fine piece*

falcon

BLACKBOARD

Billy helps Sharon with her arithmetic homework by letting her do her problems on his new blackboard—it's easy to erase if she makes a mistake. Sharon says writing is so easy because the surface is so smooth and the picture drop panels are added fun. 40½ inches high, 18½ inches wide. By American Mfg., Concern. Ask for 37BR2.



*Little money
for such
a fine piece*

MUSICAL ROCKER

Karen loves the mystery of her musical rocking chair. As she rocks back and forth, a secret music box plays Rock-A-Bye-Baby. Her friends wonder where the secret music is coming from. 23 inches high in maple tone or waxed birch finish. By Thayer Inc. Ask for 37BR3.



**FOR
THE JUNIOR
CONSTRUCTION
ENGINEER**



EUCLID TRUCK

13⁹⁵

Billy says you can load this real looking 27 inch Euclid Truck with sand, gravel, or dirt from the road grader or crane and haul that load over the roughest ground. All metal with rubber tires. By The Chas. Wm. Doepke Mfg. Co. Ask for 38BR1.

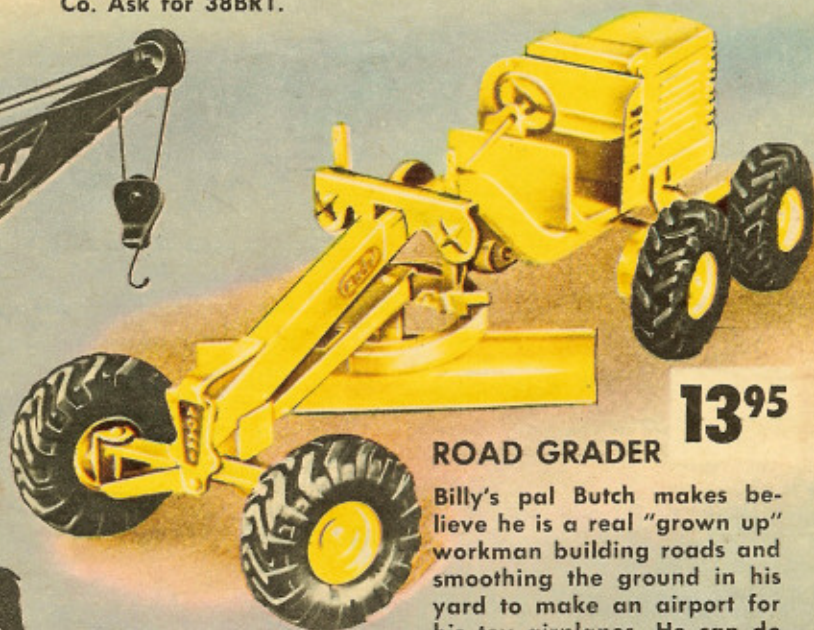


UNIT CRANE

13⁹⁵

Butch and Chipper say this is a wonderful toy for any boy and girl — we spend hours watching the real big ones at work, then we go home and play with ours. Billy was surprised to see how deep the mouth of this all steel 19½ inch toy could bite into the sand pile. 6 rubber tires. By Chas. Wm. Doepke Mfg. Co. Ask for 38BR3.

**Model
TOYS**



ROAD GRADER

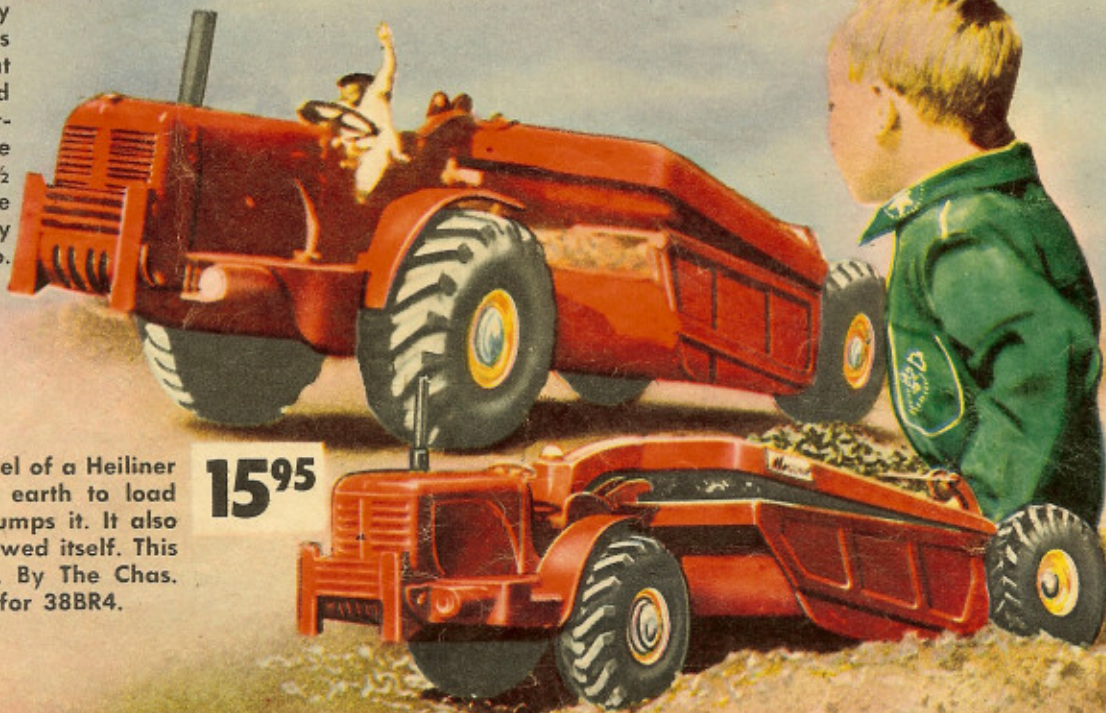
13⁹⁵

Billy's pal Butch makes believe he is a real "grown up" workman building roads and smoothing the ground in his yard to make an airport for his toy airplanes. He can do a fine job, too, 'cause the road grader operates just like the big ones. 26 inches long. By The Chas. Wm. Doepke Mfg. Co. Ask for 38BR2.

HEILINER SCRAPER

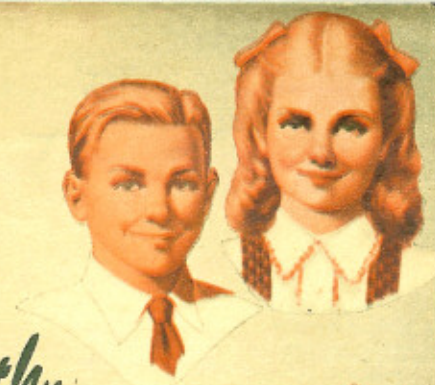
This brand new 29 inch model of a Heiliner Scraper actually scoops up earth to load itself, hauls it away and dumps it. It also tows other toys or can be towed itself. This is sure to be your favorite. By The Chas. Wm. Doepke Mfg. Co. Ask for 38BR4.

15⁹⁵





Try this new exciting
Hobby with Billy
and Ruth.



3⁹⁵



ALICE IN WONDERLAND MODELING SET

Make all of these lovable characters come to life with the Alice in Wonderland new modeling set. All you have to do is mix the powder with water, pour in the mold and let harden. You can paint them any color you wish. By Model Craft. Ask for 39BR1.



ROUND UP MODELING SET

Ride 'em, rope 'em, mold 'em — it's more fun than anything you have ever done. Billy and Ruth have made several because they make such nice gifts. Each mold makes hundreds of characters. By Model Craft. Ask for 39BR2.

2⁴⁵

