See these Exciting Games at our Store ... and Mamy More!

A-CLASSIC TRIO GAMES: A complete set of unbreakable chessmen, 24 plastic interlocking checkers, 1 set double six hardwood dominoes and lifetime chess board.

No. 4124

By Baron

B-ABC CHESS GAME: Anyone can learn to play chess with this new ABC chess set. All moves of the individual chess pieces are clearly illustrated on the playing board. Detailed set of Staunton design chessmen and instructions. By Baron

C-LUCKY DIAMOND ROULETTE SET: Consists of an 8 inch all plastic Roulette wheel complete with printed layout, roulette ball, 150 miniature game chips in plastic case and instructions. No. 139 By Baron

D-TRIPOLEY: Ever popular game of kings and queensl All the thrills and suspense of 3 great card games. Up to 9 can play. Complete with cards, chips, vinyl table 27 x 27" layout. Crown Edition.

By Cadaco Ellis No. 225 No. 111 Tripoley Deluxe Edition

E-NEW! TRU-ACTION® ELECTRIC BASEBALL GAME: All the thrills of professional baseball in this brand new game. New square diamond shape field with new fence that has "ads", distance markings, foul lines and changeable scoreboard. New pitching "arm", new batting device. 110 Volt AC only.

No. 555 By Tudor

F-NEW! TRU-ACTION® ELECTRIC TRACK AND FIELD MEET: Stage your own Olympics with the 19 competing athletes. Thrill to relay races, 100 yd. dash, pole vault, shot put, javelin throwing and many other track and field events. 110 Volt AC only.

No. 527 By Tudor

G-THE BIG BOARD: This generations new money game. You can turn \$25,000 into \$250,-000 in this exciting new stock market game. You buy from a broker—build up a portfolio of steels, oils, chemicals. You'll find your fortune zooming-or fading fast. Any number can play. No. 100 By Dadan

H-MICKEY MOUSE ELECTRIC TREASURE HUNT: New kind of race and chase game. 4 treasurehunting ships captained by Mickey Mouse, Donald Duck, Pluto and Goofy. They sail in search of gold while eluding Captain Hook's pirate ship. 110 Volt AC only.

No. 590 By Tudor I-TRU-ACTION® ELECTRIC FOOTBALL: New quarterbacks kick, pass and run. 3 dimensional players (2 teams) run, block, tackle, fumble and pass, reproducing realistically offensive and defensive strategy that makes football so popular and exciting. 110 Volt AC only. By Tudor

J-DISCOVERY GAME: Satisfies the child's need for fun and thirst for knowledge. Exciting game challenges the mind with every roll of the dice. Available in 4 different games. History, Geography, Science and Famous People. Ages 10 to

By Lowell

1.83 FA

K-CANDID CAMERA GAME: Based on the hilarious CBS-TV show. It's the game that catches you unaware. Hundreds of built-in surprises as players try to discover where their opponents have hidden cameras. Ages 12 to adult. By Lowell

L-ENSIGN O'TOOLE "U.S.S. APPLEBY" GAME: Have fun aboard the Navy's "Wackiest" destroyer. Players move from San Francisco to the Pacific Islands in an attempt to be the first to find the destroyer, U.S.S. Appleby. By Hassenfeld

M-MAGIC "8" BALL: Fascinating 4 in. billiard "8" ball really answers questions. Turn ball over and written answers appear mysteriously in black window at bottom. Handsome paper-

weight and conversation piece. By Alabe Crafts

N—HIT THE SPOT: New action game . . . propel the ball upwards by manipulating the steel rods. Then try to drop the ball into the cup with the highest score. An excellent game.

By American Toy

O-GAME-A-ROLA: The Plastic Portable Replayable Game. Great for travel. Complete with 2 rolls (136 in.) of plastic coated wipe-off games -16 new games to play, wipe-off and play again plus crayons, eraser cloth and answer sheet.

By Norstar

COLOROLA: Not Illustrated The Portable Re-Coloring Box. With 171/2 feet of plastic coated re-coloring rolls, plus crayons and wipe-off

By Norstar

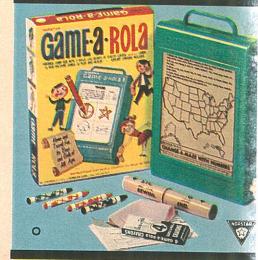
P-FACE OFF HOCKEY GAME: A real fast game -all players move along the ice." Defencemen can advance to center of ice." Plastic scoreboard included. 32 in. long x 16 in. wide.

By Eagle Toys No. 527





















H-MOTORIZED GIRDER and PANEL and BRIDGE and TURNPIKE BUILDING SET: Design, build and operate buildings with elevators, drawbridges, cranes, conveyors and many more Battery-Powered structures. Polyethylene girders. Contains 640 parts including motor unit, (batteries not included), power unit and switch assembly.

By Kenner Other Sets from 2.77 to 9.97

shrubs, trellises, chimneys, steeple

and TV antennas, plus masonite foundation boards. No. 15 By Kenner Other Sets at 3.24 and 9.97

I-GIRDER and PANEL BUILD-A-

HOME SET: Design and build hun-

dreds of different beautiful homes

. . . as many as 3 at a time. Con-

tains 194 parts, including girders,

wall and roof panels, trees,

J - FLINTSTONE INTERLOCKING BUILDING BOULDERS: Build Flintstone style, playhouses, forts, castles, etc. . . . build them big enough to get intol Includes 100 giant, lightweight, strong plastic boulders, and 2 knock down boulder balls. Also great fun to build boats and rafts that float. No. 1020 By Kenner Other Sets at 6.44 and 14.44

Wondarful Toys for Children of all Ages!

A-ARMY CONVOY SET: Soft, safe, Army set includes 3 tarp trucks, Jeep with cannon, tank, recon car and military police car. All in Army color . . . olive drab. No. 934 By Auburn

B-BIG 55 PC. FARM SET: A complete form, including farmer and wife, barn, 16 sections of fence, 25 farm animals (cows, chickens, pigs, etc.) and realistic looking farm tractor. Soft, safe, plastic.

No. 966

C-ENSIGN O'TOOLE Navy BLINKER CODE-LITE SET: Send secret messages in official code. Set includes 2 sturdy lights with camera style shutters, embossed morse code, built-in compass and finger trigger action. Plus navy whistle, rope and instructions. Battery operated (not included).

No. 5184 By Hassenfeld

D-ELECTRIC Wonder Pen WOODBURNING SET: For hours of creative play. Set includes the guaranteed, U.L. approved Wonder Pen with 3 points, 2 paint dishes, 6 plaques, tierack project, plus color foil, paint chips and

No. 693

By American Toy

E-ERECTOR "The Action Helicopter Set": Build up to the minute models like: action helicopter, airplane ride, battery operated truck and hundreds of other all-steel action models. (Battery not included).

No. 10181 By Gilbert

F-CRIME DETECTION and MAGIC CHEM-ISTRY SET: Includes all sorts of exciting new projects such as making a fire extinguisher, crime detection with chemicals and over 50 magic tricks, plus dozens of other features. No. 12083 By Gilbert

G-MICOLOGY-Micro-Projector Lab Set: Several people can see with the Multi-viewer direct image-magnified 5, 20, or 60 times on frosted screen, where it may be traced and analyzed. Has countless other uses. Included: variety of apparatus, equipment and specimens such as grasshoppers, crayfish, fossils,

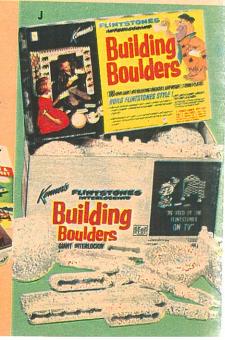
No. 13137

By Gilbert

21.88









C-FOOTBALL, KICK TEE, and PUMP SET: Includes: pebble grained, official size and weight, flexite football with plastic kick tee, and metal reinflating pump and needle. Will take lots of

D-OFFICIAL BASKETBALL GOAL SET: Official size and weight basketball with regulation size 18" x 5/16" steel goal with "no-tie" net hangers. Top quality . . . built to last.

No. 3121 By Eagle Rubber 4.84

E-SAFTEE DART GAME: Safe for children-sticks like magic. No points, no suction cups . . . completely safe. Consists of: large 14" x 16" dartboard, 3 darts and playing instructions.

No. 5351 By Eberhard Faber 2.73

F-FULL SIZE UNION HARDWARE SIDE-WALK ROLLER SKATES: You go like the wind. Leather strap with foam rubber ankle pad. Clamps are shaped to fit the sole for a stronger shoe grip. Ball bearing wheels. Extends from 81/4" to 103/4".

No. 5 By Brunswick Check Price!









A-RING-A-BELL BASKETBALL SET: Bell rings when basket is made. Includes 12" diam. welded heavy duty steel hoop, mesh cord net, 6" scuff-proof all rubber basketball, over-door hanger and outdoor hardware.

B

No. 250 By Logan Elec. 2.92

B-FIGHT CHAMP FLOOR PUNCHING BAG SET: Punching bag on steel spring rad is securely attached to the one piece, 10" x 31" heavy steel platform. Needle type rubber punching bag bladder

No. 700 By Logan Elec. 5.27







fun with MUSICAL TOYS

A-GOLDEN SAXOPHONE: Easy to play . . . without lessons. Full octave, tuned reeds. Keys arranged for right and left hand playing. With 40 song booklet. 15 inches long. No. 480 By Proll-O-Tone 2.74

B-CLARINET: Realistic looking clarinet with 10 keys positioned for natural fingering. Black with gold keys. 18 inches long. Easy to play. No. 350 By Proll-O-Tone 2.78

C-GOLDEN TRUMPET: Richly engraved, 161/2 inches long, with 4 valves and 4 tuned reeds. Plays all bugle calls and many songs. Songsheet with 16 melodies, lyre and mute included. Removable, washable mouthpiece.
No. 300 By Proll-O-Tone **2.76**

D-ROY ROGERS GUITAR: Designed to develop and encourage musical talent. Equipped with 6 wire and nylon strings, plastic pegs and shoulder cord. Ivory with maple-toned shading and black and white decorations. Playing instructions included. No. 70 By Jefferson

E-30 KEY SPINET PIANO and BENCH: Piano and bench are made of quality plywood finished in walnut. Standard width plastic keys, 2½ full octaves, precision steel piano wires. Complete with color key chart and colored music book. No. 6330 By Schoenhut Priced Right!

F-17 KEY BABY GRAND PIANO: Table model. Precision steel ground rods produce the proper tone. Plastic keys, blue and ivory lacquer finish. Complete with color chart for keys and colored matching music book.

No. 110-17 By Schoenhut

The prices in this book are suggested prices only-for current prices consult your dealer. In some places of the South and West prices may be slightly higher.



WALT DISNEY 8 NOTE XYLOPHONE: A Disney band parades around both sides of this large xylophone with felt-cushioned notes for rich, harmonious tones. Includes 1 rubber and 1 wood mallet and a 12 page colored matching music book.

2.96

No. 135 By Tudor





CRAFT MASTER NUMBERED OIL PAINTING SETS - THE ART OF CREATIVE RELAXATION!

A—NEW ARTIST SERIES 18: finish a beautiful painting. Includes: two 10" x 14" matched companion pictures, 18 oil colors in screw-top jars, artist's brushes, brush cleaner and instructions. 12 Subjects to choose from.

No. NA18 By Palmer-Pann 1.87 EA.

B—NEW ARTIST SERIES 24: Numbered oil painting set includes two 12" x 16" companion pictures, 24 oil colors in screw-lop jars, artist's brushes, brush cleaner and instructions. Select from 12 subjects.

No. NA24 By Palmer-Pann 2.84 EA.



they're Exciting . . . they're Swell . . . they're by "LIONEL"

A—HO RACEWAY 33: Complete and ready to run racing set contains: 6 curved, 1 full straight, 1 terminal straight, 2-6" straight roadways. Plus trestles, guard rails, 2 touch-A-Matic speed controllers, 1 power pack and 2 competition cars. Layout: 40" x 18".

No. 17010

By Lionel

18.78

B-MICROCRAFT SENIOR OUTFIT: New 11" metal microscope has plug-in electric illumination (UL approved) for overhead and sub-stage viewing . 3 turrets . . . magnifies 75, 180, 450 times. Includes manual, glass slides, dissecting needle, forceps and aperture light control. 9.44 No. 22120 By Lionel-Porter

C—CHEMCRAFT STUDENT LAB: With an exciting chemical rocket that soars 15 feet into the air. The many chemicals and fine scientific apparatus allows youngsters to perform 483 experiments in chemistry, magic, fabric testing and manufacture of chemical products.

No. 21140

By Lionel-Porter 9.33

D-BIOCRAFT STUDENT LAB: Contains anib—BIOLKAFI STUDENT LAB: Contains animal specimens, dissecting apparatus and a 60 power microscope. Specimens include frog, crayfish and clam, shrimp hatchery and eggs ready for hatching. Plus scalpel, spatula, forceps and other accessories. In 2-panel metal cabinet.

No. 23070

By Lionel-Porter 9.47

E-WEATHER STATION MARK II: Build E—WEATHER STATION MAKK II: build and operate your own weather station.
Professional equipment helps you make accurate weather predictions. Complete with new Telemeter electric indoor wind direction indicator plus many more pieces of equipment. (Battery not included).

By Lionel

18.87

F—4-SPEED PORTABLE ELECTRIC PHONO-GRAPH: Features front mount speaker and the new Whisper-Tone Motor for clear, undistorted sound. Plus flip cartridge with dual sapphire needles, tone and volume control. Plays 16, 331₂, 45 and 78 RPM records. Colorful, scuff-resistant case. (UL Approved)

No. 44130

By Lionel-Spear At a Realistic Price!

G-8-PIECE ELECTRIC PHONOGRAPH SET: G—8-PIECE ELECTRIC PHONOGRAPH SET: Includes a 2-speed portable electric phonograph in a beautiful carrying case, two 45 and two 78 RPM records, plus storage rack for records and 2 packages of needles. Features 2 position sound head and pop-up adapter. (UL Approved)
No. 42130 By Lionel-Spear Unusual, Buy!

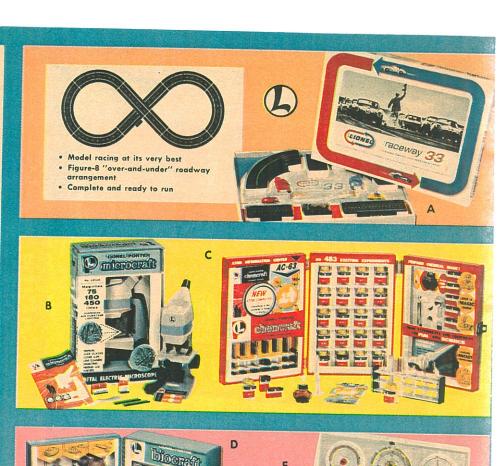
H—"HERCULES" 4 UNIT HO HUSKY FREIGHT ELECTRIC TRAIN SET: Includes Minneapolis and St. Louis Husky switcher with headlight, timber transport car, Gondola, caboose to match loco, 5 (18") curved track, 1 curved (18") terminal track and 800 milliamp power pack.

No. 14113

At the Right Price!

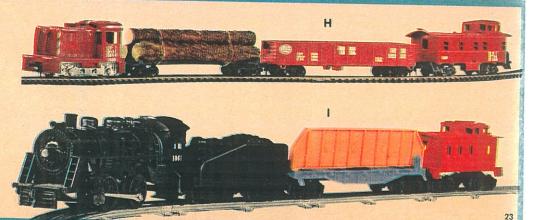
I—THE "TRENDSETTER" 027 - ELECTRIC TRAIN SET: Complete and ready to run set includes: steam loco and slope back tender, flat car with girder, caboose, 8 sections curved track, a 25-watt trans-former, CTC Lockon and instructions.

No. 11415 By Lionel What a Value!











HUNDREDS of DOLLARS of PRIZES!!!

1ST PRIZE! MURRAY OHIO BICY-CLE (Boy's or Girl's) 2ND PRIZE! Famous LIONEL-SPEAR PHONOGRAPH

3RD PRIZE! TRANSISTOR RADIO

200 PRIZES IN ALL . . . Famous Toys from Famous Manufacturers.

It's Fun! It's Educational!

FIND THE MIS-SPELLED WORDS IN THE HEADLINES

- Look for the mis-spelled words in the headlines . . . at the top of each page. Print the page number and the correct spelling of the word onto the Official Entry Blank below. (Mom and Dad are allowed to help you).
- Paste or tape the Entry Blank onto a government post card and mail to: Billy & Ruth's "WISE OLD OWL" CONTEST, Box 333, Philadelphia 5, Pennsylvania. Postmark must not be later than Saturday, December 28, 1963.
- Prize winners with the correct answers will be selected in random drawings conducted by Distributors' Promotions, Inc. Its decision with respect to all phases of this contest will be final.
- Anyone between the ages of 3 and 12 may enter. Each contestant may enter as many times as he wishes. Only one prize will be awarded to each family.
- 5. All entries become the property of Distributors' Promotions, Inc. Entries are limited to residents of the United States except employees and members of the immediate families of Distributors' Promotions, Inc., its wholesalers, dealers, agencies and affiliates. All Government regulations apply and this contest is subject to local, state and federal laws.

OFFICIAL ENTRY BLANK

 MAIL TO: Billy and Ruth's "Wise Old Owl" Contest, P.O. Box 333, Phila. 5, Pa.

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