

## INSTRUCT-O-SCALE

*Priced Right*

Make your own bridges, signal towers, cranes, with this easily assembled and cleverly engineered construction set. Book of easy to understand blueprints come with set and you can obtain as many extra parts and rivets as you may need . . . You'll be thrilled to engineer and construct original models from your own ideas, too. Comes in two sizes: Set No. 1, and Set No. 2. **ASK FOR 31BR1**

## MODELRAFT 2.00

This set has the most lovable animals . . . Peter Rabbit . . . Chip the Squirrel . . . Honey Bear . . . Fleecy Sheep and Ducky Wucky.

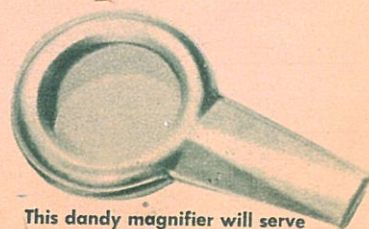
**ASK FOR 31BR3**

**NOW!"** These Fine Vocational Toys Will Help You!



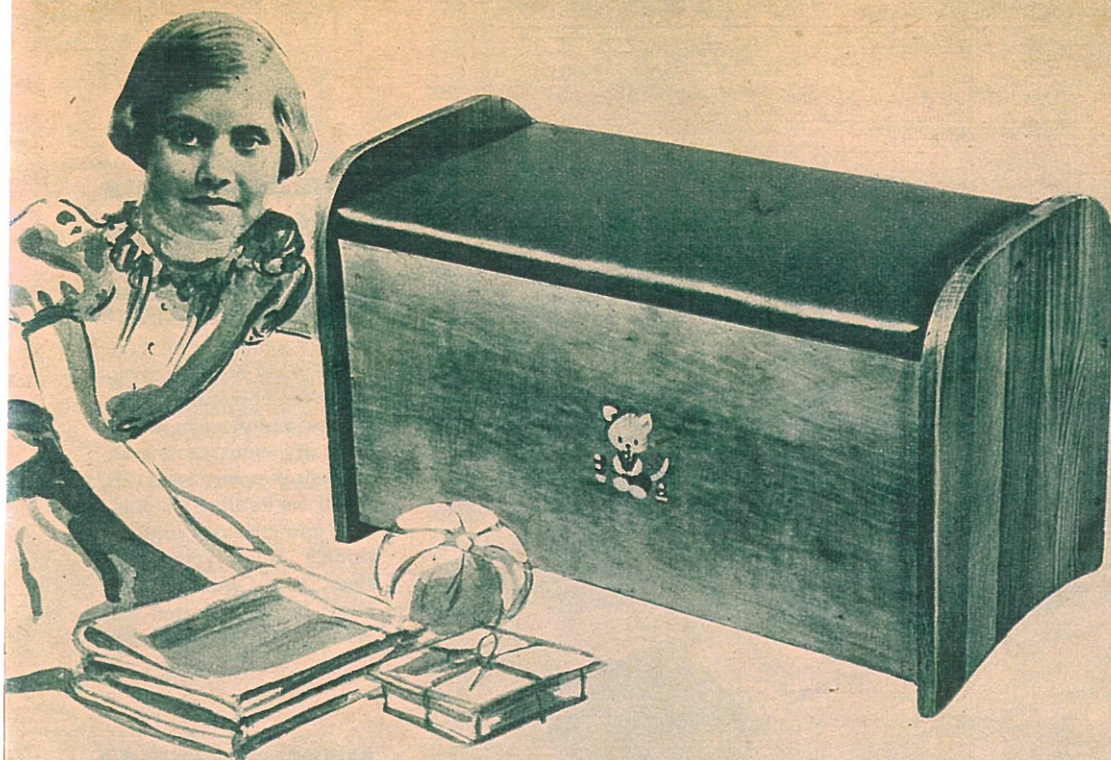
## MODELRAFT 3.00

An art that combines modeling and coloring . . . a swell hobby, believe me. Just think, you can create with your own hands the adorable characters of Mickey Mouse, his nephews, Minnie, Pluto, Donald Duck, and his nephews. They'll amuse you for hours and may turn into a profitable pastime by serving as original gifts and prizes. You'll love them. **ASK FOR 31BR2**



This dandy magnifier will serve endless uses at home, at play, and in school. Send 50c in stamps or in coin to Billy and Ruth, Box 333, Phila. 5, Pa. **31**





*Says Ruth-* NO LITTLE GIRL  
SHOULD BE WITHOUT THIS STO-  
AWAY TOY CHEST AND SEAT

### STO-A-WAY CHEST 13<sup>50</sup>

A lovely piece of furniture for any room. Made of selected hardwood, and the top's upholstered in leatherette. When you're done playing, it will hold all your toys and your room will be just spic 'n span. ASK FOR 32BR1

### JEWEL CHAIR 2<sup>29</sup>

Beautiful boudoir chair with secret jewel compartment under pin cushion seat for milady's valuables and doll jewelry. ASK FOR 32BR2

### AMERICANA CRADLE Priced Right

The loveliest, most comfortable cradle for dollie you can imagine. Covered in rich colorful fabrics, the quilt and pillow are removable. It rocks gently and steadily on perfectly balanced wood rockers. ASK FOR 32BR3



### BRIDE 4.95

Your dream come true . . . she's really a beauty in her stunning wedding gown, and she carries a dainty bouquet. ASK FOR 33BR1

### BRIDESMAID 4.95

My! How lovely, and a gorgeous addition to the bridal party. ASK FOR 33BR2

### FRENCH FLOWER GIRL 4.95

Like a breath of Paris in spring, this pert Mademoiselle carries a basket of flowers for sale. ASK FOR 33BR3

### DANCER 4.95

She's exotic . . . this Rhumba Queen in her beautiful dancing costume. ASK FOR 33BR4

### CZECH 4.95

Gorgeously costumed, and a true representative of a hardy, brave nation. ASK FOR 33BR5

### SWEDISH 4.95

Just a touch of Sweden . . . and isn't she sweet? You should see her. ASK FOR 33BR6

### SEÑORITA 4.95

This vivacious Latin Beauty is gorgeous in her mantella and gold cross. ASK FOR 33BR7

### DUTCH GIRL 4.95

A precious little girl from Holland dressed in her Very Best. ASK FOR 33BR8



# Doll-Premiere...

ADORABLE BEAUTIES RIGHT  
FROM THE HEART OF SANTALAND!







## MR. DO and MR. DON'T BOOKS



### MR. DO and MR. DON'T 100

Children lose themselves in the gay fairyland created by these famous twins and have fun while learning how to live in a grown-up world. Beautifully illustrated in soft appealing colors, these books will capture the fancy of any child.

ASK FOR 34BR1



## SCRAP BOOK

Keep a record of all the things you do and see.

Send only 25c in stamps

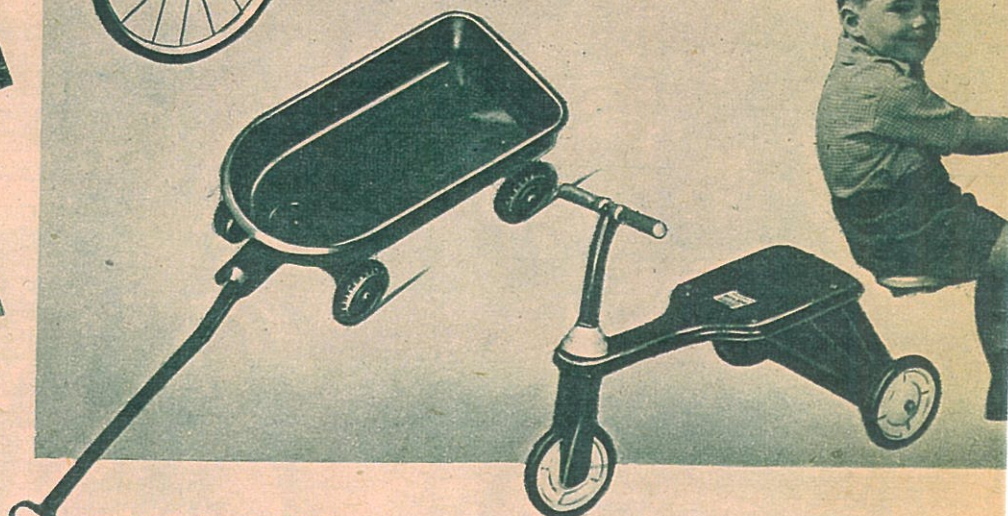
or coin to Billy and

Ruth, Box 333,

Phila. 5, Penna.



## CHRISTMAS WAS



### VELOCIPED

Gee whiz but this one handles nice, fellers. Better hurry down to your Billy and Ruth headquarters and see what's in store for you.

### RED WAGON

*Priced Right*

Sturdy metal wagon, painted a bright, attractive red, and with cushiony rubber tires, it's just the thing for younger brother or sister.

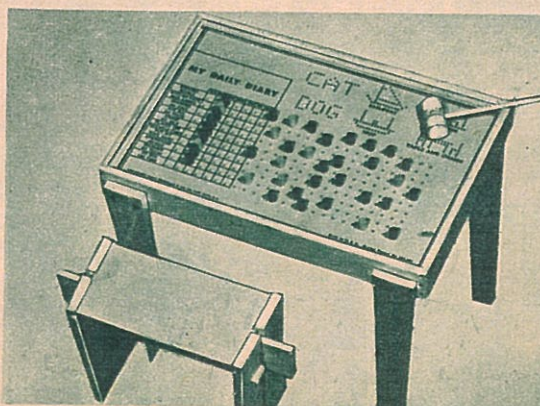
ASK FOR 34BR2

### RIDE-A-CAR

*Good Value*

This strongly made car will delight the heart of any youngster with its bright colors and easy handling.

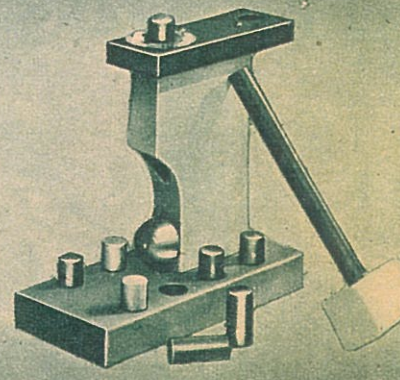
ASK FOR 34BR3



### PEG TABLE

Just think . . . you can keep a record of what you do by driving a peg in your peg table. And you can draw pictures, too. Hours of fun.

ASK FOR 34BR4



### BELL BENCH

Drive the peg all the way through and hear the bell ring. Endless amusement for youngsters that makes for coordination of eye and muscle.

ASK FOR 34BR5



# MADE FOR LITTLE TOTS!

*action-toys,  
bang-a-ways,  
brain-teasers,  
beauties —  
all of them!*



## SEE SAW *Unusual Value*

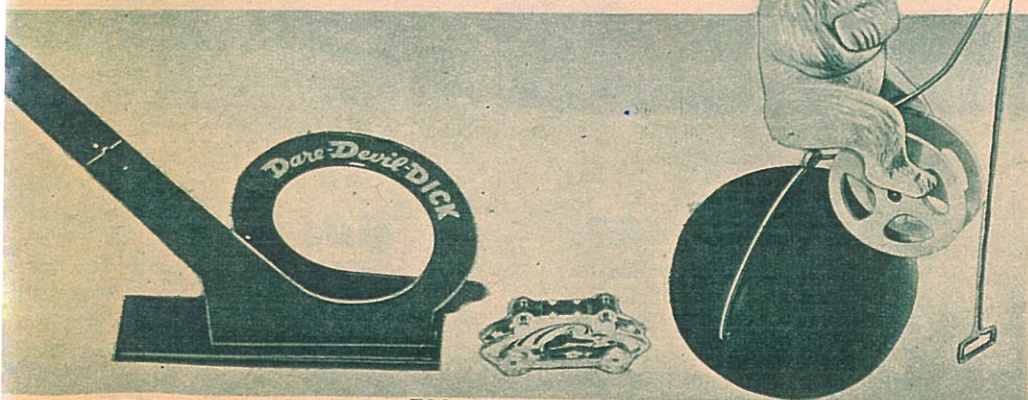
One, two, or three children can ride this fun giving, easy to carry See-Saw. Can be used inside or outside and will hold up to 250 lbs. Cannot tip over.

ASK FOR 35BR1

## HAT YAK *Priced Right*

This adorable "Yak" will add gayety, color and neatness to any child's room. Comes in combination Pastel Pink and Baby Blue.

ASK FOR 35BR2



## DARE DEVIL DICK *1<sup>00</sup>*

He rides the rocket at terrific speed, loops the loop and races all the way across the floor. He's sensational. He will keep you and your friends on edge all the time, with his break-neck speed. Thrills galore. Sturdily made.

ASK FOR 35BR4

## CUB RIDER *1<sup>98</sup>*

Just pull him across the floor . . . then let go. Instantly he starts pedaling furiously and comically as he rolls from side to side. A laugh a minute.

ASK FOR 35BR5



## (A) JUDY PUZZLES

*Good Value*

Painted in bright, solid colors, they come in 60 different patterns. The large wooden pieces are easy for children to handle. Fascinating.

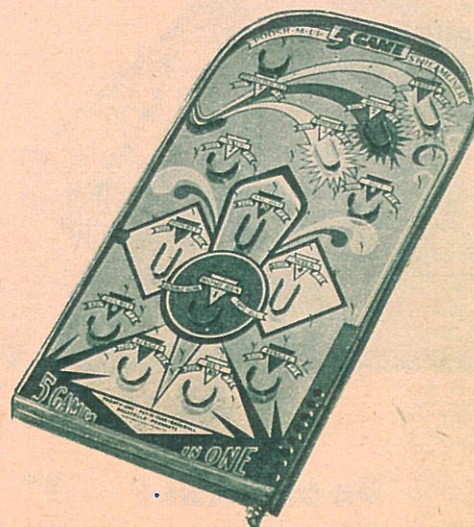
ASK FOR 35BR3A

## (B) PICTURE PUZZLES

*Priced Right*

Children are content for hours when putting these beautifully colored, plywood pictures together. Fun for grown ups, too.

ASK FOR 35BR3B



## STREAMLINER *1<sup>50</sup>*

Fun by the hour! Plays 5 distinctly different games . . . Bagatelle, Pennants, Twenty-One, Put-N-Take, Baseball. Brightly colored board metal plated frame, folding leg. Marbles included.

ASK FOR 35BR6



become a member of the **BILLY**

### BICYCLES

Yes, we found a few. Stop in at your Billy and Ruth Headquarters and look over our selections.



### BOWLING ALLEY

*Good Value*

Roll the ball down the alley and watch the pins fly. Alley 66" long, 10" wide, and 24" high. You get 10 pins and 2 balls with alley. A favorite with everyone.

ASK FOR 36BR1

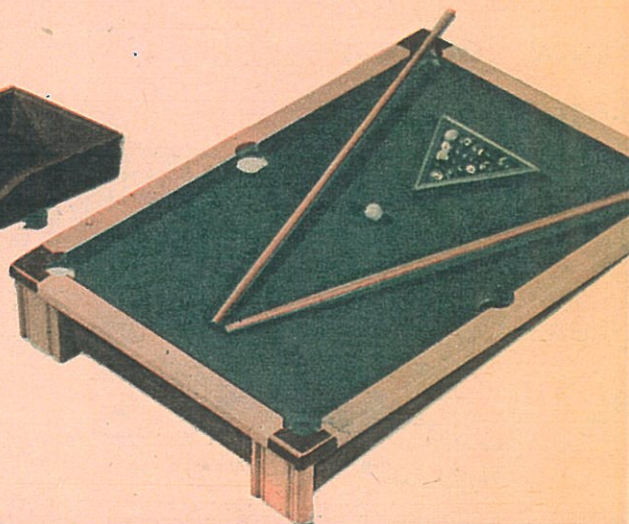
### POOL TABLE

(Table Model)

*Priced Right*

Handy portable game for anytime. 25" x 17" Included are two cue sticks, 15 numbered pool balls, one white cue ball and one red-wood triangle.

ASK FOR 36BR2



### POOL TABLE 1'

Small and compact, yet plenty large enough to have a lot of fun with. Comes complete with numbered pool balls, cue ball, 2 cue sticks and wooden triangle. ASK FOR 36BR3

### GAME ASSORTMENT 29c

A lively assortment of games, all action packed, that will furnish hours of amusement. Includes such favorites as Bingo, Anagram, Tiddledy Winks, etc. ASK FOR 36BR4

### RING TOSS 1'

You'll have fun outdoors and indoors with this attractive set. Brightly colored base holds 4 heavy posts. Three heavy rope rings are included. ASK FOR 36BR5



# and **RUTH** athletic club for boys and girls

## POOL TABLE

### *Real Value*

Plenty of fun for the whole family. This sturdy table is 30" high, 25" wide and 49" long. Includes 15 numbered balls and one white cue ball, two 32" cues and wood triangle.

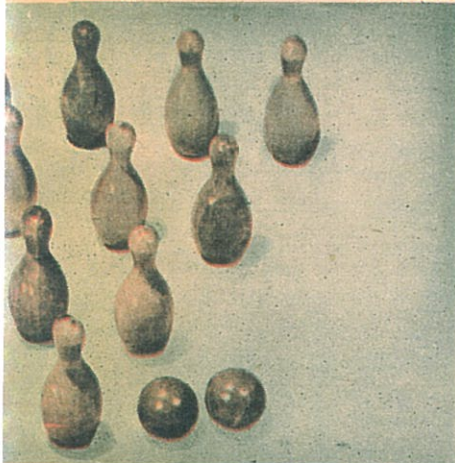
ASK FOR 37BR1

## TABLE TENNIS SET

### 2<sup>98</sup>

More fun! These precision-made plywood paddles send the ball just flying. A heavy 60" net, English ball, and metal screw clamps complete the set.

ASK FOR 37BR2

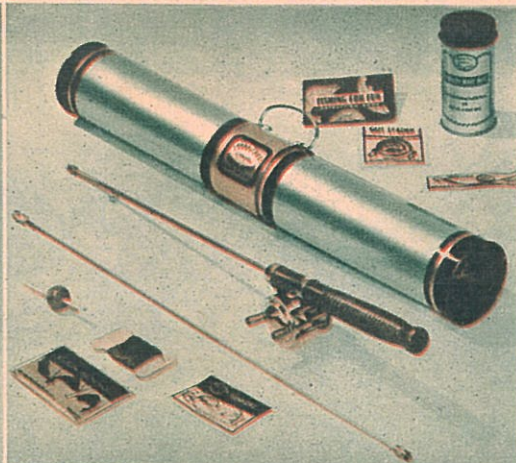


## DUCK PINS

### 1<sup>69</sup>

Come on kids, let'er roll. Just imagine the fun trying for a strike. Looks easy, but these wooden duck pins are harder to knock down than you imagine. Set contains 10 pins and two balls. Very attractive.

ASK FOR 37BR3

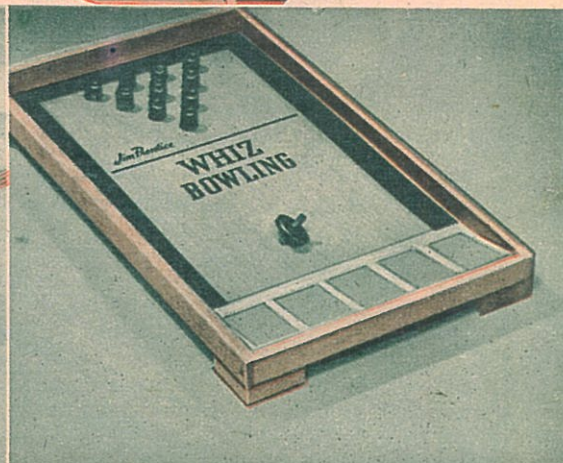


## FISHING OUTFIT

### 3<sup>19</sup>

You'll have the time of your life with this real, complete fishing outfit in a heavy metal case. Includes "Whippy" steel fishing rod, reel with clicks, hooks, sinkers, float, nylon line, parts box and instruction book.

ASK FOR 37BR4



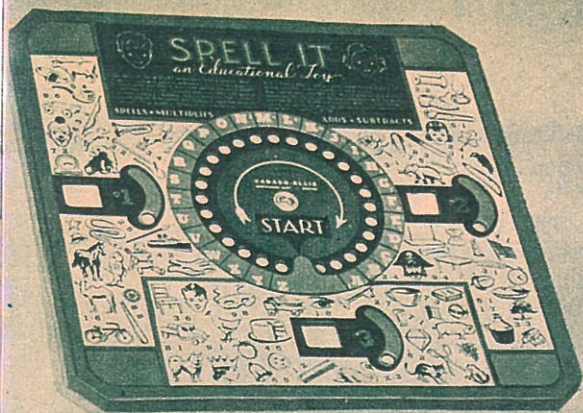
## WHIZ BOWLING

### 1<sup>25</sup>

A well aimed spin and a strike. Suspense until the spinning stops. Not too old for the youngest... not too young for the oldest. Gee—it's more fun, and you can get to be an expert in no time.

ASK FOR 37BR5





## SPELL IT

1<sup>50</sup>

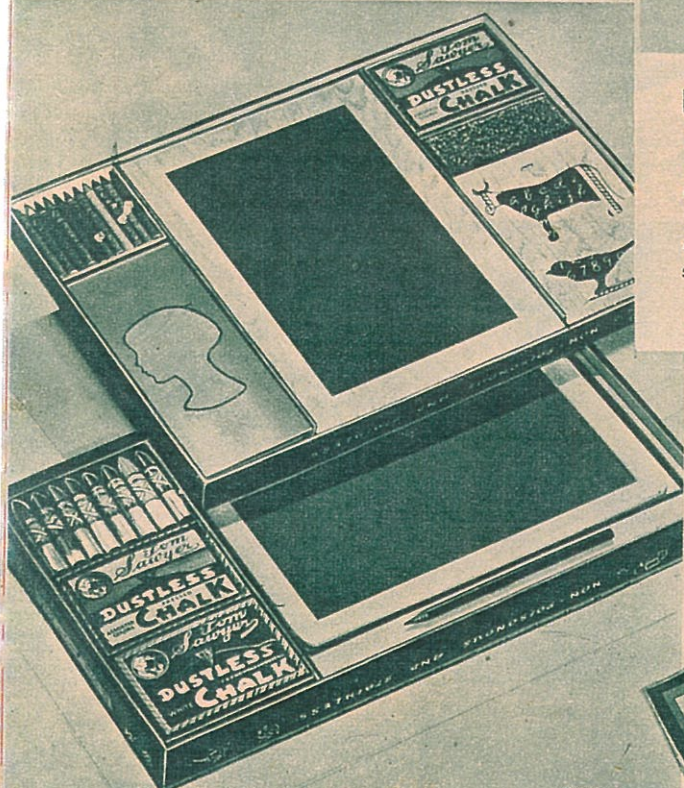
You don't need a Homework Bird with this kind of magic at your finger tips. It spells, multiplies, adds, and subtracts as quick as lightning . . . and there are no mechanical parts to get out of order. Fascinating and instructive and fun for home. **ASK FOR 38BR1**



## DESK AND CHAIR

Excellent Value

All you kids from 2 to 12 will find this the most useful piece of furniture in the house. Both desk and chair are beautifully finished in Harvest Tan. And you can keep all your letters, school work or club notes and business in the roomy drawers. Very sturdily made. **ASK FOR 38BR2**



## SLATE OUTFITS

1<sup>00</sup>

(A) Entertaining and educational. It's a honey . . . You'll have a school slate with an eraser, dustless chalk, cutout and outline stencils, assorted crayons, and white and colored chalks.

**ASK FOR 38BR3**

38

2<sup>00</sup>

(B) This set is the same as the above only it includes a stylus, a larger slate, and more of everything. **ASK FOR 38BR4**



1<sup>00</sup>

## COUNT AND SPELL LOTTO

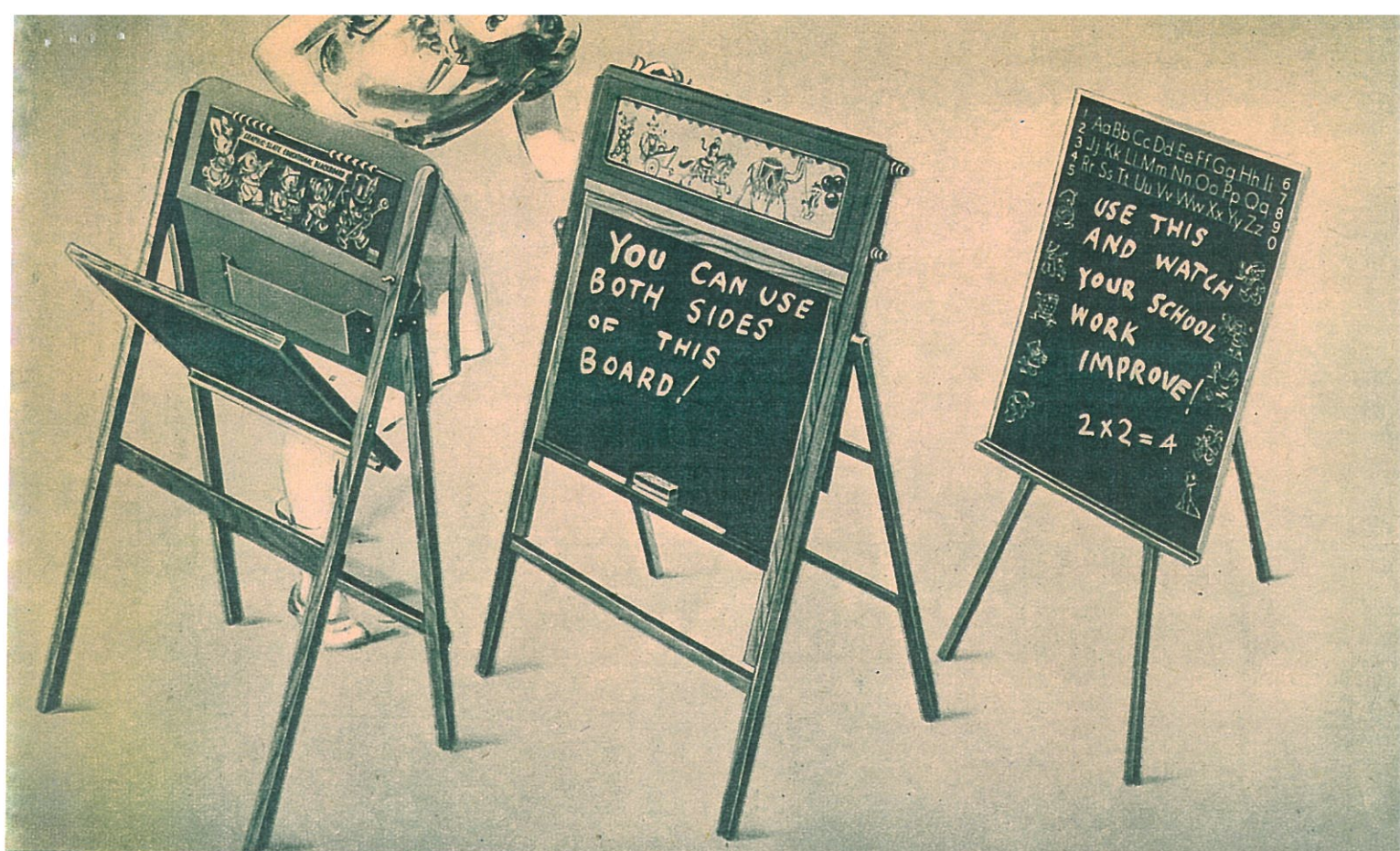
Simply fascinating. Each object is printed in full color, half on the play card and half on the object card so that when you solve the arithmetic or spelling question, it completes the picture. May be played in three varieties . . . and you learn while playing. **ASK FOR 38BR5**



**HAVE LOTS OF FUN AS YOU LEARN**

*say Billy and Ruth*





Priced Right

## DESK BLACKBOARD

We picked this 'specially for kids who are just starting school. It has graphic slate blackboard which turns over to make a desk, steel book rack, and 18 beautiful colored charts to draw from. You'll love the convenience of this.

ASK FOR 39BR1

Unusual Value

## SCROLL TOP EASEL DESK

Gosh... besides being a blackboard this opens up into a sturdy desk, with a make-believe moveable telephone dial and receiver, pen and ink set, pigeon holes and drawers. The scroll top has 100 characters in full color. This is a real favorite with everyone. Comes with chalk and eraser.

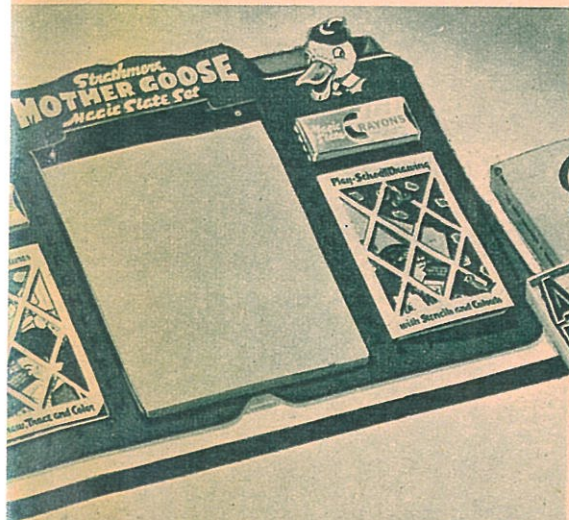
ASK FOR 39BR2

2<sup>25</sup>

## TRIPOD EASEL BLACKBOARD

Do your sketching outdoors if you want to. This is genuine graphic slate with attractive drawing patterns, alphabet and numbers around the edges. Edges finished in chrome and nickel molding. Tripod may be folded to easily carry blackboard. Has chalk trough, and chalk and eraser come with it.

ASK FOR 39BR3



## MOTHER GOOSE MAGIC SLATE

Plenty of fun for girl or boy. You can draw, trace, color, and write with magic crayons, and you can rub it right off again. This is color fun on a magic slate. There's a magic slate, magic slate eraser, stencil cutouts, pictures, stylus, and magic slate crayons.

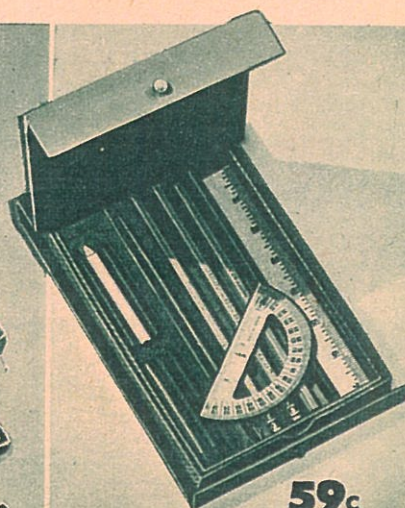
ASK FOR 39BR4



## JUDY'S ALPHABET

You can place the colorful, cutout letters to spell any word in any style. And figures from 1 to 9 inclusive come with it. See how pretty your own name looks when spelled out with these brightly painted letters.

ASK FOR 39BR5



## 59c PENCIL BOX

Just the thing for your winter activities at school or at home! This strongly made, but flat and easy to carry pencil box contains crayons, pencils, ruler, and tray lifts out leaving room for you to carry paper, etc. underneath it.

ASK FOR 39BR6

39



