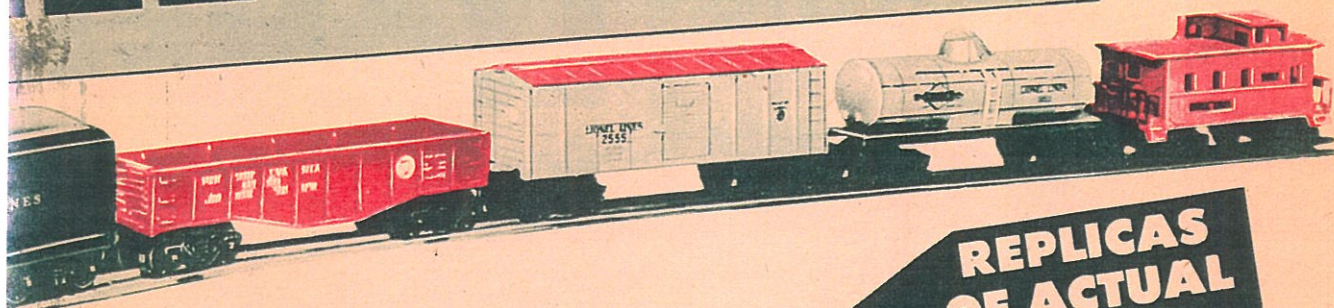
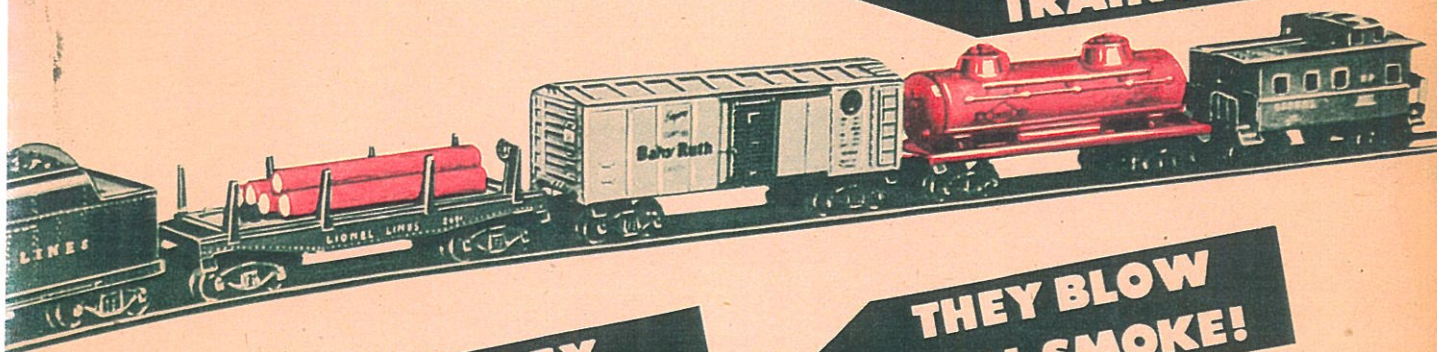


L is here!

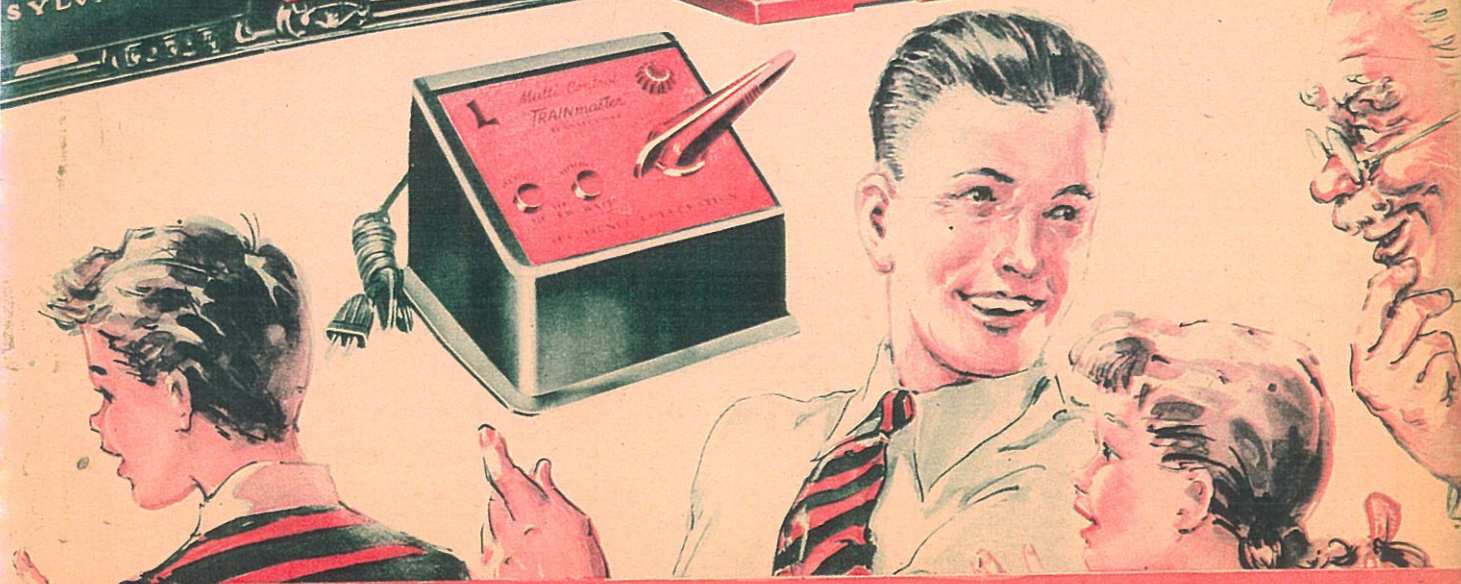
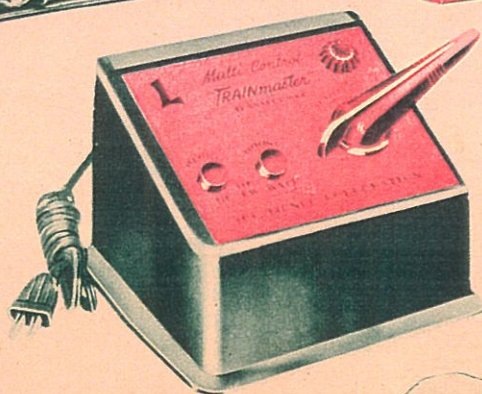


**REPLICAS
OF ACTUAL
TRAINS**



**THEY
WHISTLE!**

**THEY BLOW
REAL SMOKE!**



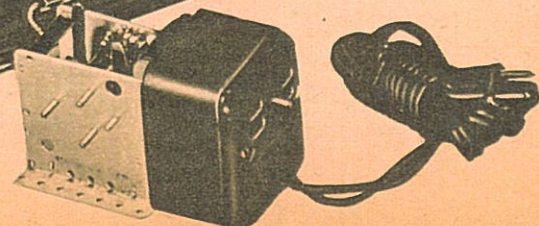
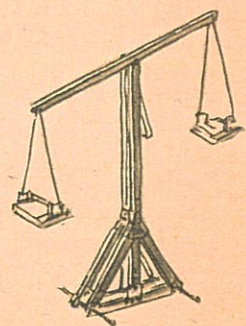
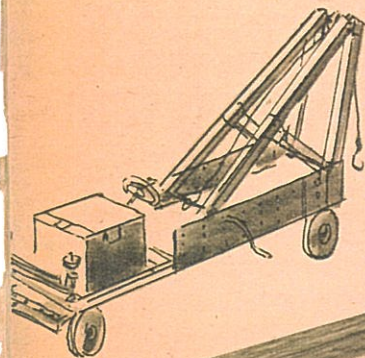
BOYS FROM 6 TO 60—and girls too!

YOU CAN MAKE OVER 101 DIFFERENT THINGS WITH THIS **LIONEL**

CONSTRUCTION SUPER-SET

By far the finest Construction Set in the price range. Box and packing inserts are a marvel of design. Step display opens to vertical position when lid is raised. Electric motor included with set has four speeds forward and three in reverse. Five shafts have speeds ranging between 50 and 3,000 R.P.M. Illustrated Manual packed with set.

14⁹⁵



"PONY BOY" HOLSTER SETS AND SPURS by Esquire Novelty Co.



**SPURS—that
jingle—jangle—jingle**

WESTERN SPURS

179

As you set out to battle
In that Cowboy, Indian tangle,
There'll be a brilliant silver flash
Of spurs that jingle, jangle.

ASK FOR 23BR1.



DOUBLE HOLSTER SET

You'll go for this big
holster set,
From Billy, take a tip.
You'll be the bold, brave
ranger
With a gun upon each
hip.

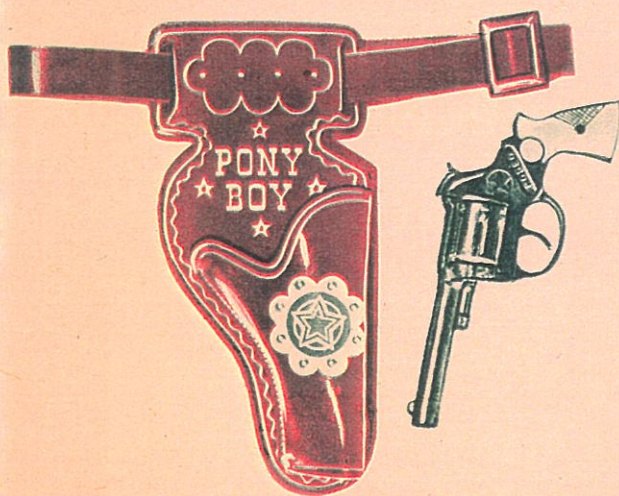
ASK FOR 23BR2.

4⁹⁵

DOUBLE SET

This sure's a BUCKAROO

SINGLE HOLSTER SET



**HOLSTER,
RODEO GUN**

149

Red leather belt and holster
And Rodeo Gun
Guarantees hours and hours
Of real Western fun.

ASK FOR 23BR3.

A Must for every Red-Blooded Boy



FANCY SET

2⁹⁵

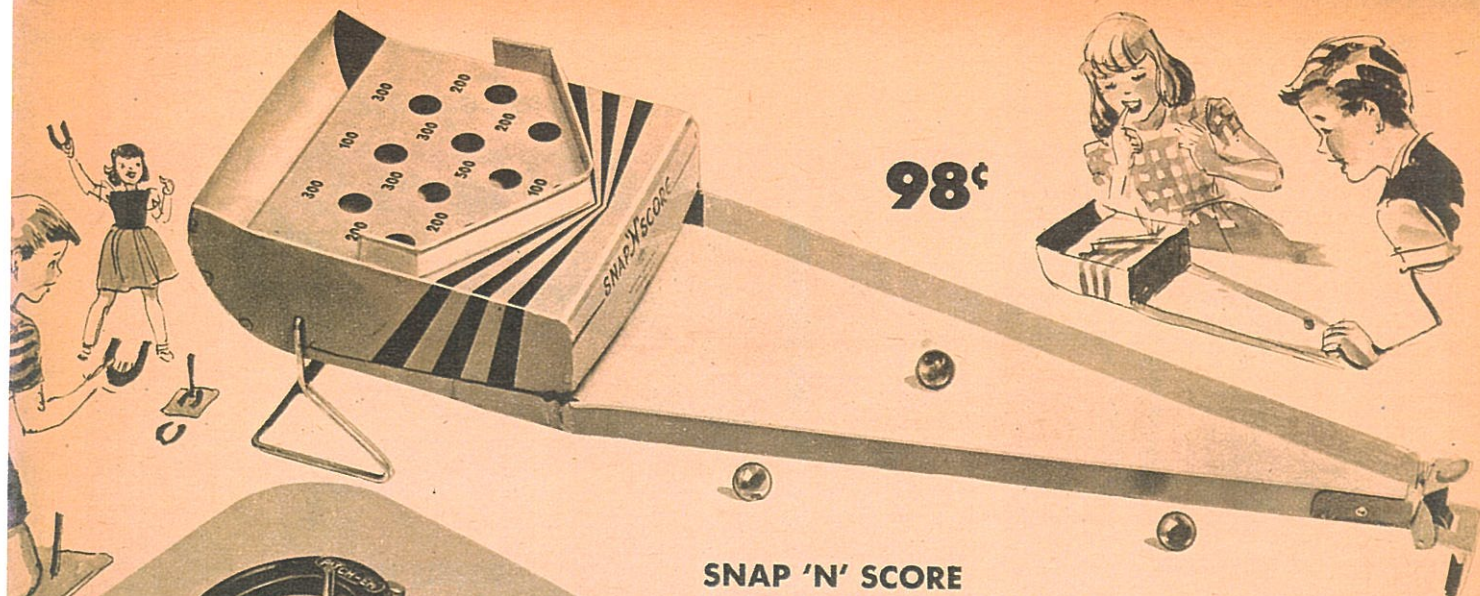
A humdinger!

This set is extra special—
In fancy black and white,
With bright flashing
jewels.

You'll ask for one on sight.
ASK FOR 23BR4.



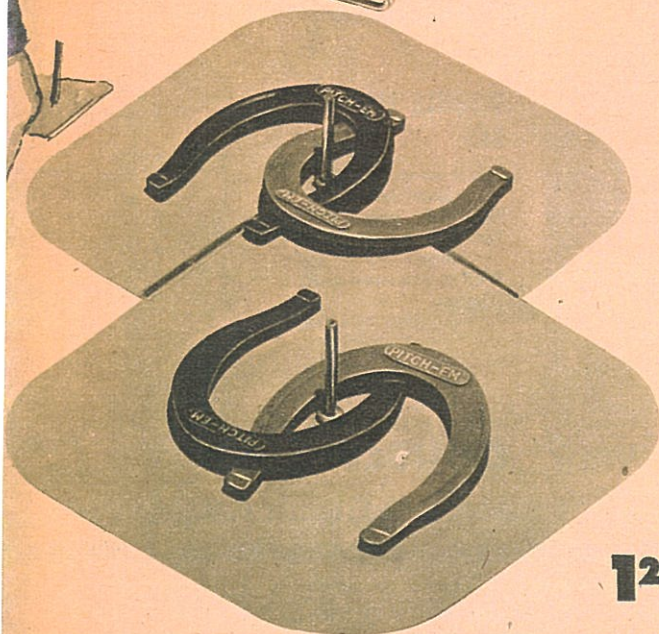
23



SNAP 'N' SCORE

You shoot the marble up the range
And it loops back to score.
You'll play this game for many hours
And want to play it more.

ASK FOR 24BR1.



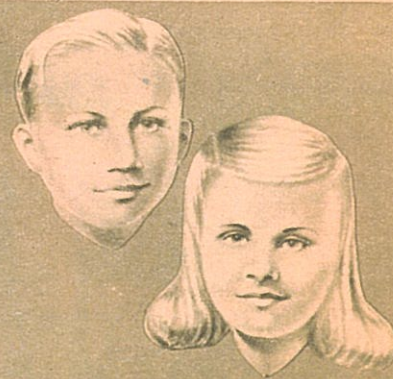
PITCH 'EM

Two scoring pegs and bases
And four rubber horseshoes—
Everything for a pastime
You're sure to often choose.

ASK FOR 24BR2.

By Wolverine Supply & Mfg. Co.

Come on, Boys and Girls JOIN THE NATION WIDE BILLY and RUTH CLUB

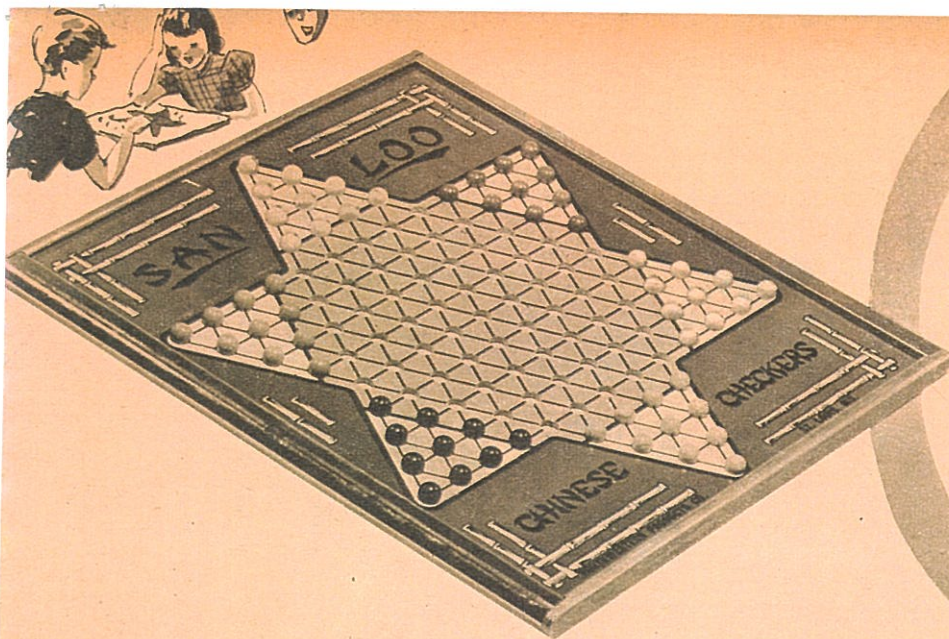


Say, we're so proud that our swell Boys' and Girls' Club is getting bigger and bigger all the time. We have members in almost all the states now and if you are not already a member, we sure hope you will join.

You see, all our pals in the club write to us and we answer every one of their letters. And just think, we have a special "pen pal" plan just for the boys and girls in our club. We get our members writing to each other if they want to and that way they soon have pals in a lot of different places.

And remember, when you join our BILLY AND RUTH Club, you've got to live up to the rules and regulations. You can become an active member of the club for a whole year just by sending 10 cents in coin or stamps to Billy and Ruth Headquarters, Box 333, Philadelphia 5, Pa. Then you'll get your membership card to carry and button to wear and the fun begins.





CHINESE CHECKERS

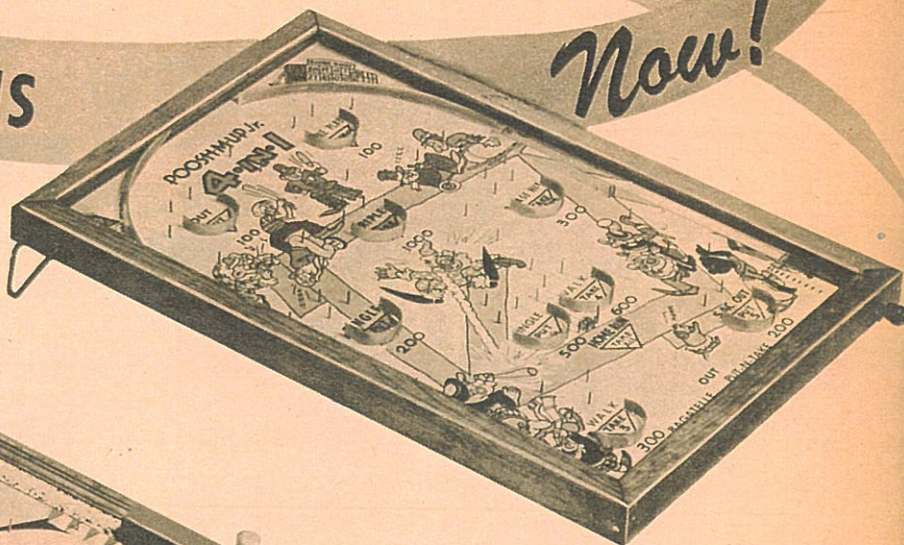
Swell Chinese Checkers
And the regular game too—
This two-in-one checkerboard
Means lots of joy for you.

ASK FOR 25BR1.

Special Price

GAME TIME BEGINS

Now!

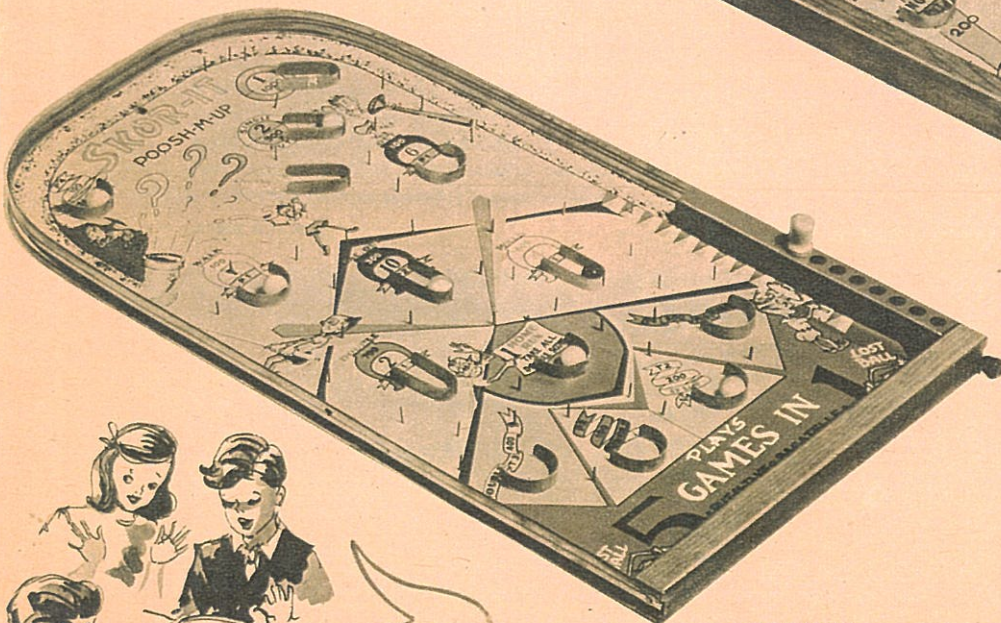


POOSH-M-UP JR. BAGATELLE

Play four big games
And have a wonderful time—
Shoot the marbles out
And watch your score climb.

ASK FOR 25BR2.

Attractively Priced



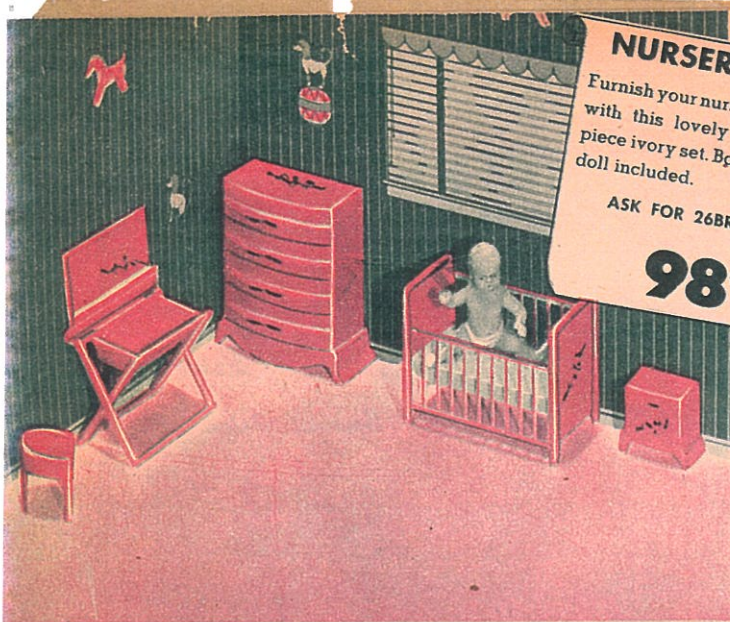
SKORIT

Put 'N' Take, Baseball,
Pennants,
Bagatelle and Twenty-One—
You're sure to love Skorit
For its five neat games in one.

ASK FOR 25BR3.

Priced Right

**by Northwestern
Products Co.**



NURSERY

Furnish your nursery with this lovely six piece ivory set. Baby doll included.

ASK FOR 26BR1.

98¢

AND HERE'S THE



BED ROOM

Your doll family will love to sleep in their mahogany bedroom. Includes six perfectly scaled pieces.

ASK FOR 26BR2.

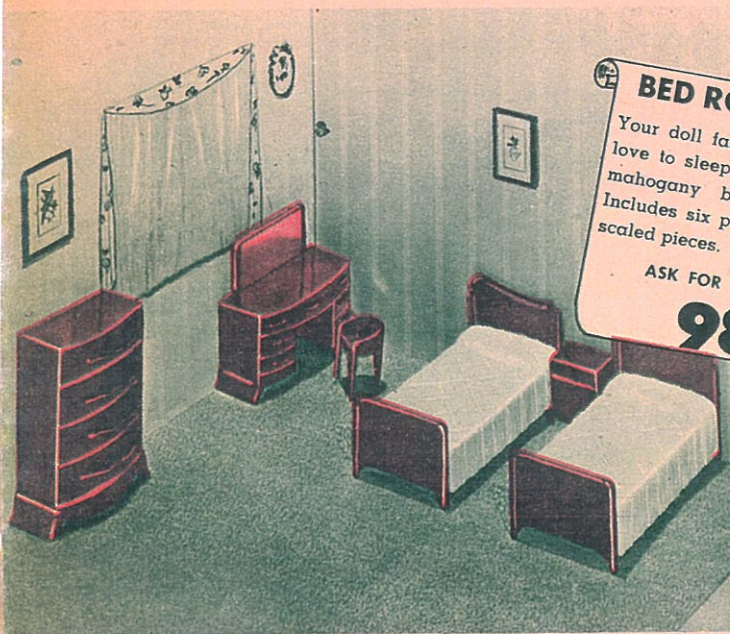
98¢

*For Sale
Priced Right*

DOLL HOUSE

Newest in doll houses is this beautiful, big model home made entirely of metal. Outside is combination red brick and white wood effect. Each room is decorated in a different color scheme. Windows and front door open and close individually. Back is open for easy access.

ASK FOR 26BR3.

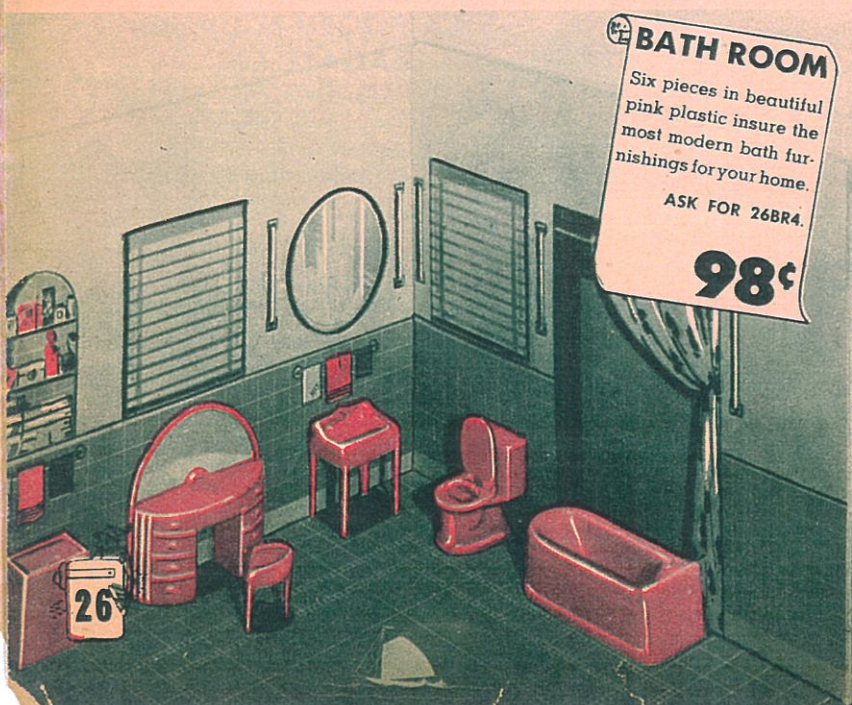


BATH ROOM

Six pieces in beautiful pink plastic insure the most modern bath furnishings for your home.

ASK FOR 26BR4.

98¢

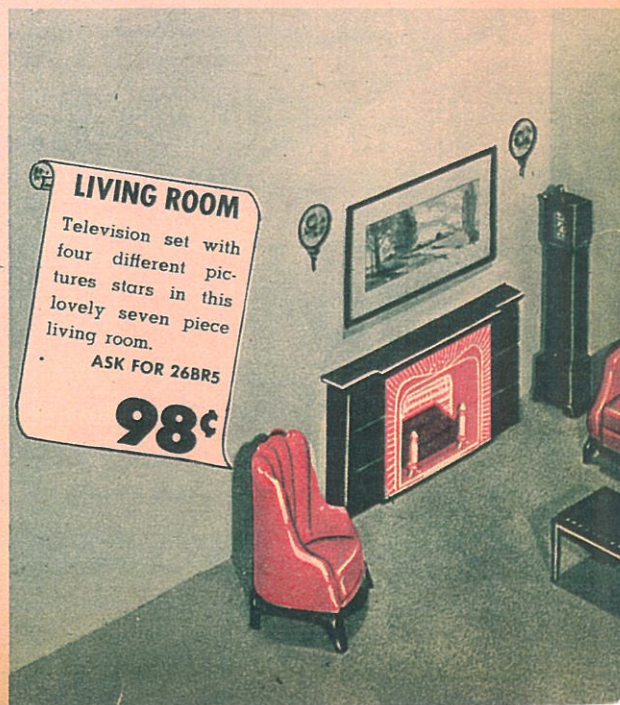


LIVING ROOM

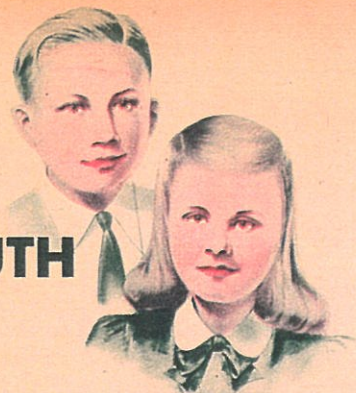
Television set with four different pictures stars in this lovely seven piece living room.

ASK FOR 26BR5

98¢

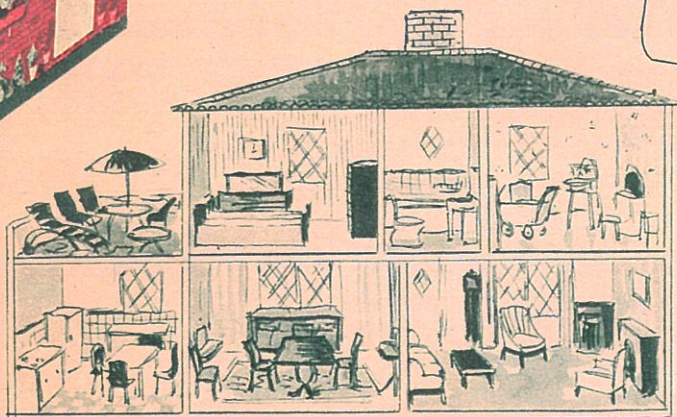


HOUSE THAT BILLY & RUTH BUILT



Construction Job by T. Cohn, Inc.
Furnished by Plastic Art Toy Corp.

- Fine Model Home For Sale
- Latest Modern Architecture
- Seven Room, Two Story House
- Includes Big Sun Terrace
- Colorful Plastic Furniture



GARDEN

This eight piece garden set in gay red, white and cream plastic is perfect for the sun terrace.
ASK FOR 27RB1.

98¢



KITCHEN

Here's your up-to-date kitchen in eight washable pieces of gleaming blue and white.

ASK FOR 27BR2.

98¢



DINING ROOM

Nine beautiful items make up your dining room. Your dolls will love to use these lovely furnishings.

ASK FOR 27BR3.

98¢



YOUR FAVORITE SPORTS — *with*

Electric Action!

ELECTRIC FOOTBALL

Runs, kicks and passes,
A touchdown that tops 'em
all —

You will find thrill-packed action
In electric football.

ASK FOR 28BR1.

By The Electric Game Co.

ELECTRIC BASEBALL

Just like Big League baseball,
This fine electric game
Has the run, hit, strike ex-
citement

Of professional diamond fame.

ASK FOR 28BR2.

2⁵⁰

2⁹⁵



DICTIONARY

You'll learn lots of new words when you use this handy dictionary and it will be a big help in your school work. We'll print your name in gold right on the front. Just send 25c in coin or stamps to Billy and Ruth Headquarters, Box 333, Phila. 5, Pa.



SCRAP BOOK

You'll love to look over your school and vacation souvenirs when you have them all together in this big scrap book. Get yours by sending 50c in coin or stamps to Billy and Ruth Headquarters, Box 333, Phila. 5, Pa.

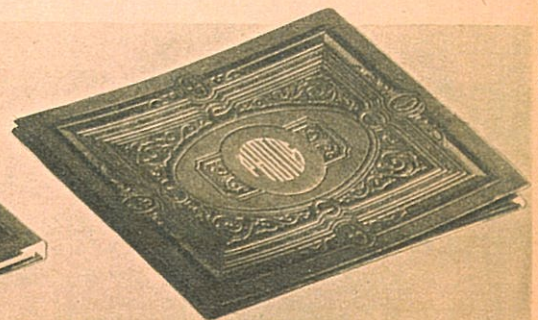
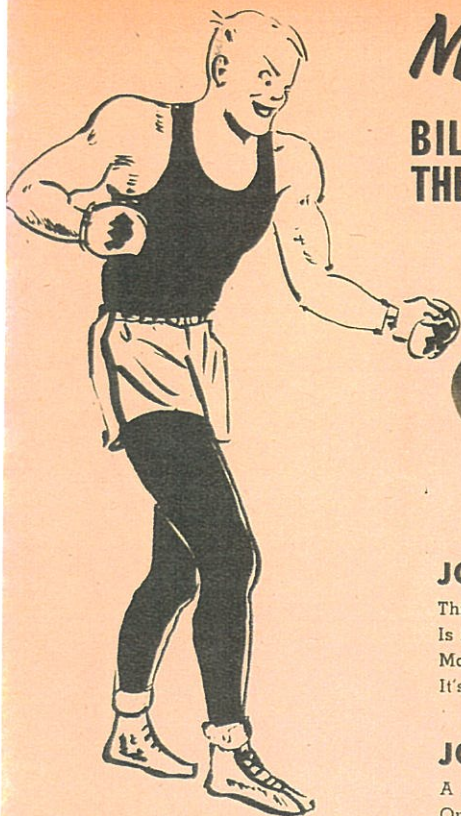


PHOTO ALBUM

We bet you'd like to have a swell photo album just like the one we use to hold all our pals' pictures. Just send 50c in coin or stamps to Billy and Ruth Headquarters, Box 333, Phila. 5, Pa.



Meet The Champ!

**BILLY and RUTH GIVE YOU
THE SPORTING HITS of the YEAR**



JOE PALOOKA FOOTBALL

This Joe Palooka football
Is full official size.
Made for lots of gridiron play.
It's really quite a prize.

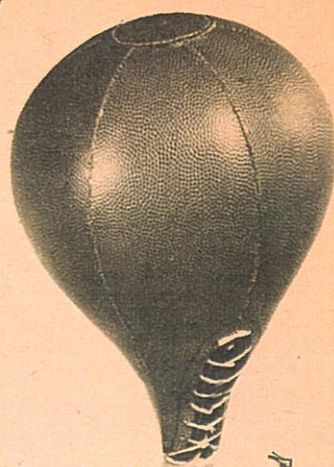
ASK FOR 29BR1.

2⁰⁰

JOE PALOOKA PUNCHING BAG

A pig-grained leather punching bag
On a tall red metal stand—
Just the thing for budding champs,
As a gift it's relly grand.

ASK FOR 29BR2.



Attractively Priced



By Dodger Sporting Goods Corp.

**FOR ACTION PLUS
EXCITEMENT —
Auto Speedways**

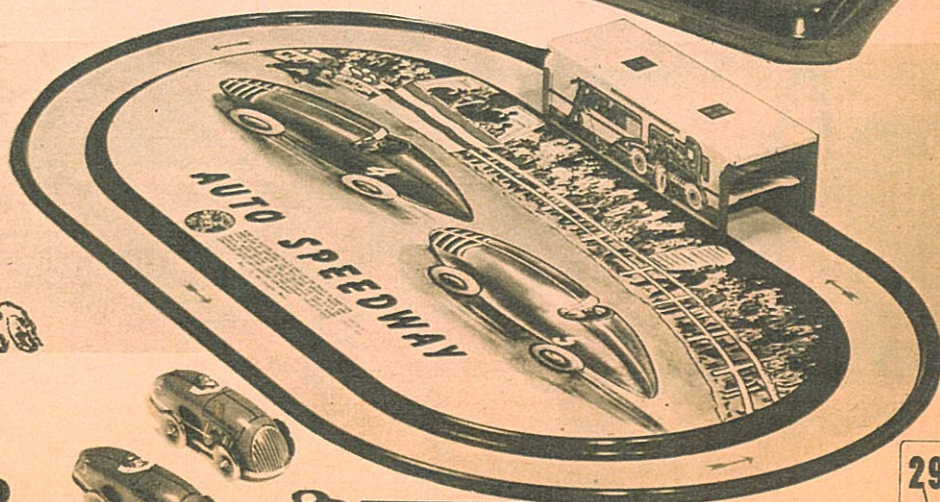


MAGIC AUTO SPEEDWAY

One car races round the track,
Then another's on its way
Or use the autos separately
For extra fun at play.

2⁰⁰

ASK FOR 28BR3.



By Automatic Toy Co.

29

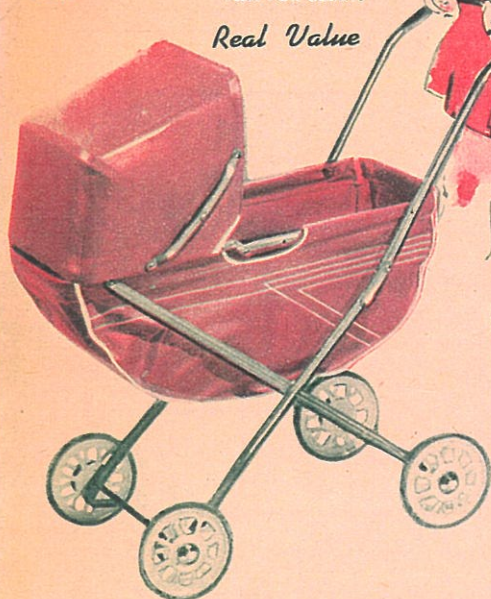
*"I'm so happy with
my Beach Cart!"*

BEACH CART

Any little girl would be happy to own this lovely big leatherette beach cart. The folding hood protects Dolly from the sun and insures her a comfortable ride.

ASK FOR 30BR1.

Real Value



*"I just adore my
Carriage—it's just what
I wanted!"*

DOLL CARRIAGE

This fancy fibre doll carriage is so pretty. Big and attractively decorated, it will make the little mother feel mighty special. ASK FOR 30BR2.

Special Price



By South Bend Toy Co.

By American Metal
Specialties Corp.

*Santa, Billy
and Ruth Say—*



Attractively Priced

DOLL-E-BATH

You'll have no trouble getting Dolly to take her daily bath in this beautiful tub. Made like a real baby bath, it has rubber water outlet and gay nursery decorations on pockets holding soap and washcloth.

ASK FOR 30BR3.



Priced Right

DOLL-E-BED AND MATTRESS

This big, colorful metal bed complete with soft plastic mattress will make a real hit with little housewives. It comes in ivory or blue with gay decal trim.

ASK FOR 30BR4.