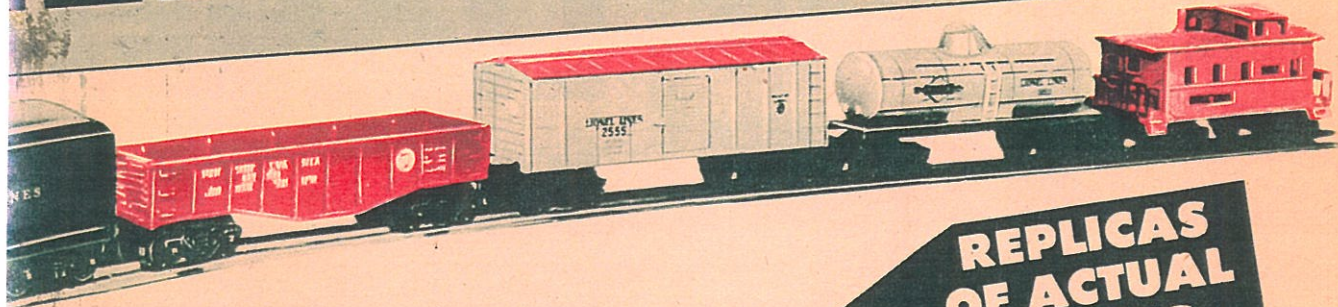
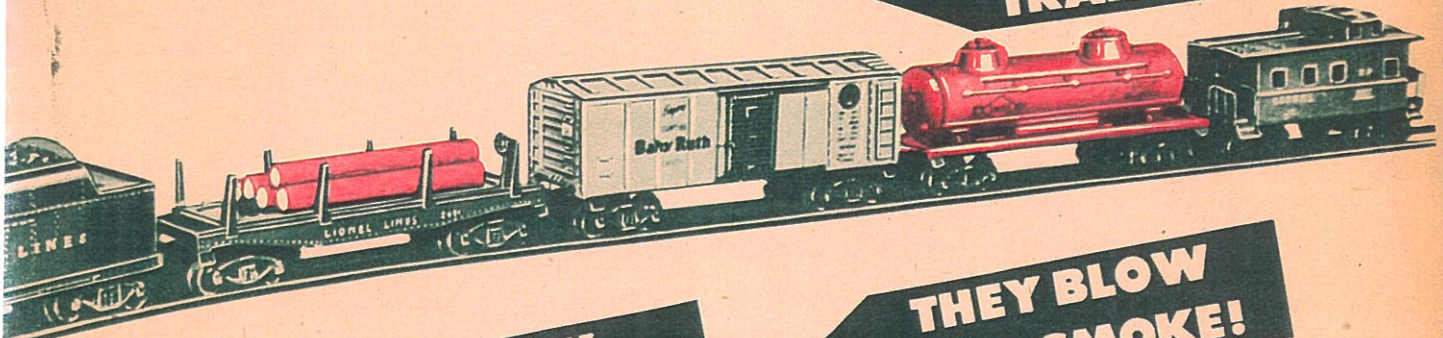


# EL is here!

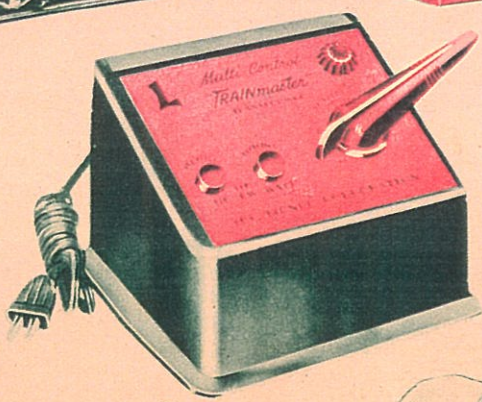


**REPLICAS  
OF ACTUAL  
TRAINS**



**THEY  
WHISTLE!**

**THEY BLOW  
REAL SMOKE!**



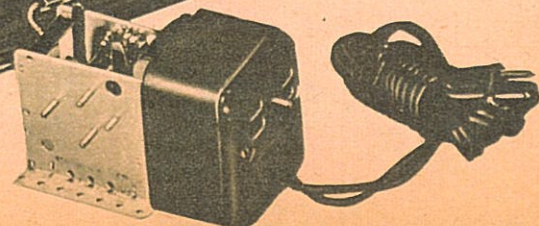
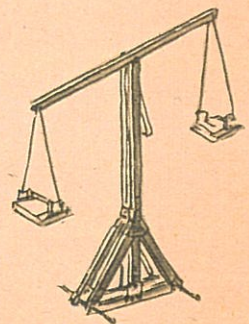
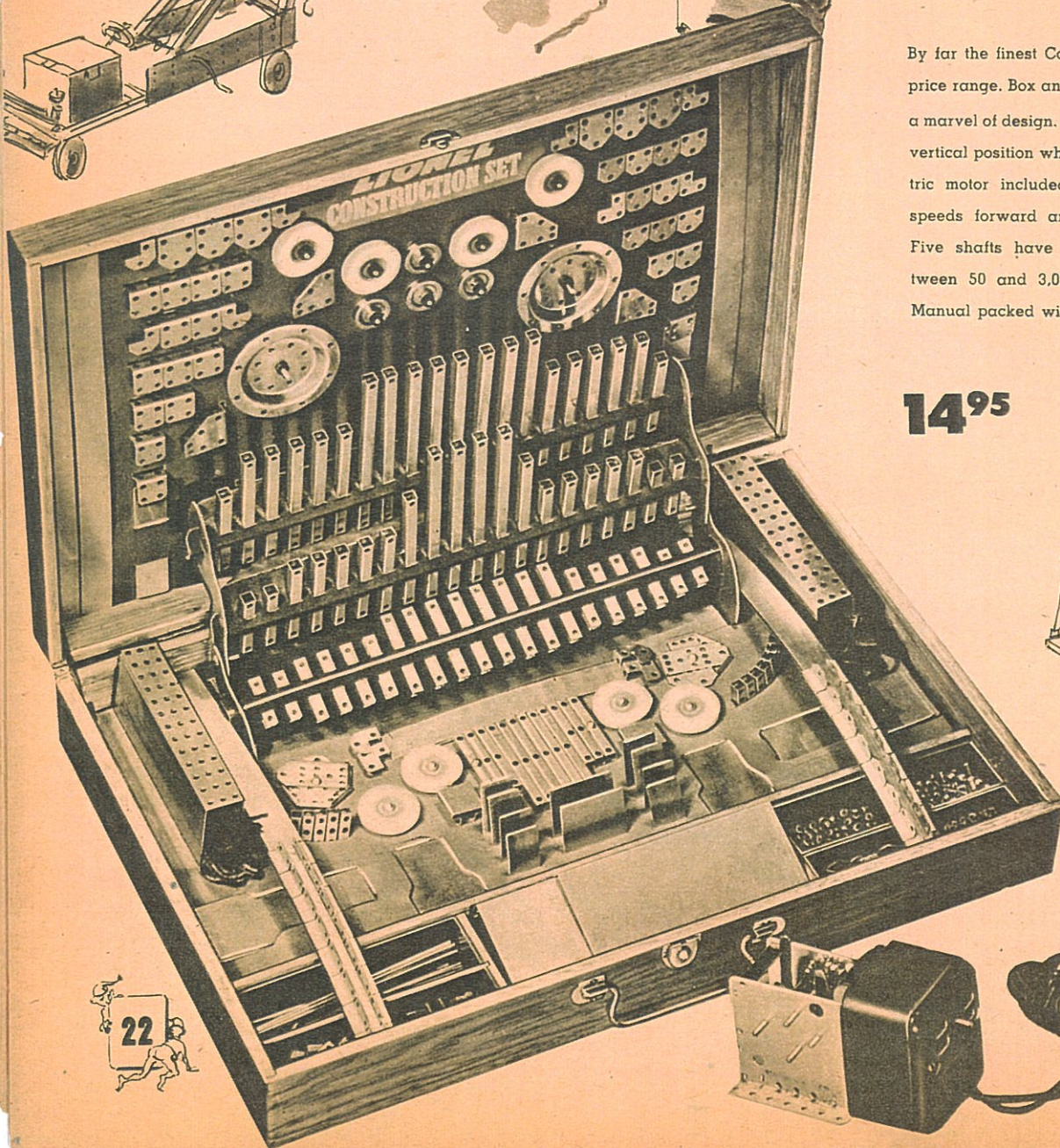
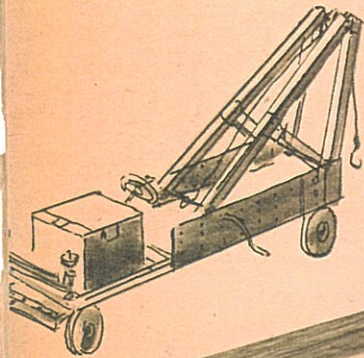
**BOYS FROM 6 TO 60—and girls too!**

# 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.

**14<sup>95</sup>**



**"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.

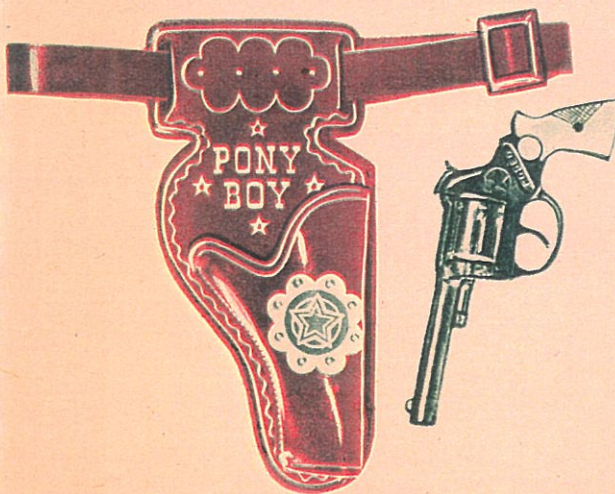
ASK FOR 23BR2.

**4<sup>95</sup>**

**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**

**2<sup>95</sup>**

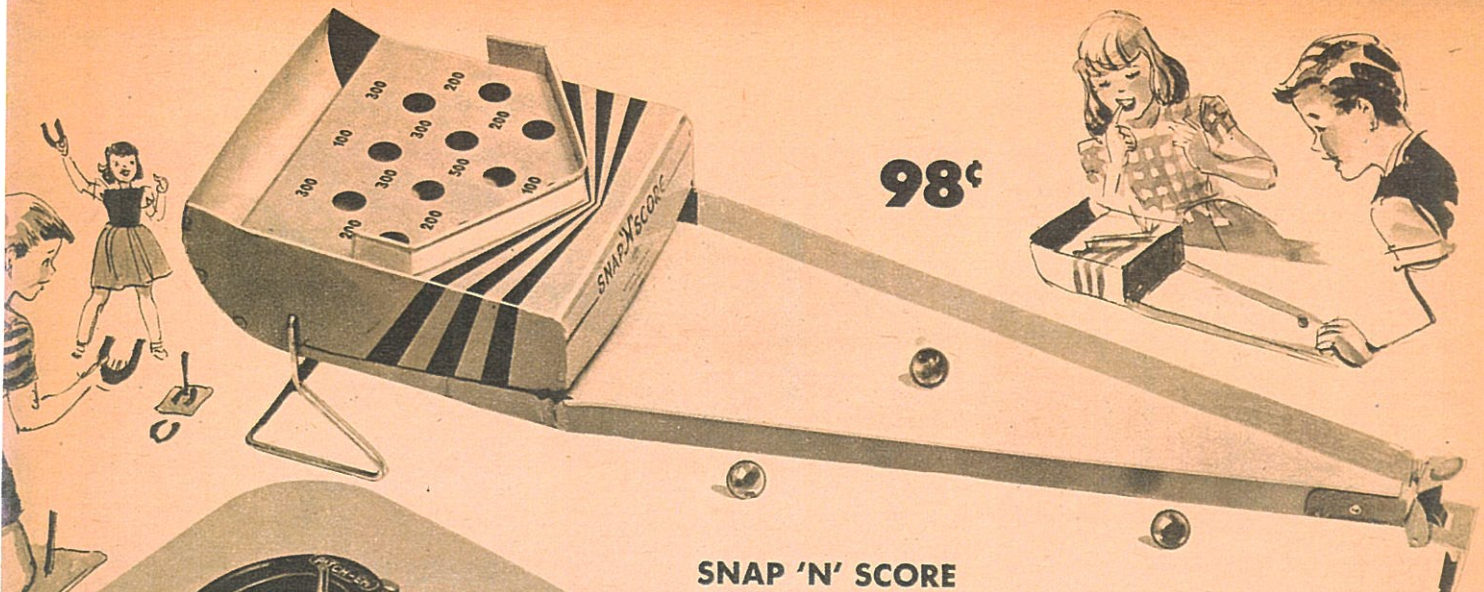
**A humdinger!**

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

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



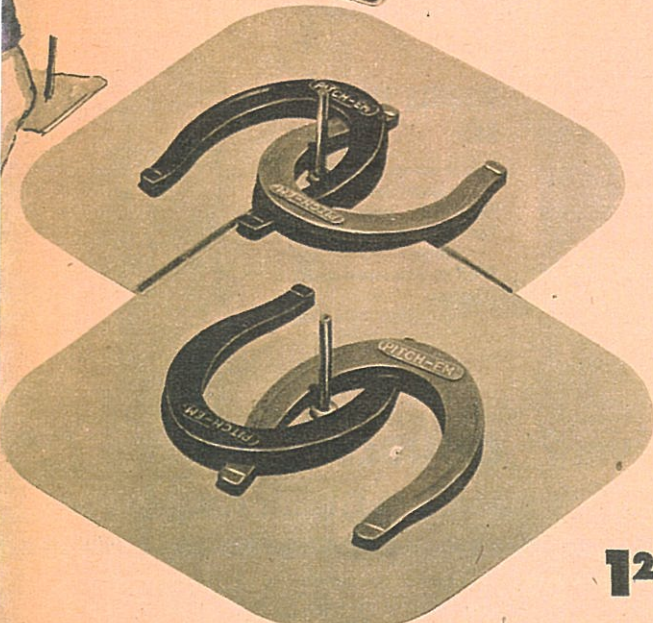
**23**



### 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.



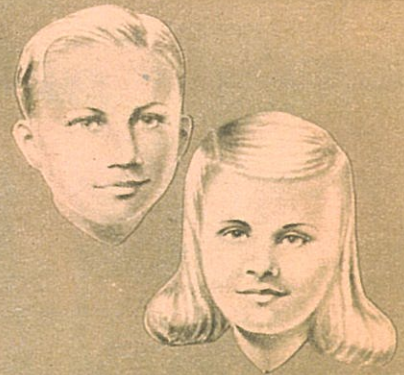
### PITCH 'EM

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

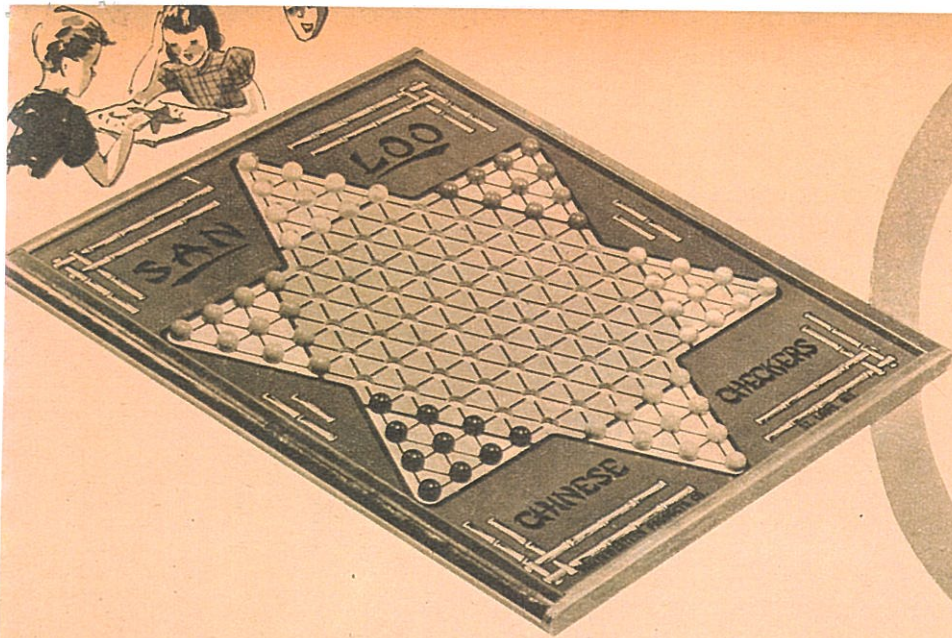


Say, we're so proud that our swell Boys' and Girls' Club is getting bigger and bigger all the time. We have members in almost all the states now and if you are not already a member, we sure hope you will join.

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

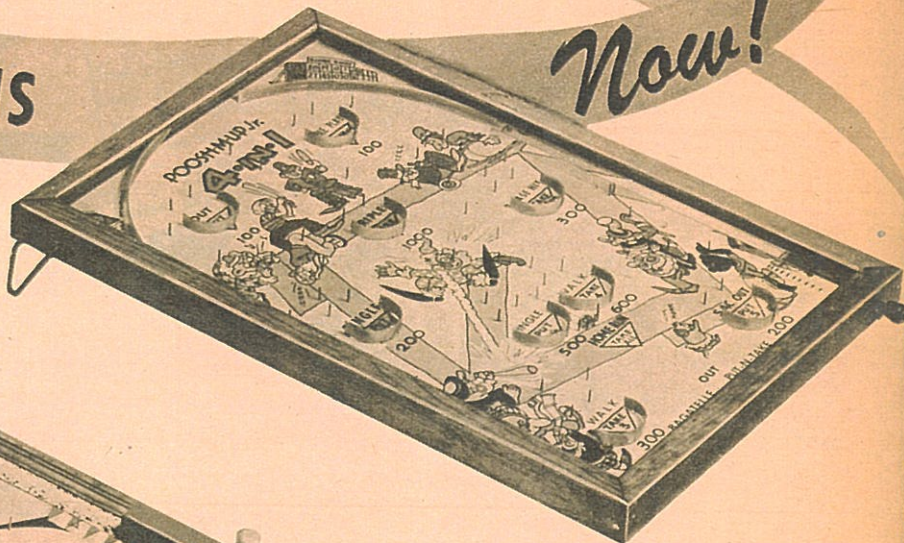
Swell Chinese Checkers  
And the regular game too—  
This two-in-one checkerboard  
Means lots of joy for you.

ASK FOR 25BR1.

*Special Price*

**GAME TIME BEGINS**

*Now!*

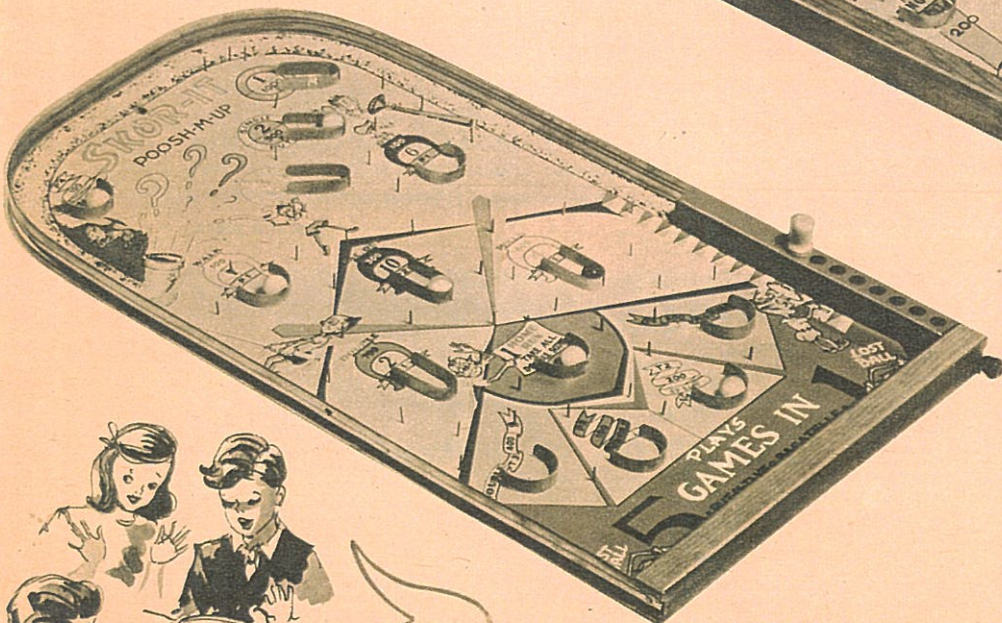


## POOSH-M-UP JR. BAGATELLE

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

ASK FOR 25BR2.

*Attractively Priced*



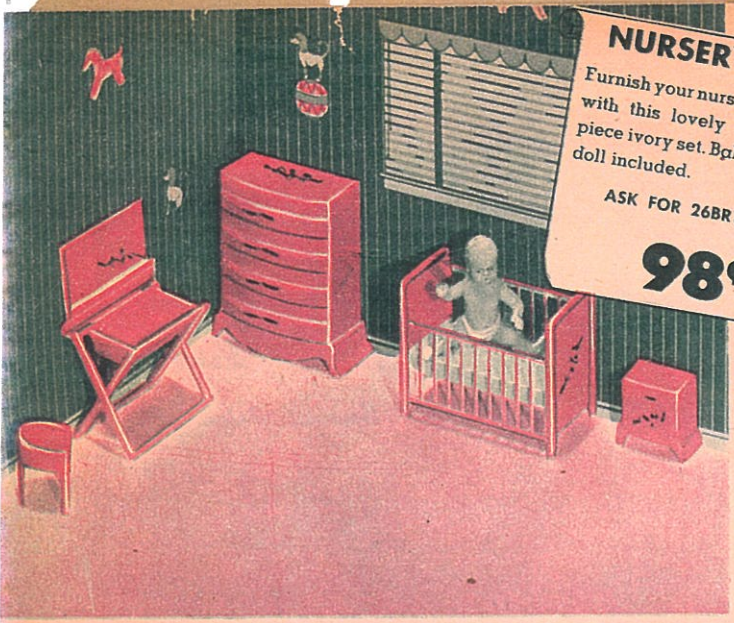
## SKORIT

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.

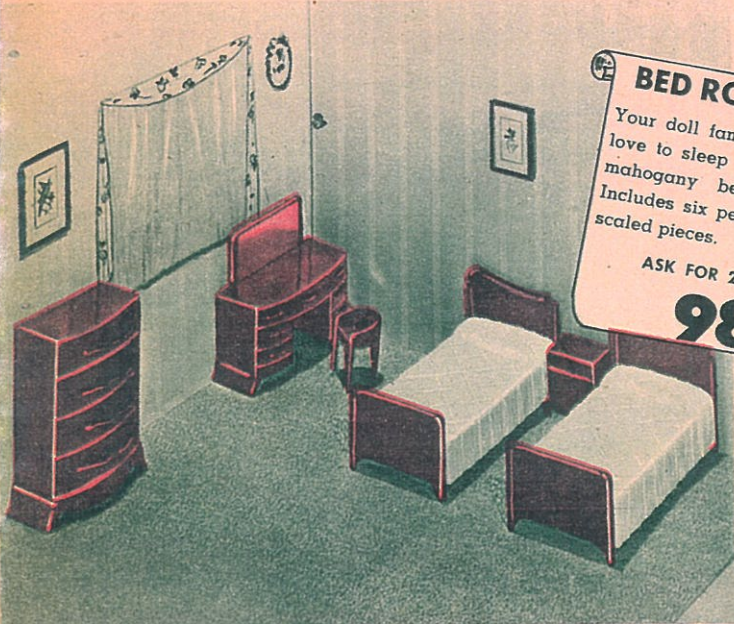
*Priced Right*

**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**



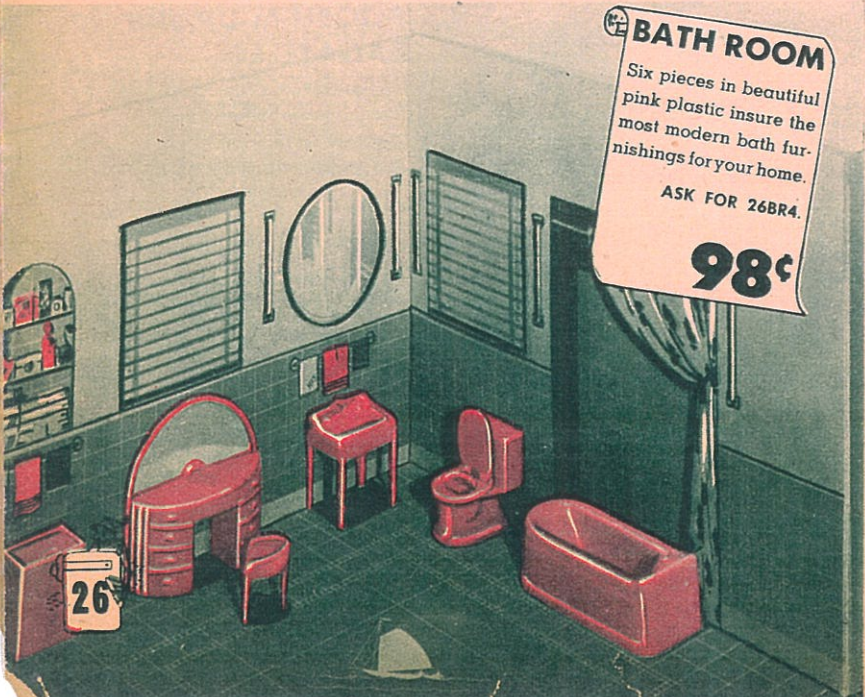
**BED ROOM**  
 Your doll family will  
 love to sleep in their  
 mahogany bedroom.  
 Includes six perfectly  
 scaled pieces.  
 ASK FOR 26BR2.  
**98¢**

*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.

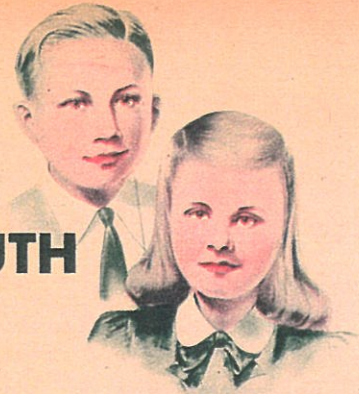


**BATH ROOM**  
 Six pieces in beautiful  
 pink plastic insure the  
 most modern bath fur-  
 nishings for your home.  
 ASK FOR 26BR4.  
**98¢**



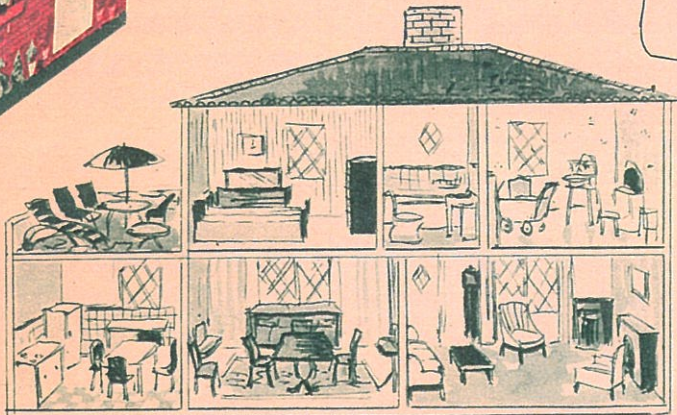
**LIVING ROOM**  
 Television set with  
 four different pic-  
 tures stars in this  
 lovely seven piece  
 living room.  
 ASK FOR 26BR5  
**98¢**

# HOUSE THAT BILLY & RUTH BUILT



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

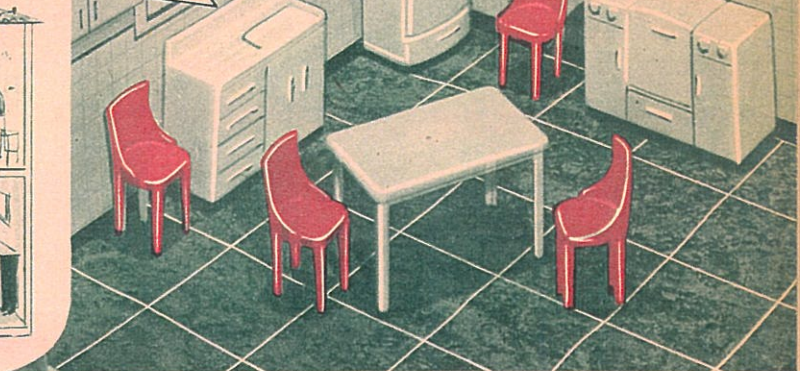
- Fine Model Home For Sale
- Latest Modern Architecture
- Seven Room, Two Story House
- Includes Big Sun Terrace
- Colorful Plastic Furniture



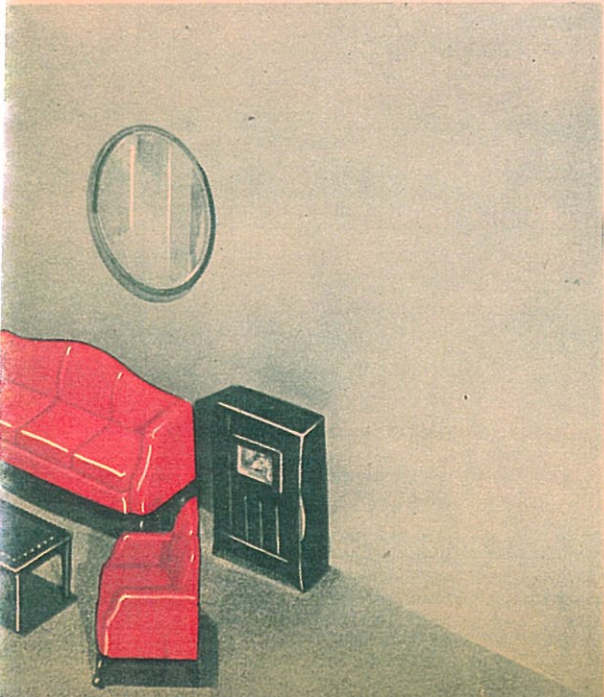
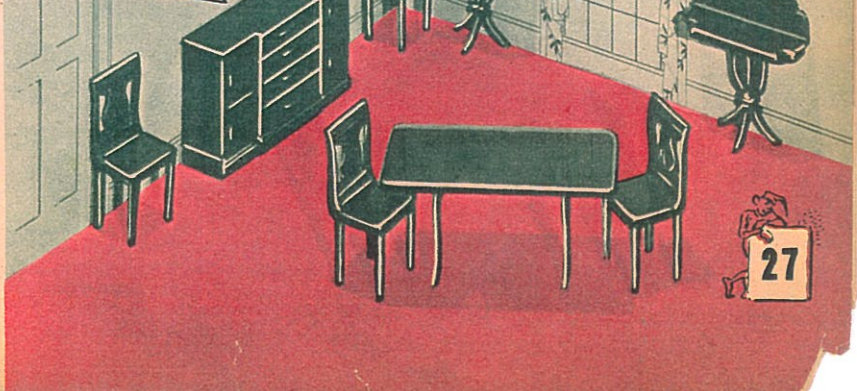
**GARDEN**  
This eight piece garden set in gay red, white and cream plastic is perfect for the sun terrace.  
ASK FOR 27RB1.



**KITCHEN**  
Here's your up-to-date kitchen in eight washable pieces of gleaming blue and white.  
ASK FOR 27BR2.



**DINING ROOM**  
Nine beautiful items make up your dining room. Your dolls will love to use these lovely furnishings.  
ASK FOR 27BR3.





# YOUR FAVORITE SPORTS — *with*

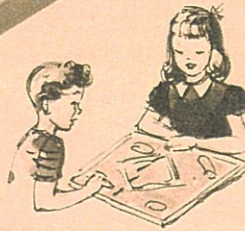
## *Electric Action!*

### 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.



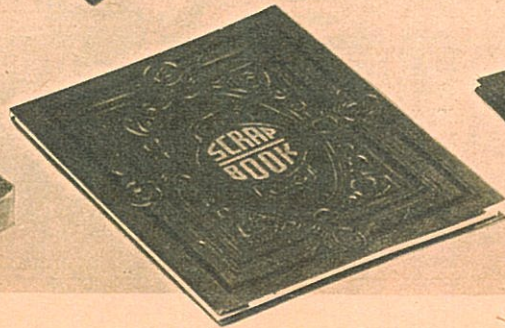
2<sup>50</sup>

2<sup>95</sup>



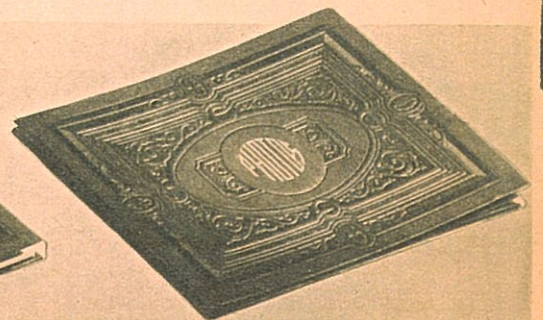
### DICTIONARY

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.