

TRAIN-KITE

GAMES TO PLAY
GUNS TO SHOOT!
HORSES TO RIDE!



*Attractively
Priced*

TIP PROOF
ROCKERS

HARRY the Hairless Horse

Here is Sharon's favorite! She spends most of her time "galloping across the plains" and it's light enough that she can move it wherever she wants. Body-smooth "Train-Rite" moulded fibre finished with Du Pont "Dulux" baked enamel. Bright red 30 inch rockers. 13 inch saddle height. 22 inches high. Handsome. By Moulded Products. Ask for 41BR1.



Air Fire THUNDER GUN

Harmless Fun for Young and Old...Shoots Standard Table Tennis Balls

Billy says, "this looks like a real Jungle Gun." It comes equipped with a special muzzle attachment that fits on the end of the gun when he wants rapid-fire noise without shooting the ball. Billy also has real sport knocking down his targets. Gun barrel is made of heavy aluminum with strong plastic stock finished in walnut. By Newell Manufacturing. Ask for 41BR3.

by
NEWELL



DUAL
ACTION
SINGLE
SHOT GUN

2⁹⁵



1⁹⁵

Play COOTIE

*The New Construction Game
for Young & Old*

"Cootie" is a game Billy and Ruth play with their Mommy and Daddy. It's an exciting "Cootie" building race that's fun and the children learn while they play. Two or more can join in, and sometimes Billy and Ruth just watch Mommy and Daddy. By Highlander Sales. Ask for 41BR2.

All prices subject to change without notice. Some items slightly higher in some sections of the South and West.



Miniature REALISTIC TOYS FOR

*Unhitch
the Trailer*

HOOK & LADDER

Clang! Clang! Here she comes

... the bright red hook and

ladder that's the backbone of any Fire House. Plastic cab and trailer with aluminum trim. Metal Chassis. Searchlight and revolving ladder turret for realistic play. Metal fireman's axe and four plastic ladders. Rubber wheels. It's a beauty! 12 3/4 inches long. By Hubley. Ask for 42BR1.

119

TRANSPORT TRUCK

169

Just like the ones that carry the shining new cars over the highways. You can deliver on schedule your four bright colored "beauties," for there's never a breakdown with this "Transport." 13 1/2 inches long. By Hubley. Ask for 42BR2.

*Lift the
Hood to Fix
the Motors*

"I'M JIMCRACK HUBLEY"

MOTOR EXPRESS TRUCK

169

"Look Chipper ... lift the hood and see the motor," says Billy. This has everything ... Rubber wheels, detachable trailer, retracting trailer parking wheels, hinged rear door, sliding side door. Red and green plastic cab and trailer with metal "springs" and axles. Rubber wheels. 12 inches long. By Hubley. Ask for 42BR3.

TELEPHONE TRUCK

This is one of the familiar olive green telephone trucks. The kind that's used when the "poles" are going up. Metal cab and body, chassis and trailer. Aluminum trim. There's a trailer and telephone pole with nickel winch and boom that really works. There are special digging tools. Rubber wheels throughout and a headlight. 12 1/2 inches of fun. By Hubley. Ask for 42BR4.

398

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REAL AMERICAN BOYS



3⁹⁸ LARGE LOG TRUCK

Here they come out of the north woods . . . rugged logs for America's industry. Bill makes believe he's a lumberman as he drives away from camp in his bright Orange plastic cab and trailer. It has a metal chassis and aluminum trim. Retractable trailer support and rubber wheels, and a big load of fun-giving logs. 12 inches long. By Hubley. Ask for 43BR1.



1⁶⁹ ROAD SCRAPER

This is what's used by the Construction Engineers to level off a road and make it smooth. It's metal constructed and any boy will love its perfect detail. Bright yellow in color with all nickel scraper and aluminum trimming. Front wheels turn by steering wheel. 10 3/4 inches long with rubber wheels. It belongs in any builders set up. By Hubley. Ask for 43BR3.

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CAP SHOOTING FRONTIER RIFLE

Here's the most realistic rifle ever made. It's beautiful! An exact copy used by the old "frontiersmen." It's well constructed with a tough plastic stock, metal barrel, magazine and working parts. Uses standard roll-type caps. And look at the bright, gleaming, silver-like finish around the magazine! Every boy should have one. 35 inches long. By Hubley. Ask for 43BR4.

Beautiful
Authentic
Completely
Safe

3⁹⁸

Perfectly
Designed . . .
with the
little
tots in
mind



5 Piece FARM SET 2⁹⁵ *All Toys Interlocking*

"If it wasn't for the farmers, there wouldn't be a city" says Billy. And he's right too — but here's a complete set of farming equipment for your toy city. It's well constructed of heavy metal and tough plastic. Each piece is authentically painted and you get a tractor, cultipacker, spreader, plow and wagon. All set and ready for the "fields." By Hubley. Ask for 43BR2.



"Games are **FUN**
Rain or Shine"

For
Children—
Grown-ups!

198

by
**MILTON
BRADLEY**

All prices subject to change without
notice. Some items slightly higher in
some sections of the South and West.

The greatest
of all trading games

EASY MONEY

For 2 to 6 or more players

When it's raining, or in the evening, sometimes Billy, Ruth and all their friends have the time of their lives, dealing in "High Finance." They buy and sell properties, rent out houses, mortgage hotels, everything that goes with business. Set includes play money, houses, cards, etc. With full set of instructions. By Milton Bradley. Ask for 44BR1.

you
buy, sell
build
borrow
bank
mortgage!

GO TO THE HEAD OF THE CLASS

225

"We're back in school and it's really fun," says Billy. "We all start in kindergarten and move forward from desk to desk, grade to grade, 'til someone reaches the head of the class. There's everything you need to play. Mommy and Daddy will join in too. It will take them back to their school days. Comes complete with a book of rules." By Milton Bradley. Ask for 44BR2.

QUIZ
GAME



FLASH GORDON!

SPACE OUTFIT

"Hey Billy look—a real Flash Gordon outfit!" It has everything. Space Hat, Tunic, Cuffs, Holster, Plastic Rocket Water Gun. They're all beautifully designed and planned for the future "Space Man." Put your set on and get ready to go out into space. By Esquire Novelty. Ask for 44BR3.

Look for
the Magic
Goggles



PONY BOY

For Junior Sheriffs

DOUBLE HOLSTER & GUN SET

"Alright men, put 'em up and keep 'em up! I've got you covered." Just right for the "Junior Sheriff." Genuine leather. One inch heavy belt trimmed with real western buckle and loop. Two rugged holsters with spots and rivets . . . two silver-like finish guns, with plastic handles, metal bullet clip, and three wooden bullets. By Esquire Novelty. Ask for 44BR4.

Just like the
ones worn in
the old west

by
ESQUIRE
NOVELTY

395



Super PONY BOY

DOUBLE HOLSTER & GUN SET

GENUINE TOP GRAIN LEATHER

Here are real western beauties. A tough, rugged set of big six guns and holsters. Buckle 'em on and start ridin' men. Fancy nickel "jeweled" belt and holsters with genuine "Western" buckle. Leather girdle with metal bullet clip and 3 wooden bullets. By Esquire Novelty. Ask for 44BR5.

adjustable
belt

598

South Bend

For Fun Outdoors



6⁹⁵

FOLDING DOLL CARRIAGE

This one is Sharon's choice. It's beautiful in bright cherry red or blue leatherette. It's 19 inches x 9 1/4 inches with 22 1/2 inch handle. There's a three bow hood with visor. Enamel finish. Hand brake. 5 inch multiple spoke wheels. Ruth and Sharon go for a stroll everyday in most any kind of weather. By South Bend. Ask for 45BR1.



FOLDING DOLL CARRIAGE

It might be cold out, but Ruth's "baby" is always warm and snugly in her new carriage. It comes in Blue or Maroon leatherette with a sun visor on its 4 bow hood. Enamel finish. Hand brake. It's 23 inches long x 10 3/4 inches high and a 28 1/4 inch handle. 6 1/4 inch multiple spoke wheels. Ruth loves it! By South Bend. Ask. for 45BR2.

JUNIOR ARITHMETIC

ADD • SUBTRACT • MULTIPLY
AUTOMATICALLY
Have fun while
you're learning

"Gosh this is the best I've ever seen," says Billy. "It does everything just like we were in arithmetic class. It helps us learn our tables and has sliding shutters to check the answers. Chipper loves to watch the eyes roll on the children and dog as we work out our problems." By Mastercraft. Ask for 45BR3.

All prices subject to change without notice. Some items slightly higher in some sections of the South and West.

WATCH
THE
ROLLING
EYES

1⁴⁹

Automatic SPELLER

FOR AGES 3 TO 7

Spelling through
word association

"Say Billy! Do you know this follows the latest method in education of children?" says Ruth. When you turn the dial an animal picture comes up and you see its name printed. Then you spell it with dials at the bottom. It's fun! And has the rolling eyes that Chipper loves to watch. By Mastercraft. Ask for 45BR4.



WATCH
THE
ROLLING
EYES

1³⁹

*"it's swell outdoors
with our velocipedes!"*

**FOR THE
"SMALL FRY"**

"Look Ruth," says Billy, "Butch has a gleaming new junior size 'three wheeler.' Now we can all zoom around the park in the fresh air and sunshine and help build strong muscles as we 'pump' along. Gee every child should have one. They're so much fun!" Ask for 46BR1. "Other sizes too."

**Priced
with you in
mind**

All prices subject to change without notice. Some items slightly higher in some sections of the South and West.

**There're lots
of uses for
a wagon**



BIG...STURDY
USE IT FOR SHOPPING
USE IT FOR HAULING



**BIG
SIZE
VELOCPEDE**

This is the kind that Billy and Ruth ride all the time. It's really strong and sturdy and has plenty of "mileage" built into it. Sometimes Billy takes Ruth for a ride on the back of his. Both of them get plenty of good healthy sunshine needed to build sturdy young bodies. Ask for 46BR2. "Other sizes too."

**for real SPEED
and lots of FUN
"HAMILTON
GREYHOUND"**

Built for Speed . . . for Ruggedness . . . for Fun! Baked-enamel finish. Chrome finished hub caps. Shining nickel plated rails. Semi-Pneumatic tires. Size: 35 inches x 16½ inches x 4¾ inches. 10 inch wheels. Every kid should have a wagon . . . every kid should have a GREYHOUND! by Hamilton. Ask for 46BR3.

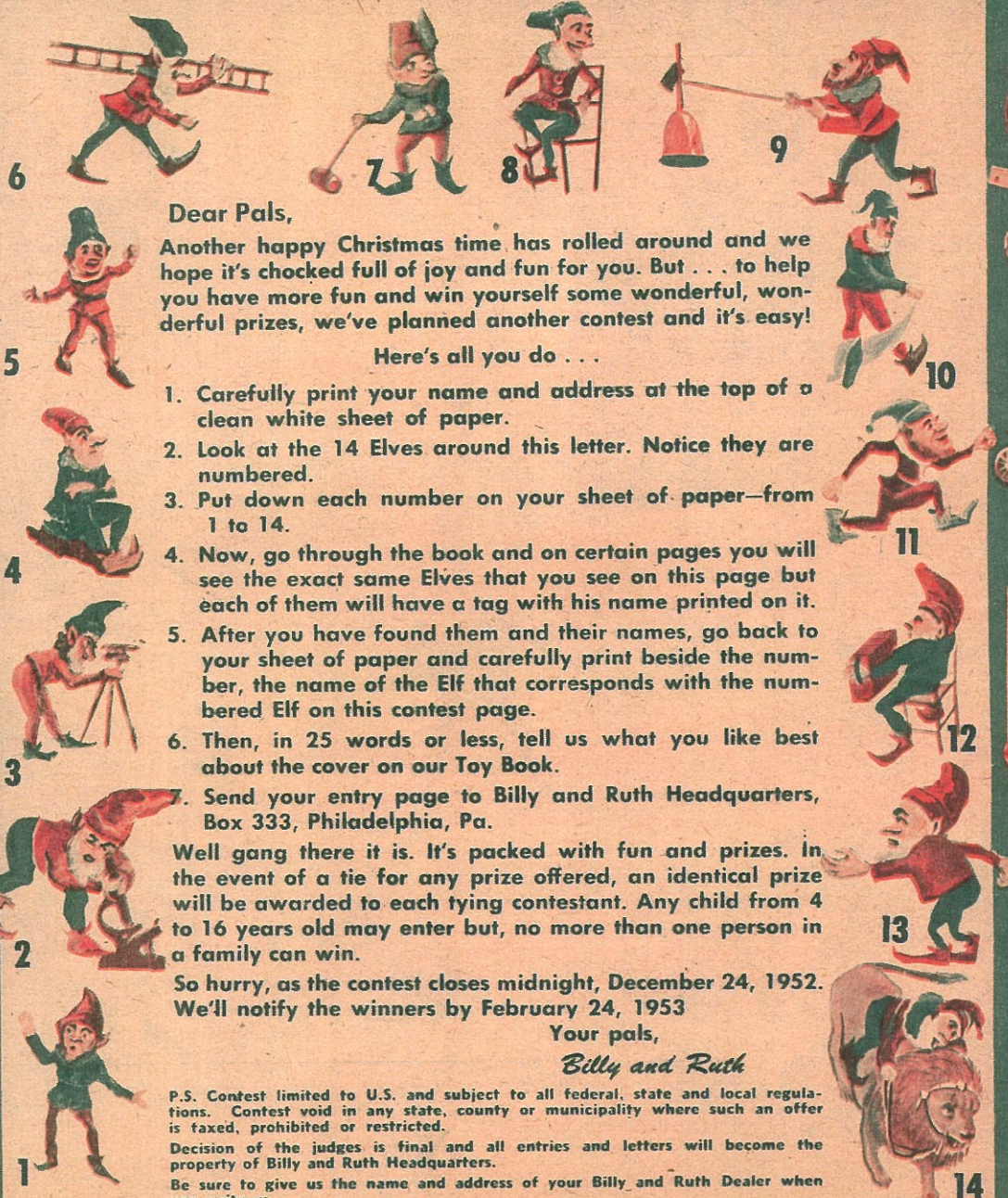
A Wonderful Buy—



BILLY AND RUTH

CONTEST FOR 1952

PRIZES-PRIZES-PRIZES



Dear Pals,

Another happy Christmas time has rolled around and we hope it's chocked full of joy and fun for you. But . . . to help you have more fun and win yourself some wonderful, wonderful prizes, we've planned another contest and it's easy!

Here's all you do . . .

1. Carefully print your name and address at the top of a clean white sheet of paper.
2. Look at the 14 Elves around this letter. Notice they are numbered.
3. Put down each number on your sheet of paper—from 1 to 14.
4. Now, go through the book and on certain pages you will see the exact same Elves that you see on this page but each of them will have a tag with his name printed on it.
5. After you have found them and their names, go back to your sheet of paper and carefully print beside the number, the name of the Elf that corresponds with the numbered Elf on this contest page.
6. Then, in 25 words or less, tell us what you like best about the cover on our Toy Book.
7. Send your entry page to Billy and Ruth Headquarters, Box 333, Philadelphia, Pa.

Well gang there it is. It's packed with fun and prizes. In the event of a tie for any prize offered, an identical prize will be awarded to each tying contestant. Any child from 4 to 16 years old may enter but, no more than one person in a family can win.

So hurry, as the contest closes midnight, December 24, 1952. We'll notify the winners by February 24, 1953

Your pals,
Billy and Ruth

P.S. Contest limited to U.S. and subject to all federal, state and local regulations. Contest void in any state, county or municipality where such an offer is taxed, prohibited or restricted.
Decision of the judges is final and all entries and letters will become the property of Billy and Ruth Headquarters.
Be sure to give us the name and address of your Billy and Ruth Dealer when you write us.



Geo. Hinke