



198

198

SCORE-A-WORD CROSS WORD GAME

Build your vocabulary with this educational Cross Word game sensation, designed for hours of fun. No two games ever alike. Place the plastic tiles on the board and score where you complete a word, comes with plastic racks. Easy instruction book whisks all doubt away. By Transogram. Ask for 21BR1.

PRINCE VALIANT A GAME OF VALOR

For youngsters who have pluck, courage and a zest for adventure! An amazing game that has all the thrills and experiences of King Arthur's boldest knight—Prince Valiant. A colorful 17 x 17 inch playing board, playing markers, merit boards, a spinner, marking pegs, and a book of instructions make up this newest of all games. You'll love it! By Transogram. Ask for 21BR2.



298

LITTLE PLAY NURSE PLASTIC KIT

There's nothing in the universe better than a top-notch nurse! Here's a kit with a stethoscope, microscope, thermometer, hypodermic, nurse's uniform, wrist watch and diploma, and lots of other equipment to help you in your work. By Transogram. Ask for 21BR4.



298

LADY LOVELY PLASTIC BEAUTY KIT

Be a beauty, and a charmer, with this thrilling beauty kit! Makeup just like Mother. Look, there's a plastic vanity, compact, mirror, rouge, lipstick, manicure set, perfume, beauty soap, comb and brush—everything you need to look like a queen. Hours of exciting fun. And girls... it comes in a colorful plastic carrying kit. By Transogram. Ask for 21BR3.



You'll love the Price

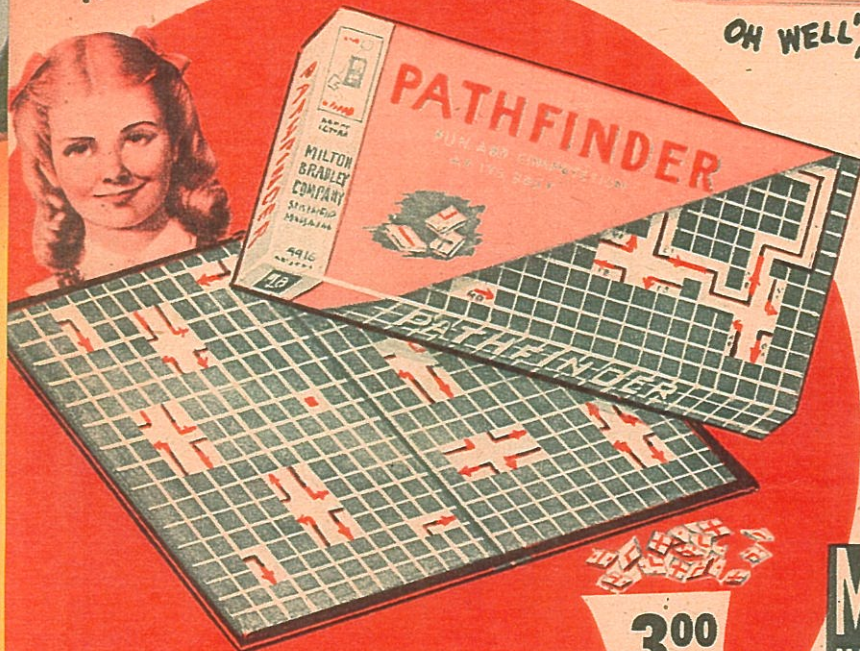
TAK-A-PEG DESKETTE

Like a real school desk with a blackboard that has the alphabet and numbers. Swing it up and there's the tak-a-peg, complete with hammer and pegs. Sit on it like you ride a horse. Inside compartment can be used for storing your valuables, pencils, erasers, chalk, bottle caps, string, old movie tickets and broken shoe-laces! Yes it's 24 inches high. By Transogram. Ask for 21BR5.

Without notice, all prices subject to change. In some sections of the South and West, some items slightly higher.

"DON'T SAY THE ELF IN A CHIMP."
"THE TOYS IN SANTA'S GAMEROOM
AREN'T AS EASY AS THAT....."

"OH WELL," HE SIGNED, "SOMEBODY HAS TO BE LAST!"



3⁰⁰

PATHFINDER GAME

A battle of wits! It's action-packed with never a dull moment. Move your own playing pieces and try to block opponents at the same time. Have as many of your friends play as you want. Game contains 164 ivory colored plastic tiles with a smartly styled 18½ inch square playing board. By Milton Bradley. Ask for 22BR1.



2⁰⁰

REDSKIN FINGER PAINT SET

Paint with your fingers! The smooth paint makes it a cinch, and what beautiful colors! Paint is harmless—water will remove it from clothes and any surface. (Mother will love that!). Set complete with paint, finger paint paper, spatulas, and instructions. By Milton Bradley. Ask for 22BR2.

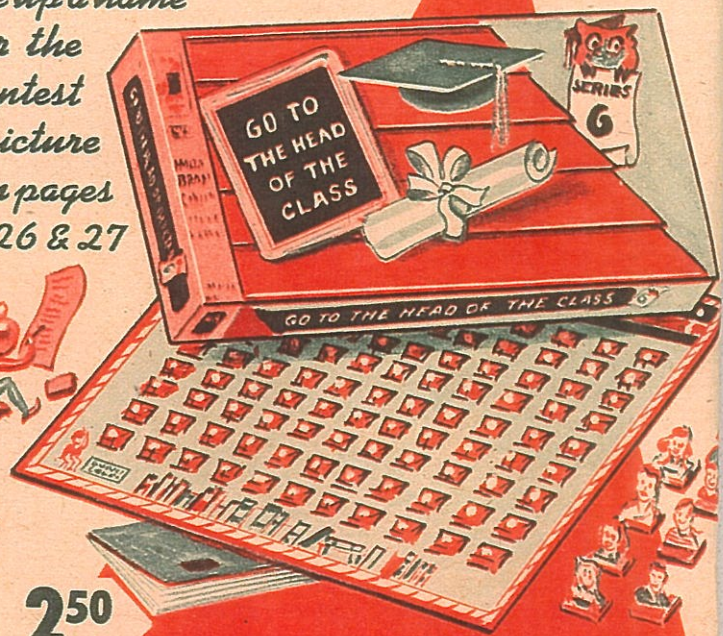
*I'm trying to
think up a name
for the
contest
picture
on pages
26 & 27*



1⁰⁰

UNCLE WIGGILY GAME

Wiggle through this one! Dangerous, exciting, as you travel through the fox's den, the wilds of a forest on your way to take poor sick Uncle Wiggily to the doctor. Winner gets him to the doctor first. Move by drawing cards. Game contains playing board, 16¼ inches square, four playing pieces. Your gang will love it! By Milton Bradley. Ask for 22BR3.



2⁵⁰

GO TO THE HEAD OF THE CLASS GAME

Work your way to college! Thrills for the whole family! Answer the questions right and you move from desk to desk, grade to grade, until you reach the top—college! 8 colorful playing pieces, quiz book, examination cards, luck cards and plastic dice and an 18½ inch square playing board. By Milton Bradley. Ask for 22BR4.

IN A ZOOMING JET OR SICK IN BED,
ALL THESE TOYS GO TO YOUR HEAD.
FOR YOU NEED YOUR BRAIN TO PLAY WITH THESE...
SANTA SAYS, "THEY'RE SURE TO PLEASE!"

AUTOMATIC SPELLER

An exciting game that helps youngsters over the toughest hurdle in their early school days—spelling! And they have such fun as they learn. Pictures flash on screen and automatic answer window slides open. The simplest way to learn ever! By Mastercraft. Ask for 23BR1.



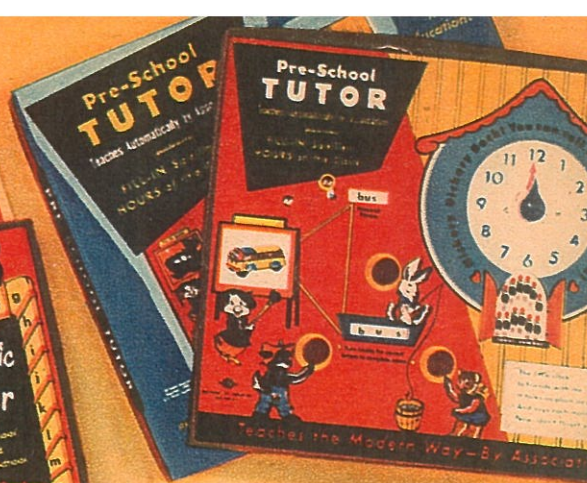
139



PRE-SCHOOL TUTOR

Educational Toy—Two games in one! Learn to tell time. Teaches how to spell too by showing picture with name underneath. Child fills slot at the bottom with the right letters of the name of the picture. Educational and exciting. By Mastercraft. Ask for 23BR2.

159



REPLOGLE Play Globes



295

CHILD'S COLOR PLAY TRAY

It's s-w-e-e-p-i-n-g the country! Kids love it cause they can draw on it with washable crayons—included—and then wipe it off. Tray is all-steel, top 13 x 20 inches, folds flat, with colorful pictures around the border illustrating the alphabet. Play to your heart's content! By Replogle.

Ask for 23BR4.

QUIZ GLOBE

An exciting way to become an expert in world geography. Play QUIZ on this 6 inch globe by spinning the question-selector on the base. Intriguing questions about the world are lithographed on both sides of metal base which can be removed and reversed easily. Questions are scored and high scorer is the winner. A 32-page book rich in history and geography included. Globe brilliant in color. By Replogle. Ask for 23BR3.

295



395

GEOGRAPHICAL WORD GAME

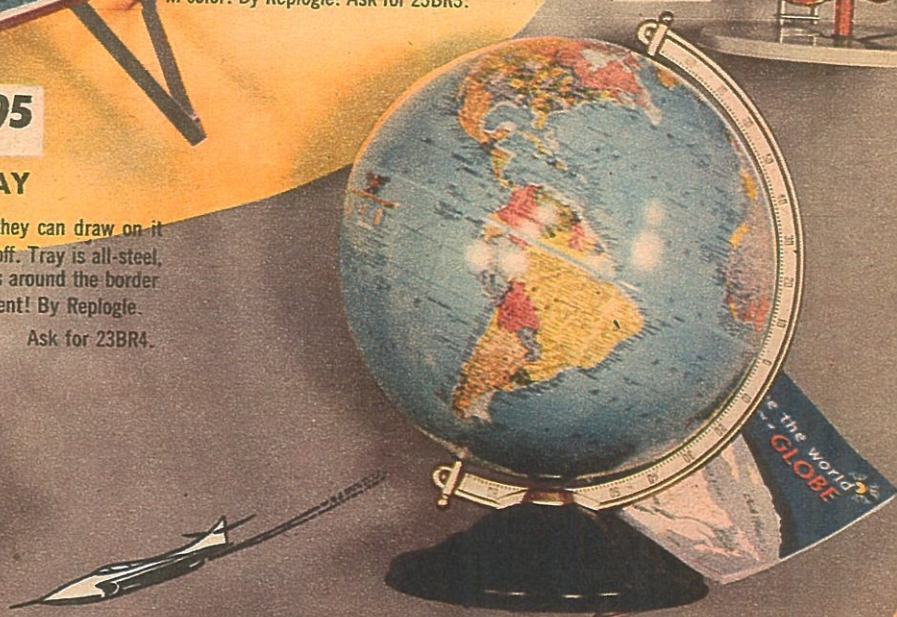
Combine chance and skill—and you have an exciting new word game, Globe-grams! Spin the globe and the indicator stops at a new letter. Then form geographical names. (If you're smart you'll look at the globe for valuable clues.) Height of globe 8 inches. A game with adventure, thrills and mystery! By Replogle. Ask for 23BR5.



895

COMMANDER 12-INCH GLOBE

Gives a clear picture of the whole, wide world with 6,410 names, places and areas in large type. Comes with entertaining 96 page book "See the world on the globe" that tells you a thousand-and-one uses for the globe, pictures, games and stories of the world at large. By Replogle. Ask for 23BR6.



"BUSTLE, BUSTLE like busy bees
The elves in Santa's ACTIVITY ROOM
have a disease"



ELECTRIC WOODBURNING SET

FASCINATING! Exciting! That's what Billy calls this set with the electric wonder pen. And it's so easy to do too. You can paint these plaques with bright colors and hang them in your home. Even give them as gifts! The amazing wonder pen is guaranteed to last 5 years. By Am. Toy and Furniture. Ask for 24BR1.



AMERICAN VILLAGE PAINT 'N' BUILD SET

HOLY smokes! Look at this! You can build a whole village of model houses, pressed out of pre-cut Kraft lined board, and assemble. Then paint with a "Fountain" brush that has the tablet in it, all you do is add water and the color flows from it. Fun than a roller coaster ride. Set has accessories in the form of people, shrubbery and trucks. By Kenner. Ask for 24BR2.



METAL TAPPING SET

Newest hobby kit for keen youngsters. Make your own plaques with a finely finished tapping hammer, punches and nails. You can hang them in your room. Barrels of fun to work at! Metal plaques are mounted on smooth finish hardwood. Top favorite hobby with lots of girls and boys. By Am. Toy and Furniture. Ask for 24BR3.

"Buy and pay
the easy way
use our Lay-A-Way
Plan"



TOOL CHEST

Making it is half the fun! Be a carpenter and make your own chair and other wooden pieces. Chest contains tools of your trade: hammer, saw, pliers, wrench, square, screw driver plus an instruction book which has 6 exciting woodworking projects. The chest is like a real carpenter's. By Am. Toy and Furniture. Ask for 24BR4.

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...and Ruth and I,
We tried to catch it, can you wonder why?"
(And we did, too. Hurrah!)



2⁰⁰

FOUNTAIN BRUSH OUTFIT

Look, Mother, a painting set that causes no mess! All children love it too, the "Fountain" brushes just have to be filled with water, and the color from the tablet flows from the brush. As easy as pie and clean, too. Six exciting pictures to color are included in this set that kids never tire of—it's so much fun. By Kenner. Ask for 25BR1.



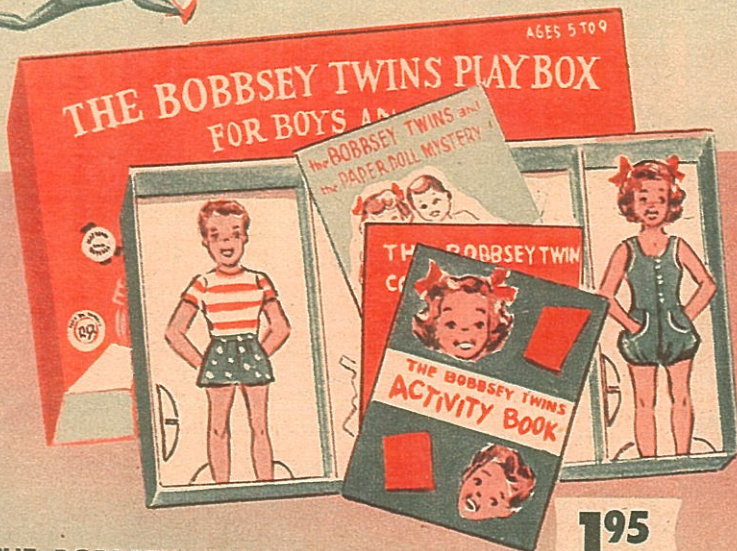
ACTIVITY BOX ASSORTMENT

1²⁵ Each!

Busy as a bee, with lots of things to do and see, that'll be you with an excitement-packed activity box designed to keep you contented for hours. Take your pick of the different boxes, each aimed to excite great imagination. By Grosset and Dunlap. Ask for 25BR2.



I'm running to pages 26 & 27 to read all about the exciting contest.



THE BOBBSEY TWINS PLAY BOX

1⁹⁵

Here's a play box that makes the hours fly—and it's more fun than watching a parade! Two cardboard dolls of the famous twins with 26 different costumes—you can dress them as you suit. Three exciting activity books come with it too. By Grosset and Dunlap. Ask for 25BR3.



WHITE HOUSE MODEL KIT

2⁹⁸

Build the most famous house in the country, where Presidents live and history takes place. This exciting kit is tops for thrills and fun! Plastic parts and 17 lithographed cardboard pieces put together with glue. Included is a complete history of the White House, list of Presidents who lived there and a plan for assembling the unit. When assembled measures 16 x 16 x 9 inches. By Empire Plastic. Ask for 25BR4.

Without notice, all prices subject to change. In some sections of the South and West, some items slightly higher.

You! can be on this Super Constellation
WIN a 10 day all expense paid trip

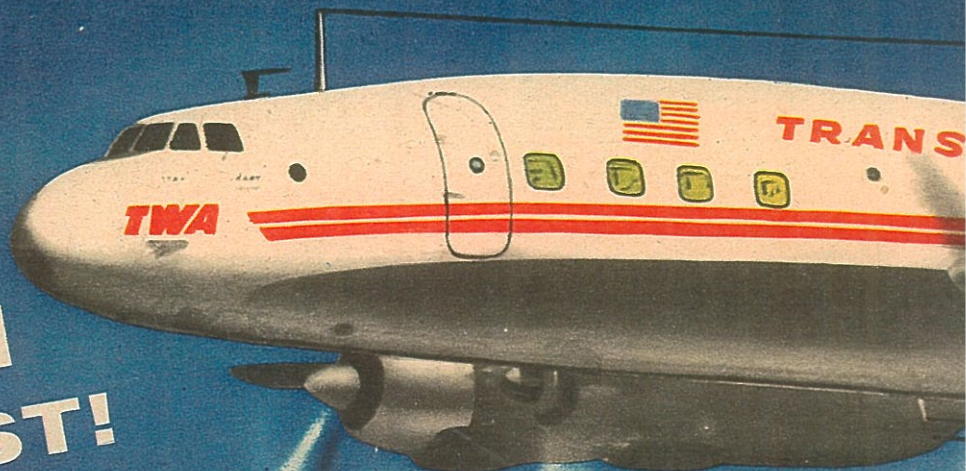
1954 BILLY AND RUTH CONTEST!

SO EASY TO ENTER
 HUNDREDS
 OF OTHER EXCITING PRIZES

You'll actually see London!



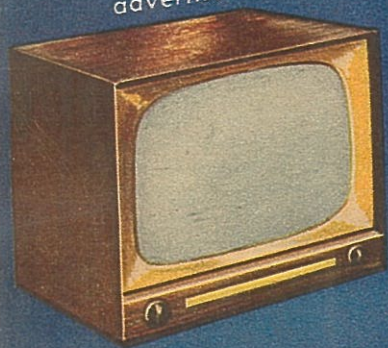
A world capital,
 land of Robin Hood
 and Sir Galahad!
 Full of exciting
 history! See the
 changing of the
 guards! Real cas-
 tles and quaint
 villages too!



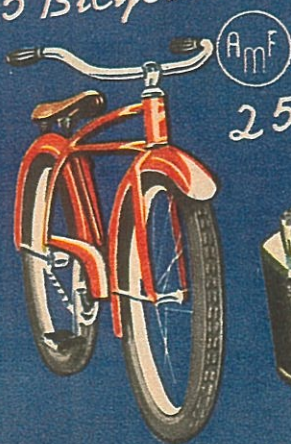
Here's All You Do! NAME THIS!

1 Name the above picture in one sentence or less. It's easy! Something like: America is made up of children of all lands! or They play together in peace in the land of the free! or Democracy at work! or This is what makes Americal

5 TV Sets
 nationally
 advertised



25 Bicycles!



25 Cameras!

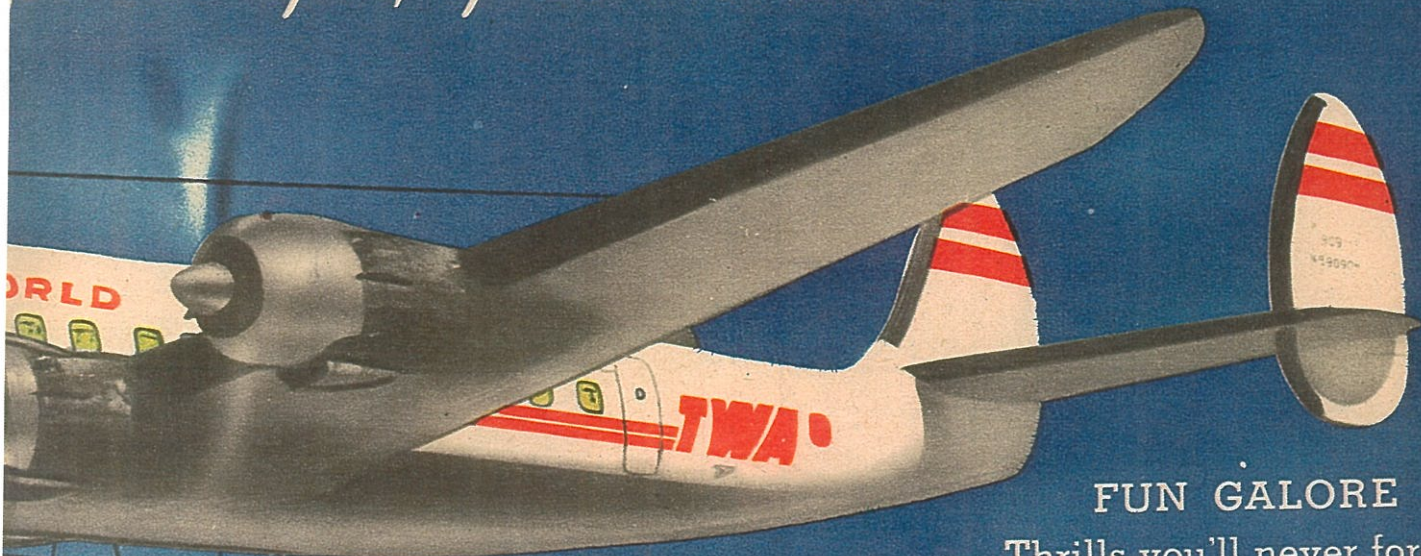


25 Radios
 nationally advertised



25

...n soaring toward Europe!
...or (3) You, Your Mother & Dad.



FUN GALORE

Thrills you'll never forget!

Exciting travel
for the whole family!

*You'll Really be in
Paris!*

Exciting city, full
of color! Land of
music, laughter
and fun! Tour its
historic streets,
see street vendors,
flower markets
and the Champs-
Elysees!



RE OF THE THINGS THAT MAKE UP AMERICA!!

...e entry blank from page 51
 ...ones may be obtained from
 ...ealer).

...the name of your dealer and
 ...dress, city and state!

4 Fill in your name, address, city, state
and age!

5 Send to: Billy and Ruth Headquarters,
Box 333, Phila. 5, Penna.
Contest rules on page 51!

...cipedes

*25 Record
Players*



*250 Pairs
Roller Skates*



*250 Painting
Sets*

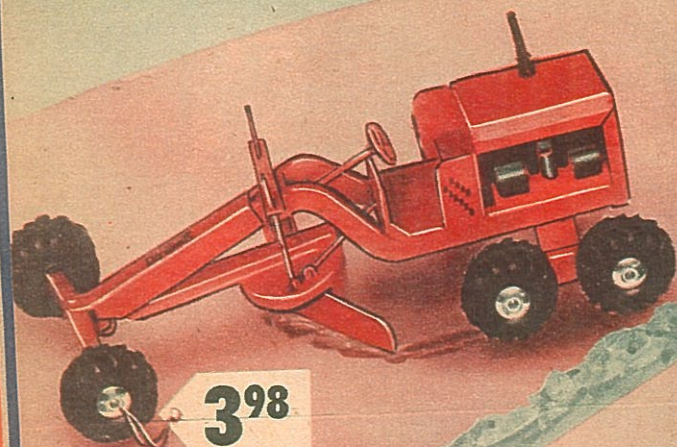


*5 French
Poodles*



*Step aside, make room for the men;
Junior truckers, you can smile again!
Plenty tough, without a flaw,
Structo trucks are the best you ever saw!*

STRUCTO



3⁹⁸

ROAD GRADER

Now men, you've gotta' have your roads smooth and level. There's only one way to do it—with this up-to-date road grader that's tops in its class! Of course it has a diesel engine, 6 heavy duty rubber wheels, and front wheels that you can steer. Adjustable scraper blade. It's 18 inches long too. By Structo. Ask for 28BR1.



6⁹⁵

MACHINERY TRUCK AND STEAM SHOVEL

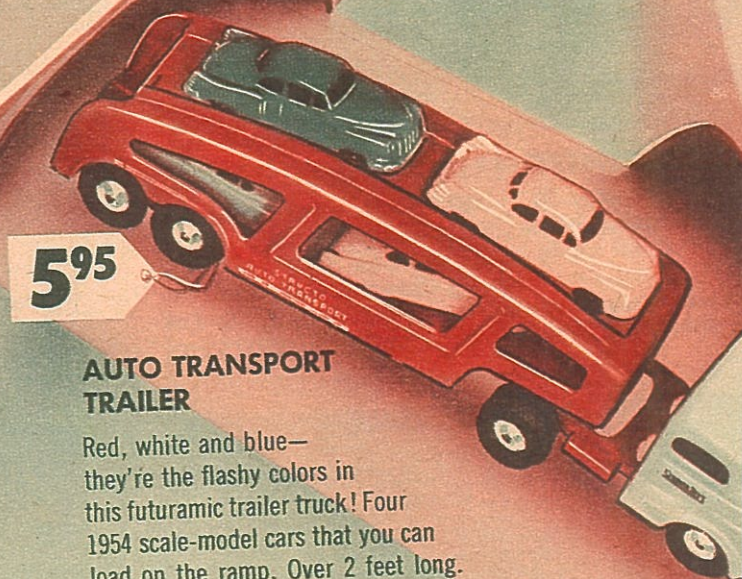
Easy does it—as you unload the controlled steam shovel from this truck. the "fire-ball" engine. This is a fine combination and operates just like the thing. Heavy rubber wheels hold to the floor like a magnet. Loads of fun to play with. Length 21½ inches. By Structo. Ask for 28BR2.



2⁹⁸

FREIGHT TRAILER

Strictly for Travel-minded boys! A super, all red trailer just like the ones you see zooming along highways. Made of heavy steel and it has 16 rubber wheels for heavy hauling. Retractable dolly wheels on trailer. Fellas, it's a gem! Just a shade under a foot and a half long. By Structo. Ask for 28BR3



5⁹⁵

AUTO TRANSPORT TRAILER

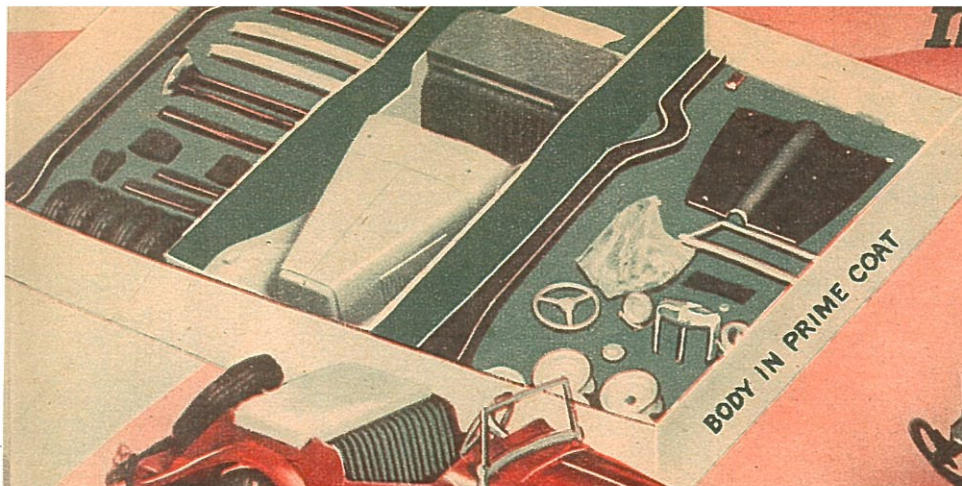
Red, white and blue—they're the flashy colors in this futuramic trailer truck! Four 1954 scale-model cars that you can load on the ramp. Over 2 feet long. Voted by boys as the niftiest truck ever! 10 rubber wheels give it that "for real" look. By Structo. Ask for 28BR4.

*Go back and read all
about the great contest on pages 26 & 27*

Without notice, all prices subject to change. In some sections of the South and West, some items slightly higher.

Model

TOYS



BODY IN PRIME COAT

10⁹⁵

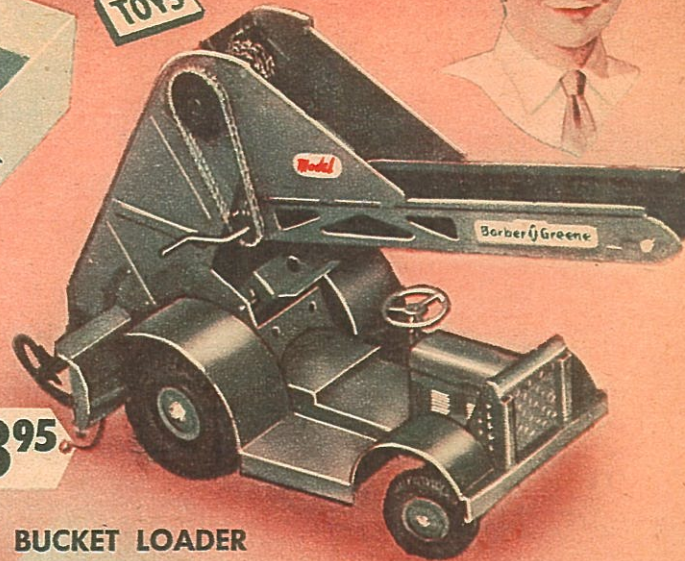
SPORTS CAR KIT

Holy smokes, is this car a knockout! Sports lovers really go for this super kit. Over 50 precision-fitted parts can be put together with only a screw driver. It's a fascinating, push-pull auto with steerable front wheels. 15 inches long with a heavy gauge steel chassis. By Doepke. Ask for 29BR1.

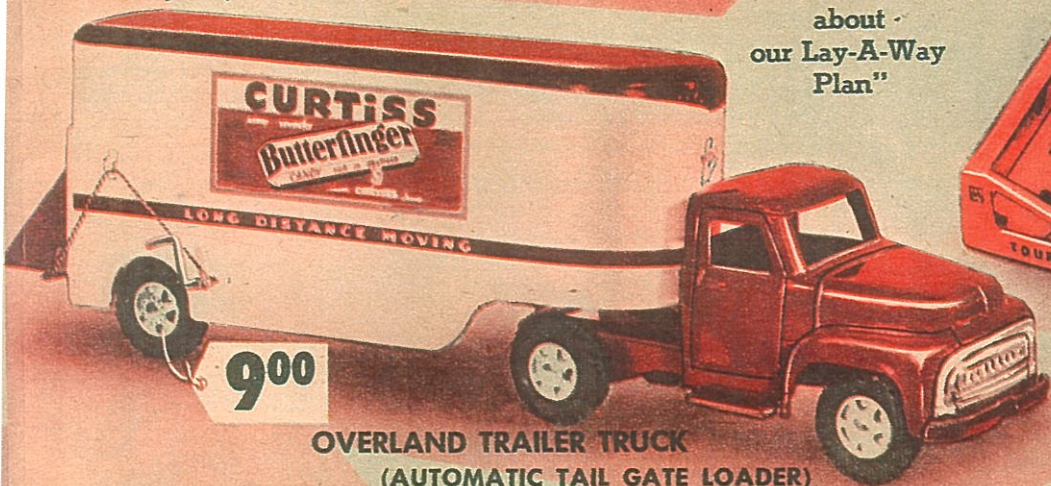
18⁹⁵

BUCKET LOADER

Any old dirt? Use this modern bucket loader which scoops up dirt and loads it onto a conveyor belt, just like real bucket loader trucks do. It's almost 2 feet long and one crank works action of buckets, spirals and conveyor belt so they run as smooth as silk. Billy says this is the best loader he ever saw! By Doepke. Ask for 29BR2.



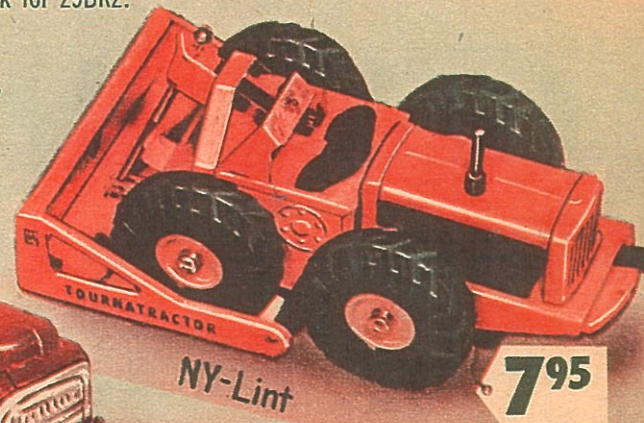
"Ask about our Lay-A-Way Plan"



9⁰⁰

OVERLAND TRAILER TRUCK (AUTOMATIC TAIL GATE LOADER)

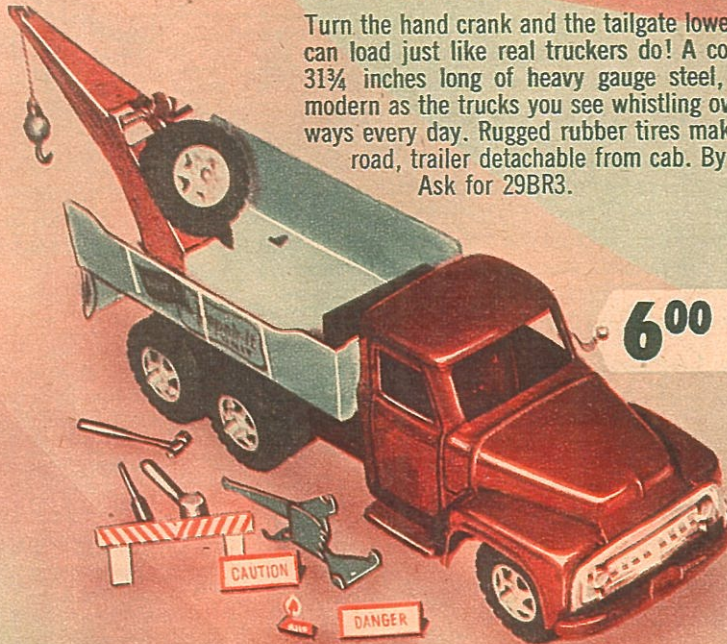
Turn the hand crank and the tailgate lowers. Now you can load just like real truckers do! A colorful truck, 31 $\frac{3}{4}$ inches long of heavy gauge steel, and it's as modern as the trucks you see whistling over the highways every day. Rugged rubber tires make it hug the road, trailer detachable from cab. By Buddy "L". Ask for 29BR3.



7⁹⁵

TOURNATRACTOR

A double barreled combination—a powerful machine for pushing and grading, and an enormous traction power for hauling and pulling! "That's a winning combo," says Billy. "I fell for it like a ton of bricks when I saw it." No wonder, it's all-steel, and golly it's over a foot long. By NY-Lint. Ask for 29BR4.



6⁰⁰

REPAIR-IT UNIT

Emergency in the North Pole and Billy jumped into this rugged repair-it truck and drove it to the scene. And did the hammer and screw driver and hub cap wrench come in handy. He even used the road signs that come with it, "Caution," "Danger"!!! He lowered the boom and pulled up one scared elf who had fallen into a golf hole! Rugged heavy gauge steel 24 $\frac{1}{2}$ inches long, heavy rubber tires. By Buddy "L". Ask for 29BR5.

"L" BUDDY

Without notice, all prices subject to change. In some sections of the South and West, some items slightly higher.

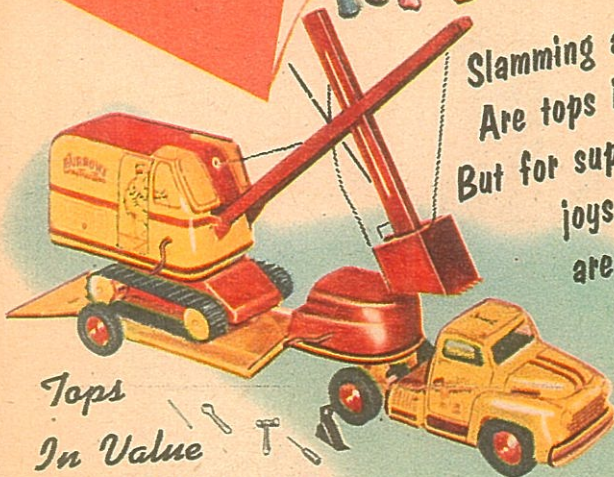
**ALL
METAL**

**ALL METAL
PRODUCTS**

Slamming a home run. Flying a kite:
Are tops in thrills—a real delight!
But for super fun, giant sized
joys, All Metal toys
are tops with Boys.

Flashlight battery
fits searchlight

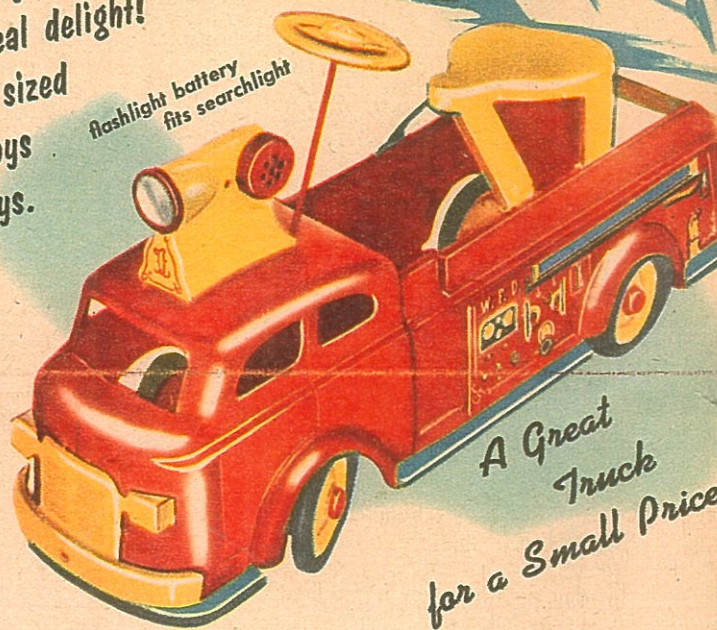
NORTH POLE



*Tops
In Value*

ALL STEEL WINCH TRUCK AND STEAM SHOVEL

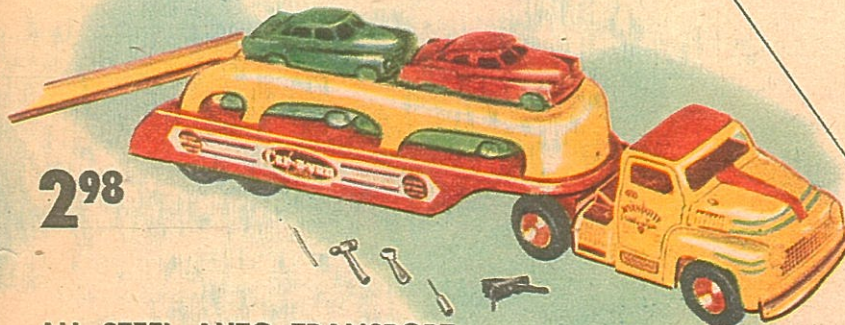
Steam shovel fits on heavy steel 22½ inch truck and can be carried from one spot to another. Real rubber wheels can be removed and put back again as easy as pie. A favorite with all "youngsters" who like solidly built equipment! An action-packed toy constructed for tough wear and tear! By All Metal Products. Ask for 30BR1.



*A Great
Truck
for a Small Price*

RIDER FIRE TRUCK

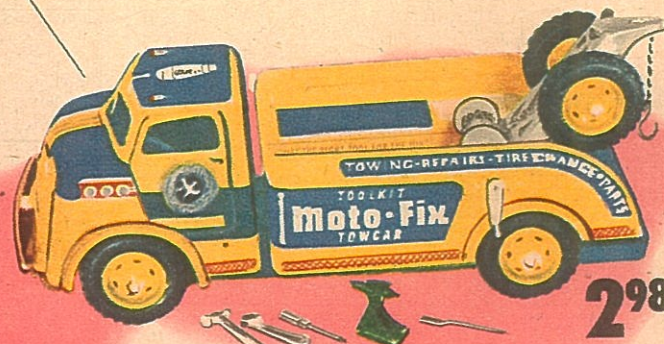
Clear the way for this colorful fire truck 32½ inches which zooms to the scene of the fire in a jiffy! You can sit right on top of it and steer and ring the siren too. Metal searchlight in front. It's great fun—and just like real. Man the engines, boys, the fire's a'ragin'! By All Metal Products. Ask for 30BR2.



2⁹⁸

ALL STEEL AUTO TRANSPORT

Four plastic, modern cars can be loaded on this colorful, heavy-duty 23 inch truck. You can load and unload from the tail gate and remove the rubber wheels. Tool box with lid on back of cab holds a complete set of tools, including a miniature jack, tire iron, screw driver, hammer and tire wrench. A five-in-one auto package! By All Metal Products. Ask for 30BR3.



2⁹⁸

ALL STEEL WRECKER TRUCK

From bumper to bumper a top truck to do a hundred-and-one jobs! 15 inches long. Tows trucks with a crank operated chain hoist, changes tires, and stores tools in two tool boxes. Comes with handy tire iron, screw driver, hammer and tire wrench. Say, that's a miniature jack there—it really works! Truck made of heavy steel to stand up under heavy pressure. By All Metal Products. Ask for 30BR5.



BIRD GAME

"Watch the birdie!" Aim your plastic dart pistol, shoot rubber-tipped darts at the birds and watch them spin. They return to their normal position and you aim again. Nifty fun for you and all your friends. Keep score to find the winner in this lithographed scenic background sharp-shooting, fun-packed game! By All Metal Products. Ask for 30BR4.

1⁹⁸

*I'm packing my bag
for England and France.*

*I hope to be
a
contest winner*

See pages 26 & 27



30

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