

*"It's a beauty—"*

BILLY

\$4.95



"STREAMLINE—yes, sir, a real up-to-the-minute bike with flash, speed and color," says Billy. "So sturdily built from heavy gauge steel, it will last for years. See that wide platform for passenger to ride on. Even the pedals and saddle are streamlined. Ball bearings in the 16-in. front wheel for easy running. Big rubber tires."

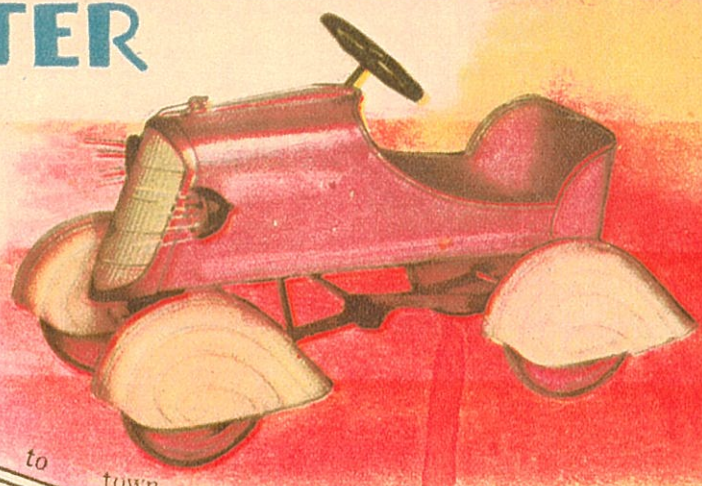
**"BOYS!  
THESE  
STEEL(CRAFT TOYS  
ARE NEAT"—Billy**



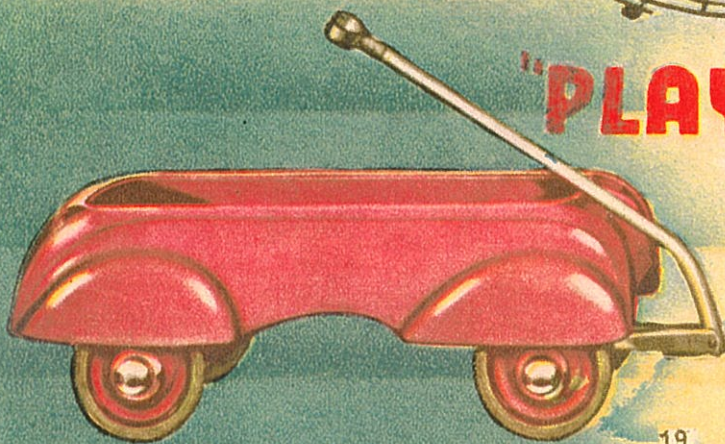
# SPORT ROADSTER

When Billy saw this auto he couldn't restrain himself. "Just look at this Sport Roadster," he cried, eyes sparkling as he took in its modern streamline design. "Won't any kiddie from 2 to 5 years of age be the envy of the children riding along in this snappy red and ivory auto with its streamline fenders and electric headlights?"

\$7.95



**"PLAYBOY" STREAMLINE WAGON**  
\$2.59



"This tot-size wagon is a peach," says Billy. "Made strong, too, of heavy steel—the kind they make automobile fenders out of." Modern streamline design with body and rubber-tired 6-inch disc wheels finished in bright, red enamel. Body 28½ inches long, 13¼ inches wide overall. Tubular tongue.





# A YOU YOUNG ARTISTS will need—PAINTING AND CRAYON SETS



## NATURE STUDY AND PAINTING SET WITH MICROSCOPE

"Man, dear, isn't this complete tho!" Billy said. "See, it has a microscope and a magnifying glass for the study of the wonders of Mother Nature. In addition, a fine painting set with 25 paint tablets, brush, mixing cups and designs to color."

**\$1.00**

## Tom Sawyer PAINTING SET

Paint the boyhood scenes of Tom Sawyer. There's a lot of them, all outlined—ready to color. 30 big paint tablets, 4 tubes of water color, 8 crayons, brush and mixing cups in this fine set.

**\$1.00**



## FUNNY STRETCHUMS COLORING SET

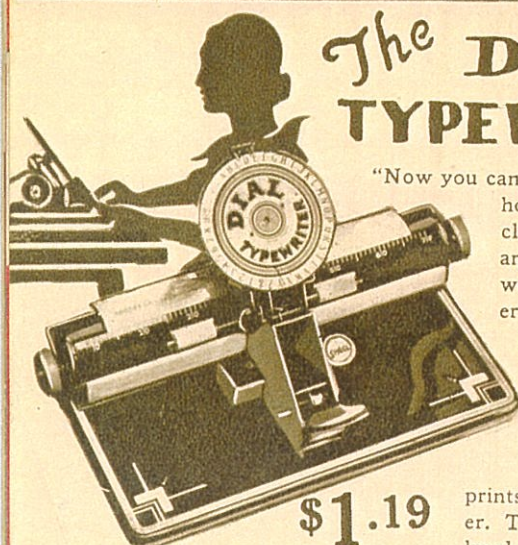
Just think—20 paint tablets, a brush, mixing pans and 16 crayons in this set with a funny Stretch 'em Folks coloring book.

**50c**

## Captain "Kut Las" PIRATE TREASURE Coloring Set

A big set—42 paint tablets, 2 tubes water color, 6 crayons, brush, mixing pans and outlined designs of Captain "Kut-Las" pirate adventures to color.

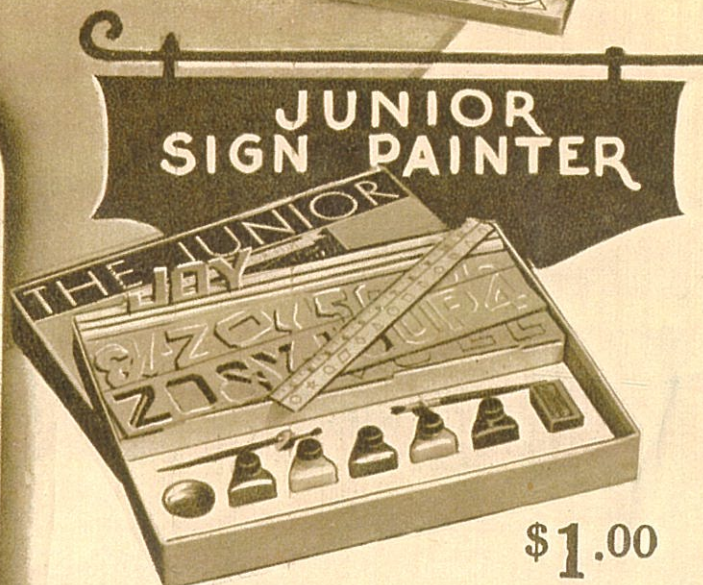
**\$1.00**



## The DIAL TYPEWRITER

"Now you can type letters—do your homework, make your club reports," say Billy and Ruth. "Looks and works like the typewriter in Daddy's office. It does nice, neat work—your friends will be surprised to get a typed letter from you." Built strong with steel type that prints like a real typewriter. Takes a full size letter-head sheet, too.

**\$1.19**



**\$1.00**

"I make signs for fun and it gives me some extra spending money, too," says Billy. "I made 50c on those signs in the grocer's window. And when we have a show, I make some swell signs." It's so easy by using the stencil designs and following instructions. 5 bottles of colors, 2 brushes, rule and art gum included.



# PRIZE CONTEST

**BILLY AND RUTH**

**BOYS AND GIRLS**

**HERE'S YOUR  
CHANCE TO WIN  
ONE OF THESE**

**FINE BIG  
PRIZES**

*Billy & Ruth*

It's easy to win. We want all our friends to be in it. Beautiful prizes will be awarded boys and girls—you can win one. All you have to do is to write us a letter telling why you like the toys shown in our book, and which ones you would like to have for Christmas. Use the blank below—then cut the letter out, and take to the store whose name is on the cover of our book; or write on any blank piece of paper. Neatness counts a lot so write plainly and carefully.

Tell Mother and Daddy to buy their Christmas Gifts at the Store whose name is on the front cover.

**BILLY and RUTH**

(Before writing your letter, read Rules of Contest on next page)

Date \_\_\_\_\_

Billy and Ruth:

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Name \_\_\_\_\_

Street and No. \_\_\_\_\_

Town and State \_\_\_\_\_



# LOCAL PRIZES

BOY'S PRIZE

*BILLY AND RUTH*  
**PRIZE  
CONTEST**

GIRL'S PRIZE



**BILLY'S WOOD BURNING SET**

The top of wooden case has been burned and colored to show what attractive work you can do with this set. Inside the box is a complete electric wood burning set with paints and 5 stencilled plaques and a leather bookmark for you to burn.



**RUTH'S DOLL**

Girls, when you see my doll I know you'll love her as much as I do. 27 inches high, she turns her head so shyly—eyes close as she sleeps. her arms and legs are movable and she poses in a way that will charm you. Dressed in the latest style of course.

This store  
will give, in  
accordance with  
the Rules of Contest  
printed on this page, the two  
prizes illustrated above, one  
to a boy and one to a girl.

## RULES OF THE CONTEST

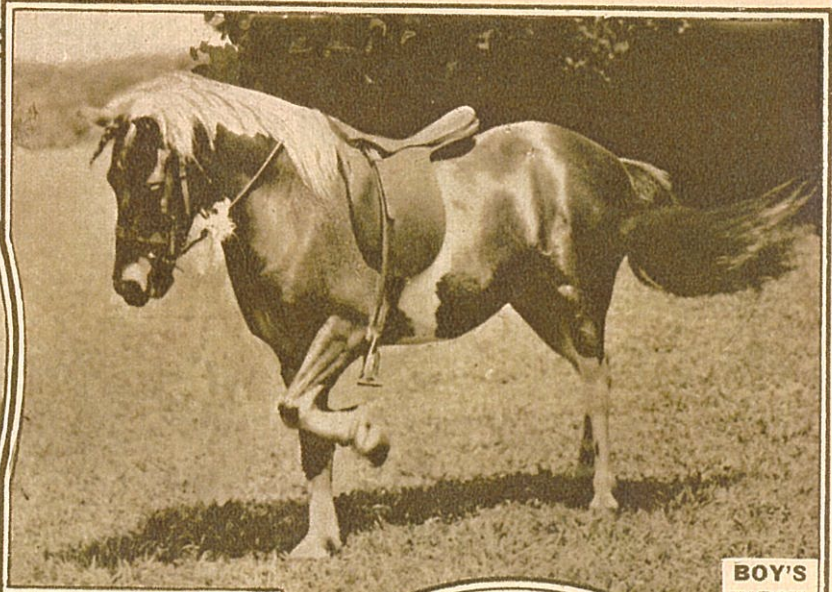
Contest is open to any boy or girl under the age of 16 years except the members of the family of employees of this store. Local prizes, one for boy and one for girl, will be awarded for letter of not more than 50 words telling why you think Billy and Ruth toys are best, and what toys in their book you want for Christmas. Awards will be made on the basis of best construction, spelling and penmanship. It is *not* necessary to use the blank on reverse side for writing letter—it may be written on any blank sheet of paper, but must be handwritten and composed by the child whose name is signed to it. Writer may use pen or pencil. Letters submitted by the winners of Local Prizes will be entered in the National Contest, the winners of which will be selected by Billy and Ruth. Contest closes December 10th, 1935. Awards will be made on December 21st, 1935.



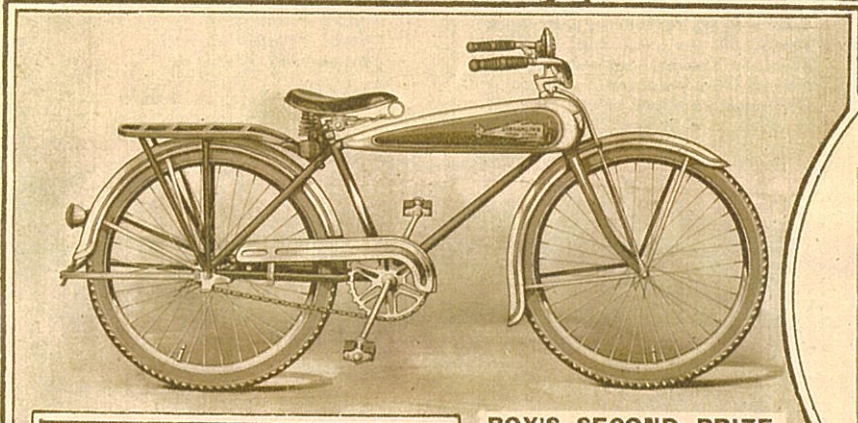
# NATIONAL PRIZES



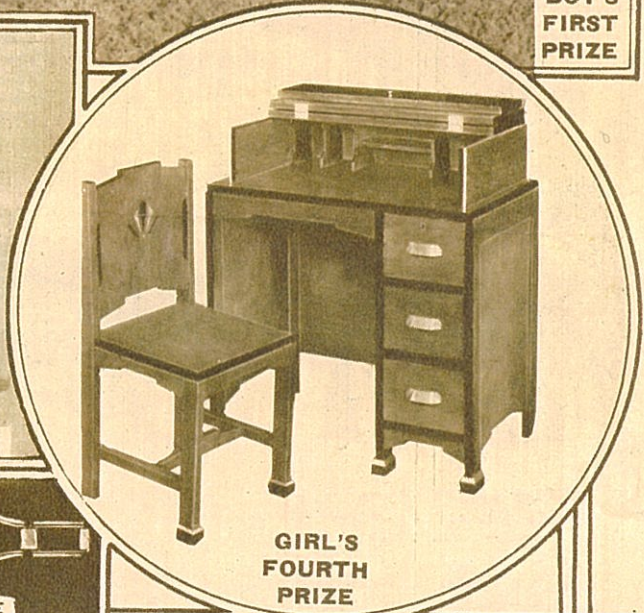
GIRL'S FIRST PRIZE



BOY'S FIRST PRIZE



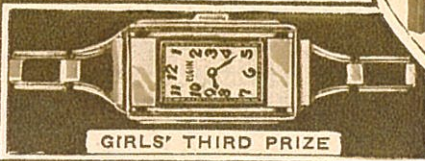
BOY'S SECOND PRIZE



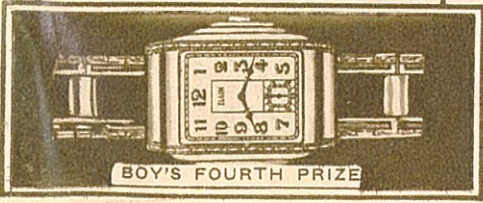
GIRL'S FOURTH PRIZE



BOY'S THIRD PRIZE



GIRLS' THIRD PRIZE



BOY'S FOURTH PRIZE

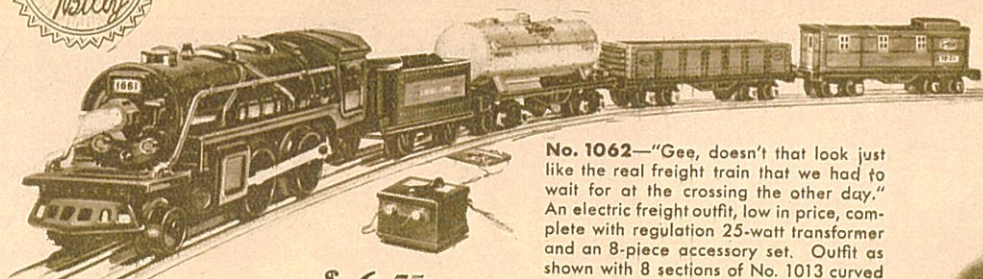


GIRL'S SECOND PRIZE



# A PAGE OF LIONEL TRAINS

WITH BILLY'S  
SEAL OF APPROVAL



\$6.75

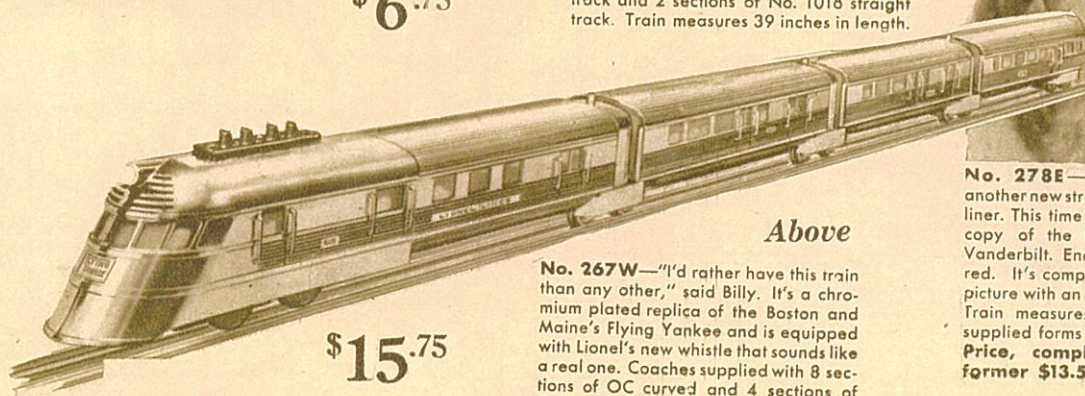
**No. 1062**—"Gee, doesn't that look just like the real freight train that we had to wait for at the crossing the other day." An electric freight outfit, low in price, complete with regulation 25-watt transformer and an 8-piece accessory set. Outfit as shown with 8 sections of No. 1013 curved track and 2 sections of No. 1018 straight track. Train measures 39 inches in length.



Below

**No. 278E**—Boy another new streamliner. This time it's a copy of the famous Commodore Vanderbilt. Enamelled a bright, rich red. It's complete as shown in the picture with an "L" type transformer. Train measures 41 inches. Track supplied forms an oval 40 by 30 in. **Price, complete with transformer \$13.50**

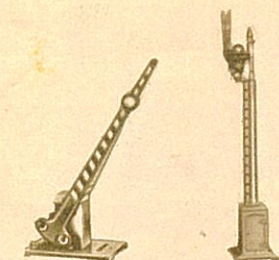
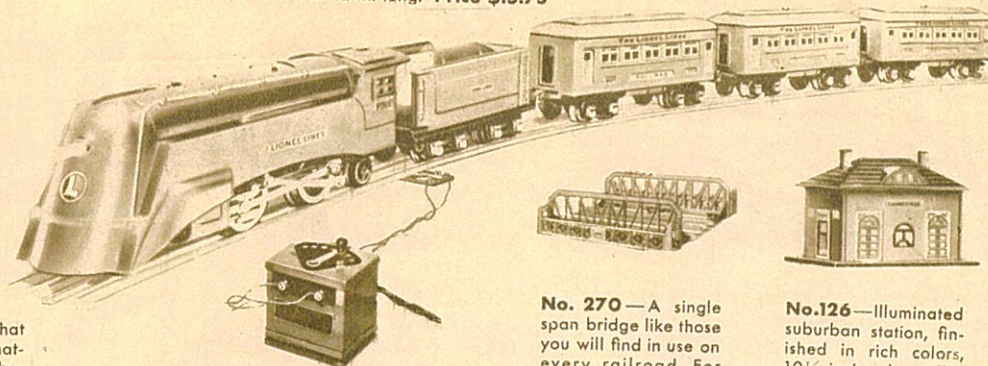
\$13.50



Above

**No. 267W**—"I'd rather have this train than any other," said Billy. It's a chromium plated replica of the Boston and Maine's Flying Yankee and is equipped with Lionel's new whistle that sounds like a real one. Coaches supplied with 8 sections of OC curved and 4 sections of OS straight track form an oval 50 by 30 in. Train is 42 in. long. **Price \$15.75**

\$15.75



**No. 082 and 82**—The semaphore that actually starts and stops a train automatically. From base to spire, 14 3/4 inches high, arm is 4 3/4 inches long. **Price \$6.50**

**No. 077 and 77**—An automatic crossing gate that closes when a train approaches and opens after it is gone. It's 11 inches long and richly enamelled. **Price \$3.75**

## MICKEY MOUSE HANDCAR



**No. 1100**—Ruth told Billy that they both could play with the Mickey Mouse handcar, so they decided to ask for it jointly. Mickey and Minnie pump the handcar around 27 inches of track 10 times or more at a single winding.

\$1.00

**No. 1536**—"Look Ruth! Wouldn't it be swell to own one of these new Lionel Mickey Mouse Circuses." Sold complete with all the cardboard set-up units seen in the picture and a 3-car gilded circus train with Mickey Mouse stoking as it flashes around the track. Train measures 32 inches. Track supplied forms an oval 27 by 32 inches. **Price, complete \$2.00**

Price, complete \$2.00

**No. 270**—A single span bridge like those you will find in use on every railroad. For "O" gauge track. **Price \$1.50**

Price \$1.50

**No. 126**—Illuminated suburban station, finished in rich colors, 10 1/4 inches long, 7 1/2 inches wide and 7 inches high. **Price \$4.50**

## MICKEY MOUSE CIRCUS TRAIN

\$2.00



**HAVE YOU HEARD THE NEW LIONEL RAILROAD WHISTLE?**  
YOU CAN BLOW ANY WHISTLE SIGNAL AT ANY TIME - - - BY REMOTE CONTROL

INQUIRER ROTO PRESS

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