

98¢



U-BUILD 'EM BLOCKS

From 1 set of seven blocks, child can construct 6 big objects in full color by simply rearranging the position of the blocks. Has all the well-known appeal of ordinary blocks, plus the fascination of constructing objects that provide "puzzle building" for the child.

ASK FOR 10BR1

they'll laugh

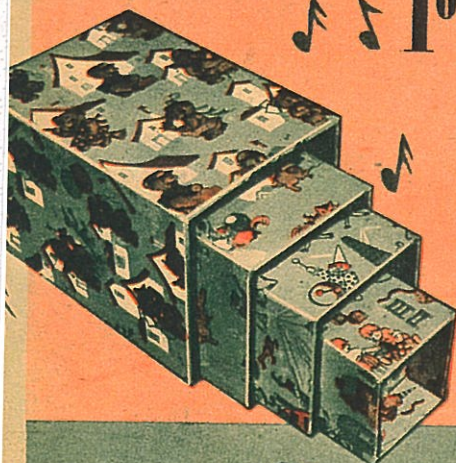


100

MUSICAL BLOCKS

Set of 4 blocks, each with its own musical chimes. These pleasant sounding musical blocks help sharpen Baby's sense of hearing. Baby will love them, because they'll keep him amused for hours

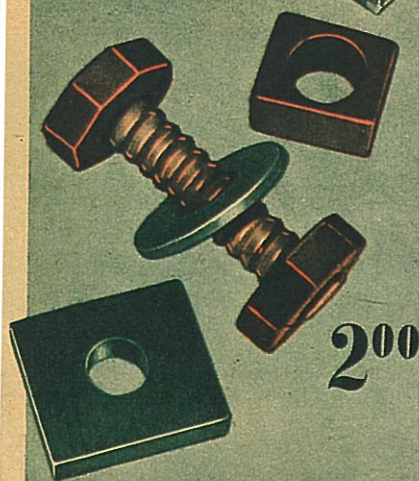
ASK FOR 10BR2



NUT-N-BOLT

It is a stacking toy . . . teaching eye and hand co-ordination, requiring a further and a more notable achievement in learning to screw the nut to the bolt . . . You'll be able to see baby's every-day improvement. It looks just like a real nut and bolt.

ASK FOR 10BR3



200

HI-LO BLOCKS

No nails to hurt fingers—no splinters to worry you. Non-poisonous enamel. . . . Kiddies can pile 'em real high and they won't tumble, because these blocks have grooves in two sides which lock together. Two sides have an animal or article, embossed in color with corresponding name, and remaining two sides have the first letter of animal or article.

30 LARGE BLOCKS 1⁰⁰

16 LARGE BLOCKS 50^c

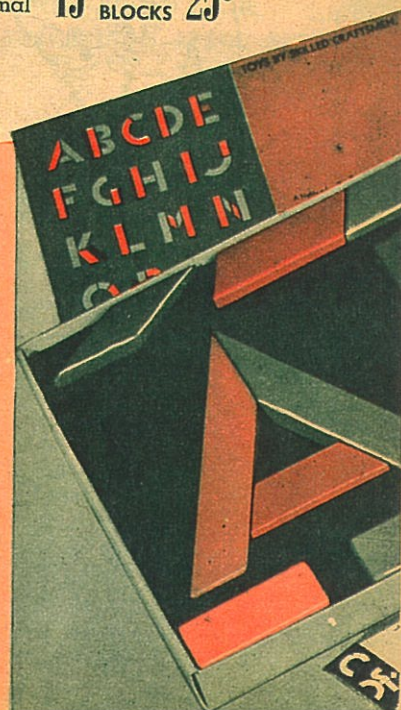
15 SMALL BLOCKS 25^c

125

JUDY WOODEN PUZZLES

Kiddies enjoy working with these gaily colored puzzles, made of comfortably large pieces of wood. The backgrounds are of one-piece construction with solid wood back, this furnishing a container as well as the outline for each design. Sturdy—will stand up under constant use.

ASK FOR 10BR4



as they learn

Dear Mothers:

You may not be able to get these Hi-Lo Blocks from your store-keeper, and so, if that's the case when you visit him, we're sure he'll be able to suggest something in place of these. We're trying awfully hard to have a good supply of all the things shown in our Book, but this may not always be possible. So when you can't get what you go in for don't be disappointed—take something else, and just remember we're all of us doing the best we can.

Your pals forever,
Billy and Ruth



250

MAK-A-TOY

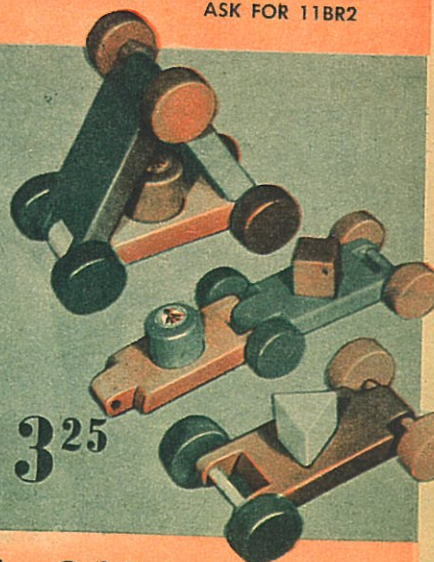
"Look, Mothers, at least four splendid pull toys can be constructed with this beautiful toy," say Billy and Ruth. Fulfills the desire of every child to exercise young creative ability. Unlimited play value.

ASK FOR 11BR2

BLOX-CARS

Can be used as one, two, or three pull cars, or pyramid cars, tank, etc... Includes fitting blocks. Encourages the necessary skills for pushing and pulling... taking objects apart and reassembling. All wheels are threaded to wooden axles. Loads of play value.

ASK FOR 11BR3

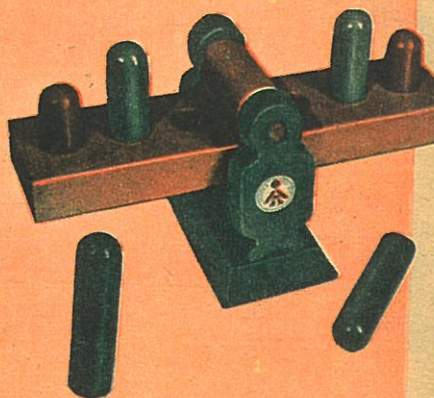


325

PLAY-A-WEIGH

This teeter-totter scale will give pleasure and instruction. It can be used as a simple peg board teaching basic eye and hand coordination, and when fastened to the base it becomes a balancing scale, teach weight and size relationship through balance... Fascinating to youngsters. ASK FOR 11BR4

275



350

LETTER BLOX

"Mothers," say Billy and Ruth, "tots will have a lot of fun with Letter-Blox... at the same time get important pre-school training."

By placing the correct pieces together, every letter of the alphabet is constructed in perfect letter design. A Primer is included, showing 200 words which can be spelled using only one set of Blox. Letter-Blox are also design blocks. 20 charming designs can be made.

ASK FOR 11BR1



NESTED BLOCKS

"The ideal gift for Baby," says Ruth. "Colorful and they're decorated with lively Animal pictures and story book people. They fit inside of each other and they stack up on top of each other. Really swell!"

Set of 9 Blocks 100 Set of 7 Blocks 59c Set of 5 Blocks 35c
ASK FOR 11BR5 ASK FOR 11BR6 ASK FOR 11BR7

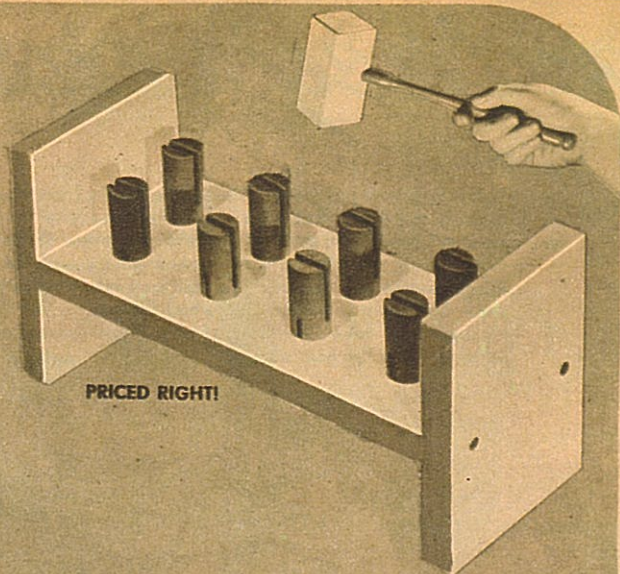




*Will keep 'em busy
and happy!*

POUND-A-PEG

"Kiddies will stay out of mischief for hours," says Ruth . . . "Helps build strong muscles, too. Pound the pegs level with the board, then turn it over, and pound them back again. Lots of fun." Comes with large wooden mallet. ASK FOR 12BR3



PRICED RIGHT!

*Will make his
heart beat faster
-- too!*

TOY DRUMS

"Boy, you can really 'beat it out' on these swell Drums," says Billy . . . Made of strong cardboard, sturdy. Decorated in patriotic colors.

12 inch Drum with
10 inch Sticks, red,
white and blue ribbon.

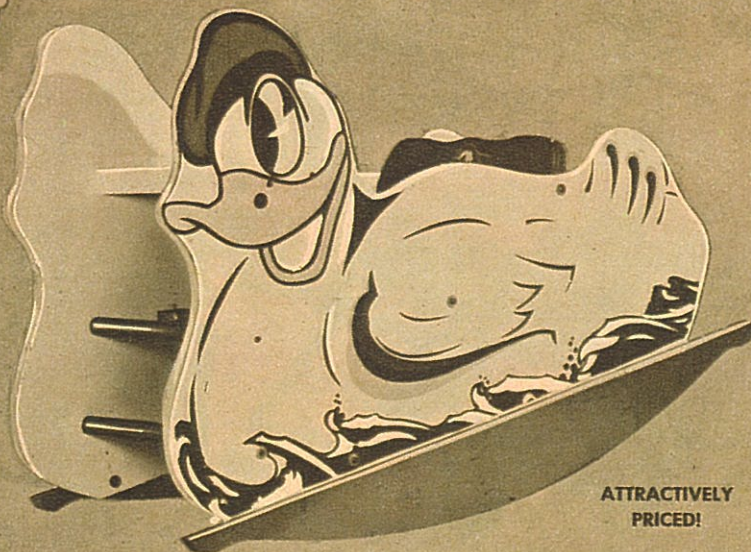
79¢

ASK FOR 12BR1

11 inch Drum with
10 inch Sticks, red,
white and blue ribbon.

50¢

ASK FOR 12BR2



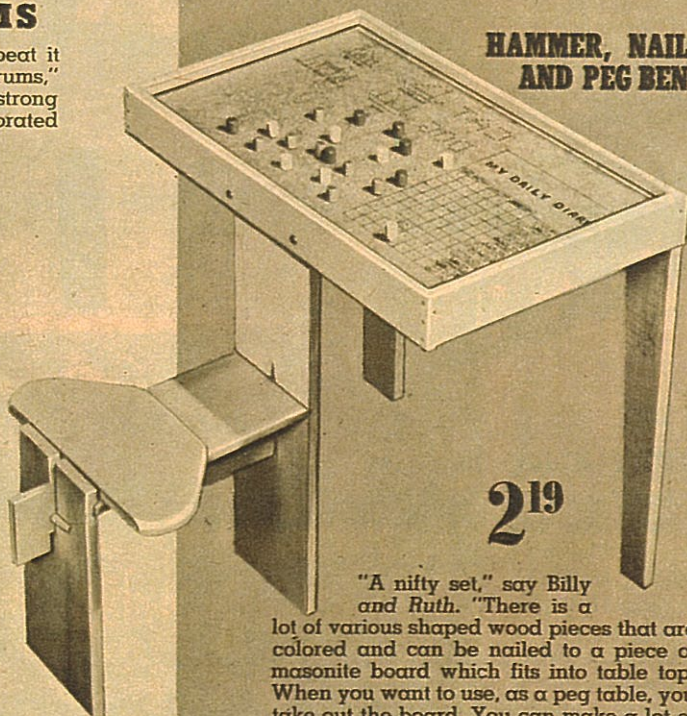
DUCK SHOO-FLY

"Mothers, help those young muscles to grow strong and healthy" . . . says Ruth. "This gay looking Duck Shoo-Fly will keep Baby happy for hours." Sturdily constructed.

ATTRACTIVELY
PRICED!

ASK FOR 12BR4

HAMMER, NAIL AND PEG BENCH



2¹⁹

"A nifty set," say Billy and Ruth. "There is a lot of various shaped wood pieces that are colored and can be nailed to a piece of masonite board which fits into table top. When you want to use, as a peg table, you take out the board. You can make a lot of designs with the pegs that come with this set. You also get a wood mallet, nails and instruction sheet." Built to take a lot of pounding.

ASK FOR 12BR5



1¹⁹

BAG OF BLOCKS

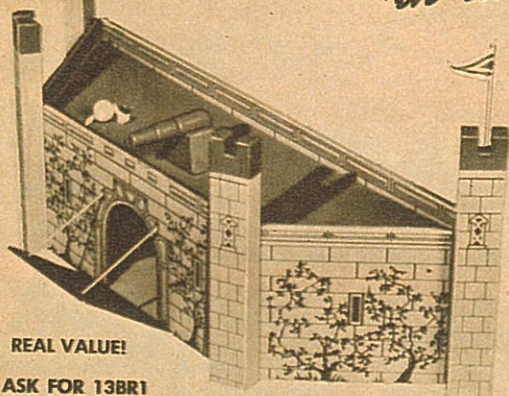
Blocks have slightly rounded edges for safety. They are of the finest hardwood, accurately made for substantial building. Large variety of shapes of correct design. Comes in an extra strong cotton bag with beaded drawstrings.

ASK FOR 12BR6

on land!

on sea!

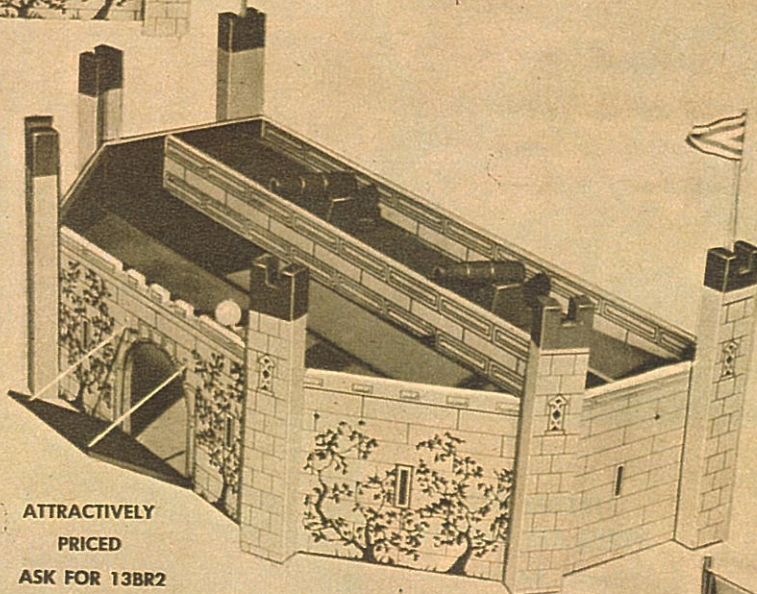
in the air!



REAL VALUE!
ASK FOR 13BR1

FORTS

"These good looking, well made Forts will keep you safe from the enemy," says Billy. "The cannons have real action and the drawbridges raise and lower, with cord and pull ball." Have hard pressed wood walls and tops. Towers are solid wood... Attractively painted in cream and six other colors.



ATTRACTIVELY
PRICED
ASK FOR 13BR2



50¢

COMMANDO PERISCOPE

spot 'the enemy' without being seen," says Billy. "Gosh, it's wonderful... You can see around the corner, or over top of your hideout and no one knows you're there."

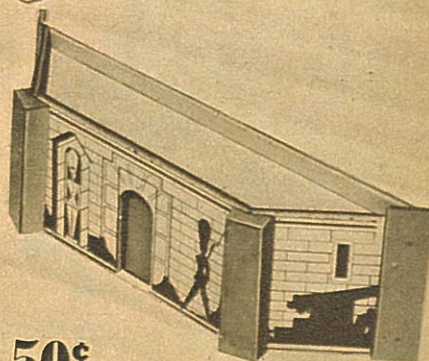
ASK FOR 13BR3

FORT

"In places where you don't need much protection, this Fort will be just the thing," says Billy. It's made of Masonite and it has a sliding door. Sturdy. Attractively painted in 2 colors.

ASK FOR 13BR5

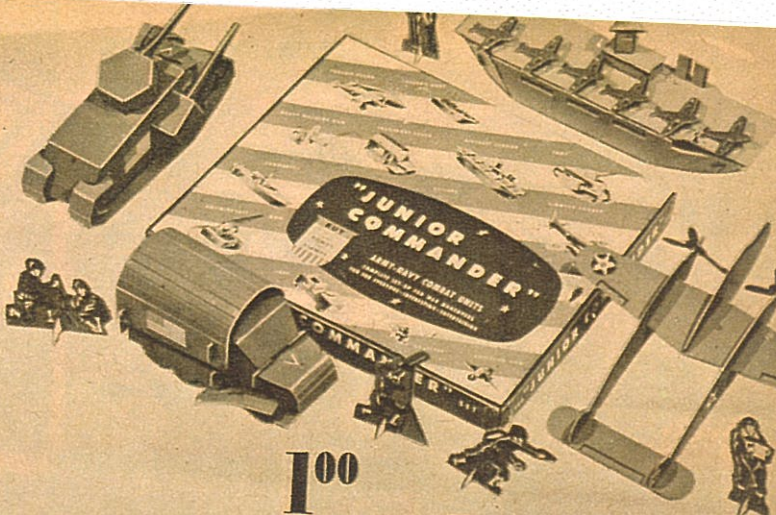
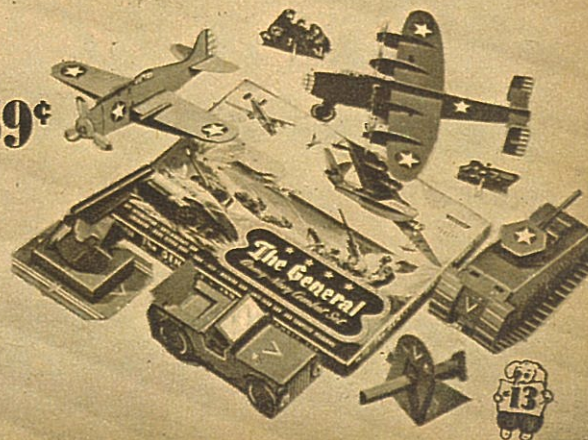
50¢



THE GENERAL 59¢

"This set rates four stars in any man's army or navy" says Billy. "There are 8 major pieces, consisting of Army Liberator, Navy Flying Mars, Navy Interceptor, Tank Aircraft Gun, Anti-Tank Gun, Jeep, Heavy Machine Gun and 16 fighting men."

ASK FOR 13BR6

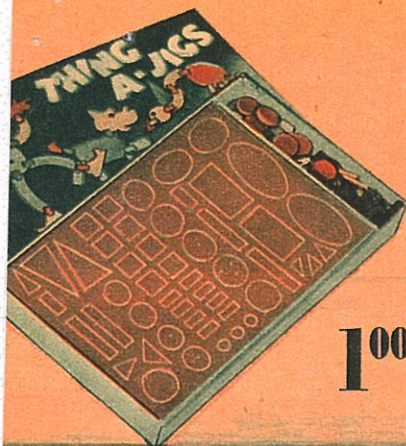


100

JUNIOR COMMANDER

"This exciting Army-Navy Combat Set is complete for land, sea and air maneuvers," says Billy. "Every unit scaled and detailed. Easy to make up. Contains 11 major pieces with 6 small planes for deck of the Aircraft Carrier and 26 soldiers, sailors, paratroopers, aviators and others."

ASK FOR 13BR4

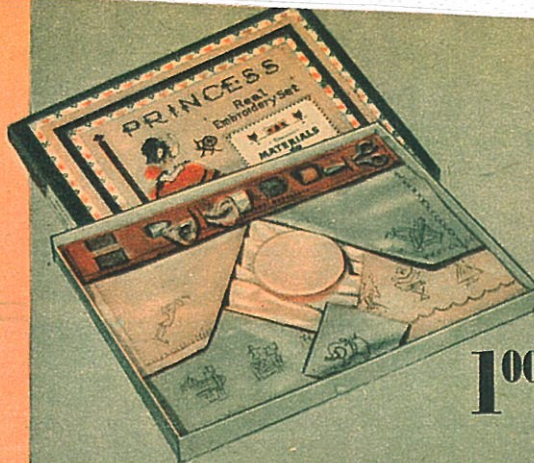


THING-A-JIGS

"You'll have ever so much fun," say Billy and Ruth, "making comical things. You can make funny animals, cartoon characters and funny figures of all kinds, and you can make them stand up on the wooden stands that come with this set. Even the grown-ups will get a kick out of this set."

ASK FOR 14BR1

1⁰⁰



EMBROIDERY SET

"Mother will be so proud of you when she sees the beautiful things you'll make," says Ruth. "This set has 2 guest towels and 3 wash cloths, made of good material, all stamped for you to embroider, 3 large balls of yarn, 1 skein silk, yarn, needles, thimble, pair of large scissors, pair of wooden hoops"

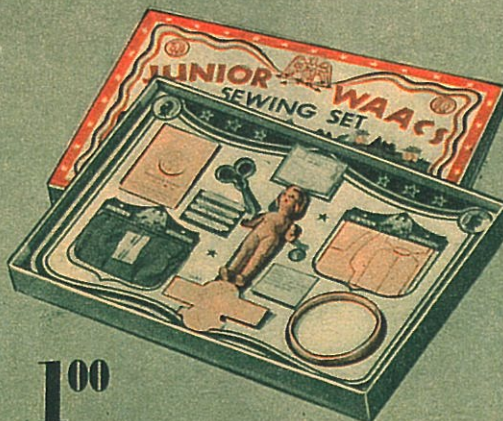
ASK FOR 14BR6

1⁰⁰

WAACS SEWING SET

"Here's a honey," says Ruth. "Imagine, you can make a WAAC uniform for your doll. This set contains a doll with jointed arms, complete set of patterns and materials. There's a little book, too, giving information on the duties of the Waacs."

ASK FOR 14BR2



1⁰⁰

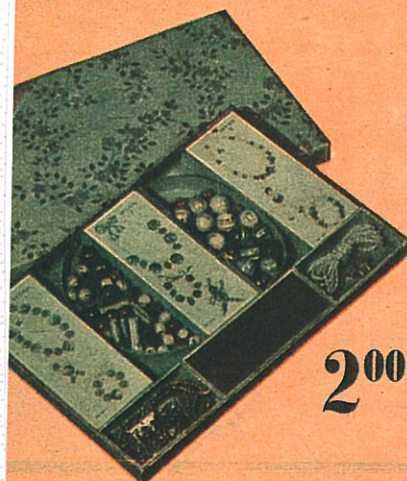
JUNIOR MISS HAT SHOP

"Gee, girls" says Ruth, "you can own your own hat shop. This set comes complete with untrimmed hats, flowers, feathers, ribbons, gay colored buttons, mirror, stiff net linings, scissors and a real wooden hat block. Everything you need to make Dolly's hats the envy of all your friends."

ASK FOR 14BR7



1⁹⁸



JUNIOR MISS "TEEN AGE" OUTFIT

"You'll be able to make 3 lovely ensembles that will go with most any outfit," says Ruth. "They're truly beautiful and anyone would be proud, and happy, to wear them after you've made them up."

ASK FOR 14BR3

2⁰⁰



JEAN DARLING SEWING SET

"This outfit gives you an idea of what the well dressed dolly will wear," says Ruth. "You get a flapper doll, dresses, and rompers, all cut out ready for you to sew, 3 balls sewing thread, pair of scissors, thimble and a package of needles."

ASK FOR 14BR8

1⁰⁰

STRINGCRAFT

"Real fun for everyone," say Billy and Ruth. "Boys can make belts and suspenders, girls can make necklaces and bracelets." This set has 36 wood cut-outs in three designs, with holes, all ready for stringing, also 6 colored tipped strings and easy instructions."

ASK FOR 14BR4

There are 18 wood cut-outs in three designs, with holes, all ready for stringing, 4 colored tipped strings and easy instructions.

ASK FOR 14BR5



1⁰⁰

59¢

COLORFUL BASKET MAKING

"You'll have lots of fun, and at the same time make beautiful and useful baskets," says Ruth. "There's enough materials to make 5 complete baskets in this set."

ASK FOR 14BR9

This set is like the big one, except it contains enough materials to make 3 complete baskets.

ASK FOR 14BR10



1⁰⁰

59¢



LOOM WEAVE AND TAPESTRY SET

"You'll do some beautiful work with this set," says Ruth. "It's easy, too. You get a tapestry frame and a weaving needle, 2 large skeins of yarn, 3 tapestry outlines and an instruction sheet for loom weaving."

ASK FOR 15BR1

1⁰⁰



FLOWER SHOP

"Open up a Flower Shop," says Ruth. "Hours of fun making corsages and potted plants for your friends. You can also make wall plaques. Comes complete with everything you need and easy to follow instructions."

ASK FOR 15BR4

1¹⁹

SNOWFLAKE JEWELRY

"Gosh, kids," says Ruth, "it's a real thrill to see the beautiful things you can make with this outfit. You get a big supply of snowflake beads, fancy large wood beads, thread and all the other materials you need to make this smart jewelry."

ASK FOR 15BR2

1²⁵



JUNIOR MISS JEWELRY SET

"Girls, here's just what you've been waiting for! Now you can make your own beautiful Costume Jewelry. Either of these sets will make two complete ensembles of necklaces, bracelets and charms. Pretty enough to give as gifts to big Sister, Mother and Aunty."

ASK FOR 15BR3

1²⁵



*"Pleasure Giving Gifts
that are both pretty
and Practical"*
RUTH



GAMES ARE THE BEST
MIND DEVELOPERS . . .

Says *Billy*

GAMES G

ALBUM OF GAMES

"Here's a dandy, neat bunch of Games," say *Billy and Ruth*. There's Backgammon, Solitaire, Chinese Checkers, and checkers, all in a compact Album box.

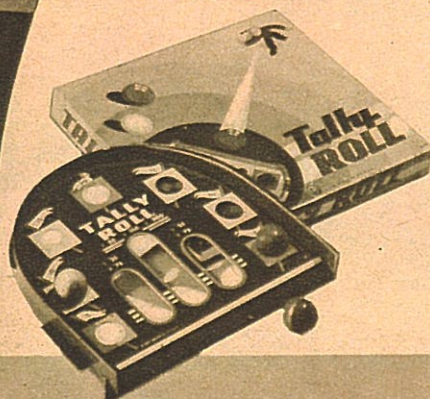
98¢

ASK FOR 16BR1

The same style except different games — Chess, Dominoes, Asia, and Acey-Ducy.

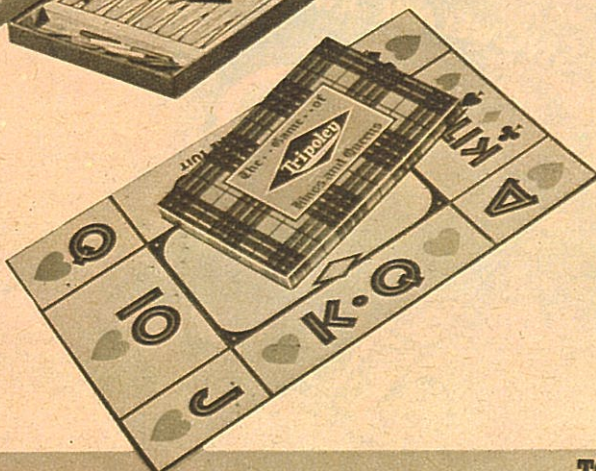
98¢

ASK FOR 16BR2



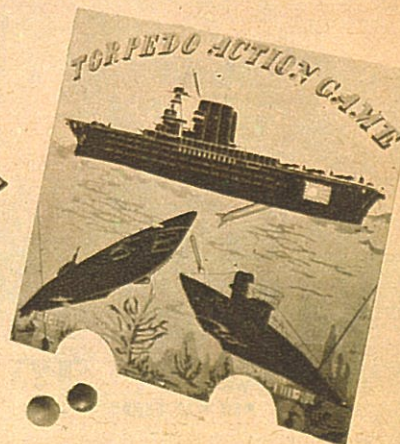
TALLY ROLL - 39¢

"Get a 'roll' on the ball and watch your score roll up! Develop skill in the way to roll and get the highest marks. It's loads of fun," say *Billy and Ruth*. ASK FOR 16BR3



TRIPOLEY - 1.00

Three great games in one! Tripoley combines Hearts, Poker and Rummy into the famous Game of Kings and Queens. There's never a lag or a let down. Suspense and fun. For 2 to 9 players. ASK FOR 16BR4



TORPEDO ACTION GAME 1.00

"Sink the enemy," say *Billy and Ruth*. "A thrill-packed game played like Skee Ball. Enemy warship is attached to board by means of a string, and when balls hit wood pegs, you sink it!" Complete with 2 wood balls. ASK FOR 16BR5

GAMES - YOUR CHOICE 35¢

Two exciting games — "Ring-A-Bell" and "The Three Bears". Plenty of action—colorful . . . Entertainment for the whole family.

ASK FOR 16BR7

CHINESE CHECKERS - 1.00

"Always a lot of fun," say *Billy and Ruth*. "This set has a big playing board and comes complete with 60 marbles. You enjoy playing very much" ASK FOR 16BR8



TREASURE HUNT 1.00

"Exciting—a free-for-all scramble. No fun limit, no age limit! 2 to 16 people can play," say *Billy and Ruth*. Contains treasure hunt cards, alphabet letters, gold and silver "pieces of eight" all packed in a "Pirates' Chest" box. ASK FOR 16BR6

ALORE!

GAMES ARE THE BEST
OF FUN...

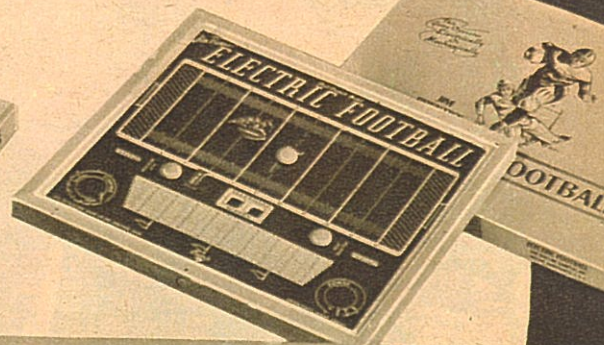
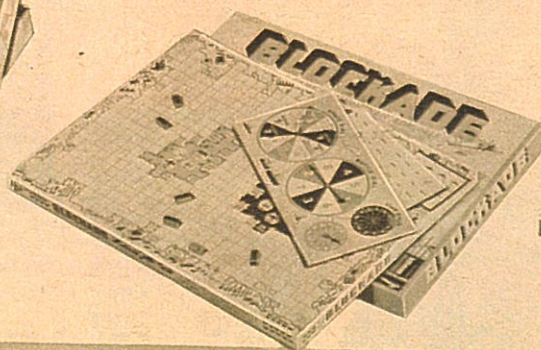
Says Ruth

CARGOES

Want to take a world cruise? Visit strange lands? And while you travel by ship, you pick up cargoes. It is hazardous too, because you encounter fogs, storms, engine trouble—in fact, you enjoy a real seaman's life. Complete with all playing pieces.

ASK FOR 17BR1

150



JIG SAW PUZZLES

Your Choice

25¢

Pick from Flying Fortresses Bombing Enemy Base Tank Busters and Jeeps on the job Flying Tigers in Action and 5 other exciting titles. Each puzzle has over 375 interlocking pieces.

ASK FOR 17BR2

BLOCKADE

100

"A truly exciting game of naval strategy," say Billy and Ruth. "You maneuver battleships, airplanes, submarines, and cargo ships in an effort to keep your country supplied with 4 vital resources. Loads of fun."

ASK FOR 17BR3

ELECTRIC FOOTBALL 200

America's greatest football game! Has all the plays, suspense, and thrills, of a real game. Exciting gains and losses flash on the "Television Screen" as players direct the strategy of their teams. Complete with accessories. (without batteries)

ASK FOR 17BR4

ANAGRAMS

125

"Exciting!" say Billy and Ruth. Contains 180 large ebony maple blocks, with cream color embossed letters. These large blocks are grand to play with. Learn spelling the 'fun' way.

ASK FOR 17BR5

ELECTRIC BASEBALL 200

A big, flashy electric diamond with all the excitement of plays and scoring of major league baseball from start to finish. The skills and actions of each team are electrically recorded on the "Television Screen". Electric Ump gives decisions. Complete with accessories. (without batteries)

ASK FOR 17BR6



BOMBSIGHT

129

"You'll get an extra special thrill with this game," says Billy. "You adjust the bomb-sight to your eyes, then fire when target is perfectly sighted! Puts all your 'skill' into play to make it a sure hit." Complete with bombsight and 6 bombs. Your score shows up when you make a direct hit.

ASK FOR 17BR7

Dear Pals:

Aren't these the 'swellest' pages you've ever seen on Animals and Dolls? Be sure to come to our Doll Town to see them 'in person'! We have even more than we've shown you here.

We have Animals and Dolls to meet most everybody's pocket-book, so be sure to come on down. Tell Mother and Dad they

can decide just how much they want to spend, and then you can do your picking from our wonderful assortment.

It was fun picking out the ones we thought you'd like best, and we know you'll have lots and lots of happy days playing with them.

Your pals forever,

Billy and Ruth

Every Tot Wants a Lovable Pet!

TO BE WITH . . . TO SLEEP WITH . . .

TO PLAY WITH . . .

24 HOURS A DAY!



CUDDLY ANIMALS

"Great big, adorable cuddly Animals," says Ruth, "that will live in Baby's heart forever. Soft, cotton stuffed bodies. They have pert, lovable features, and great big rolling eyes with a mischievous sparkle . . . Wearing big, perky bows around their necks."

ASK FOR 18BR1



STANDING ANIMALS

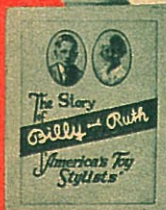
"These lovable, sturdy little fellows stand by themselves," says Ruth. "The Dogs bark, the Bears growl. They are wearing beautiful coats of fur." They have mischievous, rolling eyes. Perky bow at neck.

ASK FOR 18BR2

CHENILLE PANTS ANIMALS

"Cunning little fellows, with their pert expressions and twinkling, roguish eyes," . . . says Ruth. "They are made of Plush and are wearing Chenille Pants." Cotton stuffed . . . voice and pretty ribbon bow around neck.

ASK FOR 18BR3



The Story of Billy and Ruth

Sent FREE to every child writing a letter to Billy and Ruth who also sends coins or stamps for any other item . . . Write to Billy and Ruth, Box 333, Phila., Pa.



CARTOON BOOK

Learn to draw. It's easy. Real Cartoon Course for 10 cts. in stamps or coins . . . Write to Billy and Ruth, Box 333, Philadelphia, Pa.