

*"This is Barbara, how are you?"
I love my voice phone; you will too!"*



VOICE PHONE

Lift the receiver, hear a voice! Shiny bells ring when Barbara dials the phone. Steel phone, modern design, realistic spring return dial. By Gong Bell. Ask for **28BR1**.

149



598

TOY PEN

Little tots love to put their toys in this colorful, moving pen. Holds lots of toys, has ringing bell on hardboard bottom. Roll into closet when not in use. 26½ inches long with Rubber Tires. By Gong Bell. Ask for **28BR3**.

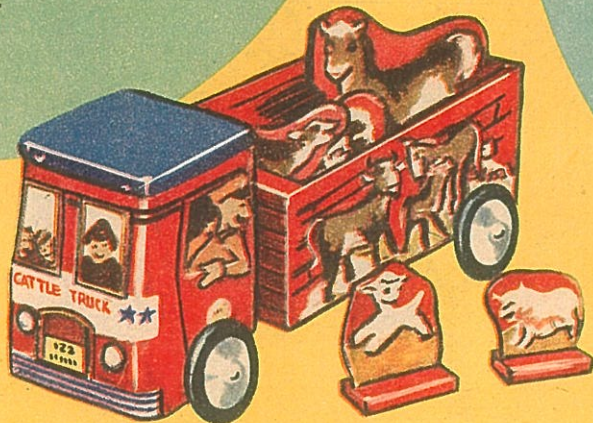


298

STEERING HORSE RIDER

Turn his head right or left, hear the bell as you ride along! Has strong enameled steel legs, smooth edges on seat, rubber wheels. 20 inches long. By Gong Bell. Ask for **28BR2**.

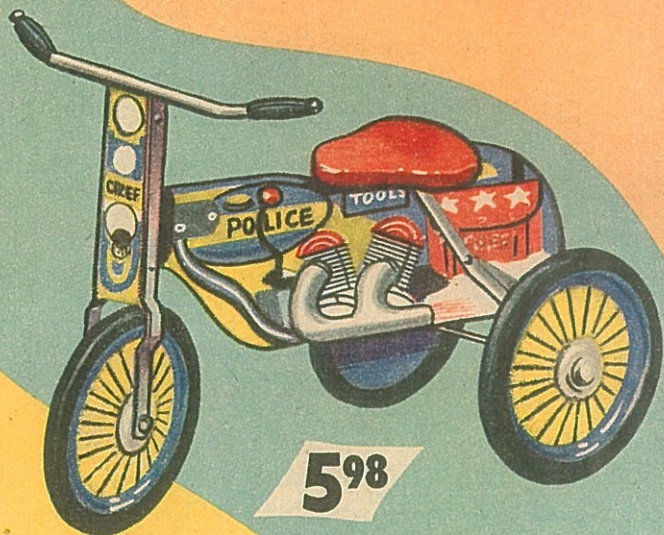
GONG BELL
TOYS spell
F-U-N



398

CATTLE TRUCK

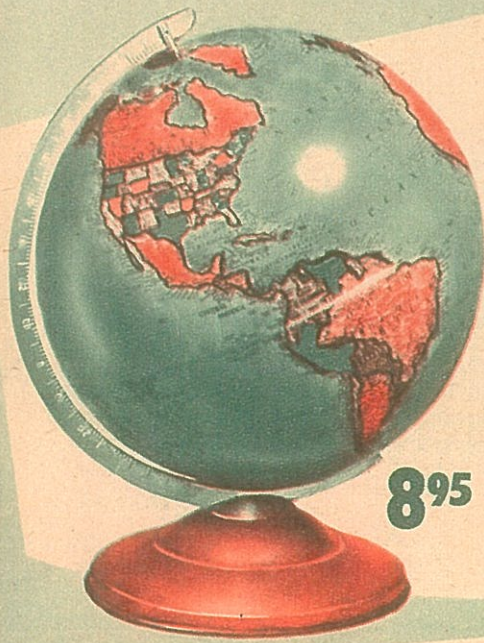
The piggies and other animals are going to market in this sturdy, colorful, 17½-inch cattle truck. Hear the bell as they roll merrily along. Set of animals included. Rubber Tires. By Gong Bell. Ask for **28BR4**.



598

MOTORCYCLE

All Junior police chiefs need this! Just like real, colorful, motorcycle. Gongs on rear wheels, sturdy metal seat, rubber tires, tubular steel handle with rubber grips. 22 inches long. By Gong Bell. Ask for **28BR5**.



REPLOGLE
Play Globes

12-INCH WORLD GLOBE COMMANDER MODEL

Billy and Ruth wouldn't be without their up-to-date Commander globe and WORLD-O-FUN book of globe uses and games. Has over 6,000 place names. Die cast meridian, metal base.

8⁹⁵



4⁹⁵

"Authentic," say Billy & Ruth, "Up to date, Write Santa for these before it's too late."

MAGNETIC GLOBE RACE

Race around this up-to-date globe, learn your geography! Players circle the 8-inch detailed globe with magnetized airplanes. Play money, gasoline drums included. By Replogle. Ask for **29BR2**.



TOM THUMB CASH REGISTER

Now you can play store! Use play money. Ring up the amount and push the drawer release. Bell rings. Unbreakable plastic window, rubber feet. By Western Stamping. Ask for **29BR3**.



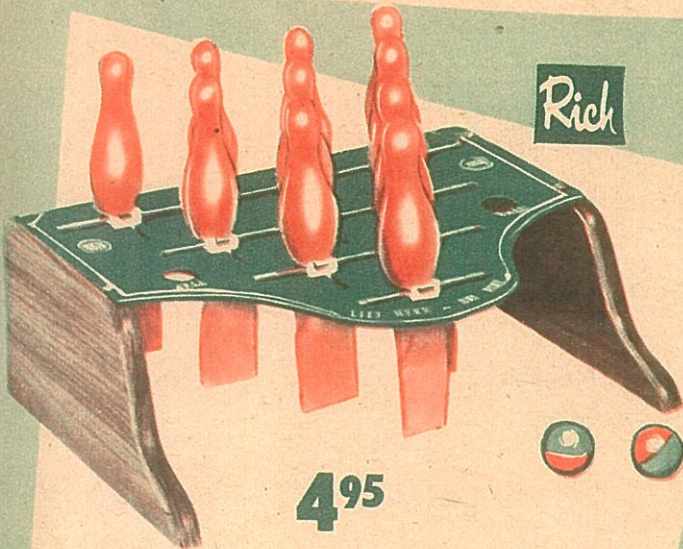
2⁹⁵

A Great Typewriter for a Small Price



TOM THUMB TOY TYPEWRITER

Type letters to Billy and Ruth! Ball bearing carriage, individual key operation, ribbon shift, letters arranged same as standard keyboard. Uses 10 feet of standard 1/2 inch ribbon. By Western Stamping. Ask for **29BR4**.



Rich

4⁹⁵

LARGE BOWLING GAME WITH MAGIC PIN SETTER

Has magic pin-setting frame with 10 pins and 2 balls. Natural finish, hardwood sides. Pins and paddles of high-impact plastic. 16 1/4 inches wide. By Rich. Ask for **29BR5**.



6⁹⁵

CUB PRINT SHOP

Be a real editor and printer! Printing press prints up to 3 1/2 by 5 1/2 inch illustrated newspapers, invitations, club notices, etc. **IN TWO COLORS!** Alphabetized compartments for type. Grooved rubber type, picture printing dies, 2 colors ink, tools, paper, Printers' Journal. By Superior Marking Equipment. Ask for **29BR6**.

Billy and Ruth say, "Here's craft fun:
The Hassenfeld folks can't be outdone!"



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MR. AND MRS. POTATO HEAD

Use your own fruits and vegetables, your imagination, and these Potato Head accessories. You'll get 1001 hilarious characters. Endless hours of fun. By Hassenfeld. Ask for 30BR1.



COLORAMA CRAFT

Anyone from 5 to 15 can do it. Set has plastic frame and hundreds of gleaming beads; 6 3-D pictures; a bead lifter. Place the beads in the frame and make your own design. By Hassenfeld. Ask for 30BR2.

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



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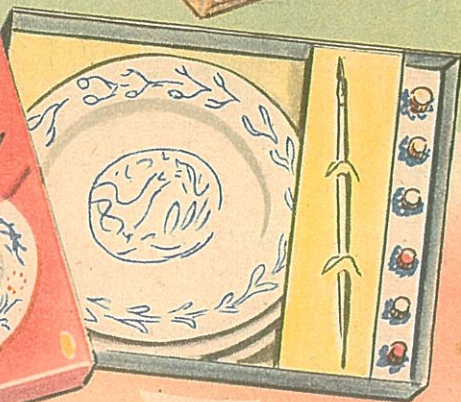
JEWELRY CRAFT

Make your own jewelry. Set has plastic jewelry settings—rings, pins, bracelets, etc.; hundreds of colorful sparkling jewels and cement. In beautiful, pearl-studded jewel box. By Hassenfeld. Ask for 30BR3.

See back cover for
big Billy and Ruth
Contest!



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PLATE CRAFT

See the beautiful flower and bird designs you can paint-by-number on the three handsome, roll-edged, metallic plates. Special enamels and brush. Ruth says these make ideal presents. By Hassenfeld. Ask for 30BR4.





PENCIL CRAFT

You can water color six beautiful art subjects, 10 $\frac{3}{4}$ x 13 $\frac{3}{4}$ inches. Pre-sketched by famous water color artists, full color illustrations. 10 water color tipped pencils, brush, pencil sharpener, water dish. By Hassenfeld. Ask for **31BR1**.

149



fun for everyone!



198

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BEAUX ARTS PAINT SET

For school and home fun! This deluxe painting set with the lazy susan tray of water colors. It has everything—paper, crayons encased in wood, just like pencils, and plenty of poster paint. By Hassenfeld. Ask for **31BR2**.



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SEWING CASE

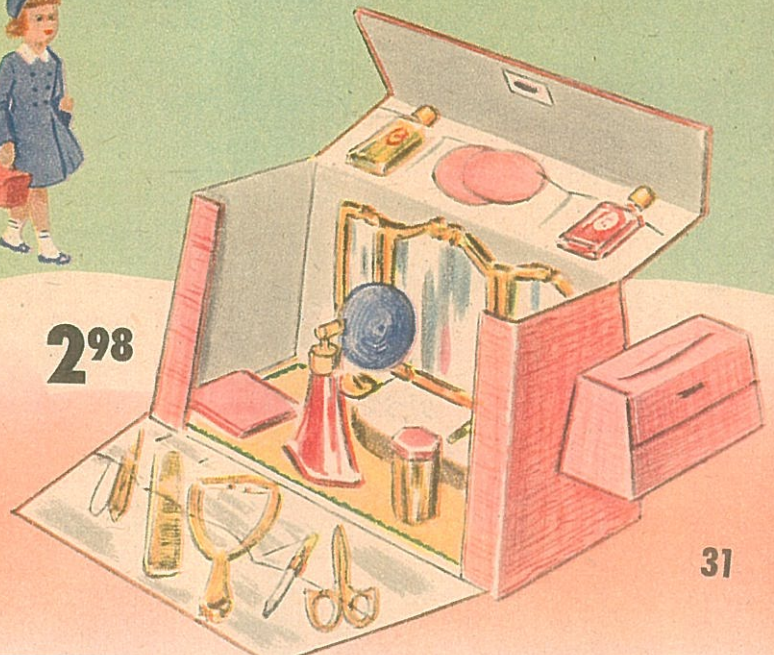
Make a new dress for dolly! Smart, attractively colored basket, vinyl plastic padding. Has doll, dresses, patterns, measuring tape, thread, etc. By Hassenfeld. Ask for **31BR3**.



298

JR. MISS COSMETIC TRAVEL CASE

For playing "Grown-Ups" and going overnight to "Grandma's." Outside is beautiful quilted material (vinyl, for easy washing). Has perfume dispenser, hand mirror, toilet water bottle, and many other beauty aids! By Hassenfeld. Ask for **31BR4**.

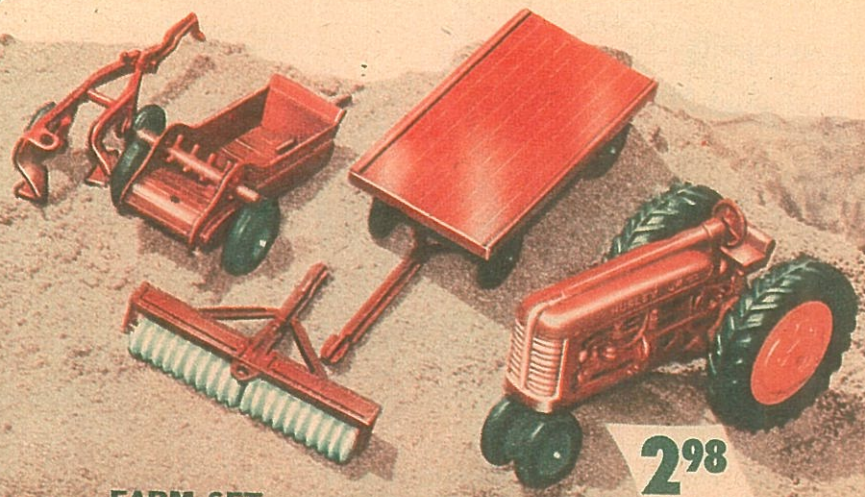




398

SPORTSMAN RIFLE

Going hunting? Use this! Realistic telescopic sight, trigger guard and all working parts, bright metal finish. Comes apart. 35 1/4 inches long. Blued steel barrel with red plastic choke and front sight. Break action. Uses standard roll caps. By Hubley. Ask for 32BR1.



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FARM SET

A farmer at heart? Five piece metal farm equipment set. Tractor, wagon, plow, spreader and cultipacker. Red with aluminum trim. Black rubber wheels. By Hubley. Ask for 32BR2.

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DIESEL LUMBER TRUCK

13 1/4 inch, metal lumber truck. Has orange Diesel-type cab, looks like real. 12 logs held in place by double chain. Rubber wheels, dual on rear of tractor. Trailer's rear wheels have knee action. By Hubley. Ask for 32BR3.

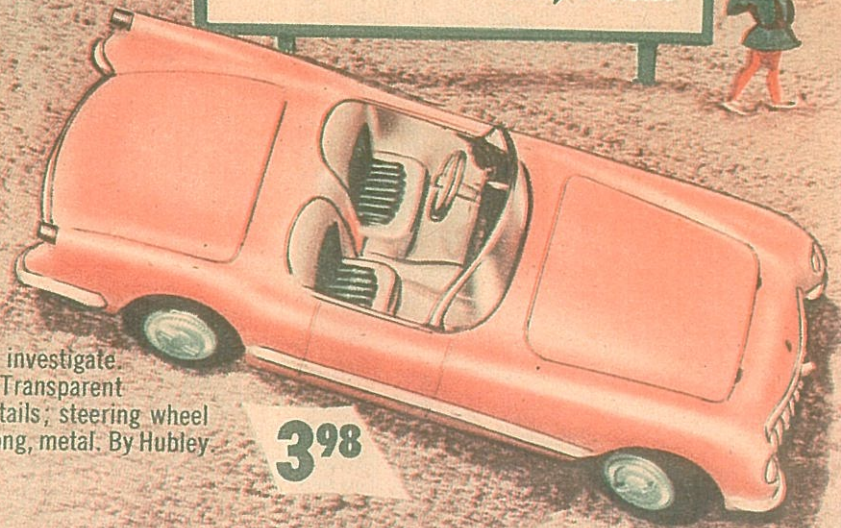


149

DELUXE SPORTS CAR

Sleek, colorful car with the removable black top. 9 1/4 inches long with transparent wraparound windshield, dashboard with gadgets, steering wheel. Rubber wheels, aluminum trim. Metal. By Hubley. Ask for 32BR4.

Write to us at Box 333, Phila. 5, Pa. for our brand new "How to Draw Cartoons" Book and our own exciting game! Send 25¢ to cover cost of mailing.
Billy & Ruth

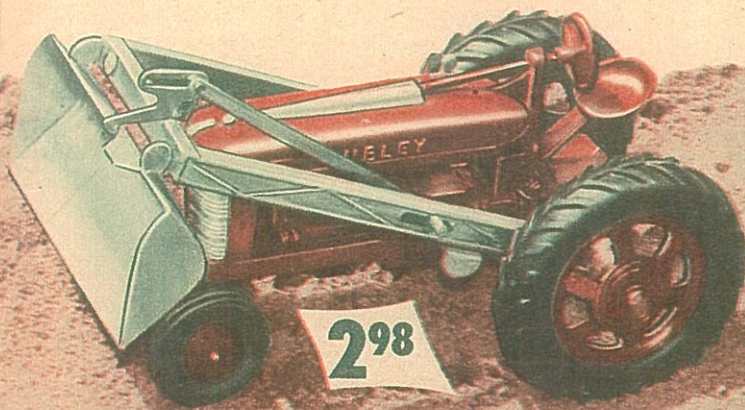


398

CUSTOM SPORTS CAR

Motor trouble? Open front hood to investigate. Red and cream with aluminum trim. Transparent windshield, spare tire, dashboard details; steering wheel turns front wheels! Almost 13 inches long, metal. By Hubley. Ask for 32BR5.





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TRACTOR LOADER

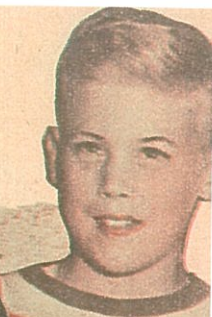
For young farmers! Metal tractor loader. Red with bright metal loader, aluminum trim, spring seat; steering wheel operates front wheels. Side lever raises, lowers and dumps loader. 13 inches long. By Hubley. Ask for **33BR1**.



198

SHOVEL TRUCK

Getting ready to build? You'll need this long, metal shovel truck. Operator's cab turns on swivel, bucket opens to release load; rubber wheels. By Hubley. Ask for **33BR2**.



A Hubley truck means sand-pile fun
For Billy & Ruth and everyone!

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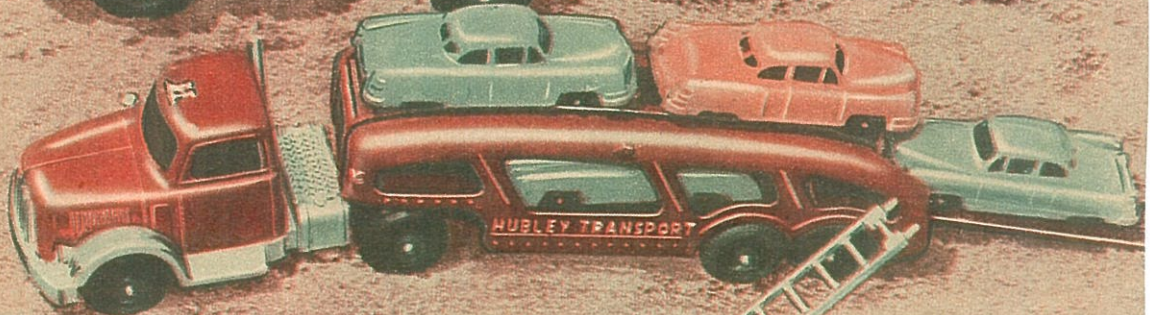
DUMP TRUCK

It's 17 inches long with tail gate! Operate lever to dump. Green cab, bright metal chassis. Rear wheels on trailer have knee action. Rubber wheels. See the motor. By Hubley. Ask for **33BR3**.



TRANSPORT

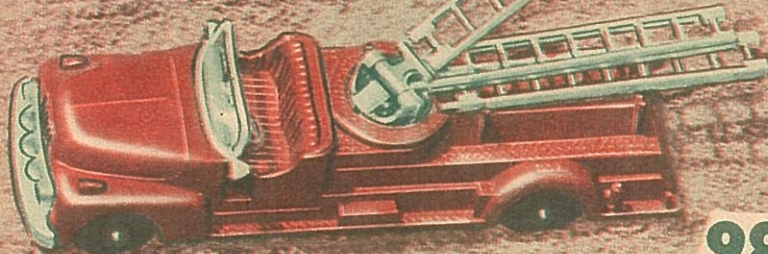
"Going into the new car business," says Billy, "with this 14-inch long red metal transport." Four plastic cars can be driven on or off trailer over removable ramp. Diesel-type cab, black rubber wheels, dual on rear of tractor. By Hubley. Ask for **33BR4**.



249

HOOK AND LADDER FIRE TRUCK

Fireman! Rush to the fire in red metal truck. 11 1/4 inches long. Aluminum ladders on revolving ladder turret, aluminum finish. Rubber wheels. By Hubley. Ask for **33BR5**.



98c



I want to win that trip by Pan American! Why don't you enter the Billy and Ruth Contest, too! Over 1000 prizes! See back cover.