

**A. MICKEY MOUSE CLUB  
LOONY-KINS**

You'll laugh and laugh when you see how funny all the Mickey Mouse Club characters look when they stand in front of their Club House in hilarious, off-balance positions. Put them together yourself in 3-dimension! By Hassenfeld. Ask for 29BR1.

**1.98**

**B. MERRY MILKMAN**

You can deliver milk all day long with this exciting game. Load up the trucks with dairy products and take them to the families on your "route." Has houses, trucks, milk, butter, and eggs! By Hassenfeld. Ask for 29BR2.

**1.98**

**C. PENCIL CRAFT PAINTING SET**

Mom and dad will enjoy painting these water colors as much as you! Six beautiful pre-sketched drawings with full color illustrations and 12 water color tipped pencils, brush, pencil sharpener, water dish. By Hassenfeld. Ask for 29BR3.

**1.98**

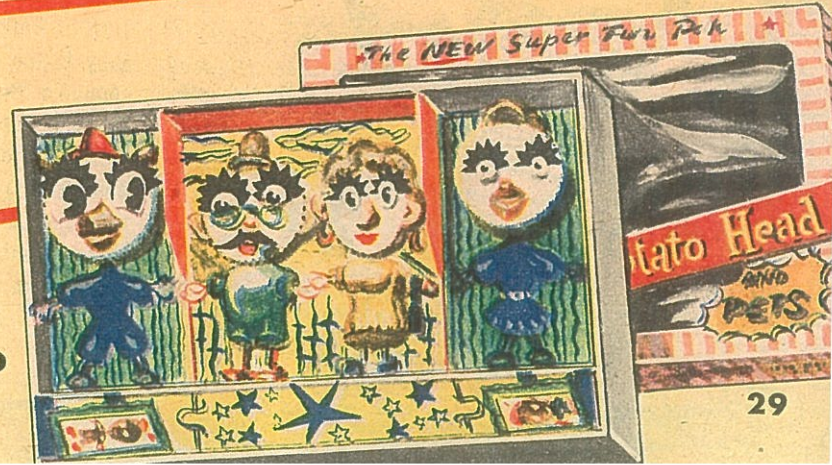
**D. MR. AND MRS. POTATO HEAD  
AND PETS**

The Potato Heads acquired two pets and you can make all of them into the funniest people and animals you ever saw using ordinary fruits and vegetables with the parts in the box. By Hassenfeld. Ask for 29BR4.

**1.98**



ADVERTISED IN  
**LIFE**



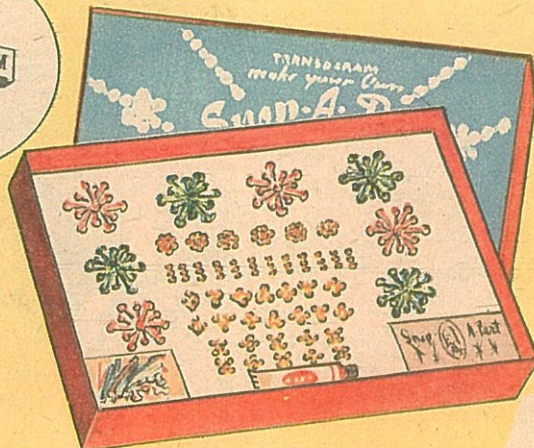
# EVERYBODY WILL DANCE AND



**1<sup>98</sup> Each!**

## SEWING AND EMBROIDERY KITS

Interested in the fine arts of sewing and embroidering? Sewing kit includes doll, dresses, extra material, sewing accessories. Embroidery kit includes luncheon cloth, napkins, skeins, and sewing accessories. You'll want both. By Transogram. Ask for 30BR1.



**1<sup>98</sup>**

## "SNAP-A-PART" JEWELRY SET

Make your own jewelry to match every outfit! With 42 settings that snap together and apart easily, thousands of designs can be made. Includes glue, clusters of jewels for settings, instructions. You'll be the belle of the ball! By Transogram. Ask for 30BR2.



ADVERTISED IN **LIFE**

**2<sup>98</sup>**

## JACKIE GLEASON'S "AND AWAY WE GO!" TV FUN GAME

Imagine yourself on the Jackie Gleason show! You'll have just as much fun playing with all the Gleason characters in this behind-the-scene TV fun game. Has playing board, plastic spinner, cards, money, all cellophane wrapped. By Transogram. Ask for 30BR4.



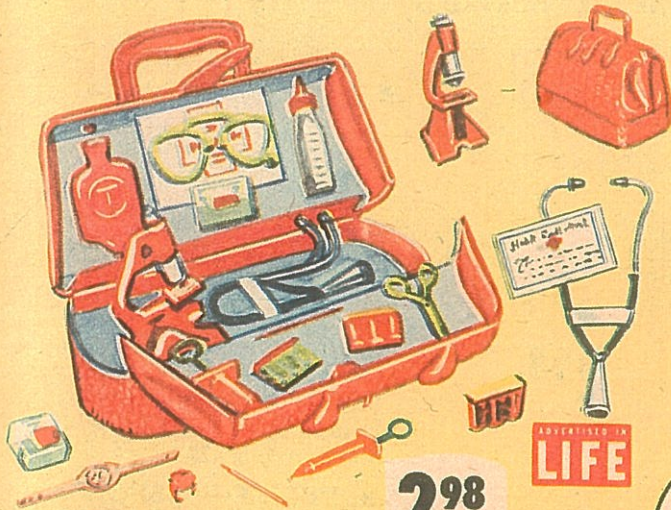
## LITTLE COUNTRY DOCTOR KIT

Uh-Oh, Ruth's sick and it's Billy to the rescue with his complete Doctor's kit. Has thermometer, stethoscope, otoscope (for eye, ear and nose study!) and many other safe medical aids all in leather-soft unbreakable kit. By Transogram. Ask for 30BR3.

**2<sup>98</sup>**

ADVERTISED IN **LIFE**

# CHEER WHEN THEY SEE THESE



## LITTLE PLAY NURSE KIT

Billy says Ruth makes the prettiest nurse ever and she can take best care of her dolls now! Her soft unbreakable kit has a stethoscope, microscope with work table, wristwatch, glasses, cotton, pill boxes, diploma, hot water bottle and other safe implements. By Transogram. Ask for **31BR1**.

**298**

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## TAK-A-PEG DESK-ETTE

Blackboard on one side, punched board (192 holes) for Tak-A-Peg on the other. You'll have fun with chalk and with pegs and hammer for hours and hours. Sturdy wooden construction, with seat attached. 24 inches high. Storage space inside. By Transogram. Ask for **31BR2**.



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**LIFE**



**198**

## VARIETY "52" GAME CHEST IN KIT

Time never hangs heavy with a game chest! Includes 52 games and instructions, playing boards and implements (cellophane wrapped) to play them. Checkers, Game of India and 50 more! By Transogram. Ask for **31BR3**.



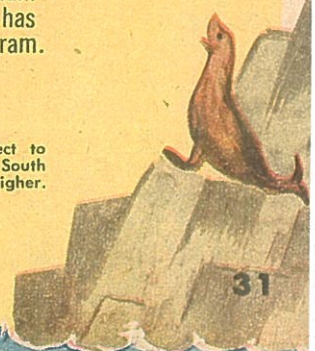
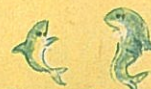
**198 Each!**

## "PY-O-MY" BAKING AND ICE BOX PIE SETS

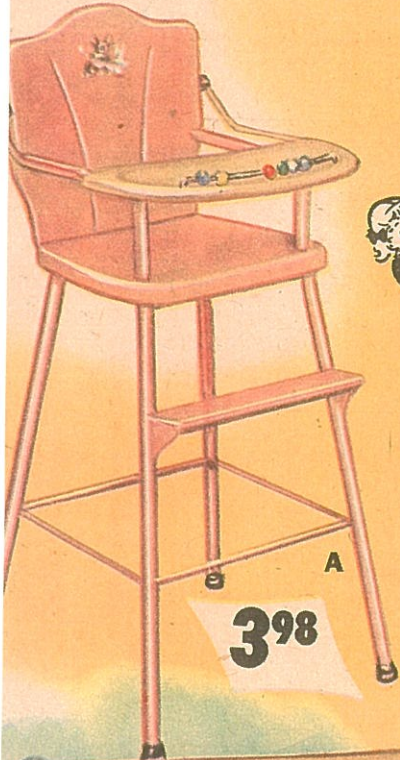
Entertain your friends with pies, cakes and cookies you make yourself! Pie set includes 3 different flavor pies, graham cracker crusts, utensils. Just mix and chill! Baking set has cupcake, cookie, and frosting mixes, utensils. By Transogram. Ask for **31BR4**.

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

NO SINKING



# FOR DOLLY NURSERY FUN AND ALL YOUR KITCHEN NEEDS

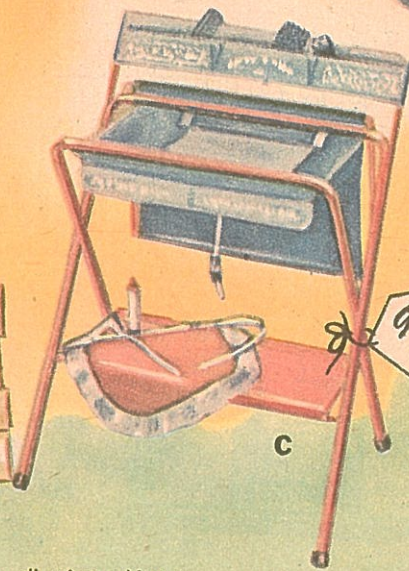


**3<sup>98</sup>**



**2<sup>98</sup>**

WIN A FREE TRIP TO A DUDE RANCH—49er's RANCH (Route 2, Box 811, Tucson, Arizona) in our big contest. Fly by American Airlines! 10,000 other prizes! See pages 2 and 41. Billy and Ruth.



*Great Play Value  
at a Good Price*

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



*Priced Right*



**3<sup>98</sup>**

## A. DOLL-E-HICHAIR

Will hold your biggest dolly and you won't have to stoop while feeding her! All steel; feeding tray lifts; has colorful, spinning play beads. Non-skid feet and footrest. Pink and ivory. By Amsco. Ask for **32BR1**.

## B. DOLL-E-BASSINET

Put Dolly to sleep in style. Pink plastic basket, with removable blue liner and ruffle. Easy rolling wheels let you roll the bassinet from room to room without waking Dolly. All-steel frame and basket handles. 17 inches high. By Amsco. Ask for **32BR2**.

## C. DOLL-E-BATH

To make dolly's bathtime a happy time! All steel frame accessory tray. Leakproof tub with hammock for holding her out of water. Apron and splashguard; drain-hose; non-skid feet. Has apron, nursing bottle, comb, washcloth, soap. By Amsco. Ask for **32BR3**.

## D. DOLL-E-SHOPPER

Go shopping for your doll family with this sturdy steel super-market type shopping cart. Has removable wire shopping basket filled with small-size famous-brand food packages. There's a seat for Dolly too with feeding tray. By Amsco. Ask for **32BR4**.

## E. DOLL-E-LAYETTE

You'll be the happiest "little mother" with this "overnight basket" filled with everything dolly could need at home or on a trip. Has Chix diapers, unbreakable nursing units, play rattle, feeding dish, spoon. By Amsco. Ask for **32BR5**.

**Donald Miller, Amanda, Ohio**  
1955 Billy and Ruth Contest Winner

"Golly! Do I love the Mexican burro I won in the Billy and Ruth contest last year. It was fun to enter. Be sure to read about the 1956 contest on pages 2 and 41."



**CAMPBELL KIDS' CHOW TIME SET**

Real "Western" meals in your own backyard! Delicious Campbell's Pork & Beans, soups, and Franco-American spaghetti to prepare with your own utensils. "Chow" plates, spoons, mug, kettle, ladle, stirring spoon, Scotkins napkins and cook book. By Amsco. Ask for 33BR1.



2<sup>98</sup>



**EVENING STAR TEA SET 1<sup>98</sup>**

Are you the sophisticated type? Then you'll love this 28 piece set in beautiful maroon and white design with yellow trim. Metaltone tableware. By Banner. Ask for 33BR2.

**JELL-E-MAKER**

You can make four delicious jellies. So easy! Contains Welch's grape juice, box of Sure-Jell, jelly dish, spreader, Ball Mason jar units, carrying rack, spoons, Jell-E-Maker hat and instruction book. By Amsco. Ask for 33BR3.



2<sup>98</sup>



**2<sup>98</sup> FLAIR TEA SET**

Ruth's eyes fairly popped when she spied this attractive pink, black and red combination with a proud rooster on each dish. She's proud as can be of her 29 piece set. By Banner. Ask for 33BR4.



*Kay Stanley*

2<sup>98</sup>

**CAKE MIX SET featuring Pillsbury**

Featuring 9 boxes Pillsbury cake mix, frostings, decorations and all utensils needed. What fun you'll have baking for your friends! Ruth says with this set you just can't make a mistake. By Kay Stanley. Ask for 33BR5.



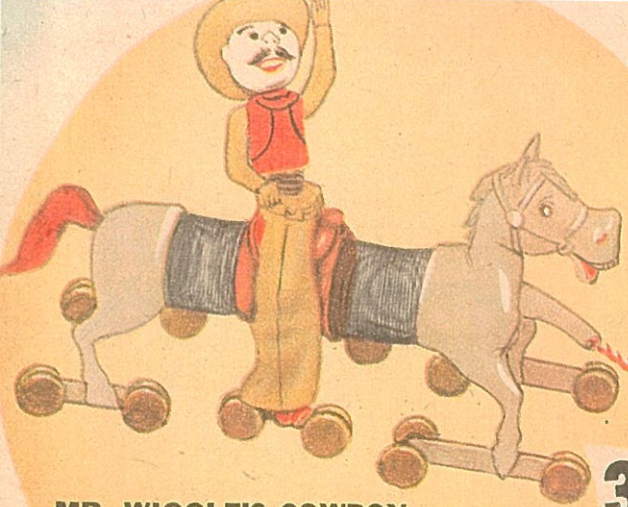
4<sup>98</sup>

**"CINDERELLA CAKE BAKING CONTEST" featuring Pillsbury Flour, Carnation Milk, Brer Rabbit Molasses**

What a combination! A deluxe cake and cookie set and a prize contest with \$15,000 in prize money and 20 free trips to New York! Contains all ingredients, various size baking pans, utensils, recipe book, entry blanks. Enter now. By Kay Stanley. Ask for 33BR6.

**DRAW IN THE FACES**





**WILKENING**

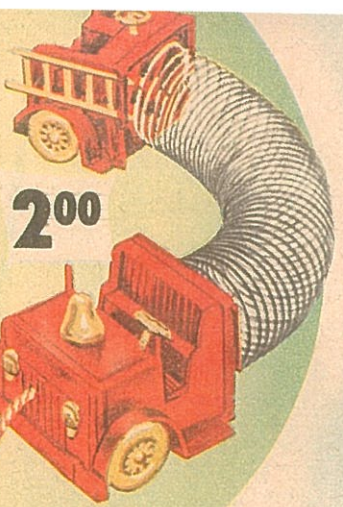
**MR. WIGGLE'S COWBOY**

A "Wild West" pulltoy for you! A real bronco-buster! Horse and rider are up to something different every minute . . . the cowboy swings and sways as his balky mustang twists and turns. Action-packed! Made of high impact plastic. By Wilkening. Ask for 34BR1.

**3<sup>00</sup>**

**MR. WIGGLE'S FIRE ENGINE**

Gangway for hours of fun! Here's real "4-alarm!" action. Mr. Wiggle's Fire Engine goes around corners like a real hook 'n ladder 'cause his mid-section s-t-r-e-t-c-h-e-s! But the back always catches up! High impact plastic. By Wilkening. Ask for 34BR2.



**2<sup>00</sup>**

**PRE-SCHOOL FUN**

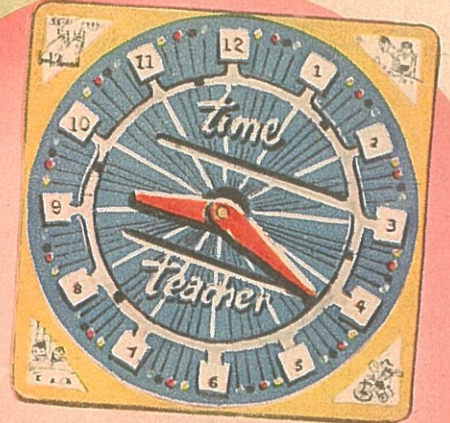


**HOME CLASSROOM**

Ruth's three year old sister is ready for this spelling board and blackboard on one side; counting board and crayon board on the other. All encased in sturdy wooden frame, crayons, eraser and wire stand. Use on table, floor or bed. By Bar-Zim. Ask for 34BR3.

**1<sup>98</sup>**

**BAR-ZIM**



**98<sup>c</sup>**

**CLOCK AND CALENDAR BOARD**

You can learn to tell time with this realistic clock which shows where all the numbers belong. Other side teaches the seasons and months and activities during different times of the year. By Bar-Zim. Ask for 34BR4.



**98<sup>c</sup>**

**GERBER SWISS BELLS**

The sweetest bells you ever heard for baby's crib, play-pen or buggy. Bells attached to vinyl band. Made of polyethylene with heat embossed design. Washable, unbreakable, no sharp edges. Non-toxic. By Gerber. Ask for 34BR5.



**98<sup>c</sup>**

**GERBER BABY PLAY BOTTLE**

Ruth asked Santa for one of these for her little cousin, Sandy. It's unbreakable. Molded of polyethylene plastic and filled with brightly colored clothes pins and dowels. Safe vegetable dyes. For ages 1 to 4. By Gerber Ask for 34BR6.

**Gerber®**

