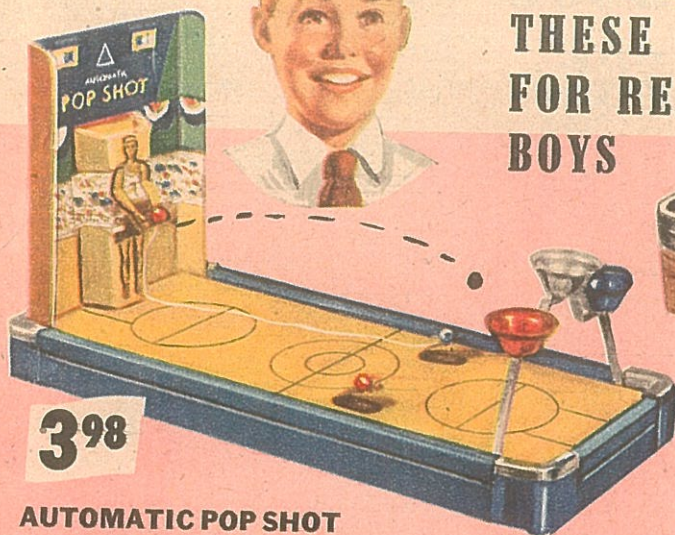


**BILLY SAYS
THESE ARE
FOR REAL
BOYS**



398

AUTOMATIC POP SHOT

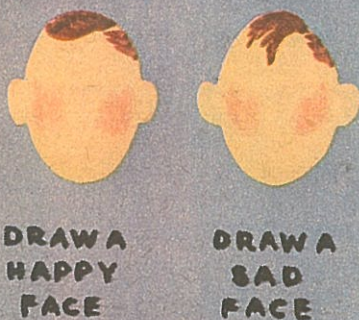
Calling all basketball "hook-shot" artists! This is a natural for you! You take shots from snap action shooters and basketball automatically pops in bell ringing baskets. Including accessories and rules. Almost 2 feet long. By Gotham. Ask for **38BR1**.



TABLE MODEL POOL TABLE

498

A "must" for your game room! Almost 20 inches long with rounded nickel corners and live rubber cushions with a return ball feature. Has 15 numbered balls, white cue ball, triangle, cue sticks with rubber tips, rules, wire form with counters. By Gotham. Ask for **38BR2**.



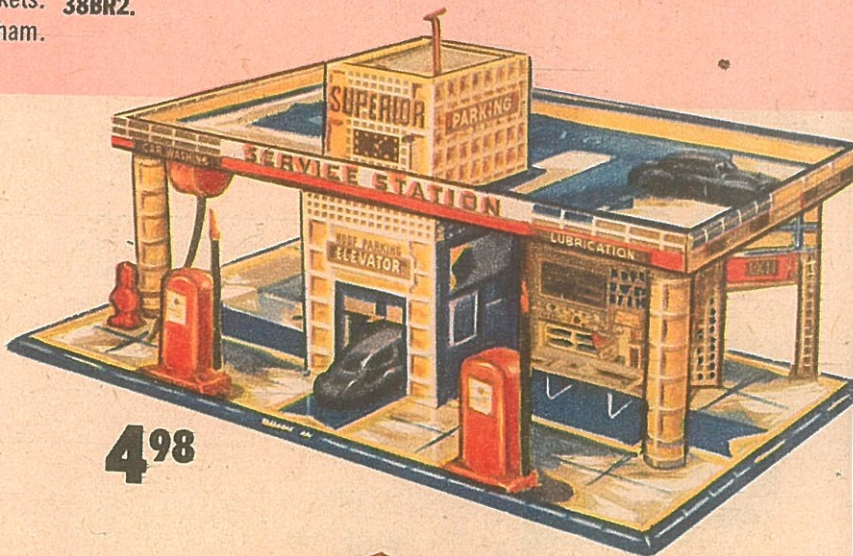
**DRAW A
HAPPY
FACE**

**DRAW A
SAD
FACE**

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

METAL SERVICE STATION

Own and operate your own service station! Give a complete lubrication job for a special price. Take finished cars to upper parking space by elevator—bring down ramp. Be on hand to fill gas tanks, wash cars—you'll be busy! By T. Cohn. Ask for **38BR3**.



498

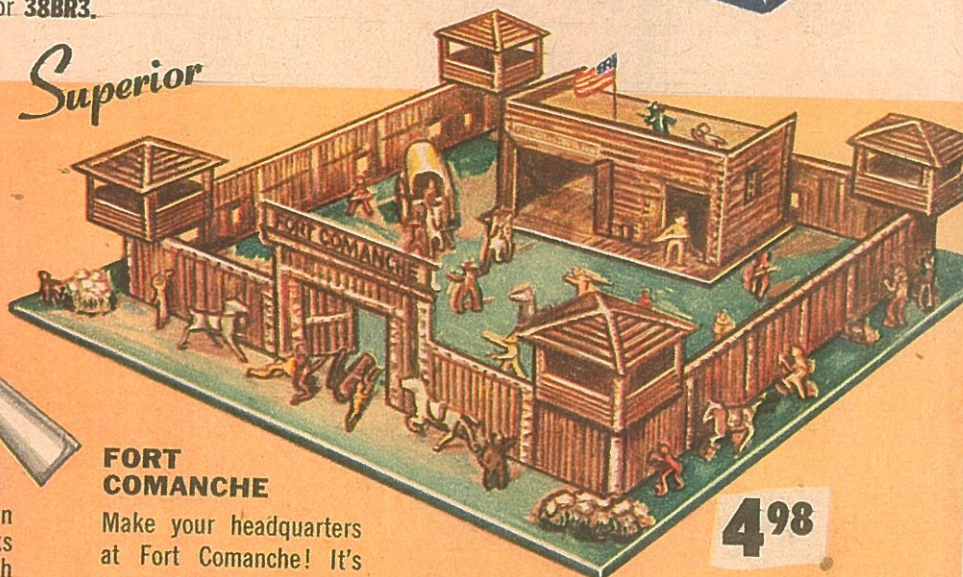
Superior



498

MECHANICAL DUCK SHOOT WITH PLASTIC DART RIFLE

See the ducks in flight! Shoot them down with plastic dart shooting rifle. Ducks actually fall when shot off the 54 inch revolving floor stand. All the fun of real duck hunting! By T. Cohn. Ask for **38BR4**.



FORT COMANCHE

498

Make your headquarters at Fort Comanche! It's a complete, 2 foot square metal stockade and gateway with four corner block houses, a metal main building, stable. Cowboys, indians, horses, Western figures, army wagon and cannons which shoot bullets. By T. Cohn. Ask for **38BR5**.



100

SLINKY

Even your Dad and Mom will love this one. Slinky is the walking spring toy that walks down stairs. It sparkles with its new mirror finish. And you can make it walk from hand to hand, too. By James. Ask for **39BR1**.



200

SLINKY DOG

He wiggles and waggles and slinks along—never does the same thing twice! His back legs and tail fall way behind. You'd think they were never going to catch up! He'll be your favorite pet. By James. Ask for **39BR2**.

JAMES INDUSTRIES

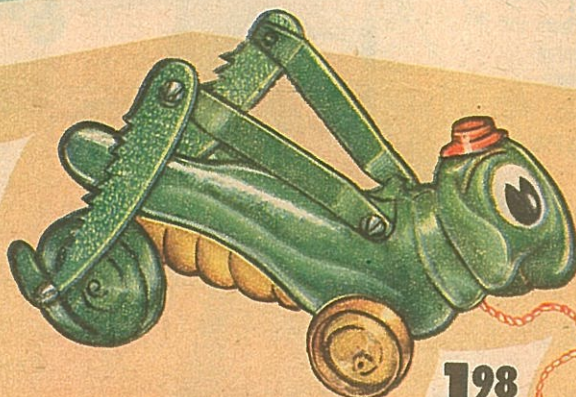


198

KNAPTIME KARTOONS

Billy and Ruth use these to tell stories to Sandra before naptime. Three stories—"The Gingerbread Boy," "The

Three Little Pigs" and "Little Black Sambo" in 90 full color illustrations. Smooth, sparkling, safe, numbered plastic blocks. By Kusan. Ask for **39BR3**.



198

KRASSHOPPER

KUSAN

You can call him "Kelly." He loves to be pulled around and has knee-action! Takes tremendous strides as he rolls along and almost a foot long. Kelly has a long life 'cause he's made of high impact plastic with wood axles. By Kusan. Ask for **39BR4**.



COUNT THE BIRDS



349

TOY VIOLIN

JEFFERSON

Are you the makings of a violin virtuoso? Then you'll love this 22 inch long toy violin finished in two-tone harmonizing colors. Equipped with nylon strings. Bow for playing. Instructions for tuning and playing. By Jefferson. Ask for **39BR5**.



SUPERIOR

698

CUB PRINT SHOP

Wait till the gang sees this! You can print two-color post card size handbills, tickets, notices and newspapers. Has extra ink roller, 48 alphabetized compartments—all in molded plastic storage unit. Learn the printing business. By Superior. Ask for **39BR6**.



A. THE "PROSPECTOR" DOUBLE HOLSTER SET

A nifty Texas Jr. pistol and an exclusive polyethylene canteen for the enterprising prospector. Fasten the canteen to an adjustable belt, put the gun in the holster and you're off! Panning for gold? By Daisy. Ask for 40BR2.

B. DAISY SUPER SCOPE PLAY RIFLE

It's loud and smokes when it shoots! Thirty-two inches of fun with 11 inch golden magnifying scope that can be snapped on. Bright plated trigger. Rifle has genuine Daisy appearance, durability, performance. Your friends will envy you! By Daisy. Ask for 40BR3.

C. HUNTER SAFETY OUTFIT

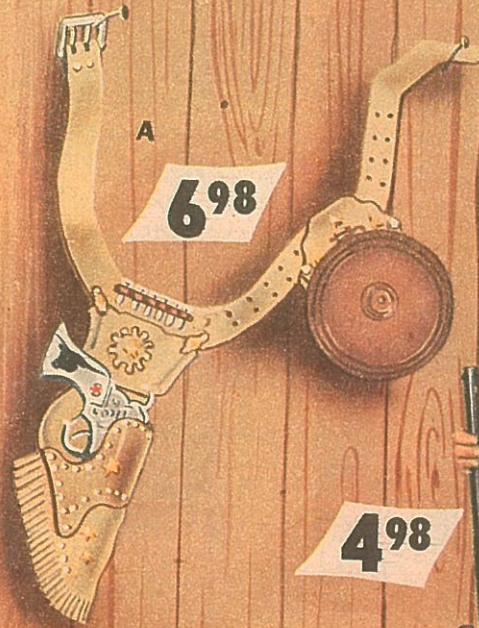
Chipper pins his hunting permit on his back and goes hunting the safe way. Set has durable, 31 inch double barrel cork-shooting shotgun, extra corks, hunter's cap, permit and holder, wallet card and safe hunting rules. By Daisy. Ask for 40BR4.

DAISY ANNIE OAKLEY GOLDEN SMOKE RIFLE OUTFIT

Everything a cowgirl needs for rough-ridin'—rifle, cap pistol and pure white, pint-size canteen on beautiful belt. Annie Oakley Golden Smoke Rifle is 32 inches long and shoots smoke. Canteen can be snapped off. Daisy Triple X adjustable belt. By Daisy. Ask for 40BR1.



WILD WEST GEAR!



498



298



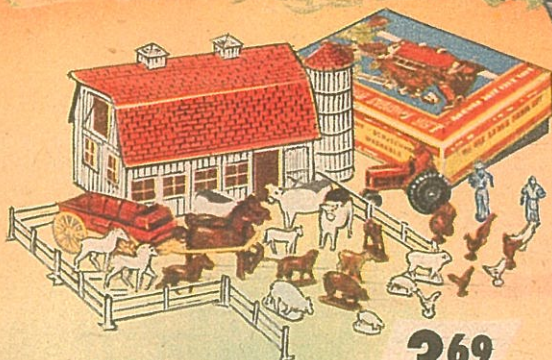
EARLY AMERICAN FRONTIER SET

Stage early frontier-Indian battles! Hunt as they did in by-gone days! Contains cabin, wigwams, Indians, frontiersmen, horses, covered wagon and many others. 44 piece set. By Auburn Rubber. Ask for 40BR5.

Auburn



398

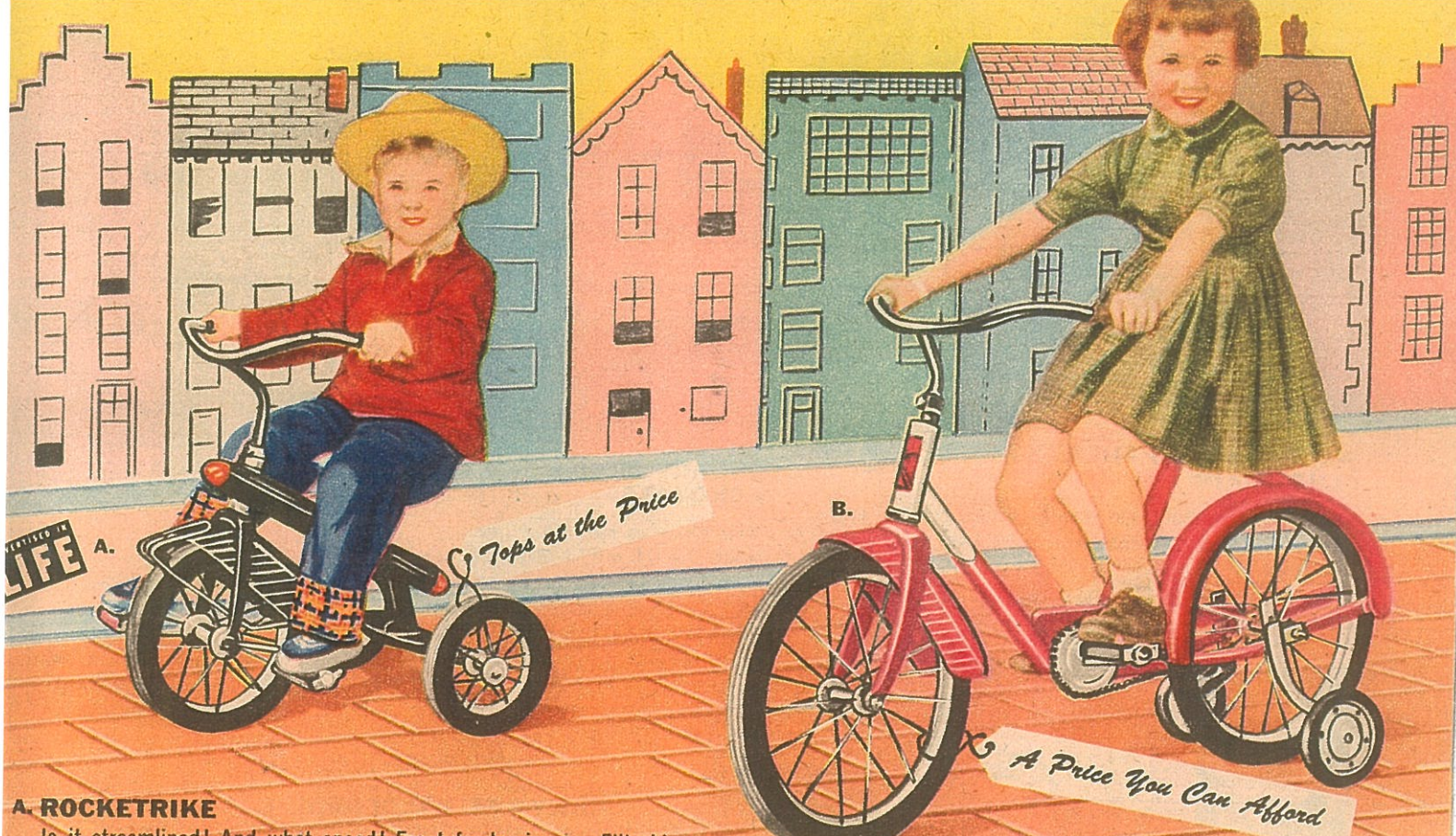


LARGE FARM SET

369

Everything you'll need to set up a first-class farm—28 toys plus fencing. Large barn, silo, farmer and wife (you can be their child!), tractor, team and wagon, and all the farm animals! Animals, figures, wagon of unbreakable vinyl. By Auburn Rubber. Ask for 40BR6.

ADVERTISED IN LIFE



MENTIONED IN
LIFE

A. ROCKETRIKE

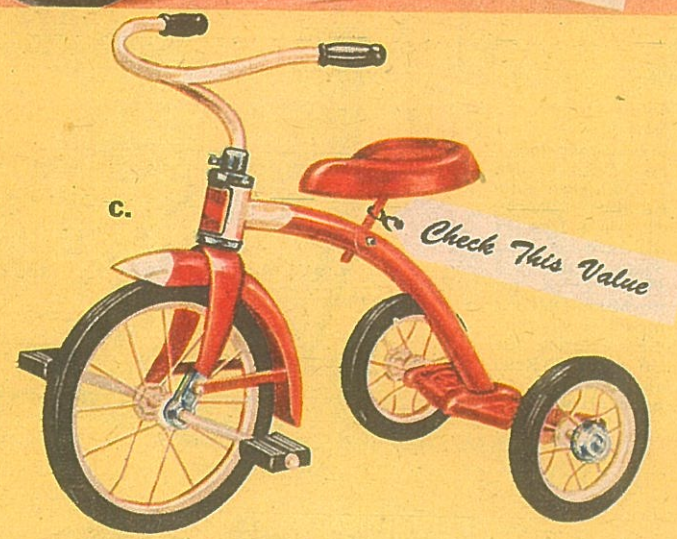
Is it streamlined! And what speed! Front fender is new Flite-Line design and handlebars and 2 inch steel tubing frame are jet design. Molded rubber, semi-pneumatic, puncture proof tires. Ebony black with red and white trim. Front wheel 12 inches. Also available in 10 and 16 inches. Ask for **41BR1**.

B. 16 INCH SIDEWALK BIKE

Won't you feel dandy rolling down the sidewalk on this beauty of a bike? It's easily convertible from boy's to girl's model. Stabilizer wheels can be taken off—it turns into real two-wheeler. Semi-pneumatic tires. Also available in 14-inch wheel size. Ask for **41BR2**.

C. 12 INCH VELOCIPED

BOY! OH BOY! Niftiest looking three-wheeler you've ever seen. Has semi-pneumatic, puncture proof tires, steel tubing. Adjustable saddle and handlebar. Also available in 10 and 16 inch front wheel size. Ask for **41BR3**.

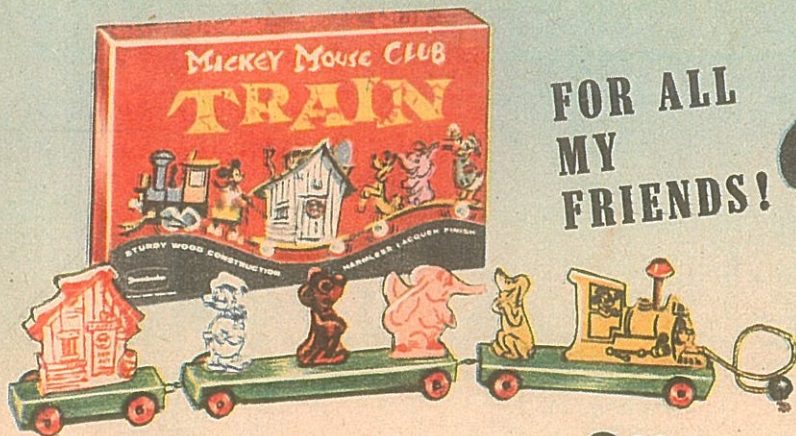


RULES FOR THE 1956 BILLY and RUTH CONTEST (Read page 2)

It's easy . . . here's all you do . . .

1. Look at the list of toys printed on page 2. Turn to the pages on which they are found in the Billy and Ruth Book. Decide which one you would like to trace and color.
2. Take a clean piece of paper. This may be your entry blank. Print your full name, age, address, city and state at the top. Print the name, address, city and state of your Billy and Ruth dealer next. Then print the name of the toy you will trace and color and the page number.
3. Trace the toy you have chosen onto the sheet and color it the same colors as it is in the book. (You may use a sheet of tracing paper or a thin piece of paper so you can see through it.)
4. You're all finished! Send your entry blank to: Billy and Ruth, Box 333, Phila. 5, Pa. All entries must be postmarked no later than midnight, Dec. 24, 1956.
5. Contestants must be from 4 to 12 years old. Only one prize to a family. Each contestant may send in as many entry blanks as he wishes. Anyone is eligible for participation except families of employees of Billy and Ruth dealers, wholesalers, and Billy and Ruth Promotion, Inc.
6. All entries will be judged on originality of presentation, neatness, and coloring true to the colors in the 1956 Billy and Ruth Book. In case of a tie, the earliest postmark will determine the winner.
7. All judging will be by an impartial board. Final judging for the grand national prizes will be conducted by a recognized firm. The decisions of the judges will be final.
8. Contest limited to United States. It is subject to all federal, state and local regulations. Contest void in any state, county or municipality where such an offer is taxed, prohibited or restricted. Entries will become the property of Billy and Ruth Promotion, Inc.





WALT DISNEY'S MICKEY MOUSE CLUB TRAIN 298

Wave to the famous Walt Disney characters as they go rolling along in this gaily colored wood Mickey Mouse Club Train. It's almost 2 feet long and if you're in the pull-toy age, you'll love it. By Strombeck Becker. Ask for 42BR1.

FOR ALL
MY
FRIENDS!



MICKEY MOUSE ACROBATS

Make Mickey do hundreds of balancing stunts! The 14 colorful Mickey Mouse blocks have interlocking hands, feet and heads. Two balancing bars, instruction book of games and stunts. By Strombeck Becker. Ask for 42BR2.



259

Strombecker



Margaret Ann Goebel
Indianapolis, Ind.
First Prize Winner,
1955 Billy and Ruth
Contest.

"I won a free, 12 day trip to the Virgin Islands and Puerto Rico for my Mom, Dad and myself! I wouldn't miss entering the '56 contest! Read all about it on pages 2 and 41."



PINKY LEE XYLOPHONE

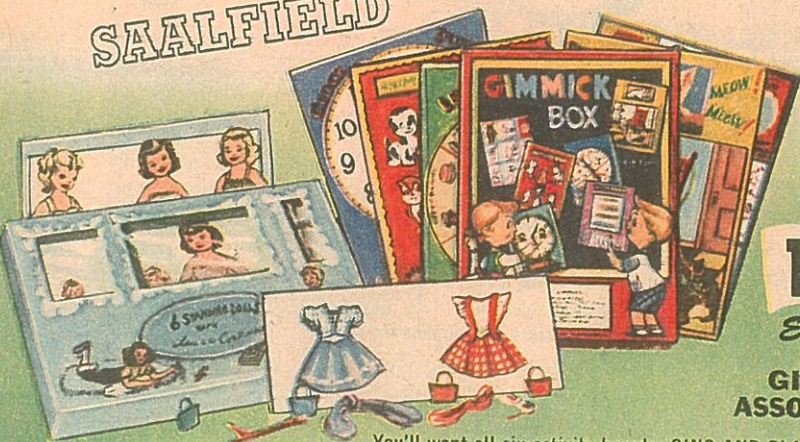
You'll be as popular as Pinky! Plays full scale melody; has precision-tuned colored metal tone bars on console type stand. Play by color. Two hammers. By Emenee. Ask for 42BR3.



298

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

SAALFIELD



198

Each

GIMMICK BOX ASSORTMENT

You'll want all six activity boards: SING AND PLAY THE NUMBER WAY with xylophone; ANIMAL CHANGE ABOUT; CLOCK INLAID PUZZLE; A COLORING BOARD; KITTEN INLAID PUZZLE BOARD, and LET'S GO SHOPPING GAME. And you'll love the SIX STANDING DOLLS! By Saalfeld. Ask for 42BR4.

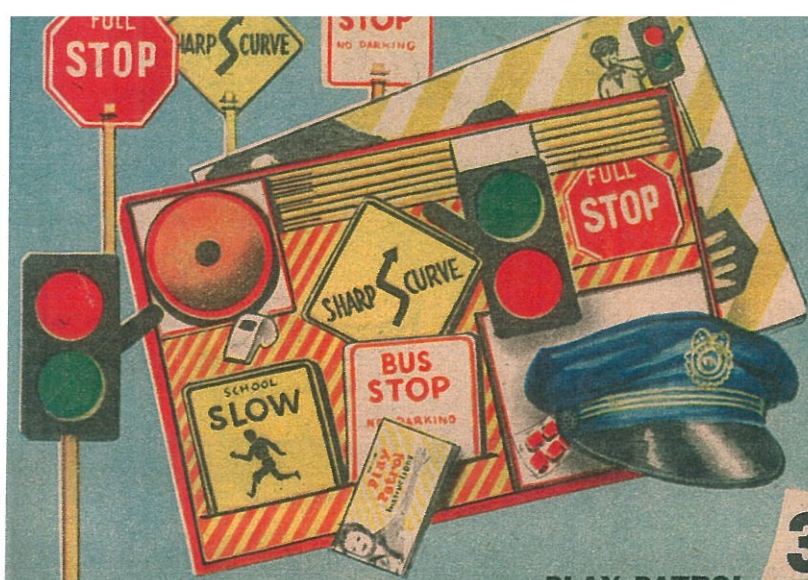
"MICKEY MOUSE CLUB" OFFICIAL ARTIST EASEL

Draw, color and paint the Mouseketeers and your other "Mickey Mouse Club" friends on the drawing pad and activity sheets attached to the easel blackboard. And underneath you'll find a real blackboard for chalk drawing! Plus all drawing materials. By Pressman. Ask for 42BR5.



398





350

PLAY PATROL

"Blow the whistle, Officer," shouts Billy to his friend, Ruth, "that boy on the bicycle just went through a 'stop' sign! Learn all the safety rules. Includes patrol hat, signs, metal traffic light which turns red or green, traffic tickets, By Pressman. Ask for 43BR1.



350

ELECTRIC PENNY PITCH

Step right up, folks, and play the most exciting game on the Midway! You'll think you're at a real carnival when you score a hit and the "electric referee" buzzes and lights. The whole family will love it. Less batteries. By Pressman. Ask for 43BR2.

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



198

"CONFUCIUS SAY" MAGNETIC QUIZ GAME

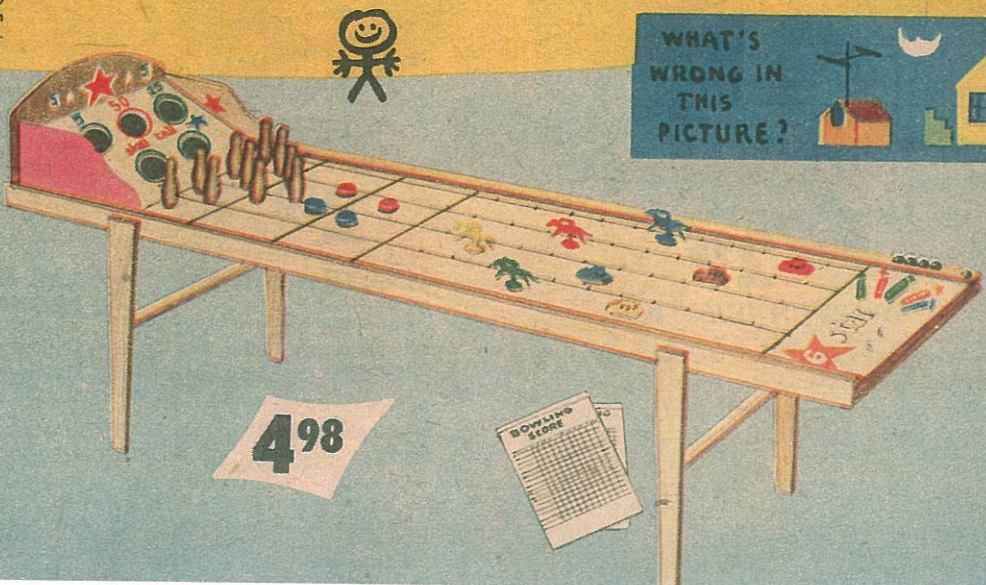
Just ask the Magic Answer Man a question and he'll spin around and point to the right answer! Twelve different quiz cards will provide hours and hours of game fun for you and your friends. By Pressman. Ask for 43BR3.

ADVERTISED IN
LIFE



BOWLING ALLEY

And it's a "strike!" A "strike," that is, if you're bowling! Play four other games on this giant (56 inches) wood alley—auto-mobile race, skill ball, shuffleboard or horse racing. All accessories—balls, pins, horses, cars, shuffleboard pucks—included. By Pressman. Ask for 43BR4.



498

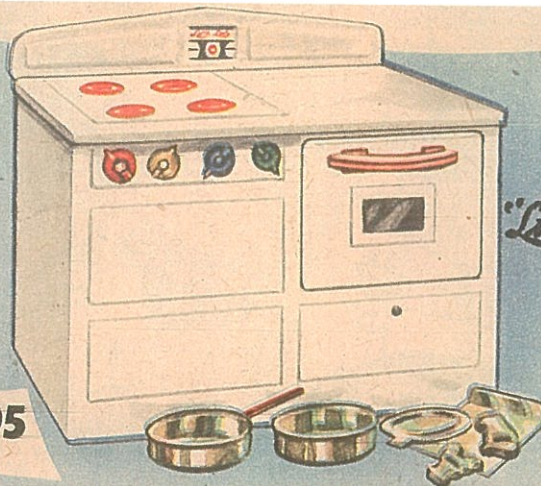


**FOR
THE
LITTLE
HOME-
MAKER!**

1⁹⁵

METAL PLAY STOVE

For the littlest "little tot." Has oven window so she can tell whether or not her "cake" is done. Six utensils, four play switches, clock dial. Durable steel construction. White, baked enamel finish. By Metalware. Ask for 44BR1.



"Little Lady"



"LITTLE LADY" CANDY MAKETTE

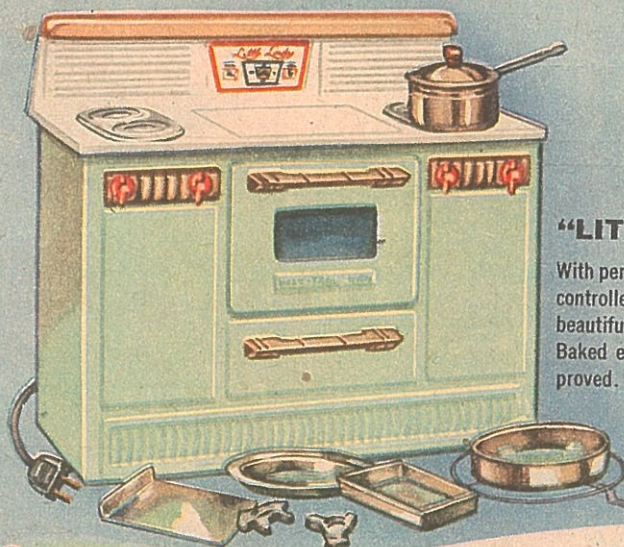
5⁹⁵

Make fudge, peanut brittle, other candies—or heat hot chocolate, soups in one and one-half pint heavy aluminum pan on Electric burner plate. Includes spoons, cook book, Baker's Chocolate Mix. Ruth says you'll love your own candy! By Metalware. Ask for 44BR2.

"LITTLE LADY" ELECTRIC RANGE

With perfect baking temperature every time, thermostatically controlled. Fiberglass insulated. Bakes prepared mixes just as beautifully as Mother's. Separate elements for burners, oven. Baked enamel finish. Seven utensils, cook book. U.L. Approved. By Metalware. Ask for 44BR3.

11⁹⁵



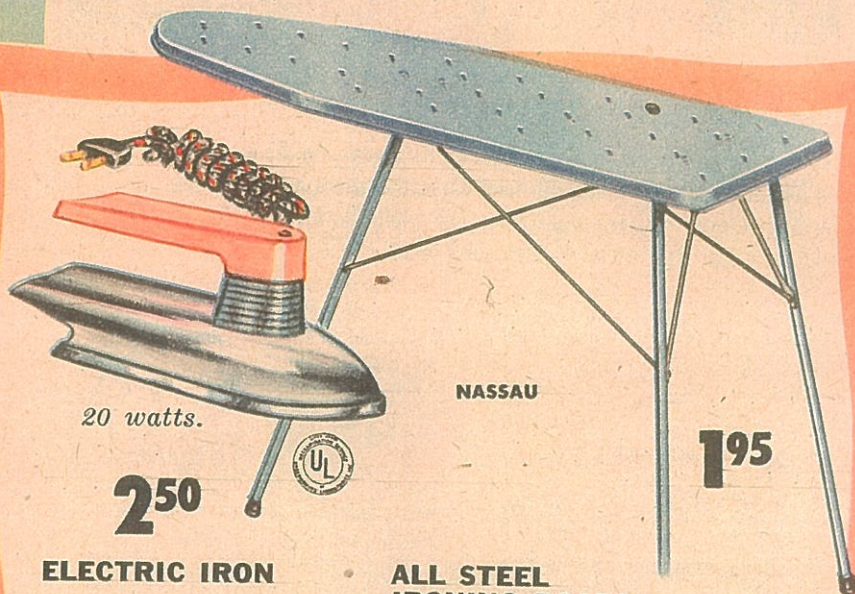
NORSTAR



2⁹⁵

CINDERELLA SWEEP 'N DUST KIT

Helping Mommy will be a cinch with this neat set. Includes large metal carpet sweeper, colorful plastic fiber broom, dust pan, floor mop of cotton yarn, plastic apron with ruffled edge and upholstery brush. By Norstar. Ask for 44BR4.



20 watts.

NASSAU

2⁵⁰

ELECTRIC IRON

"What a beauty" exclaimed Ruth. "It's fun to help Mother with this chrome finish iron with pastel plastic handle. Just the right size, too." U.L. Approved. By Nassau. Ask for 44BR5.

1⁹⁵

ALL STEEL IRONING BOARD

The perfect finish to your laundering chores for dolly! This perforated ironing board is almost exactly like Mother's. Has tubular legs with rubber tips. It's 27 inches long, by 21 inches high. By Nassau. Ask for 44BR6.

FUN THE WHOLE DAY THROUGH!



2⁹⁸

REFRIGERATOR

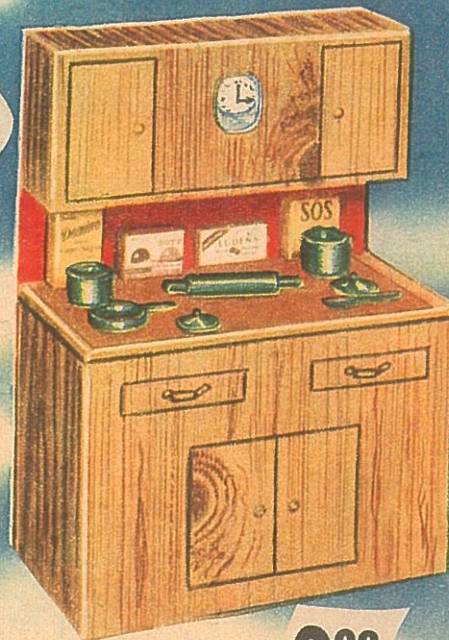
It's beautiful! It's pink! Ruth says it's the very latest—two doors with freezer top. Has ice-cube tray, dummy food packages, imitation meats, bottles. Sturdy steel. A striking addition to your modern kitchen. By Wolverine. Ask for 45BR1.



5⁹⁸

BATTERY OPERATED WASHING MACHINE

This is the way to wash the clothes and you can really do it in this 12 inch high machine. Watch the agitator whirl the clothes through the water. Adjustable wringer. Hard rubber rollers. Less batteries. By Wolverine. Ask for 45BR2.



2⁹⁸

KITCHEN CABINET

A perfect finish to your kitchen! All-steel four door, knotty pine design cabinet. Plastic utensils, rolling pin and miniature packages. Almost 16 inches high. Use clock to "time" your cakes. By Wolverine. Ask for 45BR3.



1⁹⁸

SEE & SPELL

Look at the picture, raise the flap above it, and you'll see the printed word. Learn how to spell. This is learning the fun-packed way! Change set of pictures and words by pulling side lever down. Lots of words. By Wolverine. Ask for 45BR4.

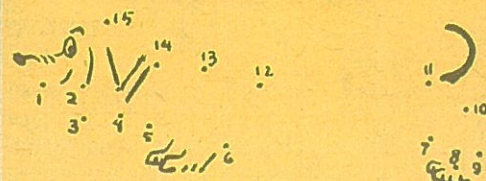


1⁹⁸

INDIAN TRAVELERS

If you like ACTION this is for you! Watch the Indian and his fast-stepping (motor driven) horse pull his SQUAW and her PAPOOSE on the carrier. He has a big gun—probably going to hunt food. By Wolverine. Ask for 45BR5.

Connect the dots...
He's Man's Best Friend



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



MICKEY MOUSE CLUB NEWSREEL

You'll be the talk of the neighborhood! Show Disney films on 12 x 9 inch screen. Has projector, 2 10-frame slides and record. Battery operated projector has push-button film advance. Less battery. Other films available. By Mattel. Ask for 46BR1.



2⁹⁸



THE "LITTLE BURP GUN"

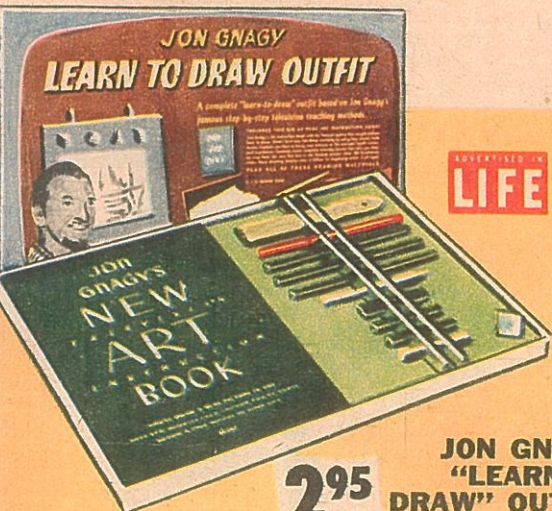
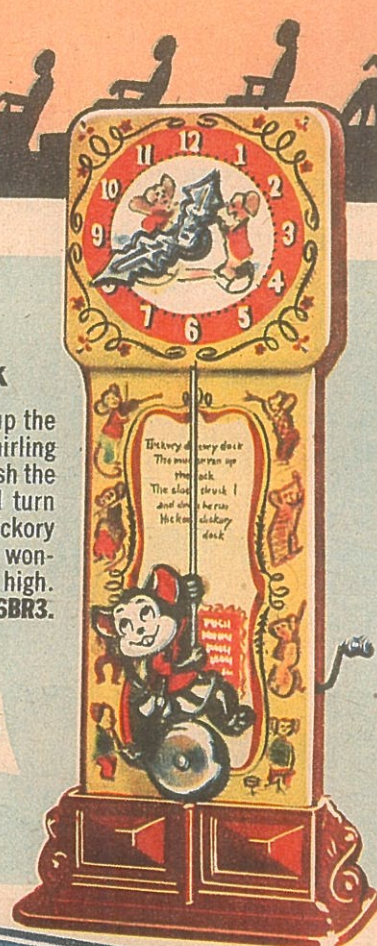
1²⁰

Wow! It has double action. Turn the crank for machine gun bursts or pull the trigger for rifle-like single shots. A new kid-sized version of the Burp Gun including smoking action and realistic wire stock. By Mattel. Ask for 46BR2.

DICKORY DOCK MUSICAL CLOCK

Whee! The mouse ran up the clock! The hands are whirling and the bell ringing! Push the mouse down again and turn the crank to play "Hickory Dickory Dock." What wonderful fun! 15 inches high. By Mattel. Ask for 46BR3.

2⁹⁸



ADVERTISED IN
LIFE

2⁹⁵

JON GNAGY "LEARN TO DRAW" OUTFIT

You'll be drawing before you know it! TV's famous art teacher provides simple, clear illustrated instructions for you to follow. Contains 64 page instruction book, drawing board, paper, pencils, chalks, graphite stick, more! By Arthur Brown! Ask for 46BR4.

SKIL-CRAFT



MECHANICAL DRAWING AND DRAFTING SET

Want to further your drawing or drafting ambitions? Try this! Has basswood drawing board 12 x 17 inches, precision maple blade "T"-square, lettering and numbering guides, drawing paper, French curve, instruction booklet, much more. By Skil Craft. Ask for 46BR5.



4⁹⁵

ART BROWN