

**BILLY SAYS  
THESE ARE  
FOR REAL  
BOYS**



**398**

**AUTOMATIC POP SHOT**

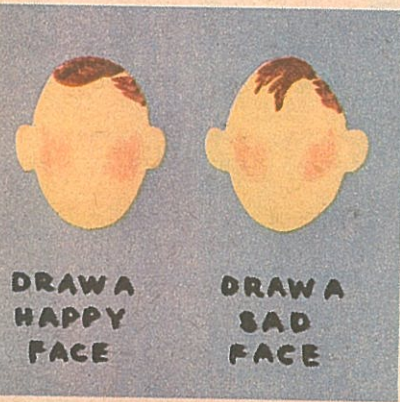
Calling all basketball "hook-shot" artists! This is a natural for you! You take shots from snap action shooters and basketball automatically pops in bell ringing baskets. Including accessories and rules. Almost 2 feet long. By Gotham. Ask for **38BR1**.



**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**.



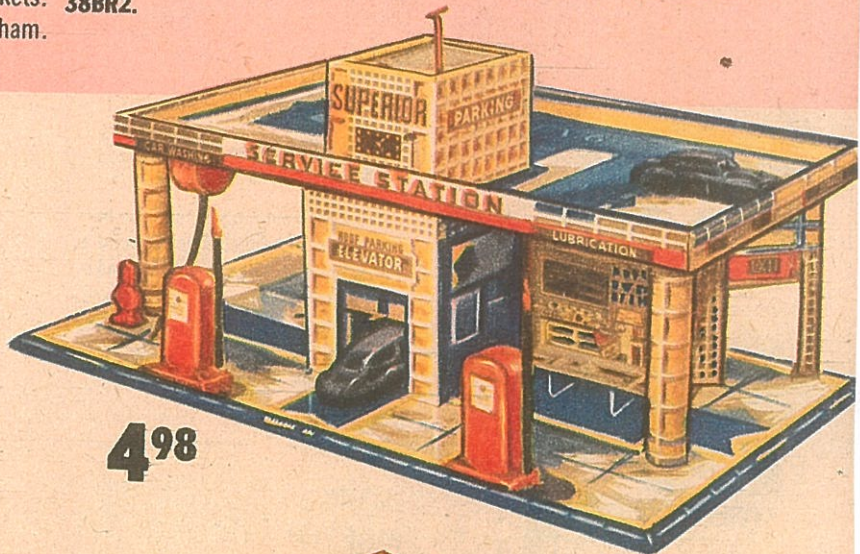
**DRAW A  
HAPPY  
FACE**

**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**

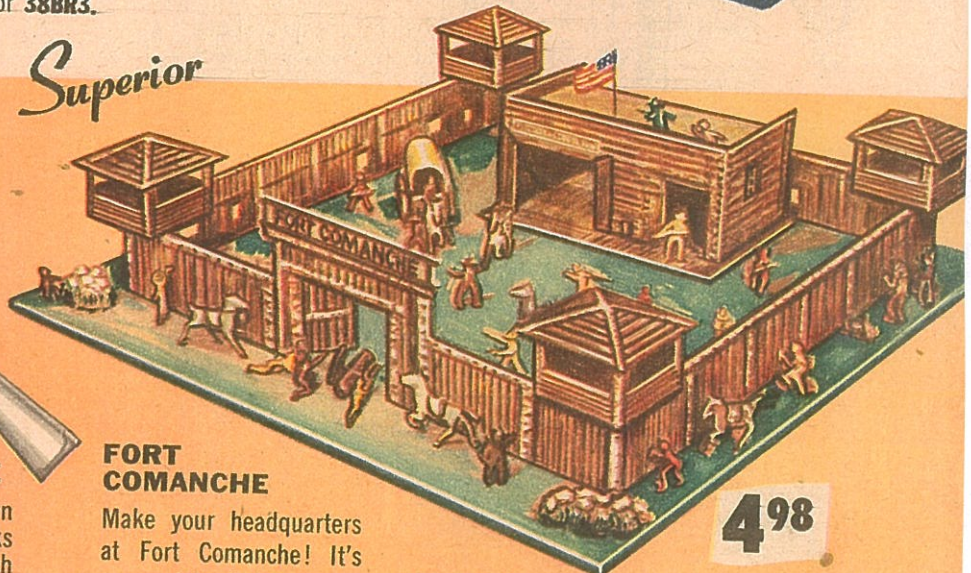
*Superior*



**498**

**MECHANICAL DUCK SHOOT  
WITH PLASTIC DART RIFLE**

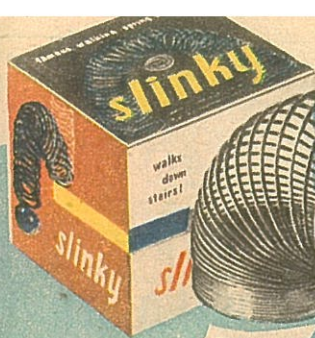
See the ducks in flight! Shoot them down with plastic dart shooting rifle. Ducks actually fall when shot off the 54 inch revolving floor stand. All the fun of real duck hunting! By T. Cohn. Ask for **38BR4**.



**FORT  
COMANCHE**

**498**

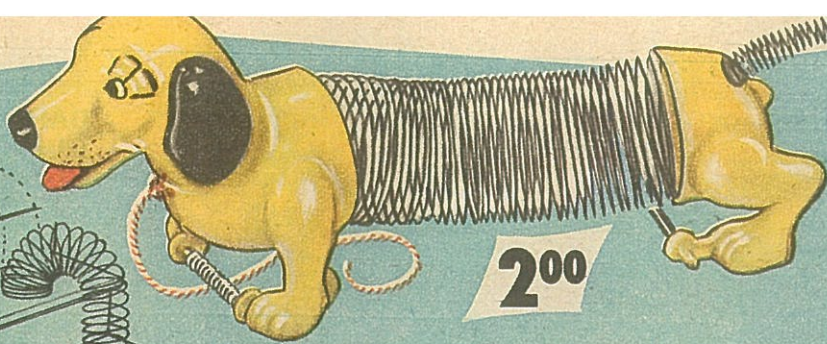
Make your headquarters at Fort Comanche! It's a complete, 2 foot square metal stockade and gateway with four corner block houses, a metal main building, stable. Cowboys, indians, horses, Western figures, army wagon and cannons which shoot bullets. By T. Cohn. Ask for **38BR5**.



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

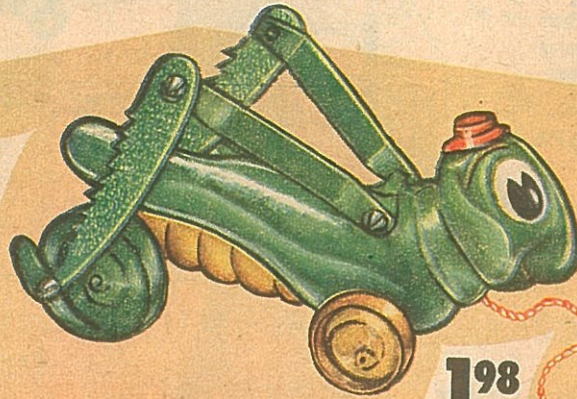


198

**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**

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.

KUSAN



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.



**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!**



**998**

**A. THE "PROSPECTOR"  
DOUBLE HOLSTER SET**

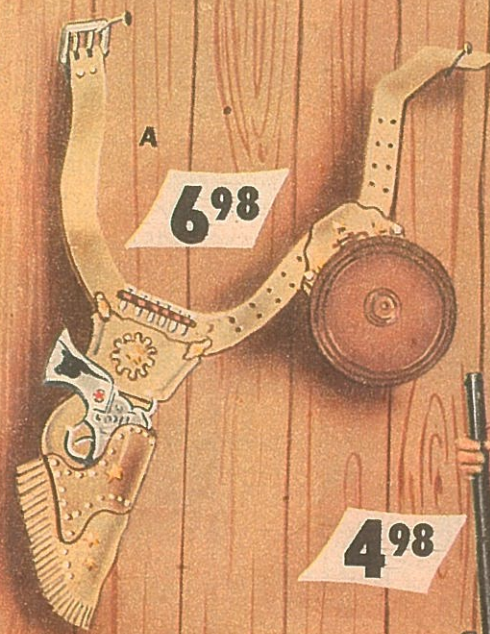
A nifty Texas Jr. pistol and an exclusive polyethylene canteen for the enterprising prospector. Fasten the canteen to an adjustable belt, put the gun in the holster and you're off! Panning for gold? By Daisy. Ask for 40BR2.

**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.



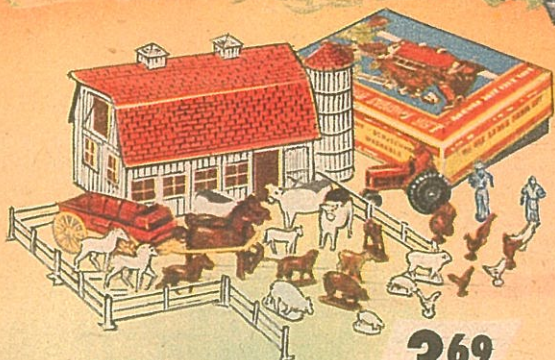
**698**



**498**



**298**



**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.

**EARLY AMERICAN  
FRONTIER SET**

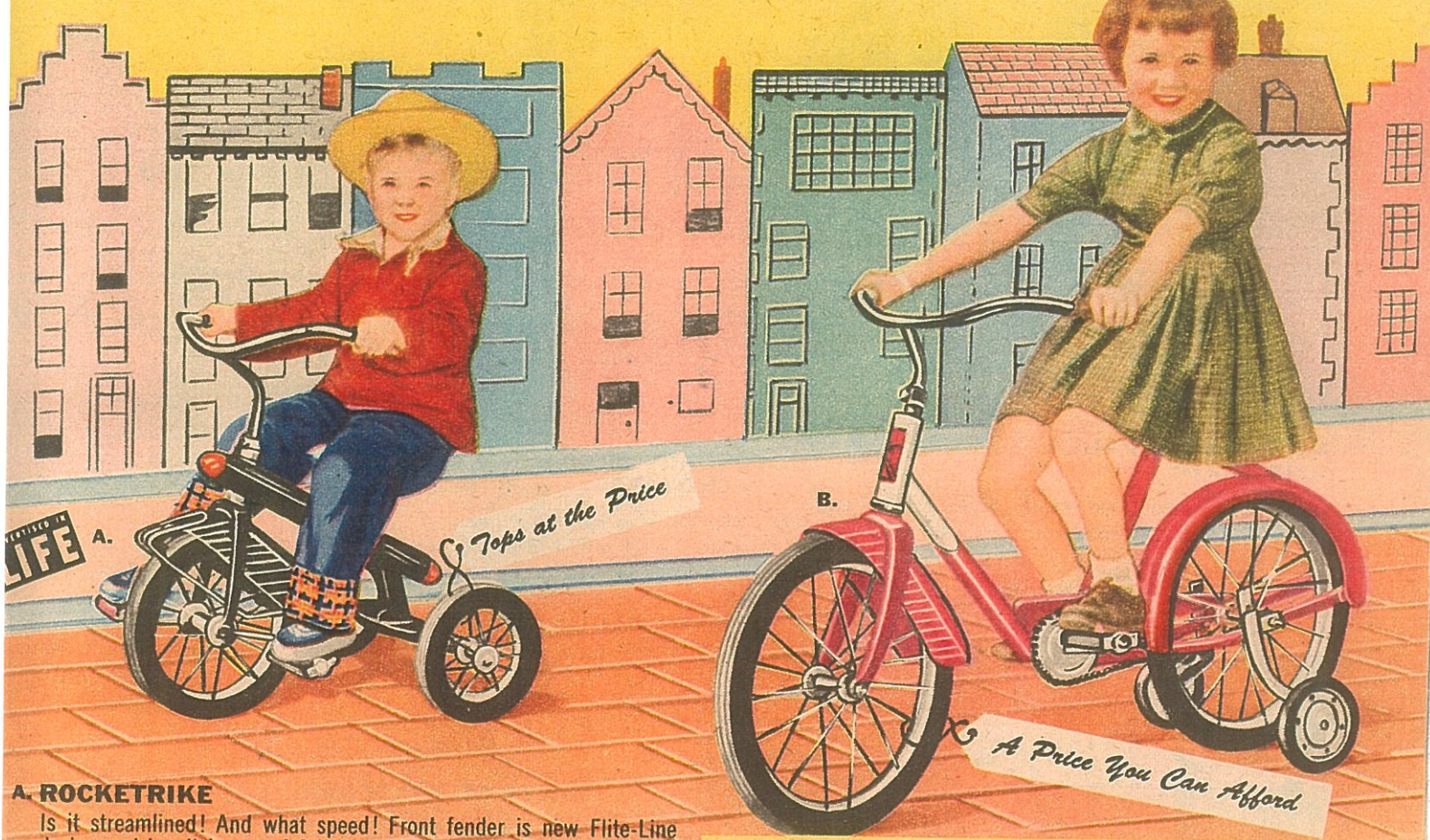
Stage early frontier-Indian battles! Hunt as they did in by-gone days! Contains cabin, wigwams, Indians, frontiersmen, horses, covered wagon and many others. 44 piece set. By Auburn Rubber. Ask for 40BR5.

*Auburn*



**398**





VERIFIED IN  
LIFE

**A.** *Tops at the Price*

**B.** *A Price You Can Afford*

**A. ROCKETRIKE**

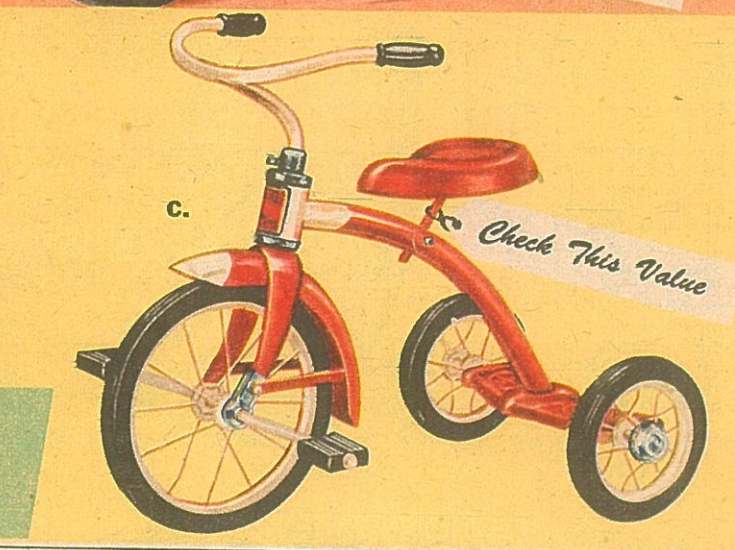
Is it streamlined! And what speed! Front fender is new Flite-Line design and handlebars and 2 inch steel tubing frame are jet design. Molded rubber, semi-pneumatic, puncture proof tires. Ebony black with red and white trim. Front wheel 12 inches. Also available in 10 and 16 inches. Ask for **41BR1**.

**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 VELOCIPEDA**

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**.



**C.** *Check This Value*

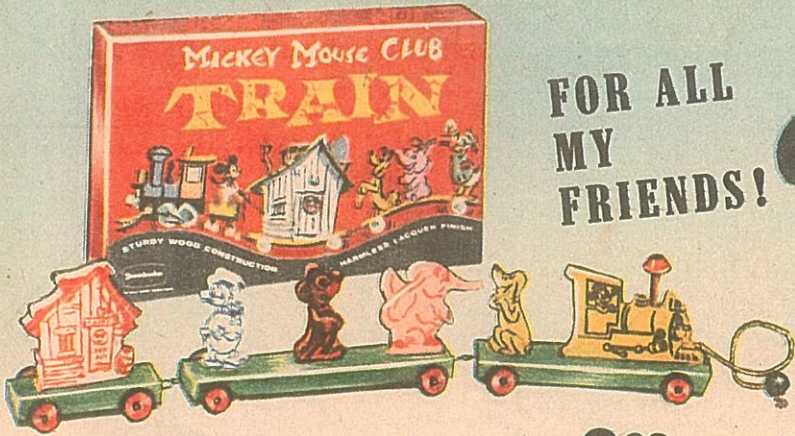
**RULES FOR THE 1956 BILLY and RUTH CONTEST (Read page 2)**

*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 employes 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**

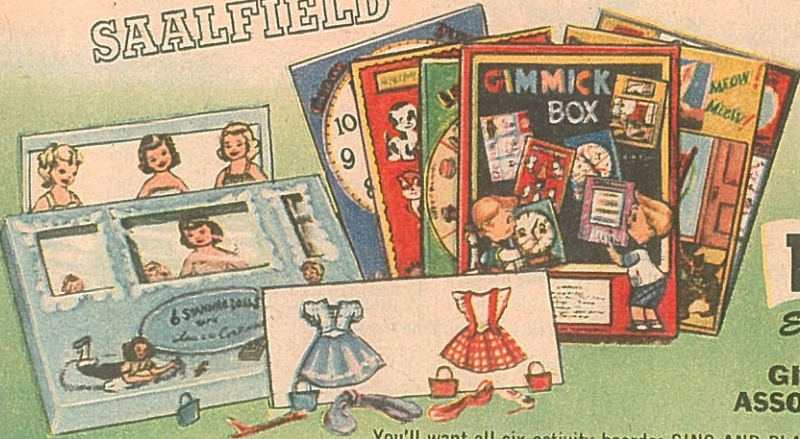
You'll be as popular as Pinky! Plays full scale melody; has precision-tuned colored metal tone bars on console type stand. Play by color. Two hammers. By Emenee. Ask for 42BR3.



**298**

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**SAALFIELD**



**198**

*Each*

**GIMMICK BOX ASSORTMENT**

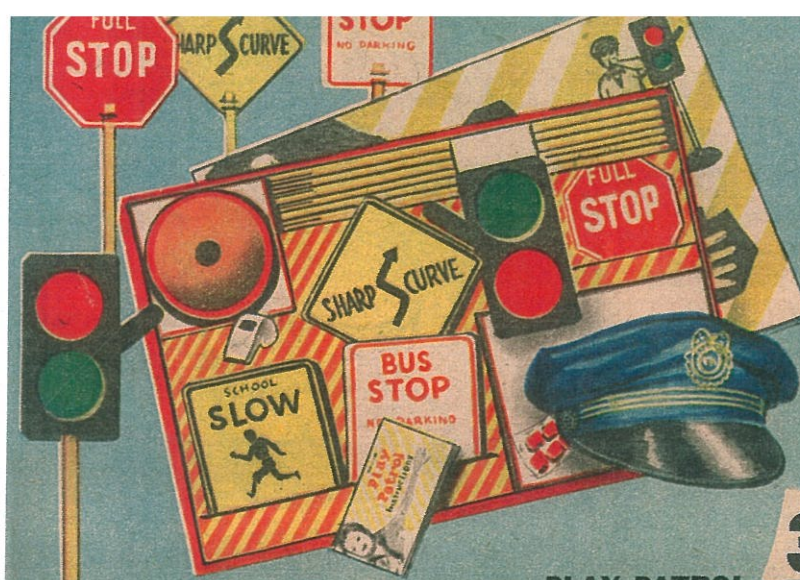
You'll want all six activity boards: SING AND PLAY THE NUMBER WAY with xylophone; ANIMAL CHANGE ABOUT; CLOCK INLAID PUZZLE; A COLORING BOARD; KITTEN INLAID PUZZLE BOARD, and LET'S GO SHOPPING GAME. And you'll love the SIX STANDING DOLLS! By Saalfeld. Ask for 42BR4.

**"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.

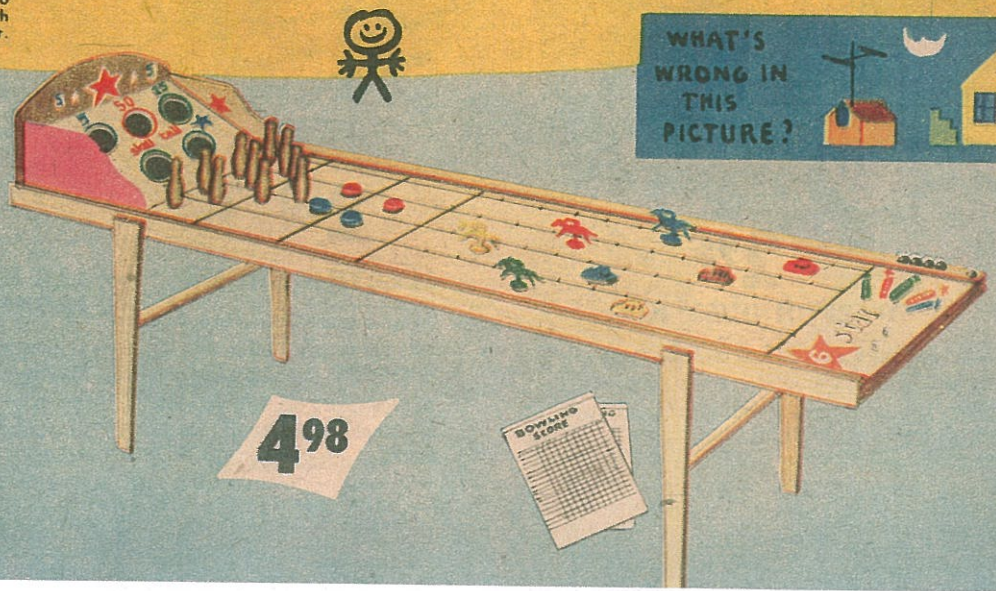
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198

**"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.



498

**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.

