

For Hours of Constructive Play!

A—GRAD TINKERTOY (6 to 10 years)

Play games, tricks with Tinkertoy! Build lots of models following color charts in instructions. White birch parts with colorsafe finish. By Tinkertoy. Ask for 28BR1 **3.00**

B—BAGS OF BLOCKS (1 to 4 years)

Twenty-five smooth, solid-wood blocks can be kept sparkling clean by storing in polyethylene bag. Build tall towers or low buildings! By Halsam. Ask for 28BR2 **1.00**

C—HI-LO CRUISER (1 to 4 years)

Modern cruiser holds 16 smooth blocks that can be interlocked with grooved track of cruiser. Build a tower—pull it—watch it crash! By Halsam. Ask for 28BR3 **1.39**

D—SLEEPING BEAUTY PLAYTILES (4 to 8 years)

Just like the movie! Make magic castle, royal cradle, sword of truth, with 336 tiles. Also make letters, numbers, designs. Red, white, blue, yellow. By Halsam. Ask for 28BR4 **3.00**

E—GAME KIT (8 years and up)

Three game kit for both young and old! Finest plastic chessmen, interlocking plastic checkers, heavy weight board and hard-wood dominoes. By Halsam. Ask for 28BR5 **3.00**

F—AMERICAN LOGS (5 to 10 years)

Build early frontier cabin from 211 pieces in this set of selected wood, realistically colored and waxed. Interlocking feature—pick up finished buildings! By Halsam. Ask for 28BR6 **4.00**

G—AMERICAN PLASTIC BRICKS (5 to 10 years)

Design your own red brick houses with white tile doors and windows that open! Sliding overhead garage doors, transparent jalousies. 290 pieces. By Halsam. Ask for 28BR7 **5.00**

H—AMERICAN SKYLINE (6 to 10 years)

Build a skyscraper with colored windows! Three basic interlocking parts, plus floors, windows. Can be moved after construction. Instructions. 510 pieces. By Halsam. Ask for 28BR8 **4.00**

DO YOU READ "HAPPY HOURS"?
Ask your Billy and Ruth dealer if he has our magazine, "HAPPY HOURS WITH BILLY AND RUTH." If not, become a subscriber by sending \$1.00 to:
HAPPY HOURS
BILLY AND RUTH
Box 333, Phila. 5, Pa.

YOUNG ENGINEERS! NOW! YOU CAN DESIGN hundreds of structural steel models

NEW! ILLUSTRATED INSTRUCTION BOOK

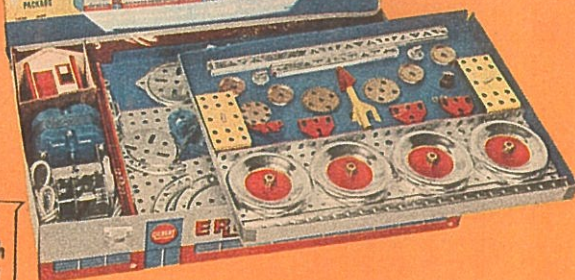
NEW! ERECTOR INSTRUCTION BOOK

NEW! WIRE CLOAK GIVE MODELS FOR NEW AGE

NEW! SPACE MODELS LAUNCHER

GILBERT

A Billy and Ruth Special!



Gilbert's Career Building Toys

A—ROCKET LAUNCHER ERECTOR SET (8 to 14 years)

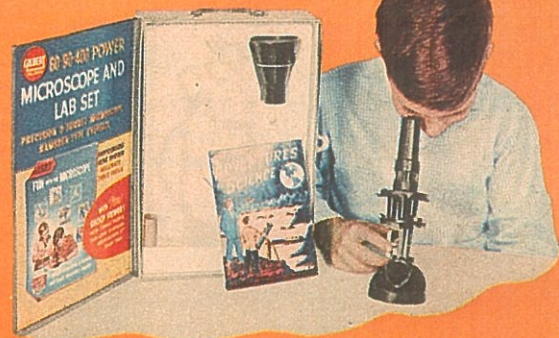
Learn all about rocketry! In a handsome, lithographed steel chest. Powerful electric motor with forward and reverse gear shift plus two power take-offs. Build rocket launcher that raises, lowers and fires rocket into space; other things, too—trucks, bridges, etc. By A. C. Gilbert. **Regularly \$18.98 Special \$15.79**
Ask for 29BR1

B—GILBERT TELESCOPE (8 to 16 years)

Get close-ups of Jupiter through this 80 power reflecting telescope. Sighting device for locating constellations, planets before viewing. Sturdy 26 inch steel tripod, metal swivel locks in any position. Star map and booklet. By A. C. Gilbert. Ask for 29BR2 **17.98**



A Billy and Ruth Special!



C—FUN WITH ELECTRICITY SET (8 to 14 years)

Build a rheostat, telegraph system; perform experiments in magnetism. Includes DC-3 electric motor. Chemicals, apparatus. Completely safe. Ask for 29BR3 **9.98**

D—MICROSCOPE AND LAB SET (8 to 14 years)

Precision girder type microscope with 3-objective turret with powers of 60, 90 and 400. Ramsden eyepiece, parfocalized lens system. Several people can look through group viewer at same time. By A. C. Gilbert. Ask for 29BR4

Regularly \$7.98 Special \$6.44

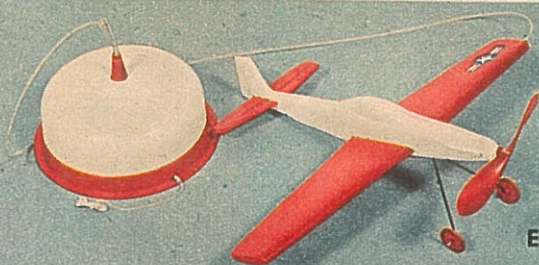


E—ELECTRA MUSTANG (5 years and up)

It takes off, cruises, idles, taxis—flies on power of its own prop. Battery-powered (not included). Four-speed flying fun in living room or outdoors. By Wen Mac. Ask for 29BR6 **5.98**

F—CORSAIR CHALLENGER (10 years and up)

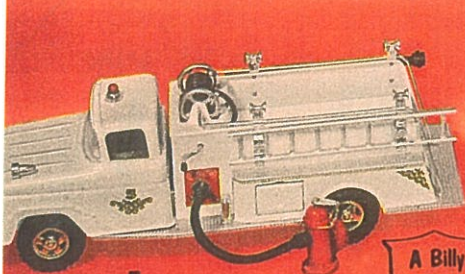
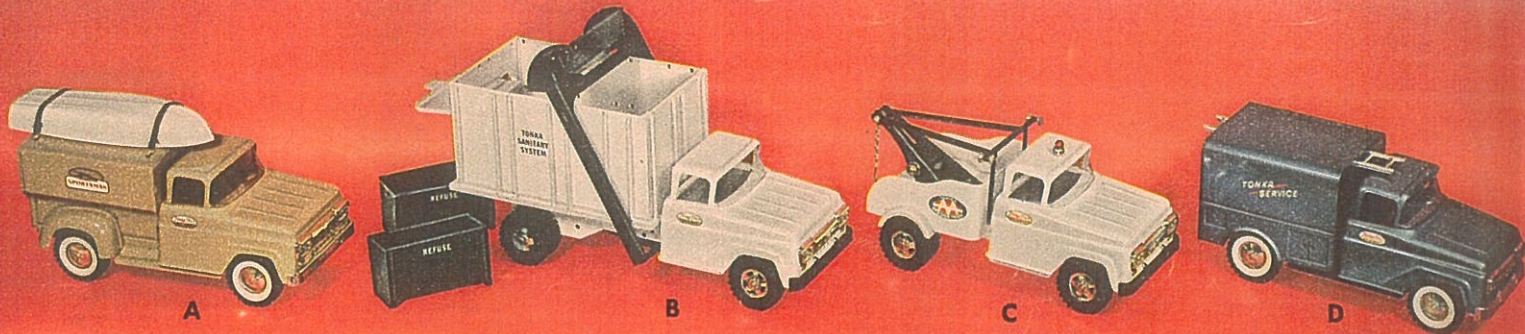
Flying replica of America's most famous fighter plane. Automatic starter. Unbreakable. Flies 35 m.p.h. Starter battery, fuel, flight lines. Stunt fly with powerful engine! By Wen Mac. Ask for 29BR5 **11.98**



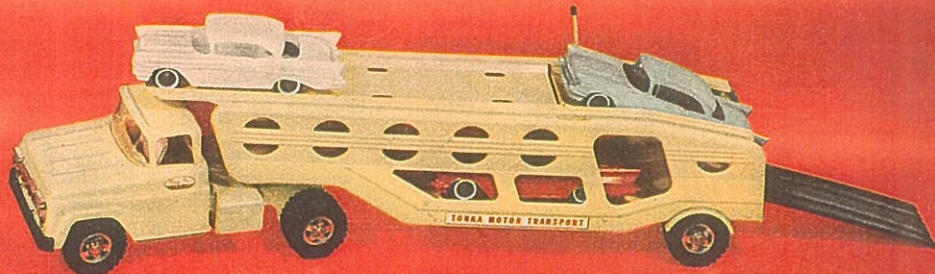
E



F



A Billy
and Ruth
Special!



Be A Working Man!



A-SPORTSMAN TRUCK (3 to 6 years)

For junior campers! Unbreakable polyethylene boat snapped on top. Tail gate snaps open or shut. Coupling for accessory trailers. Over 12 inches. By Tonka. Ask for 30BR1

3.98

B-SANITARY SERVICE (3 to 6 years)

Move huge loads! Place load in front hopper, trip hydraulic lever and parallel bars raise, dump load in truck. Scoop bucket, containers. Almost 24 inches long. By Tonka. Ask for 30BR2

9.98

C-WRECKER TRUCK (3 to 6 years)

You can haul broken-down trucks, cars to service station. Heavy duty winch with link chain is easy to crank in. Simulated cab-top flasher light. Almost 14 inches. By Tonka. Ask for 30BR3

4.98

D-SERVICE TRUCK (3 to 6 years)

There's nothing you can't deliver or repair with a truck like this! Sturdy aluminum ladder on top. White sidewalls. Almost 13 inches long. By Tonka. Ask for 30BR4

2.98

E-SUBURBAN PUMPER (3 to 7 years)

Fire! Get your 17 1/4 inch white pumper! Three foot hose hooks up to its own miniature hydrant that connects to standard garden hose. Hydrant wrench controls water. By Tonka.

Ask for 30BR5

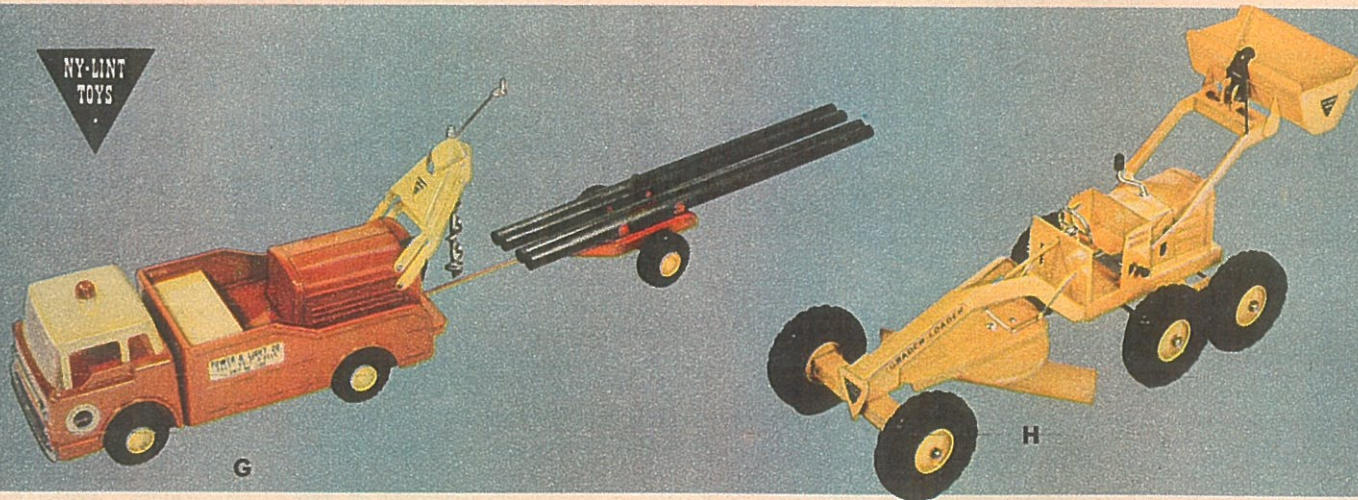
Regularly \$ 8.98 **Special \$7.49**

F-CAR CARRIER (3 to 7 years)

A big motor transport with automatic unloading device for "long distance haulers". Holds five cars, 3 included. 29 inches long. By Tonka.

Ask for 30BR6

7.98



G-POST HOLE DIGGER (3 to 8 years)

Set up your own power and light system! Really digs holes; power poles on trailer fit snugly into them! Big tool box, working tools. Almost 38 inches long. By Ny Lint. Ask for 30BR7

6.98

H-GRADER-LOADER (3 to 8 years)

Action at both ends! Adjustable grader will scrape dirt right or left. Crank hoist on loader lifts full bucket of sand! Steerable front wheels. Almost 24 inches long. By Ny Lint. Ask for 30BR8

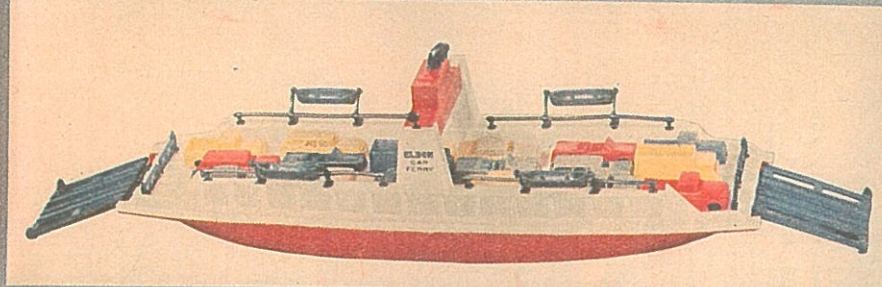
6.98

WIN!

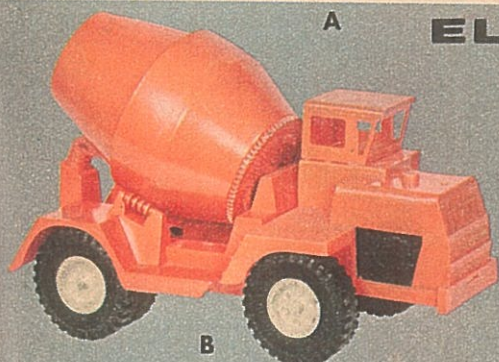
Boys! Girls! You can win a Chrysler Air Temp High Power Air Conditioner for your Mother and Dad, and a prize for yourself too! See Pages 19-22!



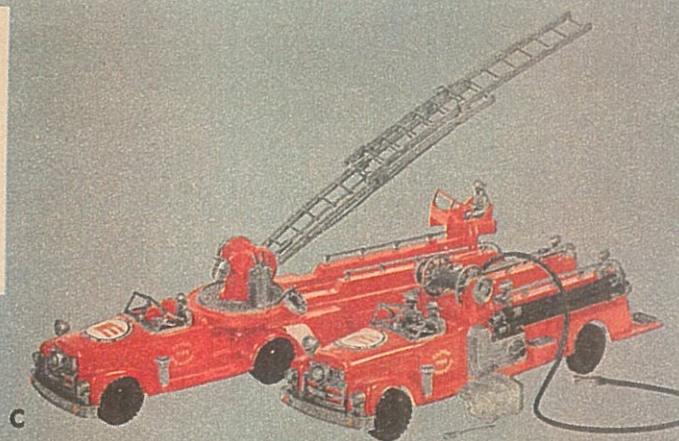
The prices in this book, in most cases, are those suggested by the manufacturers. For current prices consult the storekeeper whose name is on the front cover of this toy book. In some places of the South and West prices may be slightly higher.



A ELDON



B



C

Hubley



D



E

A-CAR FERRY (3 to 7 years)

It floats! Unbreakable, .17½ inch ferry carries 18 vehicles! Retractable ramps slide in and out. Locking gates. Life boats. By Eldon.

Ask for 31BR1

2.98

B-UNBREAKABLE CEMENT MIXER (3 to 7 years)

Just like real! Mixer drum revolves when truck is pushed. Crank-operated, too. Drum can be put into dumping position. Movable spout. By Eldon.

Ask for 31BR2

4.98

C-UNBREAKABLE FIRE COMPANY SET (3 to 7 years)

Ladder truck with aerial ladder that raises, lowers, rotates, and pumper with 2 foot hose that sprays water! Firemen and authentic badge for you. By Eldon.

Ask for 31BR3

set **5.98**

D-METAL STOCK YARD TRUCK (3 to 5 years)

Take livestock to market! Bright green and yellow truck. Open side, turn knob and pigs slide out of truck. By Hubley.

Ask for 31BR4

1.98

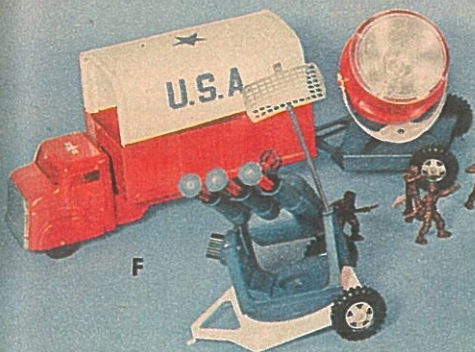
E-FARM TRUCK SET (3 to 5 years)

Two trucks for the young farmer! Metal poultry truck with crates of chickens, ducks and livestock truck with automatic unloading action. By Hubley.

Ask for 31BR5

set **3.98**

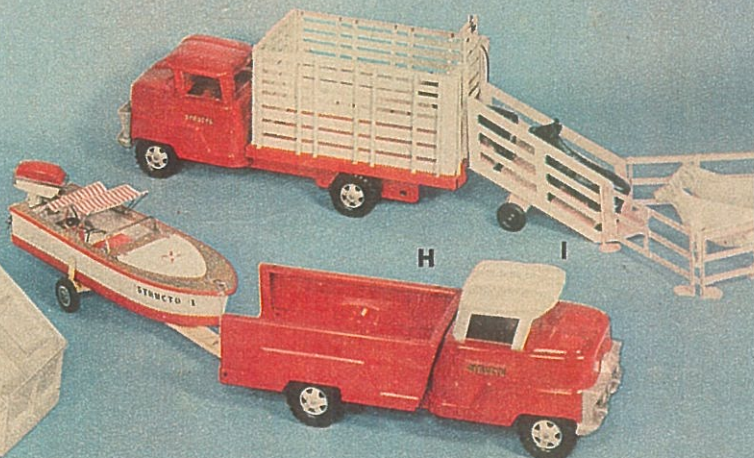
STRUCTO



F



G



H

I

F-AIR FORCE ANTI-AIRCRAFT SET (6 years and up)

Missile launcher trailer revolves 360°. Has three separate firing tubes that fire in sequence. Searchlight trailer with powerful light (batteries not included).

By Structo. Ask for 31BR6

6.98

G-MECHANICAL HYDRAULIC DUMP (3 to 8 years)

For all roadwork! Mechanical hydraulic cylinder action permits body to raise and dump loads automatically. Over 12 inches long. All steel. By Structo.

Ask for 31BR7

3.98

H-DELUXE CAMPER (4 to 8 years)

Vacation-bound! Steel camper truck with boat, trailer. Crank operated winch to load and unload boat. Wooden boat powered by battery (not included) motor. Overall length—29 inches. By Structo. Ask for 31BR8

7.98

I-STOCK FARM SET (3 to 8 years)

Big farm truck with stock loader that doubles as trailer for hauling. Removable plastic stakes, plastic fence, animals. Rear stake panel has sliding gate. By Structo. Ask for 31BR9

5.98

Boys! Girls! Win a bicycle or other toy prize for yourself and a big prize for mother and Dad too—a Stromberg-Carlson Stereo Hi-Fidelity Set, a Whirlpool Automatic Clothes Dryer, and a Chrysler Air Temp High Power Air conditioner! Many others! See Pages 9-22!



Craft Master



B



C



A—PAINT BY NUMBER SET (10 years to adult)

For lifetime enjoyment! Choose from 12 different subjects. Set has two 12 x 16 inch numbered panels, 24 oil colors, brushes, accessories. By Craft Master. Ask for 32BR1

each **2.98**

B—TICKLE BEE (4 to 10 years)

A fascinating game! Using magic magnet, take the "tickle bee" over long, winding trail. Don't get stung too many times or you lose! By Highlander. Ask for 32BR2

1.98

C—TUMBLE BUG (4 years and up)

Exciting to watch and play! Tumble bugs careen crazily down track in unpredictable race. Up to four players. By Highlander. Ask for 32BR3

1.98

D—NEW ARTIST PAINT BY NUMBER SET (8 years to adult)

Learn and create a beautiful picture! Set includes two 10 x 14 inch numbered panels, 18 oil colors in jars, brushes, etc. Choose from 12 subjects. By Craft Master. Ask for 32BR4

each **1.98**

E—PIRATE AND TRAVELER (7 to 14 years)

Travel the world learning major cities, products, exports of all countries while being chased by pirates! Play on colorful world map. 2 to 4 players. By Milton Bradley. Ask for 32BR5

1.98

F—CANDYLAND (4 to 8 years)

For little folks. Nothing to read! Move by matching colors through Peppermint Stick Forest, Gingerbread Plum Tree etc. Two to four players. By Milton Bradley. Ask for 32BR6

2.50

G—GO TO THE HEAD OF THE CLASS (8 years to adult)

Go from first grade to college by knowledge, cleverness and luck! Quiz books for all ages; 792 questions, answers. Up to 8 players. By Milton Bradley. Ask for 32BR7

2.98

H—BASEBALL (8 years to adult)

Learn the rules, plays of baseball! Approved by Little League umpires. One player calls the pitches, second player decides offensive strategy. By Milton Bradley. Ask for 32BR8

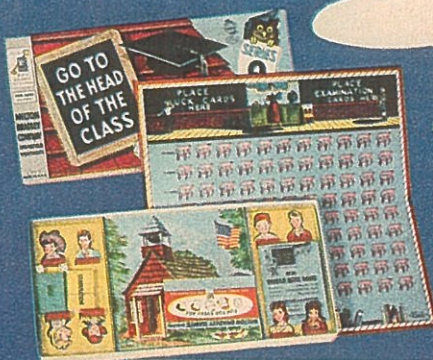
2.98



D



E



G

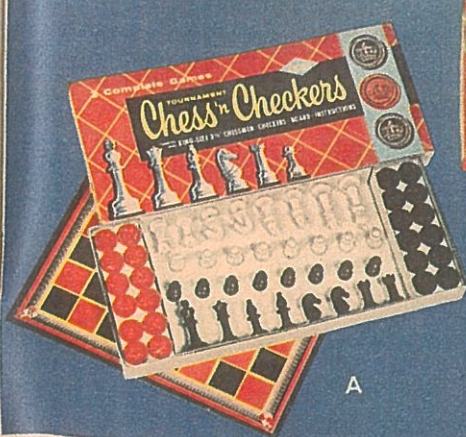


F



H

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A



B



C



LOWELL

A—TOURNAMENT CHESS 'N' CHECKERS (8 years to adult)

Learn exciting games of skill! Plastic chessmen, 3 1/2 inches high; plastic checkers, heavy leatherette playing board, instructions. By Lowe.

Ask for 33BR1

1.98

B—STEVE CANYON AIR FORCE GAME (7 years and up)

You're a "jet pilot" of a model Air Force F-105 Thunderchief. You and other players must fly blind, take-off, bail-out! Playing board is aerial view. By Lowell.

Ask for 33BR2

2.98

C—BAT MASTERSON GAME (8 years and up)

More fun than a Bat Masterson TV show! Three dimensional board with built-up buildings and scenery of western town. Deputy sheriffs battle the "bad" men. By Lowell. Ask for 33BR3

2.98

D—TRACE-A-ROUNDS (6 to 12 years)

Three different sets: Cartoons, Western or Fashion Design! Place and trace in thousands of different poses the jointed figures in each set. Draw clothes, color. All equipment. By Rennoc.

Ask for '33BR4

each 1.98

Rennoc

E—ELECTRIC GAMES (6 years and up)

When the light goes on you have the right answer! Three games: ELECTRIC MAP OF THE WORLD, ELECTRIC MAP OF THE U.S., AND ARITHMEQUIZ include questions, answers. Battery operated. By Jacmar.

Ask for 33BR5

each 2.98

JACMAR

F—BIG SIX SPORTS GAMES (8 years and up)

Six complete games in one box! Baseball, football, basketball, wrestling, stock car race, and golf. Playing boards, accessories, instructions. By Gardner.

Ask for 33BR6

2.98

G—JAN MURRAY'S TREASURE HUNT GAME (8 years and up)

Players are quizzed just as on the TV show. There's a \$25,000 prize to be found! Follows the show's format. Loads of playing pieces. By Gardner.

Ask for 33BR7

2.98

H—CHINESE CHECKERS AND CHECKERS (6 years and up)

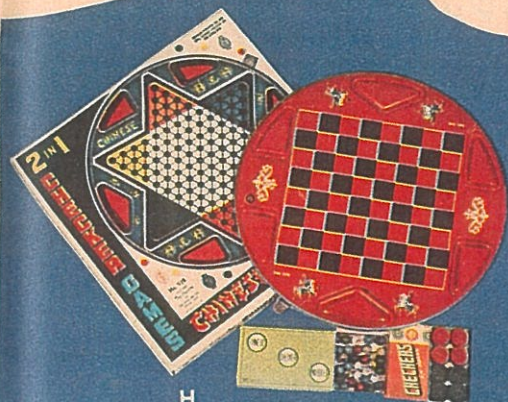
Fun for the family! Play chinese checkers on one side, regular checkers on other. Metal. Marbles, checkers included. By Ohio Art.

Ask for 33BR8

1.98 gardner



OHIO ART



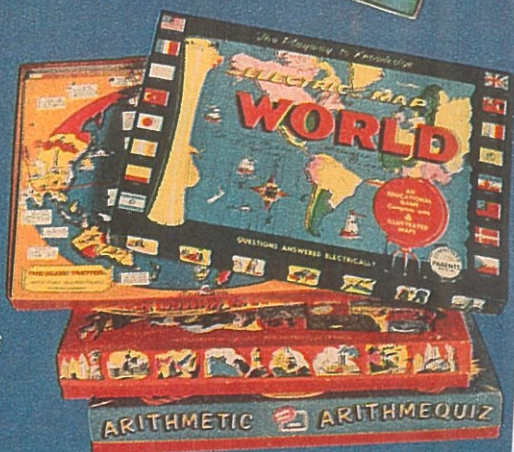
H



G



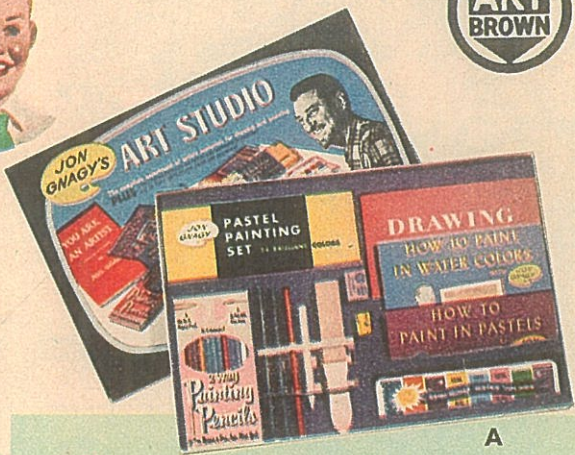
D



E



F



A

A—ART STUDIO (7 years and up)

Complete equipment for the beginner! Colored pastels, water colors, drawing pencils, instruction booklets, more! By TV's foremost art instructor, John Gnagy. By Arthur Brown. Ask for 34BR1 **3.98**

B—POLY BOWLING OUTFIT (4 to 10 years)

Set up a bowling alley in your playroom! 11 inch polyethylene pins won't scratch floors. Unbreakable balls, almost 5 inches diameter. Vinyl pin spotting mat. By Transogram. Ask for 34BR2 **4.98**



B

C—SIX-IN-ONE SPORTS COMBINATION (5 years and up)

Complete for bowling, darts, shuffleboard, quoits, golf and shuffleboard with all accessories. In carry-home carton. By Transogram. Ask for 34BR3 *Regularly \$9.98 Special \$7.66*

D—PAINT BY NUMBER TRANSOMOSAICS (8 years and up)

Create the effect of real Mosaic tile pictures by placing tiles on numbered blocks, then painting. Choose from six Living or Classic art series. All accessories. By Transogram. Ask for 34BR4 **each 2.98**

E—VARIETY "52" GAME CHEST IN KIT (8 years and up)

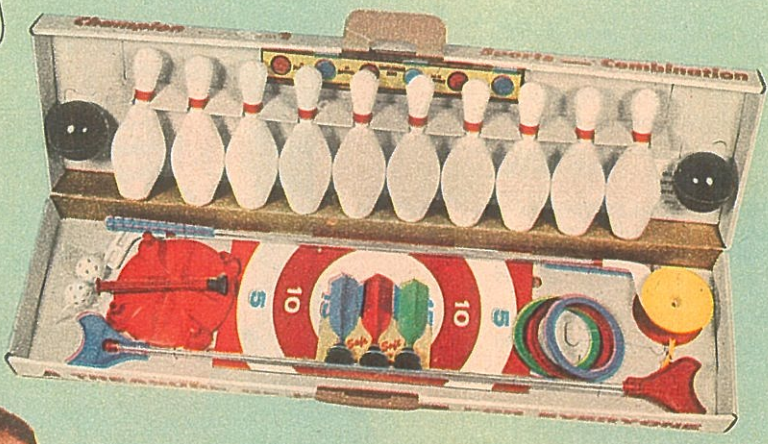
Every game imaginable in one handy chest! Checkers, bingo, Nine Men Morris, etc. and all parts for every game. Never a dull moment! By Transogram. Ask for 34BR5 **2.98**

F—TAK-A-PEG DESKETTE (3 to 6 years)

Desk, blackboard, peg board combination! 192 holes in peg board. Pegs, hammer, seat attached. 25½ inches long. By Transogram. Ask for 34BR6

A Billy & Ruth Special!

A Billy and Ruth Special!



C



D

A Billy and Ruth Special!



F



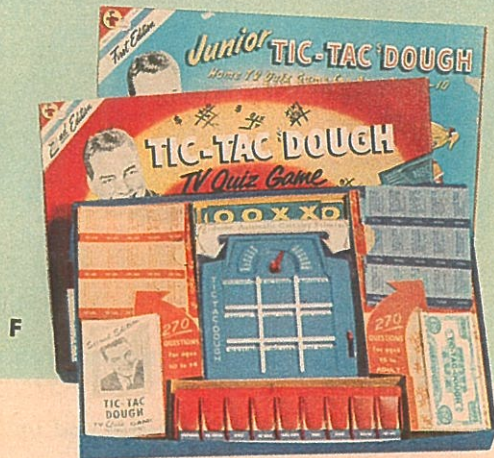
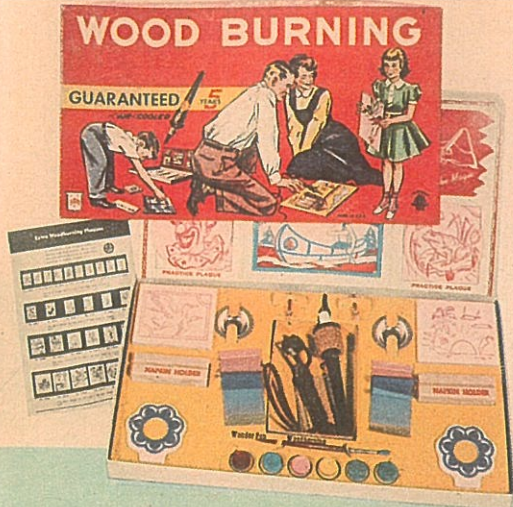
E



WIN!

Boys! Girls! You can win a Stromberg-Carlson Stereo Hi-Fidelity set for your Mother and Dad! See Pages 19-22! And a prize for yourself too!

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A—WONDER PEN WOODBURNING SET (7 years and up)

A little practice—a creative hobby! UL Approved pen burns designs in pre-stamped plaques, napkin holders. Make your own designs. By American Toy & Furniture. Ask for 35BR1

2.98

B—TOOL CHEST (3 to 7 years)

Be the do-it-yourself man in your house! Contains 14 essentials of good carpentry in all steel carrying case. Project book. By American Toy & Furniture. Ask for 35BR2

2.98

C—"QWIK QWIZ" GAME (6 years to adult)

Win by answering correctly and quickly! Quiz cards for all ages. Develops coordination and reflexes. Mechanical question, answer board. By Transogram. Ask for 35BR3

2.98

D—SLIDE TRACK PUZZLES (4 to 6 years)

Learn to think by fitting pieces of pictures together! Slide lock on puzzle plaque prevents loss of pieces. Choose from two assortments. By Transogram. Ask for 35BR4

each **1.98**

E—BINGO-MATIC BINGO OUTFIT (6 years to adult)

For home—club parties! Plastic number dispenser mixes, selects, ejects one number at a time. Bingo cards, markers, banker's chart. By Transogram. Ask for 35BR5

2.98

F—TWO TIC TAC DOUGH QUIZ GAMES (7 years to adult)

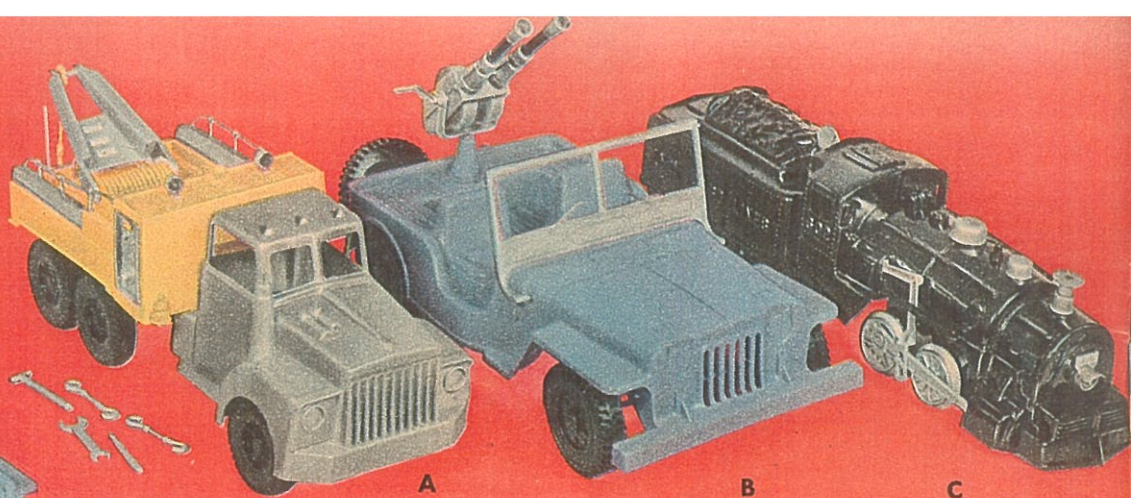
Two Tic Tac Dough games—one for 7 to 10 year group, the other for 10 years to adult. In 2 different categories. Mechanical Category selector and variety of questions. By Transogram. Ask for 35BR6

each **3.98**

G—"LADY LOVELY" TRAIN CASE (4 to 8 years)

Polyethylene train case (doubles as lunch kit) with sanitary, washable beauty aids! Mirror, unbreakable squeeze bottles, compact, etc. By Transogram. Ask for 35BR7

2.98



LINDBERG



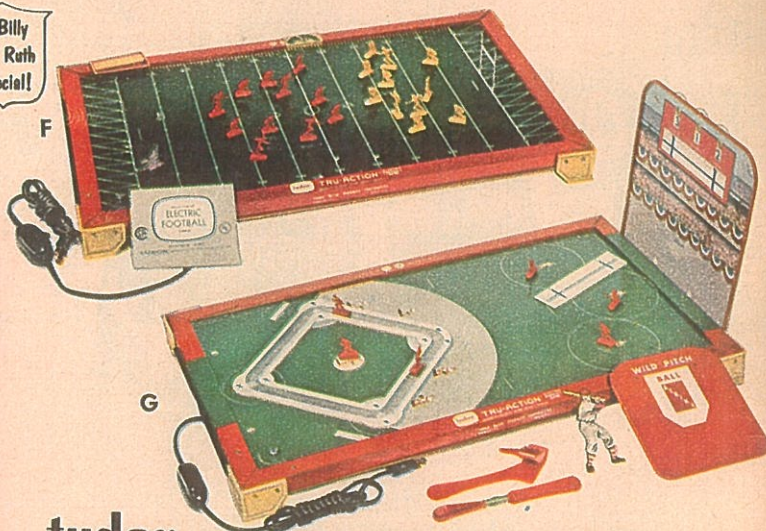
D



E



F



G

tudor

H



A—TOW TRUCK (3 to 6 years)

Accident? Tow the wreck away! 18 inch long, unbreakable polyethylene truck, with six wheels, complete set of tools, adjustable boom. By General Molds. Ask for 36BR1

2.98

B—POM POM JEEP (3 to 6 years)

Unbreakable, 18 inch long jeep ready for action! Removable pom pom action gun and spare fire, folding windshield! By General Molds.

Ask for 36BR2

2.98

C—HUFF N' PUFF LOCOMOTIVE (3 to 6 years)

Almost two feet long and it puffs smoke, clangs bell and rolls! Unbreakable polyethylene. By General Molds.

Ask for 36BR3

2.98

D—AIR FORCE RESCUE BOAT KIT (7 years and up)

Build fast sea-rescue boat for downed aircraft crews. 13 inches long. Kit includes stand, 3-volt DC permanent magnet motor with battery box, switch, crew members. By Lindberg. Ask for 36BR4

1.98

E—REMOTE CONTROL JET BOMBER KIT (7 years and up)

Build beautiful model of B-58 Hustler that simulates flight. You operate control stick causing plane to assume proper flight position. Four jet engines. Plane is 17½ inches. By Lindberg. Ask for 36BR5

1.98

F—TRU-ACTION ELECTRIC FOOTBALL (8 years and up)

All the excitement of a real game as 22 plastic players move on field! Backs carry-ball, pass and kick. Has passing-kicking figure, yard-marker, etc. 110 volts. AC only. By Tudor.

Ask for 36BR6

Regularly \$6.98 Special \$5.79

G—TRU-ACTION ELECTRIC BASEBALL (8 years and up)

Exciting for you and Dad too! Players pitch and bat magnetic ball, hit line drives, long flies, bunts. Figures actually run bases. 110 volts, AC only. By Tudor. Ask for 36BR7

6.98

H—SPORTS CAR RACE (6 years and up)

Which car is yours? Four realistic plastic sports cars speed around colorful, vacuum-formed plastic track. 110 volts, AC only. By Tudor.

Ask for 36BR8

6.98