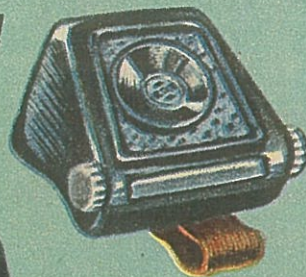
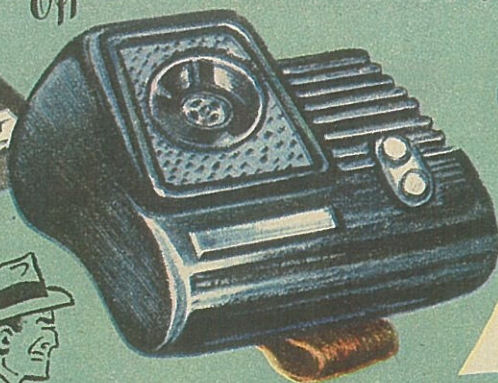




## Official DICK TRACY!



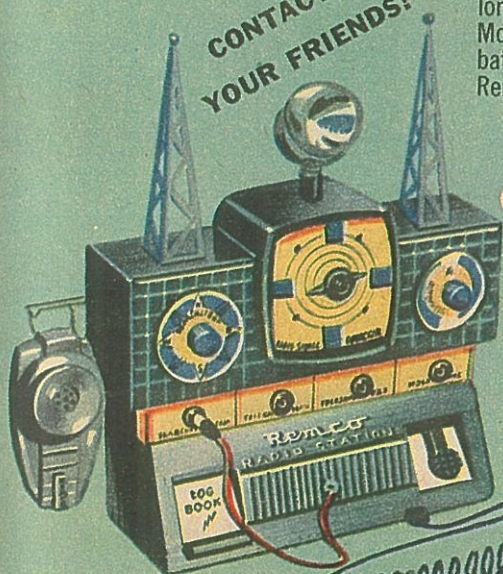
3<sup>95</sup>

### OFFICIAL DICK TRACY WRIST RADIOS

Two electronic two-station wrist radios operate over long distances! Secret code buzzer signal system for Morse Code transmission, telegraph click system, battery operated. Includes battery and wire. By Remco. Ask for 37BR1.



CONTACT  
YOUR FRIENDS!



REMCO

Toys

6<sup>95</sup>

### ELECTRONIC RADIO STATION

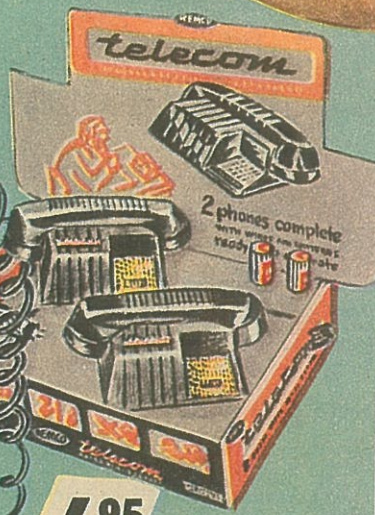
Two microphones transmit voice and telegraph codes over long distances. Individual plug-ins for each activity. Buzzes, clicks, sends remote controlled searchlight signals, radio signal detector. With batteries, automatic decoder, log book, accessories. By Remco. Ask for 37BR2.



6<sup>95</sup>

### IMPROVED TELECOM INTER-PHONE SYSTEM

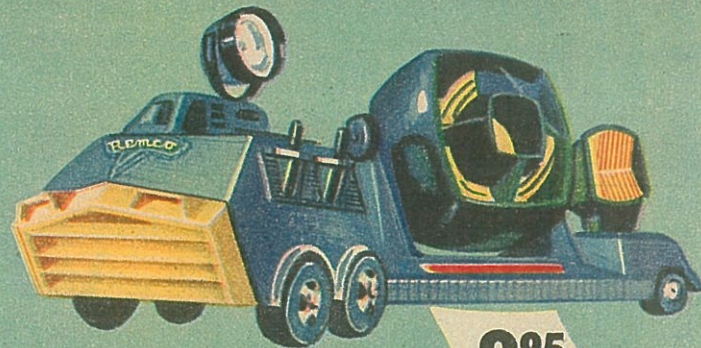
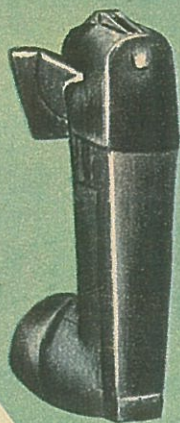
Pick up and talk! Two regulation-size telephones with bases; patented power supply circuit amplifies buzzer signal system; unbelievable voice reception. Complete with batteries, wire. By Remco. Ask for 37BR3.



4<sup>95</sup>

### HANDIPHONE INTERCOM SYSTEM

Two wall-type phones; extra loud buzzers; excellent talking and hearing qualities. Only one button to press. Professional plugs. Has phone hangers, batteries, and wire. By Remco. Ask for 37BR4.



9<sup>95</sup>

### MOBILE LOUDSPEAKER AND SIGNAL SYSTEM

Have fun with powerful microphone which transmits booming voice over amplified loudspeaker. Long beam searchlight. 2 foot trailer. Includes 4 batteries, wire. Electronic switches operate loud buzzer signal system. By Remco. Ask for 37BR5.



# Billy and Ruth's "Career building selections"

# GILBERT TOYS

Teaches crafts and science . . .  
Safe . . . Educational.



## A ERECTOR—ELECTRIC ENGINE SET

Build a thrilling airplane ride, windmill, hoist! Set has 325 parts: girders, gears, etc. Electric engine runs forward and reverse, has multiple speed combinations. Instruction book. By Gilbert. Ask for **38BR1**.

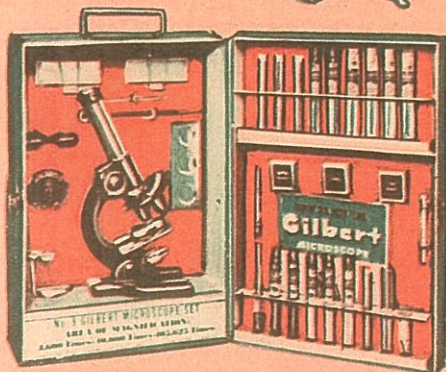
**14<sup>95</sup>**



## B CHEMISTRY SET

Perform 379 thrilling experiments! Has 6 big shelves of chemicals and powders; alcohol lamp, glass stirring rods, funnel, etc. All in big steel chest. Two books on chemistry, one on glass blowing. By Gilbert. Ask for **38BR2**.

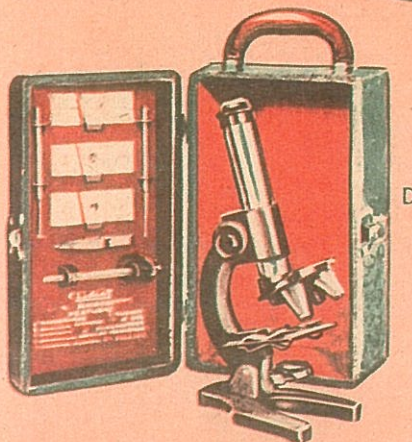
**9<sup>95</sup>**



## C MICROSCOPE SET IN STEEL CABINET

New 3 turret Parfocalized (field remains in view even when power is changed!) microscope. Area of magnification of 3600, 40,000 and 105,625 power. Has dissecting stand, slides, mixing tray, chemicals. Heavy gauge steel cabinet. By Gilbert. Ask for **38BR3**.

**9<sup>95</sup>**



D

## D MICROSCOPE

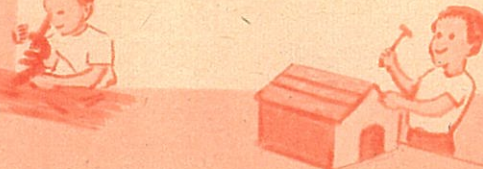
Has 4 turrets with magnification of 60, 150, 200 and 325 power. Parfocalizing feature (field of view remains even when turrets are changed!). Turrets have "click-stop" device. Slides. Carrying case. By Gilbert. Ask for **38BR4**.

**9<sup>95</sup>**

## E TOOL CHEST

For the young carpenter! 19 piece set in compartmented steel tool box includes: screwdriver, combination saw, mallet, awl, chisel, die cast plane, metal tri-square, carpenter's ruler. By Gilbert. Ask for **38BR5**.

**5<sup>95</sup>**



E

## F PUZZLE

These puzzles are a cinch when you know how—but watch your friends struggle! Nearly two-dozen twisters in the place-for-everything tray. Booklet provides solutions. By Gilbert. Ask for **38BR6**.

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



F



Planets and constellations whirl  
Before your eyes—  
Lucky boy and girl—  
This is the Christmas gift for you.  
Enjoyment, excitement, and  
learning too!

14<sup>95</sup>



### SPITZ JUNIOR PLANETARIUM

Project all of the major constellations (over 300 stars) on the walls and ceiling of any darkened room. Operates on AC current, UL approved. Easily adjusted to show how the stars would look at any location from the North Pole to the Equator, and for any month of the year. Star charts and instructions. Plug in pointer. By Harmonic Reed Corp. Ask for 39BR1.

### DELUXE ALL METAL CHINESE CHECKERS

Big, sturdy game set of Chinese checkers and regular checkers in one! Billy and Ruth beat their Mom and Dad playing! Has 6 enclosures for storing marbles. By Northwestern. Ask for 39BR2.

1<sup>98</sup>

### ELECTRIC BIG 5 POOSH-M-UP PIN BALL GAME

It's automatic! Has 5 battery operated lighted pockets. Plays 5 games: baseball, bagatelle, pen-nants, twenty-one, Put-N-Take. By Northwestern. Ask for 39BR3.

5<sup>98</sup>



Batteries not included



1<sup>98</sup>

### SHUTTLE TRAIN

It's a wind-up and looks like a real diesel! Unbreakable plastic, colorful steel body. Shuttles back and forth, bell rings constantly. Billy and Ruth had great fun with it. By Northwestern. Ask for 39BR5.



Batteries not included

3<sup>98</sup>

### SLUGGER BASEBALL GAME

All situations as in real baseball are presented in this glass covered game, 15 x 21 inches. Pitching lever operated by one player, batting lever by another. Multi-colored. Plays HI-SCORE too. By Northwestern. Ask for 39BR4.



VINTAGE

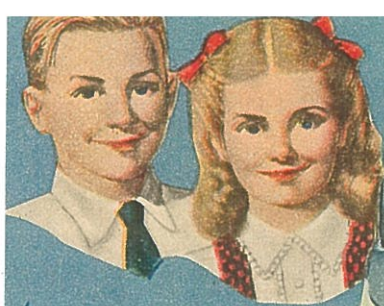
7<sup>98</sup>



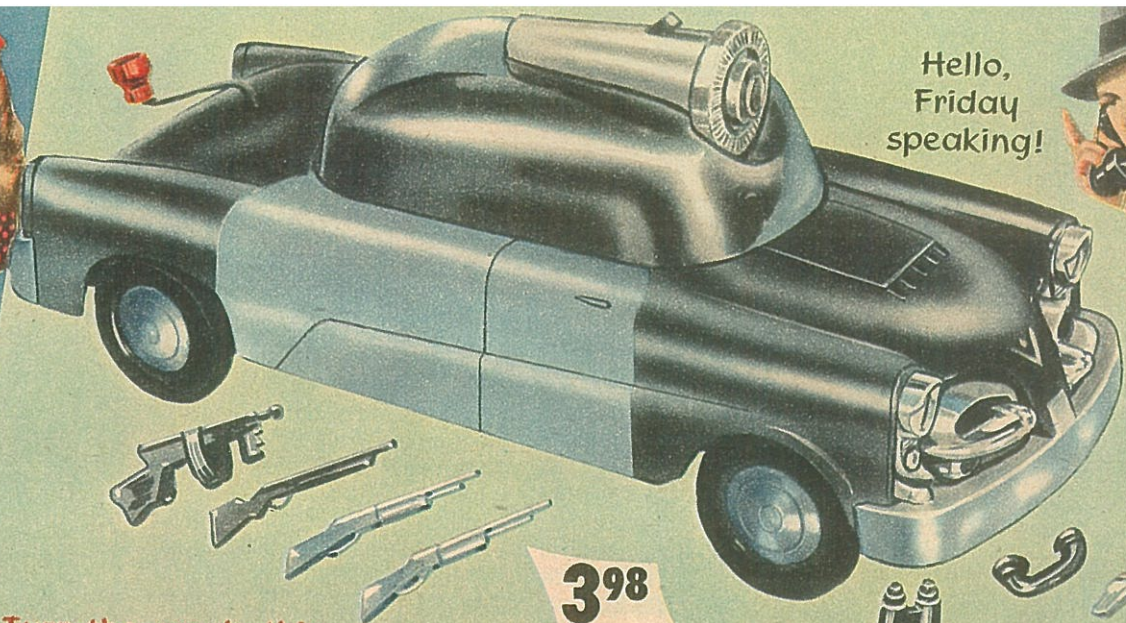
### DELUXE ZIMPHONE

Two modern executive type phones function as real phones. Dial the number and both bells ring. Pick up the receiver to talk. Replace receiver—automatically disconnects. Has four high voltage batteries, 50 feet of wire, works long distances. By Vintage Products Co. Ask for 39BR6.





Billy and Ruth  
both  
will agree  
Ideal's  
rugged toys  
are the ones  
for me!

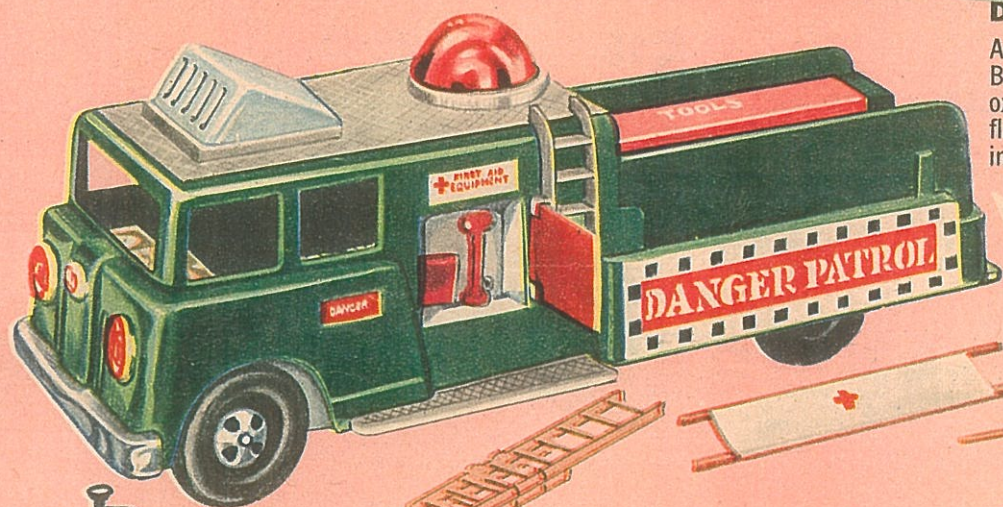


**3<sup>98</sup>**

Turn the crank, this  
police car speaks.  
It will spark your  
play for weeks  
and weeks.

### DRAGNET TALKING POLICE CAR

Jack Webb's fully outfitted crime hunting auto! Talking mechanism, searchlight, crime detection tools: phone, pistols; flash camera and others. By Ideal. Ask for 40BR1.

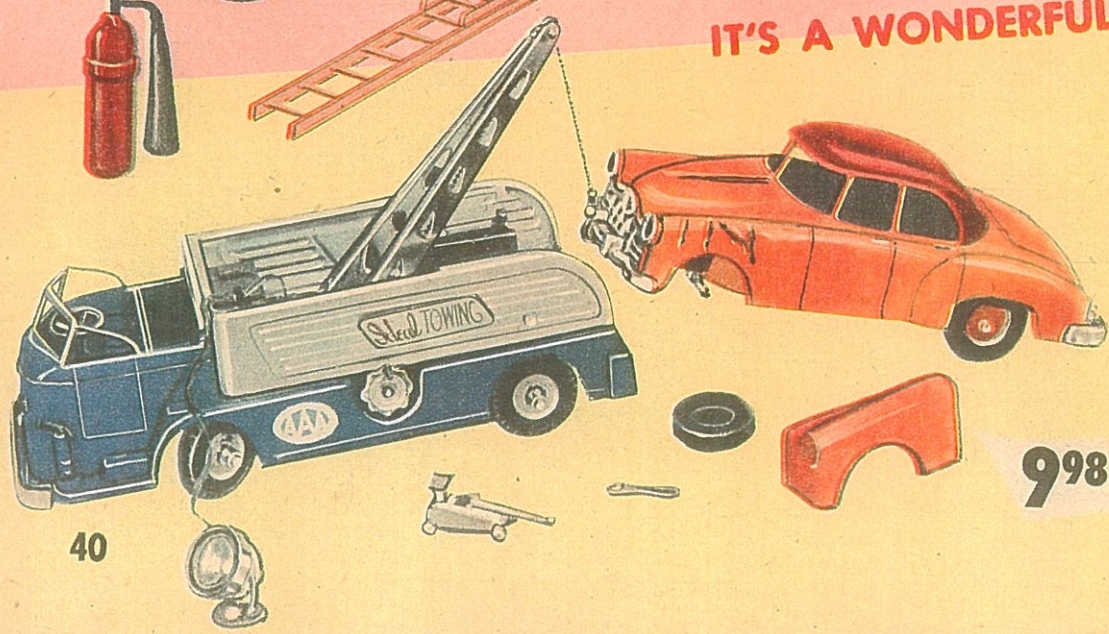


**3<sup>98</sup>**

### DANGER PATROL TRUCK

An accident! Get your danger patrol truck! Broadcast instructions to the crowd. Includes: oxygen tank, extension ladder; road block; red flashing light. Powerful friction motor. 12¾ inches long. By Ideal. Ask for 40BR2.

IT'S A WONDERFUL TOY... IT'S **IDEAL**



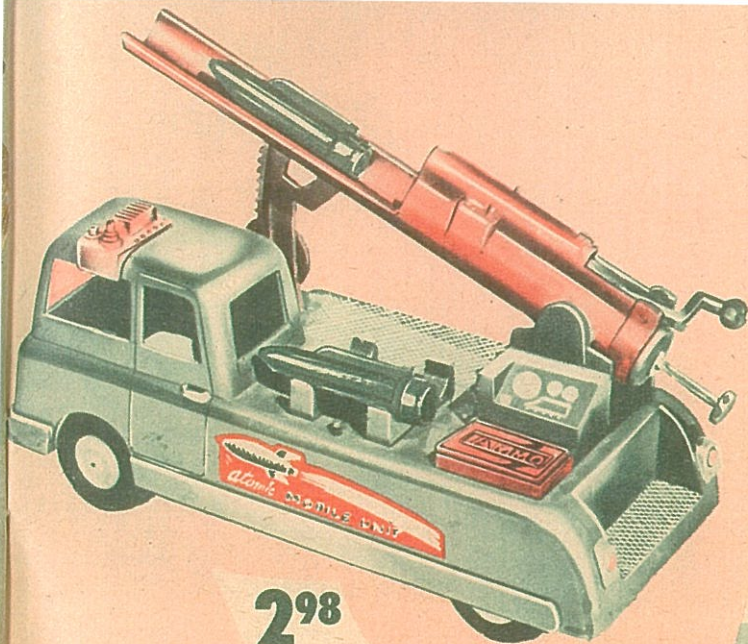
**9<sup>98</sup>**

### FIX-IT TOW TRUCK AND CAR WITH DENTED FENDER

CRASH! Bring on the Fix-It Tow Truck! Searchlight turns on; towing crane works. Operating jack, wrench for removing vinyl tires, new shiny fender to replace dented one. Durable plastic. Truck 20 inches long. By Ideal. Ask for 40BR3.

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





2<sup>98</sup>

### ATOMIC ROCKET LAUNCHING TRUCK

A sleek rocket loaded into a long-range atomic rocket-firing gun! Check the angle of fire. Put cap in war-head, release the trigger, rocket will zoom. Plastic, metal base. 12 inches long. By Ideal. Ask for 41BR1.

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*

### JUNIOR LINEMAN TOOL BELT

"Calling all linemen! Big repair job!" Get your trusty tool belt! Extra heavy leather adjustable 22 to 30 inches. Full size lineman tools, play pole strap. By Industrial Safety Belt. Ask for 41BR4.

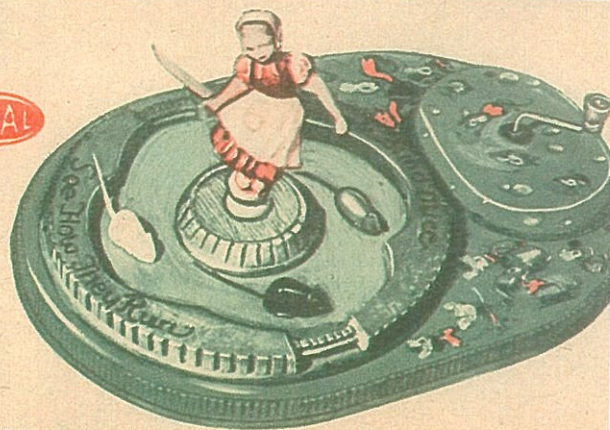
**INDUSTRIAL  
SAFETY BELT**

2<sup>98</sup>

2<sup>98</sup>

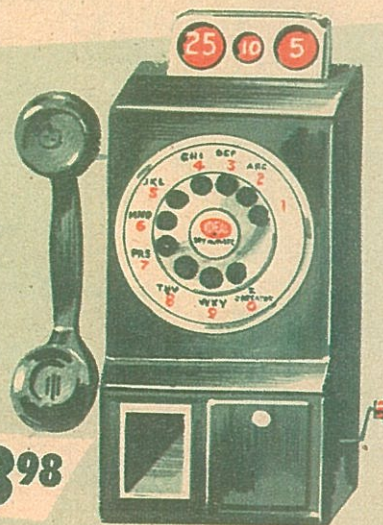
### THREE BLIND MICE TALKING TOY

Do they run! The excited farmer's wife chases the three blind mice 'round and 'round. Turn the handle and they're off! Recording device recites rhyme. By Ideal. Ask for 41BR2.

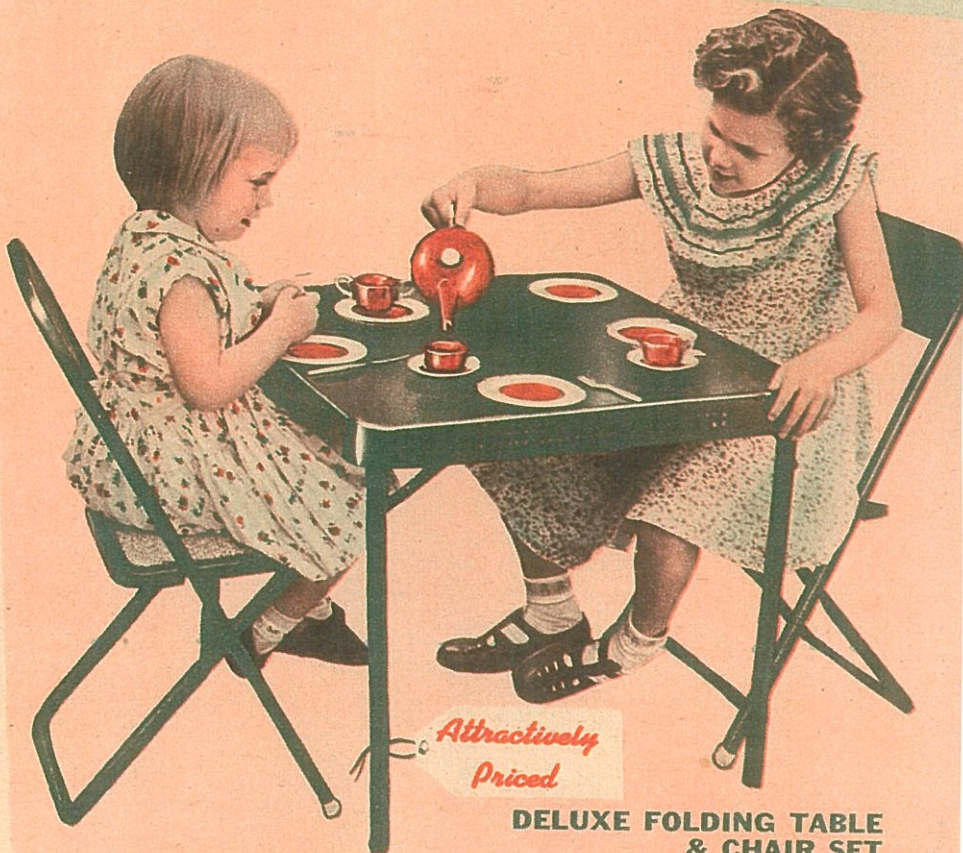


### TALKING WALL TELEPHONE BANK

Deposit your coin, remove the receiver, dial your number, turn the handle. Hear the operator ask for your number, tell you that she is ringing it. Coin returns through return slot when call is through. Special slot on top is bank slot. Almost 10 inches high. By Ideal. Ask for 41BR3.



3<sup>98</sup>



*Attractively  
Priced*

### DELUXE FOLDING TABLE & CHAIR SET

Ruth loves to serve tea on this Junior size table. Then Billy and Ruth use the table to color and paint pictures. Folds, so not in Mommy's way when not in use. Two matching chairs included. Ask for 41BR5.



Our Amsco house has in each room  
 A toy to bring your dreams to bloom!



*It's Tops  
 at the Price!*

**25½ INCH  
 DELUXE DOLL-  
 E-CRIB AND MATTRESS**

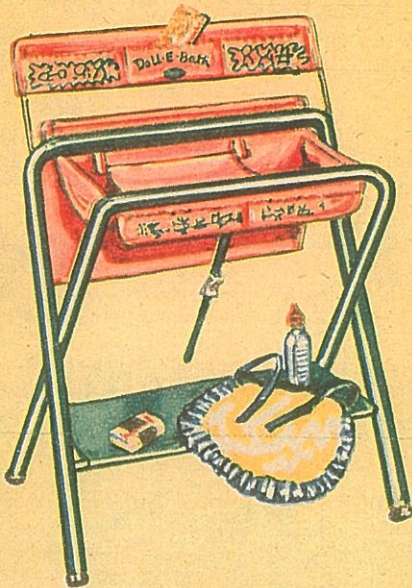
Adjustable side lets down for "tuck-  
 ing in dolly." All steel, swivel  
 casters, play beads, nursery time  
 decorations. Washable mattress. By Amsco. Ask for **42BR1**.

**DOLL-E-  
 HICHAIR**

Big enough for her  
 largest doll. All steel  
 construction. Feeding  
 tray lifts, spinning play  
 beads. Rubber feet.  
 Pink finish, fairy-tale  
 decorations. By Amsco.  
 Ask for **42BR2**.



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



**DELUXE  
 DOLL-E-BATH**

Just like a real baby's!  
 All steel, adjustable  
 table top, accessory  
 tray, pockets, leak-  
 proof Masland tub,  
 hammock, safety strap,  
 clamp drain hose. Bath  
 time accessories. By  
 Amsco. Ask for **42BR3**.

**4<sup>98</sup>**



**TV SNACK  
 CART**

The newest TV  
 accessory for the  
 young fry. All-  
 steel cart with  
 21 inch x 25 inch  
 table top with  
 drop leaves up.  
 For picnics, tea  
 parties too. Rub-  
 ber wheels, ball bearing  
 front casters. Circus dec-  
 orations. By Amsco. Ask  
 for **42BR4**.

**7<sup>98</sup>**

**DOLL-E-SHOPPER**

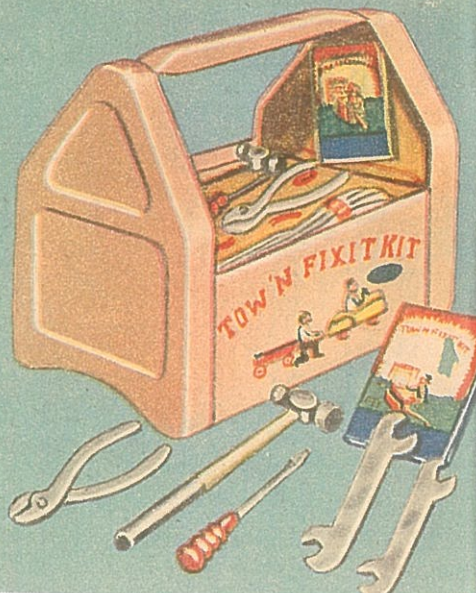
It's fun to play store, go shopping,  
 walk Dolly! Sturdy all-steel shop-  
 ping cart. Removable wire basket.  
 Miniatures of famous brand pack-  
 ages. Rubber wheels,  
 ball bearing front cas-  
 ters. Doll not included. By  
 Amsco. Ask for **42BR5**.

**4<sup>98</sup>**

**TOW 'N FIXIT KIT**

An all-steel "tote kit" for  
 junior motorists. Place for  
 every tool. Kit includes 7  
 pieces of necessary "me-  
 chanic" equipment and in-  
 struction book. Baked ena-  
 mel finish. By Amsco. Ask  
 for **42BR6**.

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



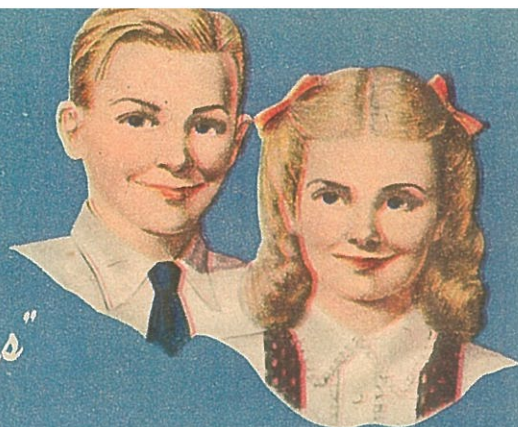
Write to us at Box 333, Phila. 5, Pa. for our brand  
 new "How to Draw Cartoons" Book and our own  
 exciting game! Send 25¢ to cover cost of mailing.

*Billy & Ruth*



Billy and Ruth say:

*"Play  
grown-ups  
with these  
Amsco toys"*



**7<sup>98</sup>**

### HOLLYWOOD BED SET

Every "young" homemaker will love this 25½-inch all-steel Hollywood Bed Set. Doll size Wamsutta sheets and pillow case, Bates bedspread, washable mattress and pillow. Swivel casters. Baked enamel finish. By Amsco. Ask for **43BR1**.



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

### DOLL-E-LAYETTE

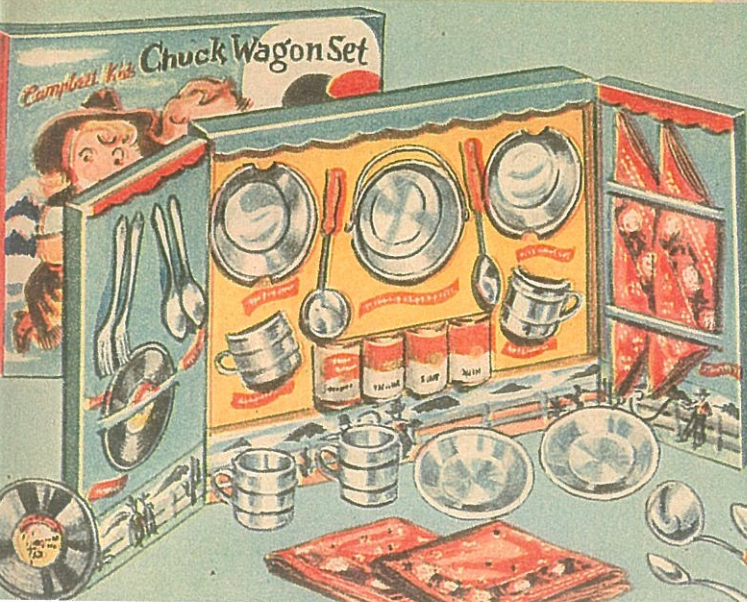
Everything to care for your doll! 31 pieces including "overnight" basket, Chix diapers, Evenflo nursing units, Johnson's baby powder, Carnation milk and Gerber's Orange Juice can with bank slot. By Amsco. Ask for **43BR2**.



### BETSY McCALL PRETTY-PAC

Makes good grooming fun for little "Glamour Girls"! Pretty-Pac Bag, Hazel Bishop lipstick, nail polish, Charbert Cologne, Lustre Creme Shampoo, brush, comb, Colgate Dental Cream, Tek tooth brush, etc. By Amsco. Ask for **43BR3**.

**4<sup>98</sup>**



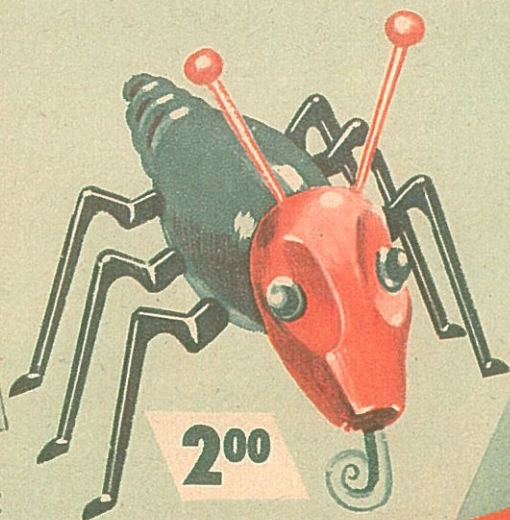
### CAMPBELL KIDS CHUCK WAGON SET

"Come and Get It"! Make western "chow." Franco-American Spaghetti, Campbell's Pork 'n Beans, Campbell's Soups. Setting for two, western record, neckerchiefs. By Amsco. Ask for **43BR4**.

**4<sup>98</sup>**

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



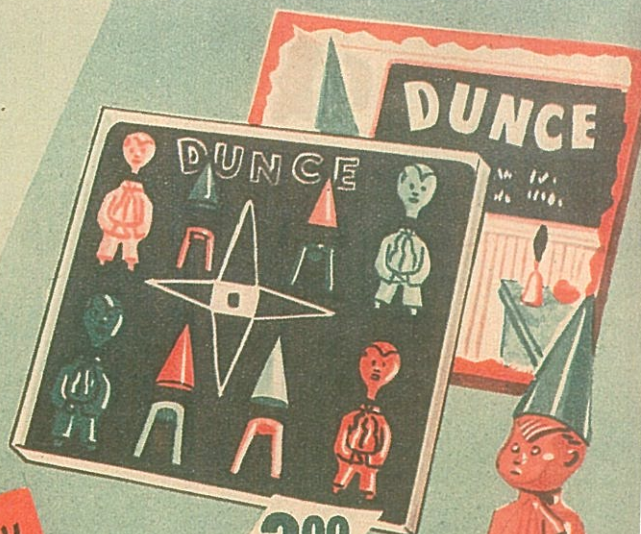


200

### COOTIE

Break the ice at your party! Fun for everyone in this hilarious game of "making" a cootie. Roll the dice in turn, see who can complete Cootie first. A game you'll love. By Schaper. Ask for 44BR1.

The spotlight shines on Billy and Ruth  
And the exciting  
games in the Schaper booth.



200

### DUNCE

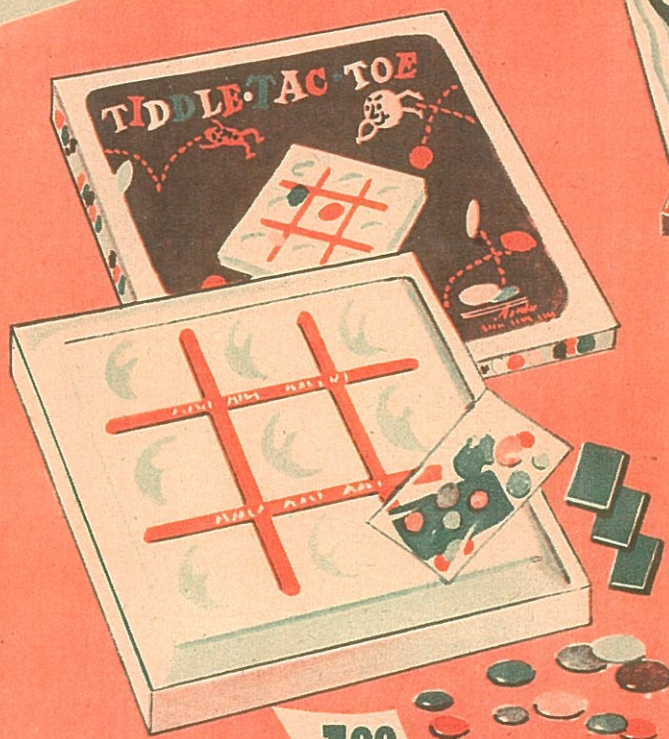
When Billy and Ruth played DUNCE with their friends there were shrieks of laughter, shouts of "CHALLENGE!" and "That's a word!" Don't add a letter that completes a word too often, or you'll be a complete DUNCE and out of the game! By Schaper. Ask for 44BR2.



200

### SHAKE

Action and excitement! The first player to get 6 of his chips arranged in any vertical, horizontal or diagonal line wins the game! Playing field is big, bright area of built-in cubes. Two or four can play. By Schaper. Ask for 44BR3.



100

### TIDDLE TAC TOE

Two of your favorites combined—Tiddle De Wink and Tit-Tac-Toe! A real test for experts! Combines skill, suspense and ingenuity. Finished in colorful, break-resistant plastic in 3 dimensional design. By Schaper. Ask for 44BR4.



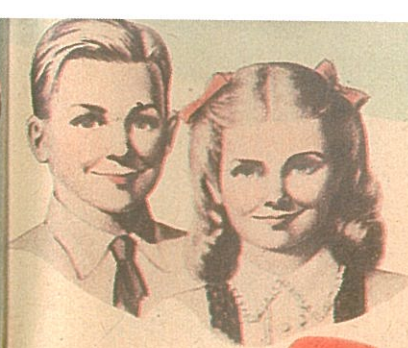
### DRAGNET TARGET GAME

12:01—Received telephone call from Billy that suspicious characters were meeting. 12:03 met Friday; found all armed with guns. 12:05 everything OK, just playing my new game! Includes target, 4 swinging figures, 3 guns. By Knickerbocker Plastic. Ask for 44BR5.

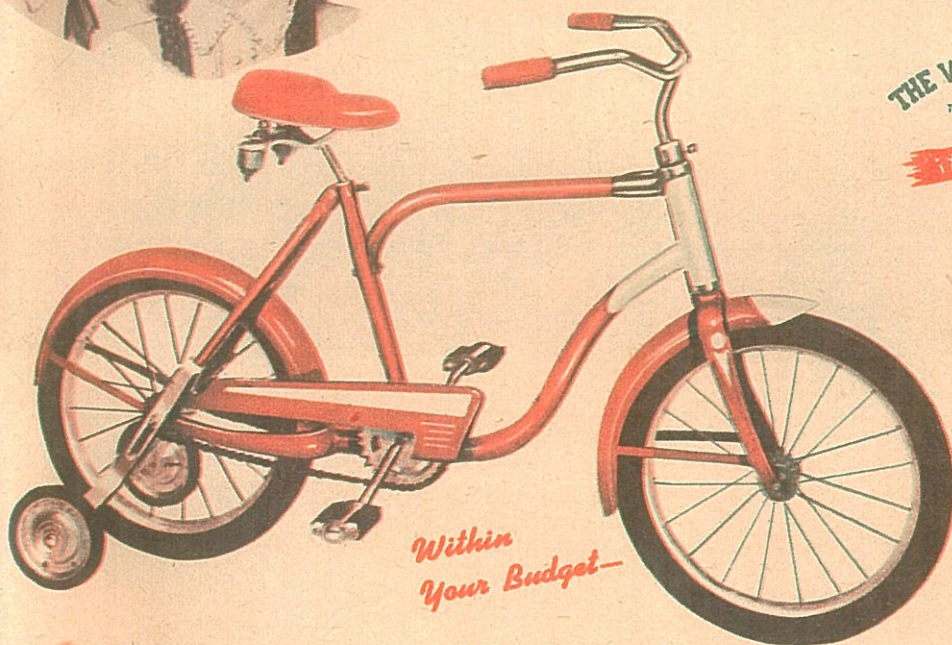
Write to us at Box 333, Phila. 5, Pa. for our brand new "How to Draw Cartoons" Book and our own exciting game! Send 25¢ to cover cost of mailing.

Billy & Ruth





Billy & Ruth present these bikes  
For Santa to give to all little tykes.



*Within  
Your Budget—*

### 16 INCH SIDEWALK BIKE FOR JUNIORS

It's remarkable! For boys or girls because it has removable top cross bar; sturdy stabilizer wheels can be taken off so it turns into real two-wheeler. Semi-pneumatic molded tires, chain guard. Also available in 14 inch wheel. Ask for **45BR1**.



### THE WONDER HORSE

TRADE MARK REGISTERED

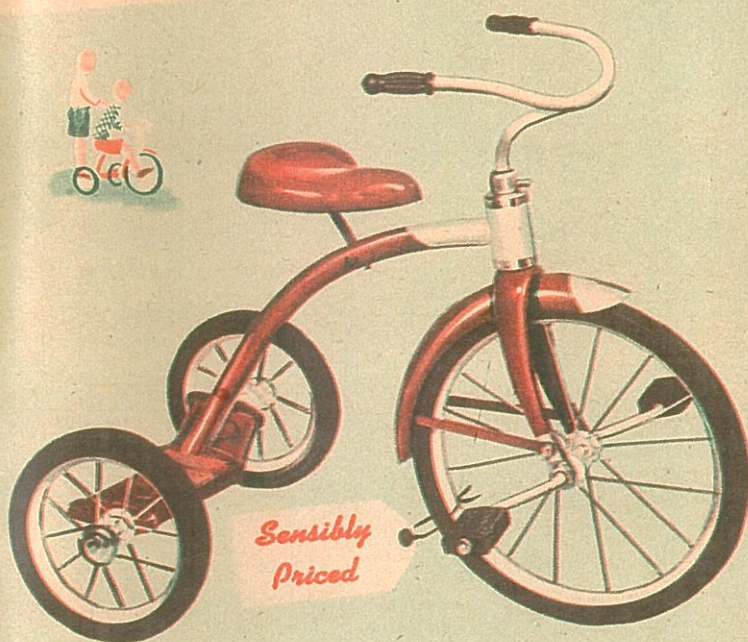
*its gaited*



*A Fine Horse  
at the Right Price*

### WONDER MARE

She's a new hobby horse in the Wonder Horse stable! She rocks and bounces with patented Magic Spring Action. A real champion. Even one year olds are safe on her strong back! Over 34 inches long. By Wonder Products. Ask for **45BR2**.



*Sensibly  
Priced*

### 16 INCH WHEEL VELOCIPEDE

The best looking velocipede you've ever seen. Ball bearing front wheel; semi-pneumatic molded puncture-proof tires. Adjustable saddle and handlebar. Also in 10 and 12 inch front wheel size. Ask for **45BR3**.

### 12 INCH "SULKY" TRIKE

All junior jockeys will be tickled with the "sulky" trike. Only thing missing is the horse! Has deluxe jockey saddle with chrome grip rail, colorful whip, mounting stirrups, molded rubber semi-pneumatic tires. Ask for **45BR4**.

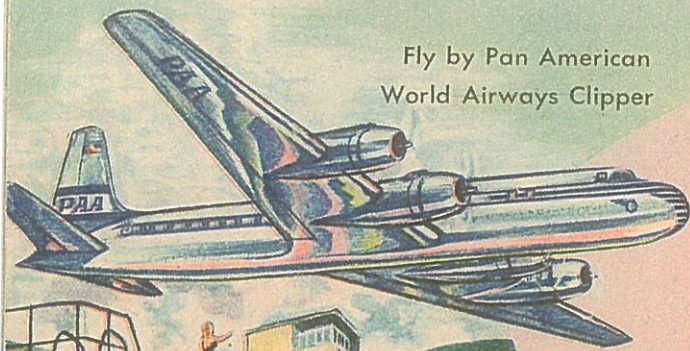


*Lots of Play Value  
Check Price—*





Fly by Pan American  
World Airways Clipper



Visit the Virgin Isle Hotel



**OVER 1000  
PRIZES!**

**A 12 DAY TRIP BY PAN  
AMERICAN WORLD AIRWAYS  
TO PUERTO RICO AND THE  
VIRGIN ISLANDS FOR THE  
WINNER AND HIS PARENTS**

**ALL EXPENSES PAID!**

**3 HANDSOME SHETLAND  
PONIES!**

**4 MEXICAN BURROS!**

**25 BICYCLES!**

**1000 OTHER FUN-PACKED  
TOY PRIZES!**

**HERE ARE THE EASY  
CONTEST RULES!**

1. Take a clean, white sheet 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.

2. Count and make up names for the elves whose faces you can see on the front cover of this book. List the number and your suggested names on your entry blank.

3. Send your entry blank to: **BILLY AND RUTH, BOX 333, PHILA. 5, PA.** All entries must be postmarked no later than midnight, Dec. 24, 1955.

4. Contestants must be from 3 to 12 years old. (An older person may fill out the entry blank for you.) Only one prize to a family. Each contestant may send in as many entry blanks as he wishes. Anyone is eligible for participation except fam-

ilies of employees of Billy and Ruth dealers, wholesalers and Billy and Ruth Promotion, Inc.

5. All entries will be judged on the basis of originality, sincerity and neatness. In case of a tie, the earliest postmark will determine the winner.

6. All judging will be by an impartial board. Final judging for the grand national prizes will be conducted by Cassidy-Richlar, Inc. The decision of the judges will be final.

7. 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.

Calling all kids! Want to take your Mom and Dad on a 12 day trip by airplane? How'd you like to have your very own PONY, or BURRO, or BICYCLE? Send in your entry blank now!

The grand prize winner and his parents can go on a treasure hunt on islands where famous pirates once buried their loot! Yes'ir, the first prize is a 12-day trip to Puerto Rico and the Virgin Islands by Pan American World Airways—all expenses paid! Visit the home of famous Proctor Electric in Puerto Rico, and live like a king at the Virgin Isle Hotel in St. Thomas. Relive the excitement of Ponce de Leon, Christopher Columbus and Sir Francis Drake!

And what swimming! Tour the islands by Virgin Isle Tours—and what tales of adventure you'll have to tell your friends!



Burros supplied by  
Spencer's Gifts, Atlantic City, N. J.