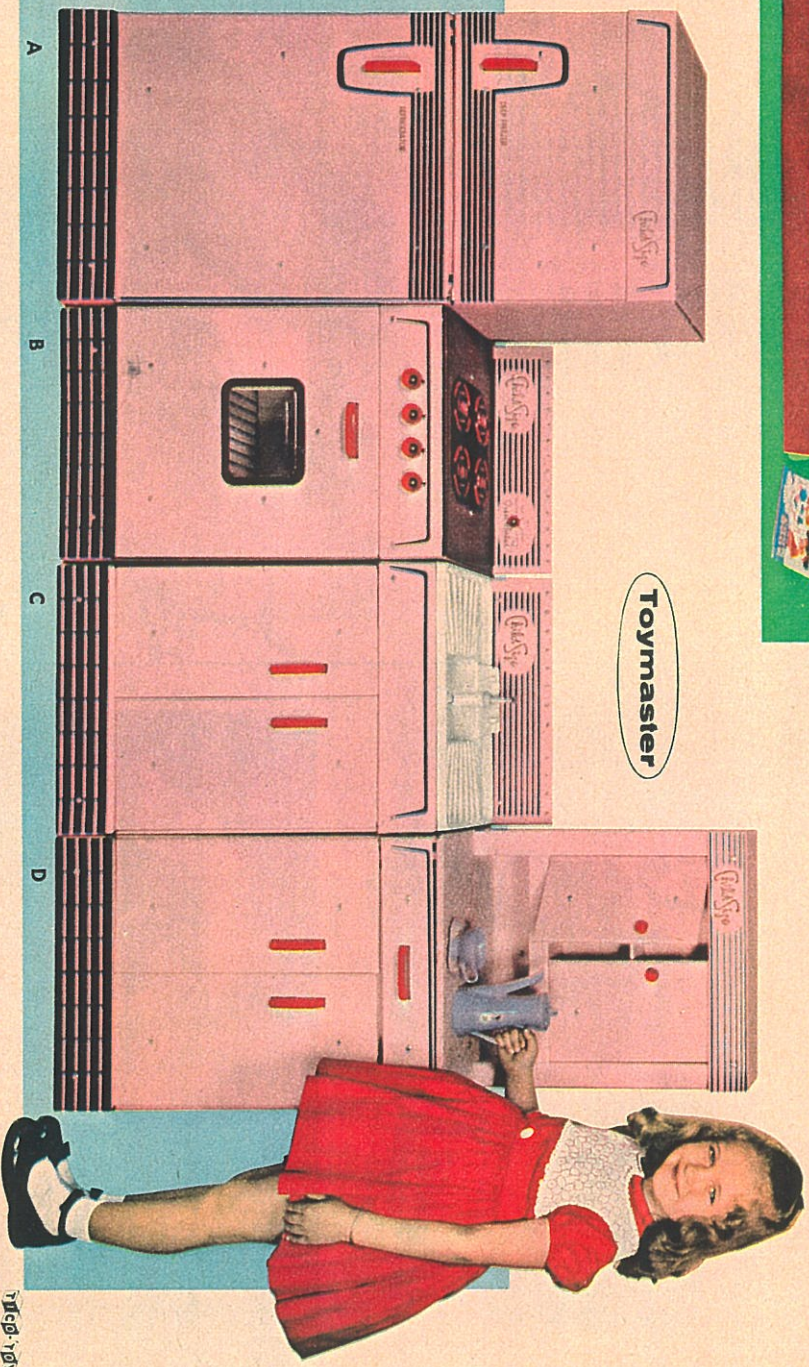




YOU'LL BE ITCHIN' TO PLAY KITCHEN!

BILLY AND RUTH CAKE MIX SET—For hours 'n' hours of baking and good eating! Six instant Swans Down Mixes and 4 decorator toppings, baking pans, utensils, decorator, etc.
No. 6203BR—By Argo 3.00



TOYMASTER "CHILD SIZE" KITCHEN APPLIANCES

CHILD SIZE APPLIANCES—All made of sturdy, corrugated fiberboard—will not scratch or rust!

A—REFRIGERATOR—37 inches tall. Separate freezer compartment. Fruit and vegetable crisper drawers.
No. 4001 5.00

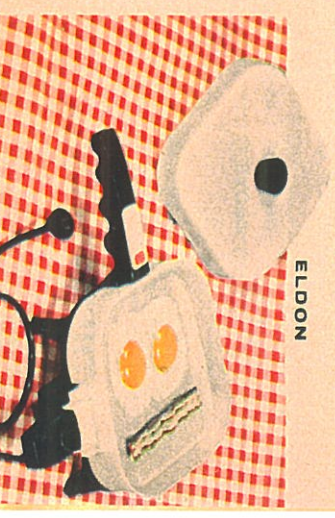
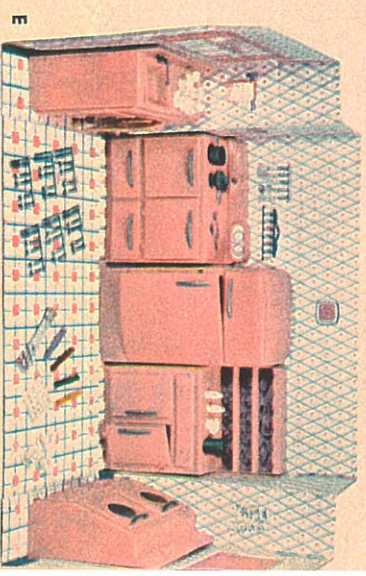
B—RANGE—Plastic burners light up (operates on flashlight batteries—not included). Water-resistant top. 27 inches high. Plastic see-through oven door.
No. 4000 5.00

C—SINK—Plastic basin tray covers entire top of cabinet. Connecting drain permits manual recirculating water action. 27 inches high.
No. 4003 5.00

D—CUPBOARD—Two spacious compartments for pots, pans, dishes, silverware. Simulated Formica counter top. 40¼ inches high.
No. 4005 5.00

E—HOUSEKEEPER SET—Five poly appliances from 7 to 10 inches high make a complete kitchen; refrigerator, stove, sink, washer-dryer, hutch cabinet.
No. 840—By Tico 5.00 set

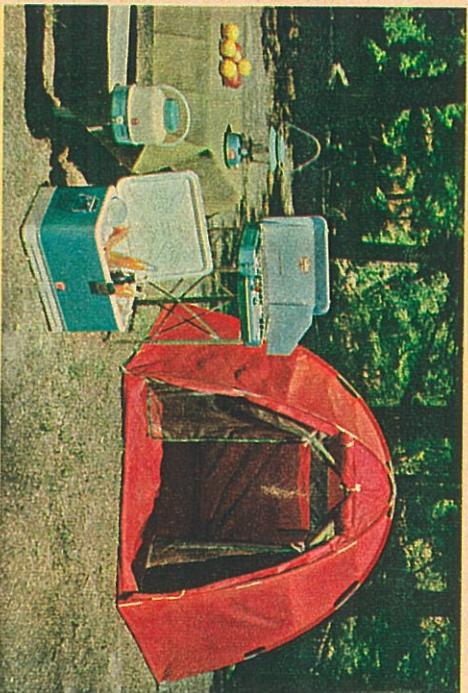
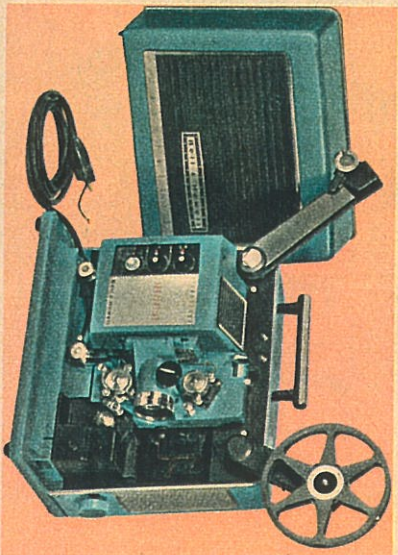
F—"SIZZLE SKILLET"—Looks like Mother's and makes a sizzling sound! Has real-looking bacon and eggs. Operates on 2 batteries (not included). "On-off" switch; suction cup plug.
No. 9503—By Eldon 5.00



ENTER *Billy and Betty's* U

IT'S FUN - IT'S EASY - NOTHING TO BUY

WIN ONE OF 1500 EXCIT



THERMOS CAMPING OUTFITS

1st PRIZE

- CAMPING OUTFIT including:
- Red Pop Tent Camper
 - Two Burner Camp Stove
 - Camp Stove Stand
 - One Gallon Faucet Jug
 - Ice Chest
 - Single Mantle Lantern
- PLUS WINNER'S CHOICE OF ANY TOY PRIZE LISTED!

2nd PRIZE

THERMOS CAMPING OUTFIT DESCRIBED ABOVE

3rd PRIZE

THERMOS CAMPING OUTFIT DESCRIBED ABOVE

OTHER EXCITING TOY PRIZES:

SCHOOLS! TAKE NOTE!

The first prize winner will also win a prize for the school he or she attends! A Bell & Howell Filmosound Specialist 16 mm Sound Projector.

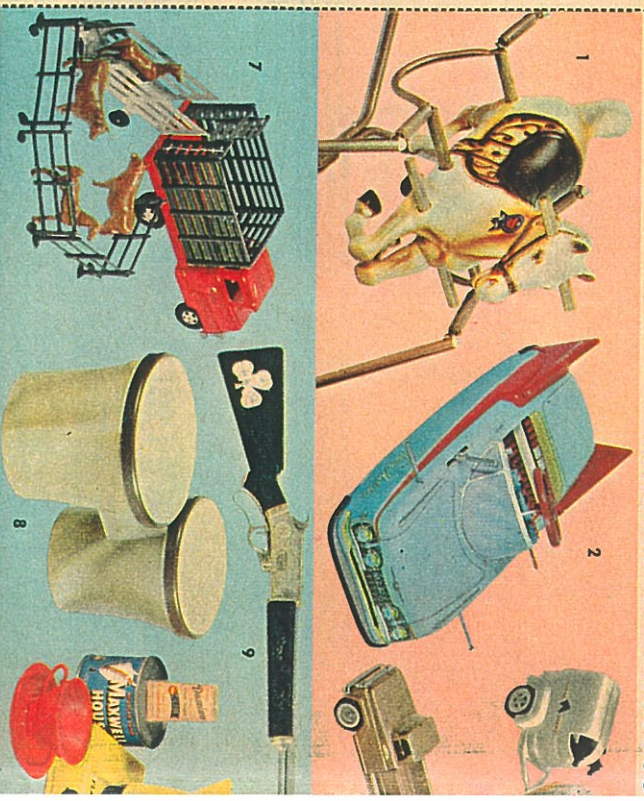
The contest is easy!

• ALASKA

AMERICA
LAND OF THE FREE
MEANS PEACE AND

(complete the

• HAWAII



1. BLUE RIBBON WONDER MARES by Wonder Horse Products
2. BATTERY OPERATED MOBILES by Louis Marx
3. FARM SETS by Tonka
4. PHOTO KITS by Herbert George
5. MOUSEKAPHONES by Gang Bell
6. COLOR GRAPH PRINTING SETS by Eberhard Faber
7. FARM SETS by Strucko
8. BONGOS by Emence
9. KELLY RIFLES by Hubley
10. MAXWELL HOUSE COFFEE PERCOLATOR SETS by Amisco

UNITED STATES CONTEST

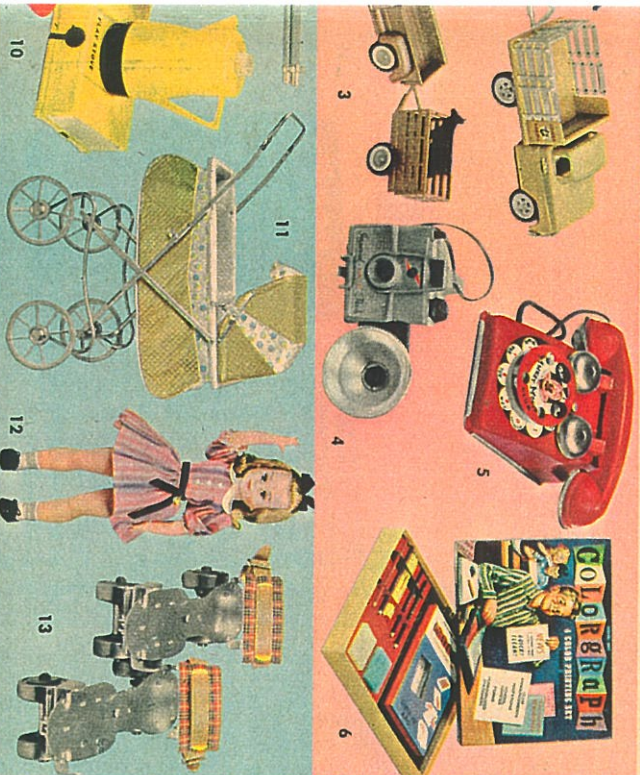
- COMPLETE THE 4TH LINE OF THE JINGLE

WINNING PRIZES LISTED BELOW

Complete this jingle:



Here's how you can get two beautiful vinyl flags for your bicycle! Instead of using the entry blank on this page—GO TO YOUR BILLY AND RUTH DEALER and get a contest entry blank from him. Every boy and girl who sends in a GREEN ENTRY BLANK obtained from his dealer will be sent by mail a 50 Star Flag of the United States and a Confederate Flag!



11. DOLL CARRIAGES by South Bend
12. BETSY MCALL LIFE SIZE DOLLS by American Doll and Toy
13. UNION ROLLER SKATES by Brunswick
14. KINDERGARTEN BLOCKS by Holgate
15. BEAUTIFUL DOLLS by Hotsman
16. CRAFT MASTER COLORING SETS by Palmer Pann
17. AMERICAN PLASTIC BRICKS by Hotsman
18. GIVE-A-SHOW PROJECTORS by Kenner
19. PRESTO SPARKLE PAINTS by Emenee
20. ELECTRONIC POWERMIGS by Emenee

EASY TO FOLLOW RULES:

1. PASTE your entry blank onto Government Postcard. (Remember, there's an extra bonus for getting your entry blank from your Billy and Ruth dealer!) NO LETTERS WILL BE ACCEPTED. Print all required information and the last line of the jingle and send to: BILLY AND RUTH, UNITED STATES CONTEST, BOX 333, PHILA. 5, PA. Postmark must not be later than Dec. 29, 1961.
2. Anyone between the ages of 3 and 12 may enter. Each contestant may enter as many times as he wishes. Only one prize will be awarded in each family.
3. Contest will be judged on originality, neatness, suitability and adherence to the rules by the Delaware County Writers Association. In case of a tie the earliest postmark will determine the winner. Decisions of the judges are final.
4. All entries become the property of Billy and Ruth Promotion, Inc. Entries are limited to residents of the United States except employees and members of the immediate families of Billy and Ruth Promotion, Inc., its wholesalers, dealers, agencies and affiliates. All Government regulations apply and this contest is subject to local, state and federal laws.

CONTEST ENTRY BLANK

(Read above to learn how to get free bicycle flags) All Entry Blanks should be mailed to:

Billy and Ruth, United States Contest, Box 333, Phila. 5, Pa.

MY NAME _____ AGE _____
 ADDRESS _____ BOY _____ GIRL _____
 CITY _____ ZONE _____ STATE _____
 MY BILLY AND RUTH DEALER _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____
 MY SCHOOL NAME _____
 ADDRESS _____

The last line of jingle:

DO IT YOURSELF AND YOU'LL LOVE THEM MORE!



A—PILLOW TALK CRAFT—Delightful pillows to sew, applique and stuff with foam rubber in kit. Choose from four subjects: Humpty Dumpty, Peppy Puppy, Cuddle Cutie and Clown.

No. 1585—By Hasbro**3.00** each

B—DEB-U-TEEN TRAVEL KIT—Glamorous zipper vinyl travel case complete with useful, safe and pure cosmetics.

No. 1983—By Hasbro**3.00**

C—NECCHI SEWING KIT—Famous toy machine for the littlest seamstress. It really works! Also: vinyl sewing bag, dresses, material, needles, thread, scissors, instructions.

No. 1543—By Hasbro**4.00**

D—SWEETIE PIE THE DOODLE BRIDE—Make your own yarn doll! Just tie, cut and braid! Dress her for her wedding. Everything you'll need in this complete kit.

No. 405—By Lisbeth Whiting**2.00**

E—BOO BOO THE DOODLE CAT—Boys and girls will laugh and laugh as they make Boo Boo and costume her in ridiculous outfits. A yarn cat with a sense of humor.

No. 403—By Lisbeth Whiting**2.00**



F

F—PIERRE THE POODLE—He's lovable, huggable—and you'll be thrilled as you make him yourself, out of yarn. Don't forget his eyes, collar and perky bow on his tail!

No. 410—By Lisbeth Whiting**2.00**

G—PINK LADY CLEANING SET—Smart, all-metal sweeper and complete housekeeping set. Help Mommy mop and sweep!

No. M300—By Norstar**3.00** set

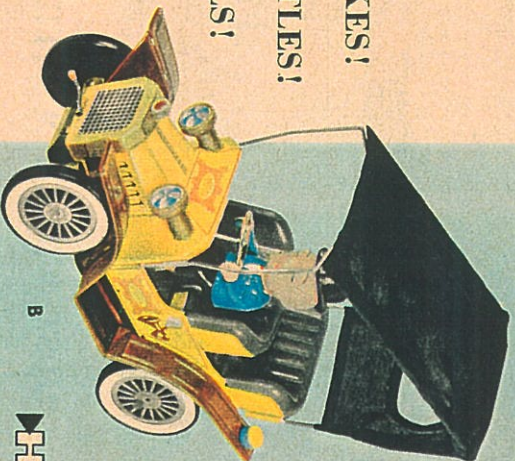


STURDY TOYS FOR LIVELY BOYS!

A—LINCOLN LOGS—Build forts, cabins, stockades, houses and many other buildings from 178 wood pieces. Gables, chimneys, roof pieces. Follow instructions or design your own!
No. 5C—By Lincoln Logs **5.00**

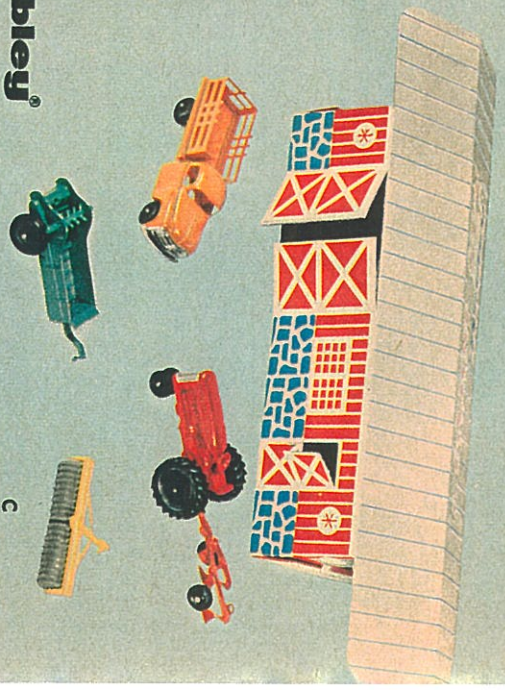


- IT SHAKES!
- IT RATTLES!
- IT ROLLS!



B

Hubley®



C

B—MR. MAGOO CAR—The delightful, absent-minded TV star and story book hero is here in his own car that shakes, rattles and rolls! Operates on batteries, not included. Goes forward or backward by a turn of the crank.
No. 952—By Hubley **5.00**

C—FARM SET—The box makes a nifty barn and all-metal tractor, truck, spreader, plow and cultivator are all you'll need for hours of "playing farmer."
No. 31—By Hubley **3.00**

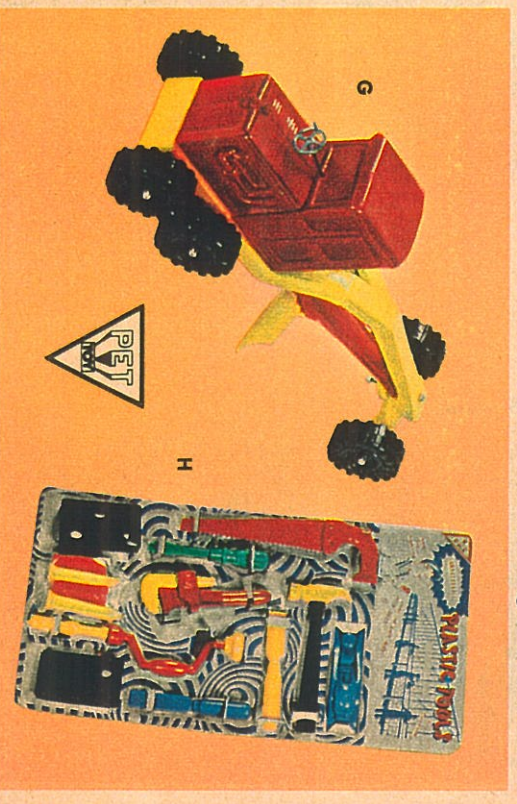
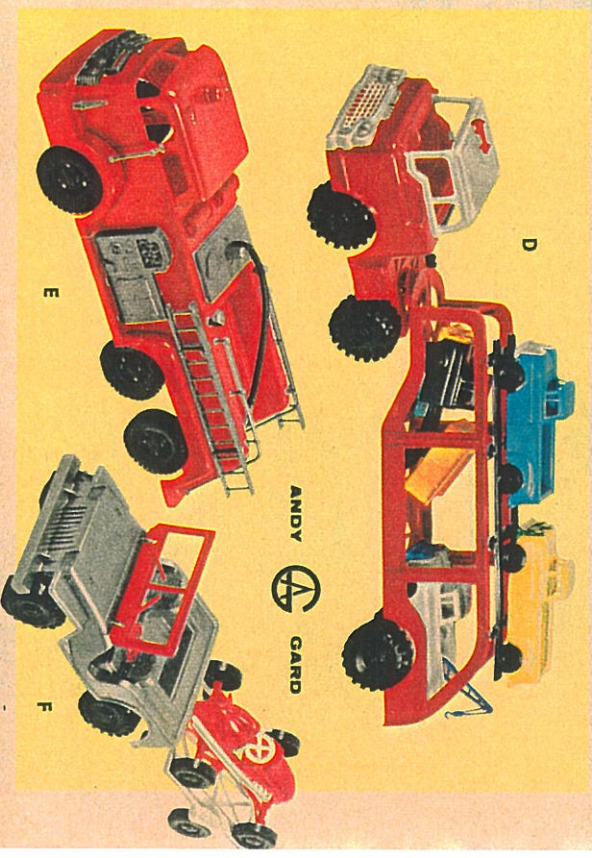
D—TRUCK TRANSPORT—Hurry! Customers are waiting for their pick-ups, tow and dump trucks! All poly, 24 1/4 inches long. Detachable trailer. Truck wheels lock into trailer ramps.
No. 603—By Andy Gard **3.00**

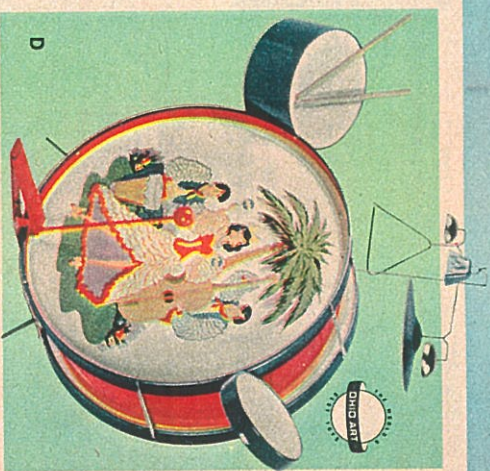
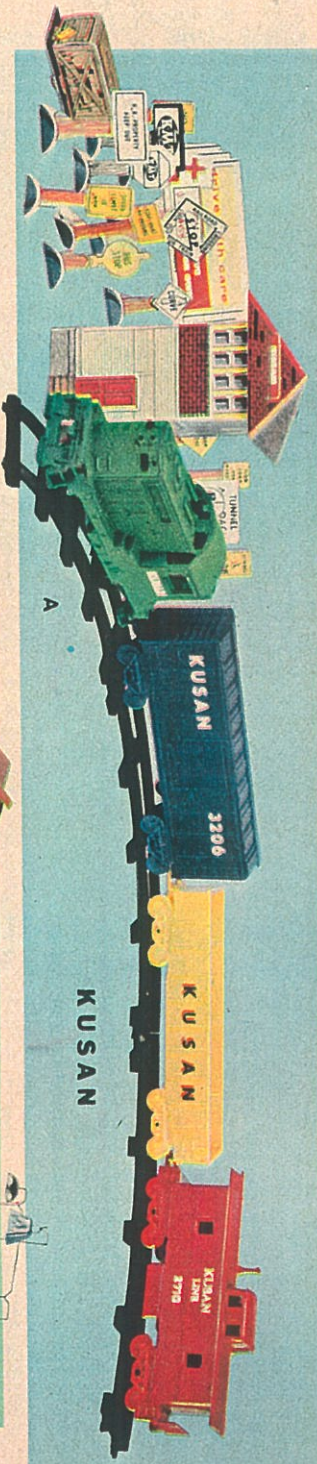
E—PUMPER FIRE TRUCK with its own deep water well. Jets water by pushbutton through rubber hose. 19 inches long. Made of poly. Removable ladder.
No. 341—By Andy Gard **3.00**

F—JEEP, RACER, TRAILER—A huge unit (21 inches long) for heaps of fun. Utility jeep with drop windshield. Detachable trailer with real looking big track racer. All poly.
No. 350—By Andy Gard **2.00**

G—ROAD GRADER—A 21 1/2 inch long beauty that will remove all the humps and bumps from the road to prepare it for the "cement" job. Unbreakable poly.
No. 898—By Pet Toy **3.00**

H—UNBREAKABLE, SAFE TOOLS—For the littlest carpenter in the family. All poly tools won't scratch Mother's furniture. 15 pieces
No. 870C—By Pet Toy **3.00** set





“JUST WHAT I WANT!”

A—LIL' YARDBIRD TRAIN—Perfect for your first train set. Includes Diesel switcher, gondola, box car, caboose, track, buildings, signs. Operates on batteries, not included.
No. K91—By Kusan 7.00 set

B—BETSY MCCALL FASHION DESIGNER
—Girls 5 to 14 can discover the art of

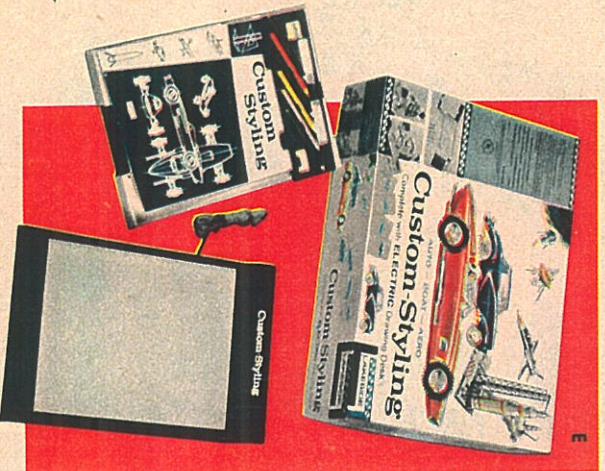
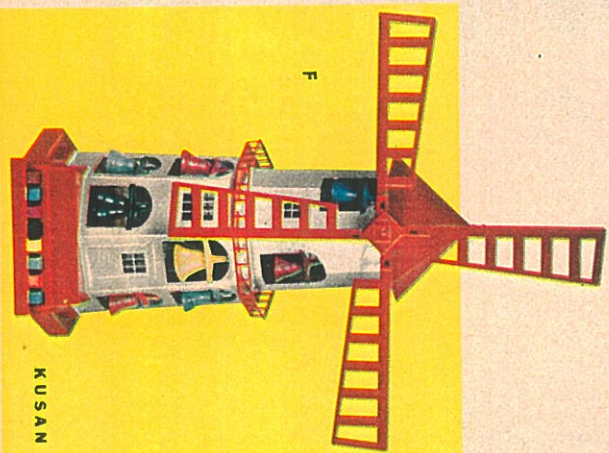
fashion designing! Electric designer's desk (UL approved), pattern sheets, drawings, portfolio, color pencils, more.
No. 01041—By Lakeside 8.00

C—DISNEY CHARACTER XYLOPHONE—Gay, colorful instrument with true-tone, felt cushioned bars. Color keyed with music book for easy playing.
No. 135—By Tudor 3.00

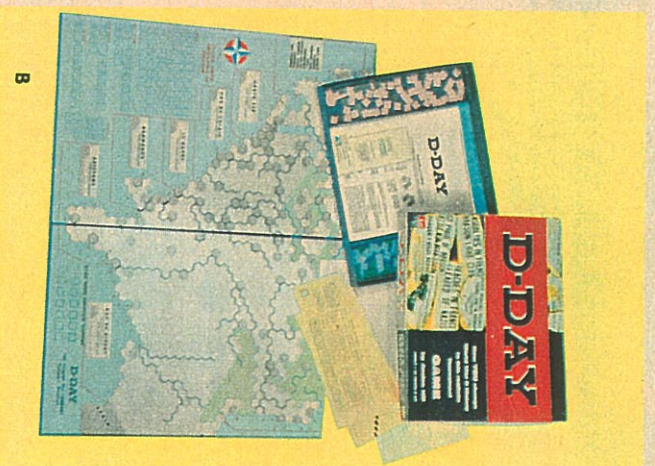
D—TRAP DRUM SET—For the boy or girl who's got rhythm! Drummer's side cloth on 20½ inch drum. Also snare drum, sticks, tom-tom, triangle, cymbal, bells.
No. 353—By Ohio Art East 5.00
West 5.95

E—CUSTOM STYLING—Develop your talents by designing models of autos, boats, planes and space vehicles. Electric drawing desk (UL approved), portfolio, design sheets, paper etc.
No. 01045—By Lakeside 8.00

F—OLD DUTCH MELODY MILL—Tolls beautiful music far and wide. 20 inch blades turn lazily as keyboard is played. Music book. Operates on batteries, not included.
No. K57—By Kusan 13.00



GET A STIK-BACK PUZZLE OF THE UNITED STATES!
Cut out each state and paste onto finely detailed outline map of the United States. Your finished map will be beautiful and you will have learned location of each state, the capital, nickname and official flower. You'll want to hang it in your room or give it to your teacher. No glue needed.
For your map write to:
BILLY AND RUTH—UNITED STATES MAP
Box 333, Phila. 5, Pa.
and enclose 25¢ for mailing and handling



GAMES OF STRATEGY, SKILL AND FUN!

A—GETTYSBURG — Civil War game in which you can change history! Command movement of troops on battle-ground map. For 2 players or teams. No. 501—By Avalon Hill 5.00

E—SCRIBBLEBUG — Child guides "Bug" through spider web, mice and snapping turtles. Bug can write message on the "water". Great fun! No. 5375—By Eberhard Faber 3.00

B—D-DAY GAME—World War II battle for Europe. Players command battle units of original campaign. Skill, judgment needed for 2 players or teams. No. 508—By Avalon Hill 5.00

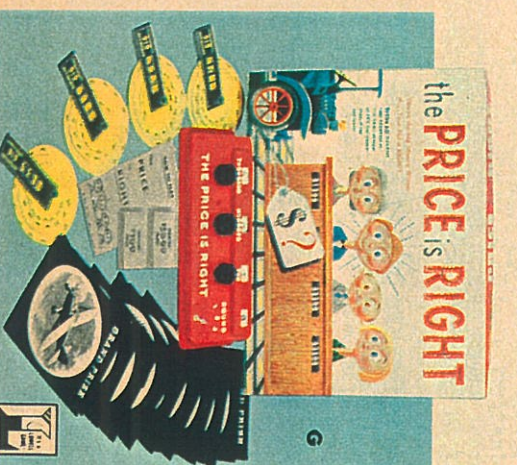
F—TRU-ACTION SPORTS CAR RACE—Electric, cross-country, vacuum-formed racing game with tricky curves, turns. Each race different! Position selector. No. 530—By Tudor 7.00

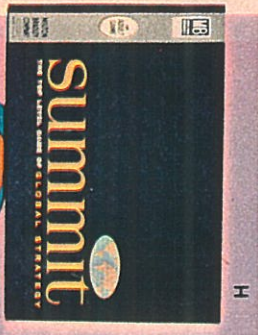
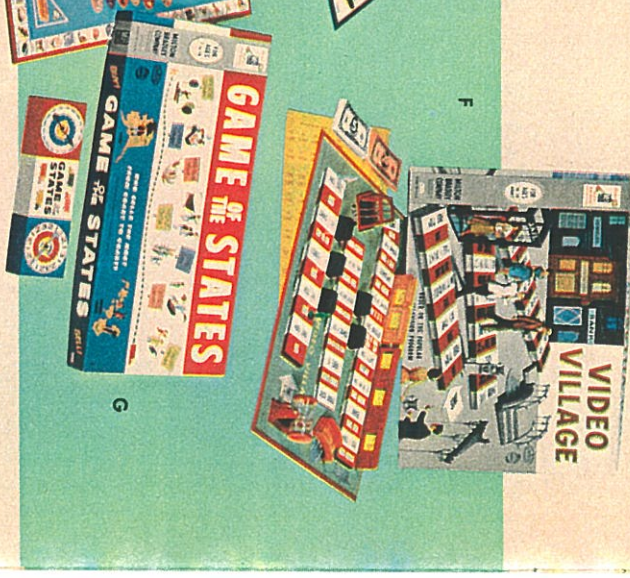
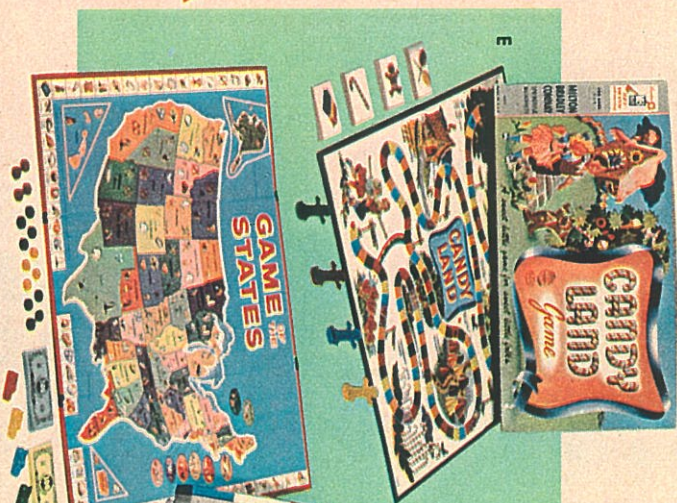
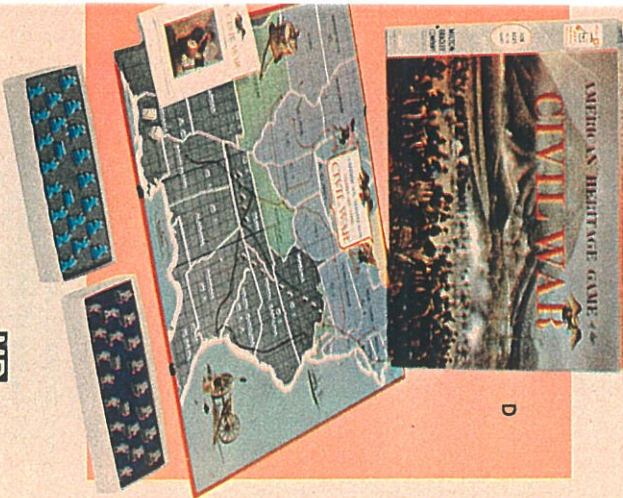
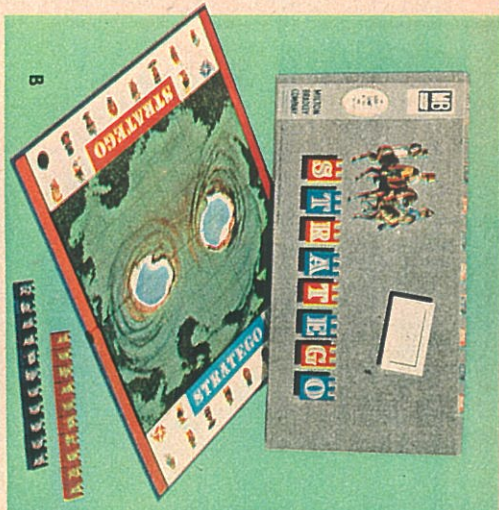
C—TREASURE CHEST OF 66 GAMES—Parts and playing pieces for checkers, Chinese checkers, bingo and 63 other popular, well-loved games. No. 6131 By Tuckett 3.00

G—THE PRICE IS RIGHT—Lots of excitement in home version of TV game. Bids show on mechanical board. Bid racks, picture prizes, bonus cards. No. 722—By Lowell 3.00

D—"BOOK OF KNOWLEDGE" ELECTROMATIC DIAL QUIZ for whole family! Scorekeeper lights up when correct answer is found. Batteries not included. No. 3887—By Transogram 3.00

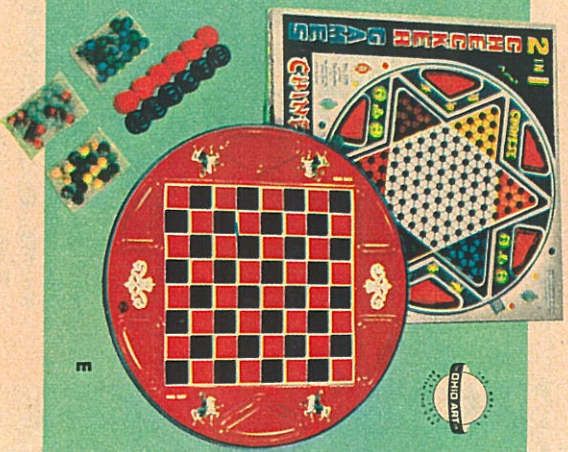
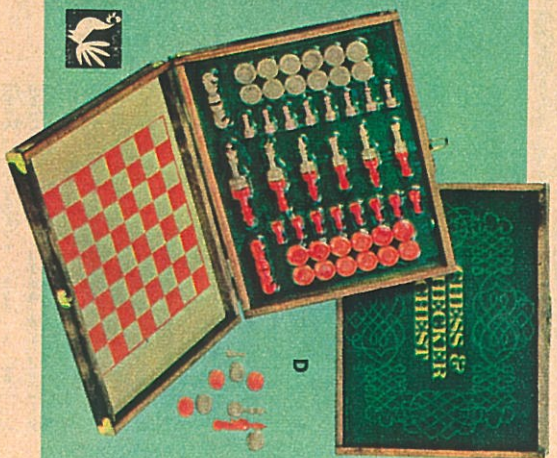
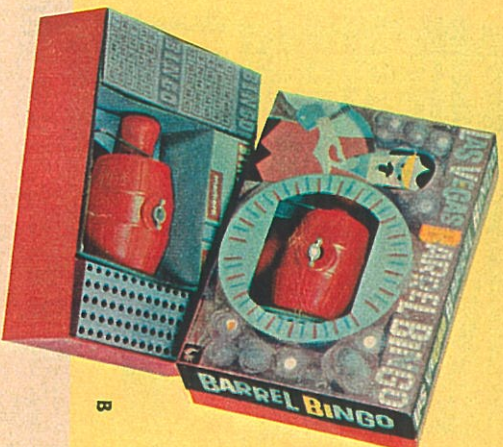
H—SKILL DRIVE—Play 3 ways: alone for practice and fun; with others for points, or against time. Drive cars across country. No. 798—By Tarco 2.00





MILTON BRADLEY GAMES FOR THE ENTIRE FAMILY!

- A—GAME OF LIFE**—An Art Linkletter family fun game. Each player sets out on Road of Life with car and \$2000 and tries to make a million first! 10 to adult! 2 to 8 players. No. 4000 **6.00**
- B—STRATEGO**—Capture the opponent's flag! Colorful wooden playing pieces are hidden from the opponent until attacked. Two players. No. 4916 **5.00**
- C—GO TO THE HEAD OF THE CLASS**—Proceed from 1st grade to college depending on knowledge, ingenuity and luck. 2 to 8 players. 8 years to adult. No. 4175 **3.00**
- D—AMERICAN HERITAGE* GAME OF THE CIVIL WAR**—Prepared in cooperation with editors of "American Heritage". Involves all Civil War military tactics, strategy. 2 to 4 players fight battles, maneuver forces. 10 years to adult. *Name American Heritage Reg. U.S. Pat. Off. No. 4115 **5.00**
- E—CANDY LAND**—2 to 4 pre-schoolers advance along colorful path to Gingerbread house by matching colors on drawn cards. Exciting! No. 4403 **2.50**
- F—VIDEO VILLAGE**—Exactly as it's done on TV! Walk magic mile on 3-D board. Suspense! For 2 or more players; 10 years to adult. No. 4060 **3.00**
- G—GAME OF THE STATES**—Fun! Educational! Learn location of all 50 states, capitals, industries. Players buy and sell products. For 2 to 4 players. 7 to 14 years. No. 4920 **3.00**
- H—SUMMIT**—New international relations game of top-level global planning. 3 to 6 players make decisions in extending spheres of influence which lead up to Summit Conference. No. 4100 **7.00**



FOR ACTION OR QUIET PLAY!

A—SKILL BALL—Safe play for any room in the house. Sturdy platform has vari-colored scoring cups. 3 lightweight poly balls. No. 9525—By Tucket **2.00**

B—BARREL BINGO—Giant poly barrel on metal base dispenses numbered plastic balls automatically. Cards, markers, tally board. No. 6133—By Tucket **3.00**

C—SAFEE DART GAME—With 3 safety darts that stick to target—no points, no suction. Will not mar walls, furniture. 14 $\frac{1}{2}$ x 18 inch target, doveled for hanging. Velcro surface. No. 5350—By Eberhard Faber **3.00**

D—CHESS AND CHECKER SET—Wooden chest contains checker board, color coordinated plastic chessmen, checkers. A beautiful set for boys and girls who love a challenge. No. 6138—By Tucket **3.00**

E—CHINESE CHECKERS AND CHECKERS—Metal board with a different checker game on either side. 15 $\frac{1}{4}$ inches diameter. Lever action for storing marbles, checkers in storage spaces. No. 538—By Ohio Art East **2.00**
West **2.29**

F—RACE-A-CAR SPEEDWAY SKILL GAME—Whirlwind action for 2-4 players as cars streak around track. Battery operated (not included). Flash-o-matic finish announces winner. No. 3890—By Transogram **12.00**

G—HUCKLEBERRY HOUND'S "HUCKLE-CHUCK"—Three carnival games: ring toss, bean bag, dart. Target head swings from side to side. Huck is 32 inches high. For a dandy backyard carnival! No. 3328—By Transogram **8.00**

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.

