

### A—IRONING SET (2 to 6 years)

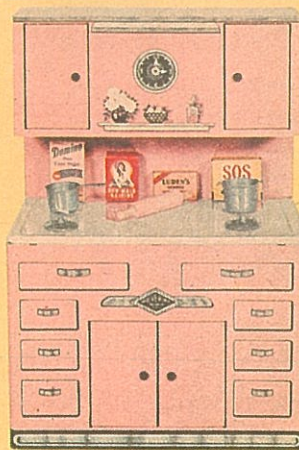
Help Mother with the ironing! All steel board with Alcoa silicone cover, heavy pad, and modern, U.L. Approved electric iron with dial control. By Wolverine. Ask for 10BR1

set **4.98**

### B—CLOTHES DRYER (2 to 6 years)

Dry dolly's clothes on 25 inch high revolving dryer. Opens and closes easily. Clothes line and colored plastic pins tool. By Wolverine. Ask for 10BR2

**1.98**



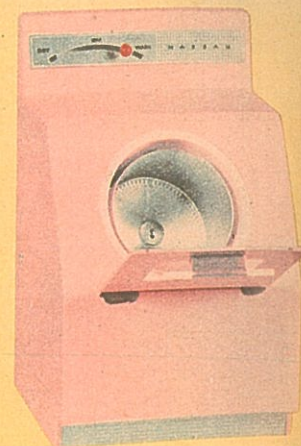
C

### C—KITCHEN CABINET (2 to 6 years)

Store your food packages in four door, steel, pink cabinet. Plastic utensils, rolling pin. Over 15 inches high. By Wolverine.

Ask for 10BR3

**2.98**



Nassau

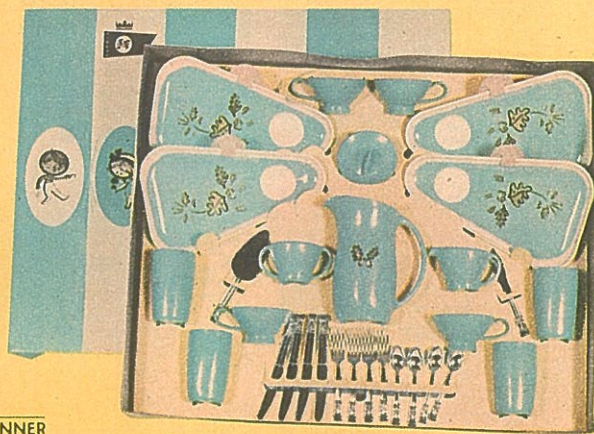
D

### D—WASHER-DRYER (2 to 6 years)

Turn the switch! Works just like Mom's—washing, drying cycles. Battery operated (not included). Water drains out hose. Pink enamel on heavy steel. Over 11 inches high. By Nassau.

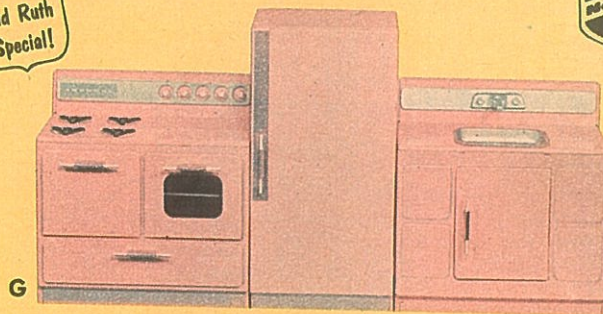
Ask for 10BR4

**4.98**



E

A Billy and Ruth Special!



G



BANNER



F

### E—GOLDEN OAK TEA SET (2 to 6 years)

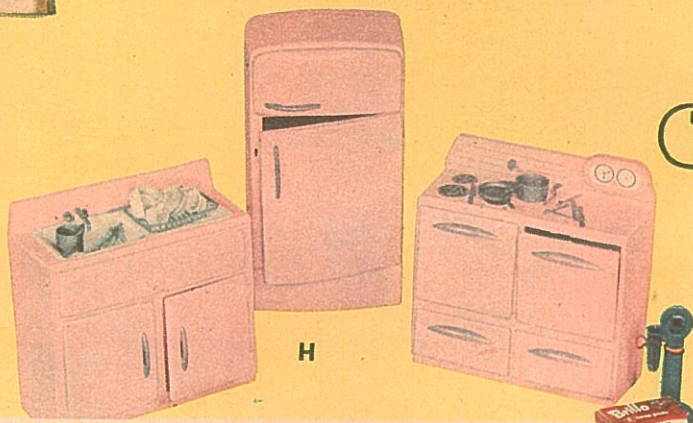
For the modern miss! Combined plate, saucer in triangular design. Turquoise with gold oak-leaf. In poly with metal serving plates. 30 pieces. By Banner. Ask for 10BR5

**2.98**

### F—COLONIAL TEA SET (2 to 6 years)

Tea for three! 26 piece polyethylene set. Horse and coach design on metal plates, saucers. By Banner. Ask for 10BR6

**1.98**



H



### G—KITCHEN APPLIANCE SET (3 to 8 years)

Pink enamel on steel. Refrigerator with revolving shelves, stove and sink designed for modern kitchen. Just the right size for your playhouse. By Nassau. Ask for 10BR8

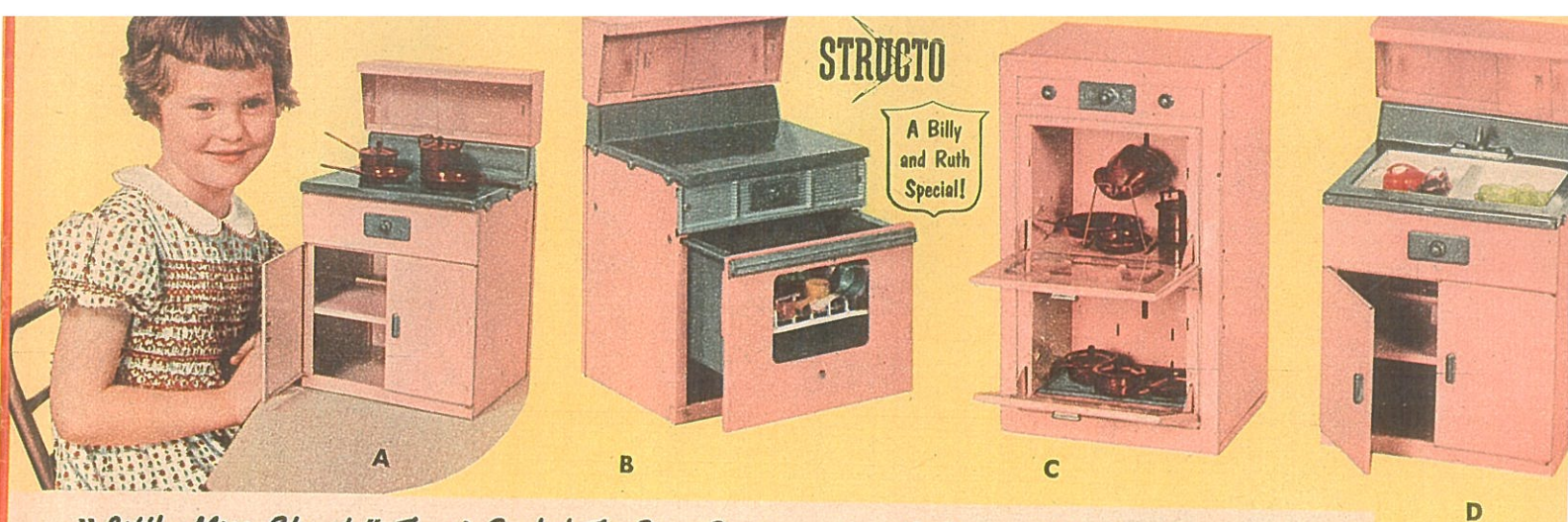
Regularly \$8.98 **Special \$7.19**

### H—DELUXE HOUSEKEEPER SET (2 to 5 years)

Ten inch high refrigerator with ice cube trays, shelves; seven inch stove and sink—all unbreakable polyethylene. Many kitchen accessories. By Tico. Ask for 10BR7

set **3.98**





**"Little Miss Structo" Toys! Scaled-To-Size Equipment with General Electric Appearance!**

**A—BUILT-IN COOKING RANGE (4 to 8 years)**

Battery operated burners turn red. Roomy shelf space. Accessory cabinet with sliding plastic doors. Pots, pans. Batteries not included. Almost 13 inches high. By Structo. Ask for 11BR1

**5.98**

**B—AUTOMATIC UNDERCOUNTER DISHWASHER (4 to 8 years)**

Latest roll-out model! Fill with water, watch water spray over dishes through clear plastic door. Pump operated. Batteries not included. Almost 13 inches high. By Structo. Ask for 11BR2

**6.98**

**C—BUILT-IN DOUBLE OVEN (4 to 8 years)**

With working rotisserie! Light goes on and rotisserie rotates imitation turkey on spit rod! Bottom oven for "baking". Batteries not included. Almost 13 inches high. By Structo.

Ask for 11BR3

*Regularly \$8.98 Special \$7.19*

**D—BUILT-IN DOUBLE SINK (4 to 8 years)**

Sink with running water! Pump circulates flow. Shelf space below and accessory shelf above with sliding plastic doors. Almost 13 inches high. Batteries not included. By Structo.

Ask for 11BR4

**6.98**



**E**



ALEXANDER MINER

**G**



**F**

**Bissell**



**H**

**E—CHILTON WARE (2 to 6 years)**

Make your own lunches! Ultra modern aluminum cooking set. Eight pieces include percolator, sauce pans, tea kettle. By Aluminum Specialties. Ask for 11BR5.

**2.98**

**F—COFFEE SET (2 to 6 years)**

Call your friends for coffee! Red and blue plaid, 25 piece set. Coffee pot and service for four. In aluminum and poly. By Aluminum Specialties. Ask for 11BR6

**1.98**

**G—HOT AND COLD BEVERAGE CLOSET (3 to 6 years)**

For making hot or cold chocolate drinks! Working siphon pump, empty jar of Cocoa Marsh syrup, and milk bottle, tumblers, etc. By Alexander Miner. Ask for 11BR7

**1.00**

**H—LITTLE QUEEN HOUSEKEEPING KIT (3 to 7 years)**

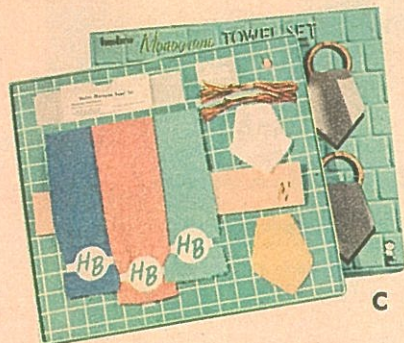
Clean your own room! Little Queen sweeper, broom, dustpan, mop, apron, sponge. Just like Mom's—only your size! By Bissell.

Ask for 11BR8

**6.98**

**11**





### For Her Quiet-Time Pleasure!

#### A—NEEDLEPOINT (6 to 12 years)

A do-it-yourself set! Complete the two needle point pictures pre-stamped in full color as a guide. Frames, yarn included. By Hassenfeld. Ask for 12BR1

**1.98**

#### B—JR. MISS KNITTING SET (6 to 12 years)

Make a complete doll's outfit following easy instructions. Yarn, needles, etc. all in durable two-tone vinyl case with turn lock and handle. By Hassenfeld. Ask for 12BR2

**2.98**

#### C—DELUXE MONOGRAM TOWEL SET (6 to 12 years)

Cut out monograms you want from monogrammed alphabet sheet and applique them to three beautiful towels, two face cloths. Make them for gifts! By Hassenfeld. Ask for 12BR3.

**1.98**

#### D—JR. MISS DRESSER SET (6 to 12 years)

Make yourself as lovely as Mommy! Full size brush, comb, mirror, picture frame, etc. in gleaming meto-lite. Decorate items with jewels included. By Hassenfeld. Ask for 12BR4

**1.98**

#### E—SHIRLEY TEMPLE LUNCHEON EMBROIDERY SET (6 to 12 years)

Learn to embroider! Complete embroidery set including metal adjustable embroidery hoop, 18 x 24 inch tablecloth, napkins with scenes from Shirley's movies. By Gabriel. Ask for 12BR5

**1.98**

#### F—NECCHI SEWING MACHINE SET (6 to 12 years)

Toy machine modeled after famous Necchi actually sews! In vinyl hat box case. Dresses, cloth, needles, pattern, instructions. By Hassenfeld. Ask for 12BR6

**4.98**

#### G—SHIRLEY TEMPLE STAND-UP PAPER DOLL (3 to 7 years)

Dress her up! Over two feet tall and stands on her own legs! Life-like hair. Dresses and accessories attach with plastic snap-ons. By Gabriel. Ask for 12BR7

**1.98**

#### H—CRADLE AND TUB SET (2 to 6 years)

Here's a drink 'n wet baby, cradle, tub, bottle, water bottle, mattress—even soap! By Lido. Ask for 12BR8.

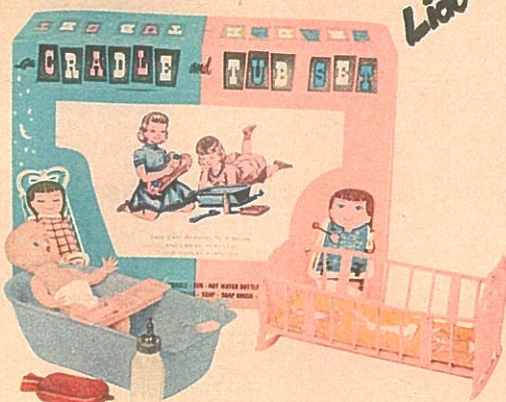
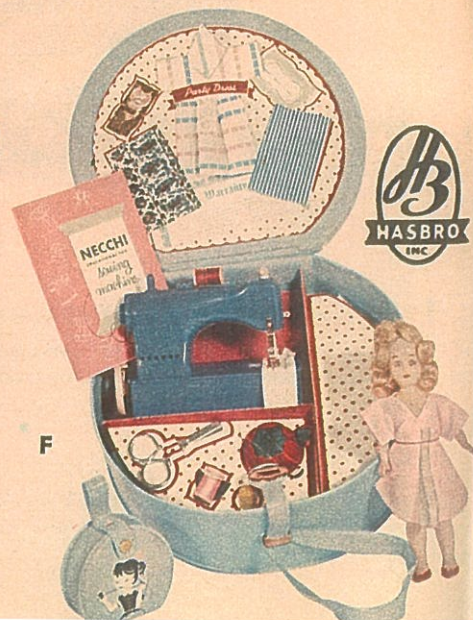
**1.98**



**Gabriel**



**Gabriel**



**Lido**

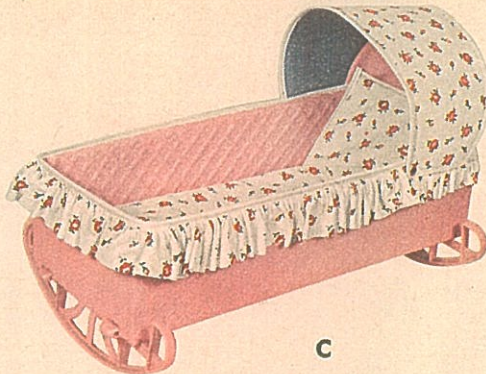




**Hampden**

**A Billy and Ruth Special!**

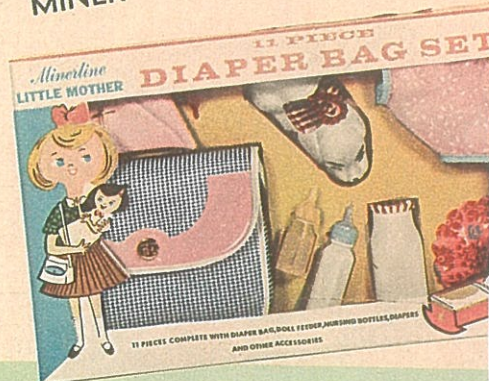
**A**



**C**

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.

**ALEXANDER MINER**



**D**

*Playing "Grown-Ups" is Fun with the Right Toys!*

**A—TABLE AND CHAIR SET (2 to 7 years)**

Eat or play at your very own, right-size table! Height: 20½ inches. Modern design, tubular steel frame, durable plastic covering. By Hampden. Ask for 13BR1.

**A Billy & Ruth Special!**

**B—TROPICANA TEA SET (2 to 6 years)**

Nothing so refreshing as a tea party! Serve cake and ice cream too on metal lithographed, 20 piece set—service for four! By Ohio Art. Ask for 13BR2

**1.98**

**C—FITTED CRADLE WITH HOOD (3 to 6 years)**

For dolly's comfort! Heavy, fibre-board cradle covered with durable, washable plastic. Pretty lace ruffle, mattress, pillow. By Alexander Miner. Ask for 13BR3

**1.98**

**D—DIAPER BAG SET (3 to 6 years)**

Only the best for "baby"! Flap type shoulder strap bag, bottle holder, juice and milk bottles, panties, diapers, safety pins. By Alexander Miner. Ask for 13BR4.

**1.98**

**THE OHIO ART CO**



**B**

**E—LITTLE QUEEN CARPET SWEEPER (3 to 6 years)**

Lend it to Mom for quick jobs—or help her by doing-it-yourself! Little Queen really sweeps; rubber-tired wheels; dustpan empties. By Bissell. Ask for 13BR5.

**3.98**

**F—UMBRELLA TOTE CASE AND RAINBONNET (4 to 8 years)**

All set for rain! Tote case 12 inches high with 12 inch zipper top. Pretty, 15 inch umbrella attached in special sleeve. By Travel Toy. Ask for 13BR6

**2.98**

**G—FLIGHT CASE AND MATCHING TOTE (4 to 8 years)**

For staying overnight! Flight case, 11 inches long, has 27 inch zipper top closure. Matching tote has 8 inch zipper. Heavy gauge vinyl. By Travel Toy. Ask for 13BR7

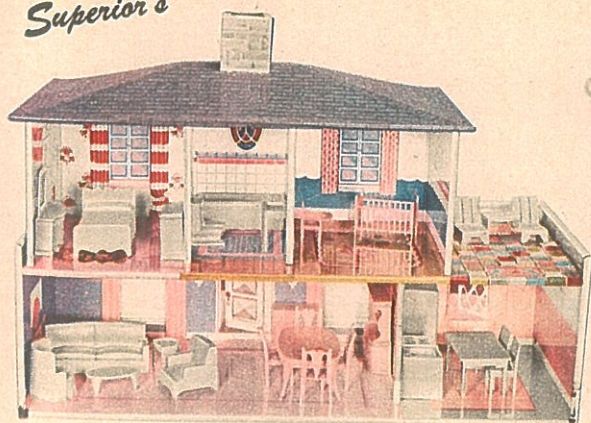
**Regularly \$2.98 Special \$2.49 Set**

**H—METAL DOLL HOUSE (3 to 7 years)**

And a doll family inside! Two story, six room house with second floor terrace. Plastic furniture. Lithographed. Almost two feet long. By Superior. Ask for 13BR8

**5.98**

**Superior's**



**H**



**F**

*Traveling Toy*



**E**

**BISSELL**



**G**

**A Billy and Ruth Special!**



Boys! Girls! You can win a Whirlpool Automatic Clothes Dryer for your Mother and Dad! See Pages 19-22! And a prize for yourself too!





DAISY  
AND  
DANNY



C



D



E



F



A Billy  
and Ruth  
Special!

B

Playtime

For Little Ladies

#### A—DOLL CARRIAGE (3 to 5 years)

You'll be proud to walk baby in smart carriage with 24 inch high handle, three bow hood and visor. Bed almost 22 inches long. By Playtime Products.

Ask for 14BR1

**A Billy & Ruth Special!**

#### B—DOLL CARRIAGE (3 to 9 years)

For dolly's comfort! Rocking-ride undergear, full draft rail, spoked wheels, white tires. Lovely quilted fabric. 29 inch high chromed handle. By Playtime Products.

Ask for 14BR2

**A Billy & Ruth Special!**

#### C—DAISY AND DANNY

Cute, freckled face dolls with life-like vinyl faces, yarn hair. You'll love to button and unbutton their removable clothes. 16 inches tall. By M&S Doll.

Ask for 14BR6

each **3.00**

#### D—DOLL-E-BATH (3 to 7 years)

Just like one Mom uses for Baby. All-steel frame, leakproof tub of vinyl plastic, plastic drain hose really works! Dressing-table top. 24 inches high. By Amsco.

Ask for 14BR4

**5.00**

#### E—DOLL-E-DETECTO SCALE (3 to 7 years)

Now you'll know whether or not your children are gaining! Exact replica of Detecto baby scale. Also Q-tips, Johnson's powder, Chix diapers. By Amsco.

Ask for 14BR5

**5.00**

#### F—DOLL-E PLAYPEN (3 to 7 years)

"Baby" will never get hurt in this playpen fashioned like famous Cosco nylon-sided pen. Decorated hardboard floor.

Toy not included By Amsco. Ask for 14BR3

**6.00**

#### 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.

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—BETSY WETSY IN SUITCASE

Like a real baby—drinks, wets, cries tears! Wash, comb her hair. All vinyl. In sunsuit, diaper. Complete layette and baby care accessories. 16 inches. By Ideal.

Ask for 15BR1 Regularly \$12.00 **Special \$10.33**

#### B—BETSY WETSY

Bathe, powder and put lotion on all-vinyl, 13½ inch Betsy with molded hair. She drinks, wets and cries real tears, has complete layette. By Ideal.

Ask for 15BR2 **7.00**

#### C—SUSIE

"Take care of me" she seems to say. 12 inch drink and wet doll with moving eyes. Dressed in jacket, diaper. All accessories little mother needs. By Allied.

Ask for 15BR3 **3.00**

#### D—ALL-ROUND GAL

Ready for overnight trip! Pretty ninon dress, hat, pajamas, negligee. 15 inches tall and loves to have her rooted hair combed. Moving eyes. By Allied.

Ask for 15BR4. **5.00**

#### E—LOVELY BRIDE

Exciting to play with! 25 inches, all vinyl with moving eyes and rooted bobbed hair. Satin gown with silvered lace apron effect, net overlay. High heels. By EEGEE.

Ask for 15BR5 \$9.00 value **Special \$6.87**



E EEGEE





"Roberta"

A



*Every Little Girl  
Loves A Doll!*

#### A—BIRTHDAY PARTY BETTY

Going to a party! 24 inch, all vinyl, with moving eyes, coo voice. Beautiful ninon dress, matching bonnet. Vinyl shoes. By Roberta. Ask for 16BR1.

**6.00**

#### B—CHRISTENING BABY

Dressed for her Baptism! She's 14 inches with long white ninon dress, bonnet to match. Moving eyes, coo voice. Legs will stay in position you put them. By Roberta. Ask for 16BR2.

**4.00**

#### C—SNIFFLES

Just waiting for you to be her mother! All vinyl drink 'n wet baby with rooted hair, movable arms, legs, moving eyes. 11 inches. Bottle, layette. By EEGEE. Ask for 16BR3.

**4.00**

#### D—MARY LOU AND COMPLETE WARDROBE

Adorable 7½ inch doll with turning head, blinking eyes, moving arms. Life-like hair. Five complete outfits to change for every occasion—sports, nighttime, parties. By Doll Bodies. Ask for 16BR4.

**2.00**

#### E—RUTH WITH A PONY TAIL

Ruth takes her everywhere she goes! 14 inches tall, soft vinyl, fully jointed doll. Cotton jumper dress. Sleeping eyes, turning head. She coos. By Horsman. Ask for 16BR5.

**5.00**



C

EEGEE



D

DOLL BODIES



E

Horsman

B

"Roberta"





#### A—SOFTEE

Have fun washing, arranging her rooted hair that stays curled after washing! Drinks, wets—16 inches tall. Jointed. Nylon dress, bonnet, vinyl shoes. By Horsman. Ask for 17BR1

**6.00**

#### B—DRINK'N' WET BABY

As big as a real baby—25 inches—and moves like a real baby too because she's fully jointed. Sleeps, turns head, and coos. All vinyl. Nylon dress, matching bonnet. By Horsman. Ask for 17BR2

**10.00**

#### C—SALLY

With "perma-curl" hair that stays curled even after washing! 16 inches tall, fully jointed. She coos. In striped cotton dress with flowered pinafore, vinyl shoes. By Horsman. Ask for 17BR3

**6.00**

#### D—PAM

You'll love this perfect little lady in taffeta dress! Ponytail hairdo with "Perma-Curl". Sleeping eyes, turning head and "coo" voice. Vinyl shoes. By Horsman. Ask for 17BR4

**4.00**

#### E—SOFTEE IN CAR BED

Take baby with you. An 18 inch, drink-wet, soft vinyl, fully jointed baby with washable, rooted curly hair in 20 1/4 inch car bed, also used as crib. Sleeping eyes. Satin-trimmed blanket included. By Horsman. Ask for 17BR5

**10.00**

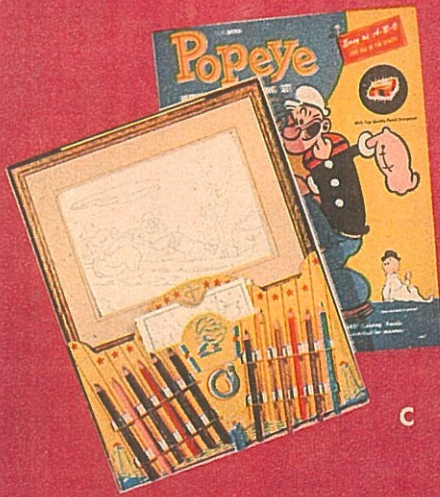
#### F—CATHY COLLEGE

A 19 inch co-ed. Vinyl and fully jointed. Sleeping eyes, rooted hair with new side part that stays curled after washing! In navy blazer jacket with pleated dress. Vinyl shoes. By Horsman. Ask for 17BR6

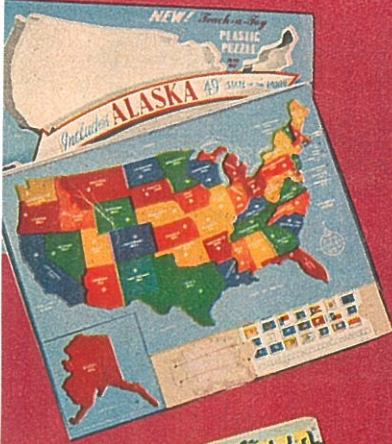
**8.00**







C



D



E



B



A

### A—"FROSTY" ICE CREAM MACHINE (5 to 12 years)

Set up an ice cream stand! Make ice cream in seconds. Included: ice cream mix, cups, spoons, recipes, directions. By Hassenfeld. Ask for 18BR1 **2.98**

### B—DAFFY DROPS (6 to 8 years)

It's fun! New paint craft! Seven unbreakable plastic tubes eject one drop of special paint at a time on numbered sheet. Crease the paper—Magic! A new design or picture every time. By Hassenfeld. Ask for 18BR2 **1.98**

### C—POPEYE PENCIL BY NUMBERS SET (5 to 10 years)

The same Popeye you see on TV in 12 delightful pre-sketched pictures. Color with 12 big numbered color pencils. By Hassenfeld. Ask for 18BR3 **1.98**

### D—TEACH-A-TOY U. S. PLASTIC MAP (7 years and up)

With Alaska included! Put colorful plastic inlaid map together. Fit plastic tabs of capitols, principal products into right states. By Hassenfeld. Ask for 18BR4 **2.98**

### E—MR. AND MRS. POTATO HEAD (3 to 12 years)

A gay assortment featuring two complete sets of Mr. and Mrs. Potato Head, two cars, trailers—for thousands of laugh-filled characters. By Hassenfeld. Ask for 18BR5 **1.98**

### F—HASBRO PLA-FORM MOLDING MACHINE (5 to 10 years)

Make your own Indians, soldiers, horses, trees by the thousands with molding machine for Pla-Doh. Makes cookies, too. Lots of fun! By Hassenfeld. Ask for 18BR6 **2.98**

### G—HASBRO ATOMIC SUBMARINE TORPEDO TOY (6 to 12 years)

Line up the ships by gazing into plastic periscope and then pull the trigger! BOOM! The ship is blasted out of the water! By Hassenfeld. Ask for 18BR7 **3.98**



F



G

## WIN!

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 19-22!

