

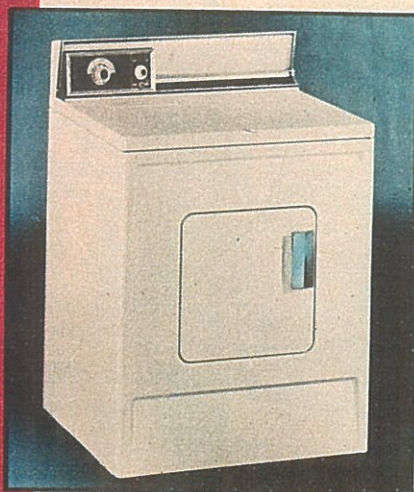
# ENTER BILLY and RUTH'S 1959



## "DOUBLE ACTION" CONTEST!

*Win a Bicycle or Toy for Yourself! . . . And a Big Prize for Your Mom and Dad Too!*  
**HERE ARE THE PRIZES YOU CAN WIN FOR MOM AND DAD:**

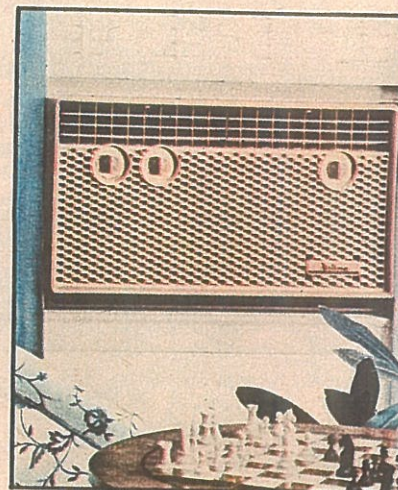
*Turn the page to see the prizes you can win for yourself!*



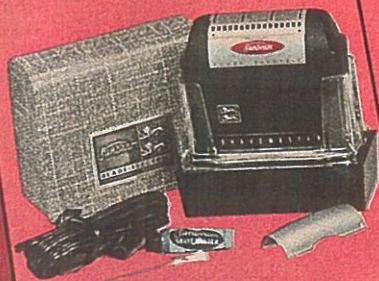
**RCA  
WHIRLPOOL AUTOMATIC  
CLOTHES DRYER!**



**STROMBERG-CARLSON  
HI-FIDELITY  
STEREO PHONOGRAPH**



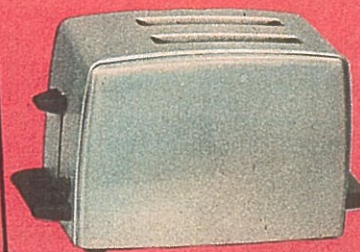
**CHRYSLER HIGH POWER  
ROOM AIR CONDITIONER!**



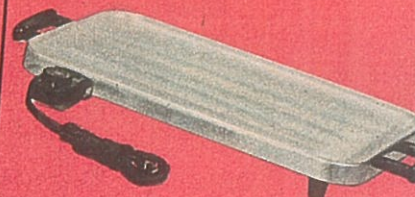
**25 SUNBEAM  
ROLLMASTER SHAVERS!**



**25 LADY SUNBEAM  
SHAVEMASTER SHAVERS!**



**15 DAINTY  
MAID TOASTERS!**



**15 DAINTY MAID GRIDDLES  
with heat control!**



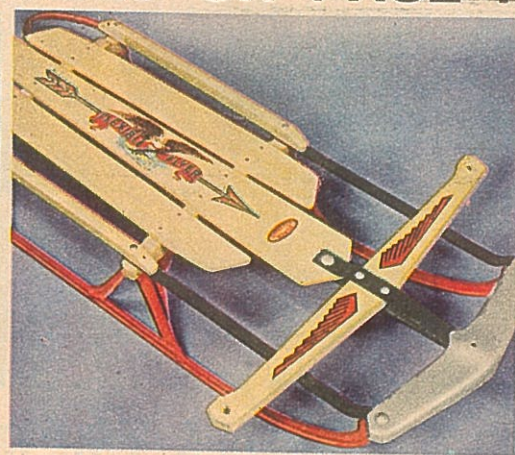
# THOUSANDS OF TOY PRIZES WORTH THOUSANDS OF DOLLARS!

## WIN ONE OF THE BIG PRIZES ON PAGE 19 FOR MOM

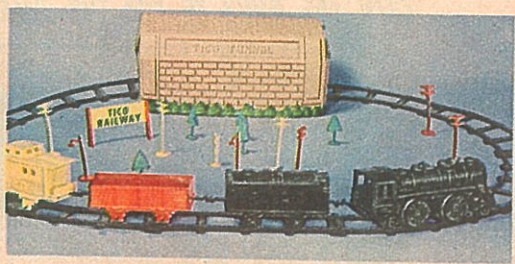


**12 PANTHER II BICYCLES FOR BOYS  
BY SCHWINN!**

**12 DEBUTANTE BICYCLES FOR GIRLS  
BY SCHWINN!**



**100 "AIRLINE ACE" FLEXIBLE FLYER SLEDS  
BY S. L. ALLEN!**



**50 TRAIN SETS  
BY TICO!**



**36 DELUXE GIANT  
AMERICAN SKYLINE  
BY HALSAM!**



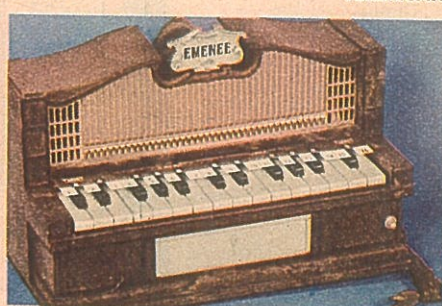
**100 COLONIAL TEA SETS  
BY BANNER!**



**15 AMERICAN CHARACTER  
DOLLS— TODDLES IN HER  
SUPER KART!**



**48 BEAUTIFUL DOLLS  
BY EEGEE!**



**20 ELECTRIC GOLDEN PIPE ORGANS  
BY EMENEE!**



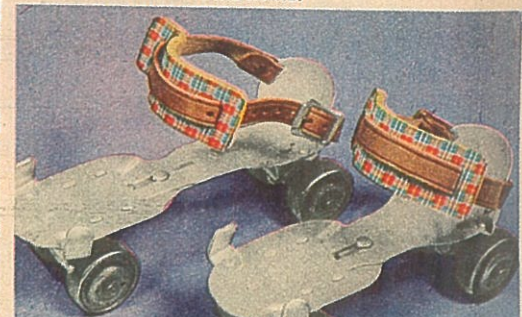
**100 KIDDYKOOK 'N BAKE SETS  
BY ALUMINUM SPECIALTY!**



**20 "SILVER TRAM-BOUNCERS" BY BAYSHORE!**



**300 PAIR SIDEWALK ROLLER SKATES  
NO. 5 BY UNION HARDWARE!**





# ENTER BILLY AND RUTH'S "DOUBLE ACTION" CONTEST TODAY!

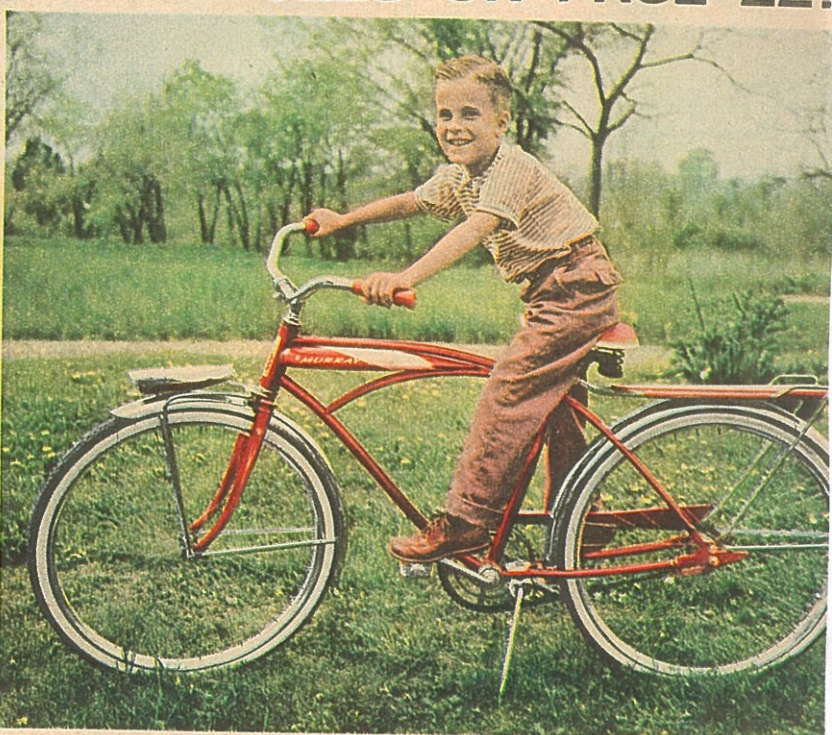
AND DAD! ENTRY BLANK AND RULES ON PAGE 22!



**NUMBERED PENCIL COLORING SETS  
BY CRAFT MASTER JR.!**

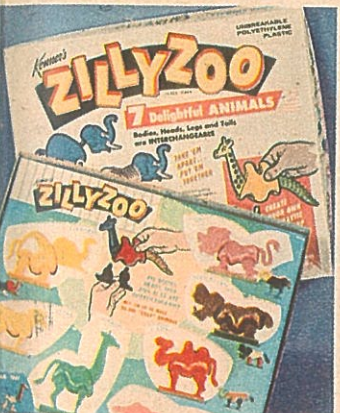


**100 TRANSOGRAM  
"52" VARIETY GAME CHESTS!**

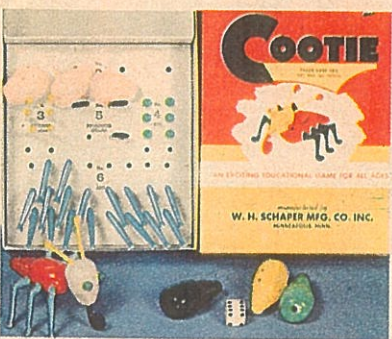


**12 SONIC FLITE BICYCLES FOR BOYS  
BY MURRAY OHIO!**

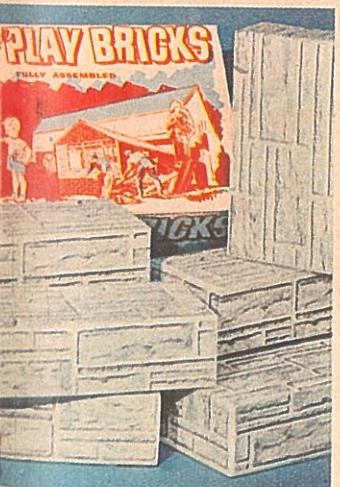
**12 SONIC FLITE BICYCLES FOR GIRLS  
BY MURRAY OHIO!**



**180 ZILLY ZOO GAMES  
BY KENNER!**

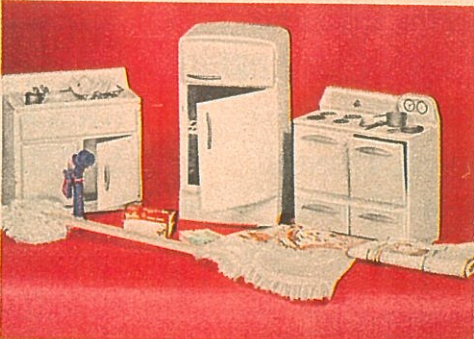
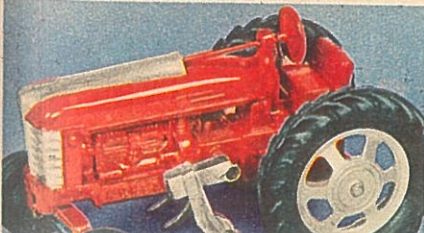


**432 COOTIE GAMES  
BY HIGHLANDER!**



**48 CHESTS OF FIELDSTONE BRICKS  
BY GABRIEL!**

**100 RUGGED TRACTORS  
BY HUBLEY!**



**50 HOUSEKEEPING SETS  
BY TICO!**

**50 TEENAGE WARDROBE DOLLS  
BY HORSMAN!**



**120 TURN A TUNE MUSIC PLAYERS  
BY KENNER!**

**50 SNAPPY BOY STEEL COASTER WAGONS  
BY RADIO STEEL!**



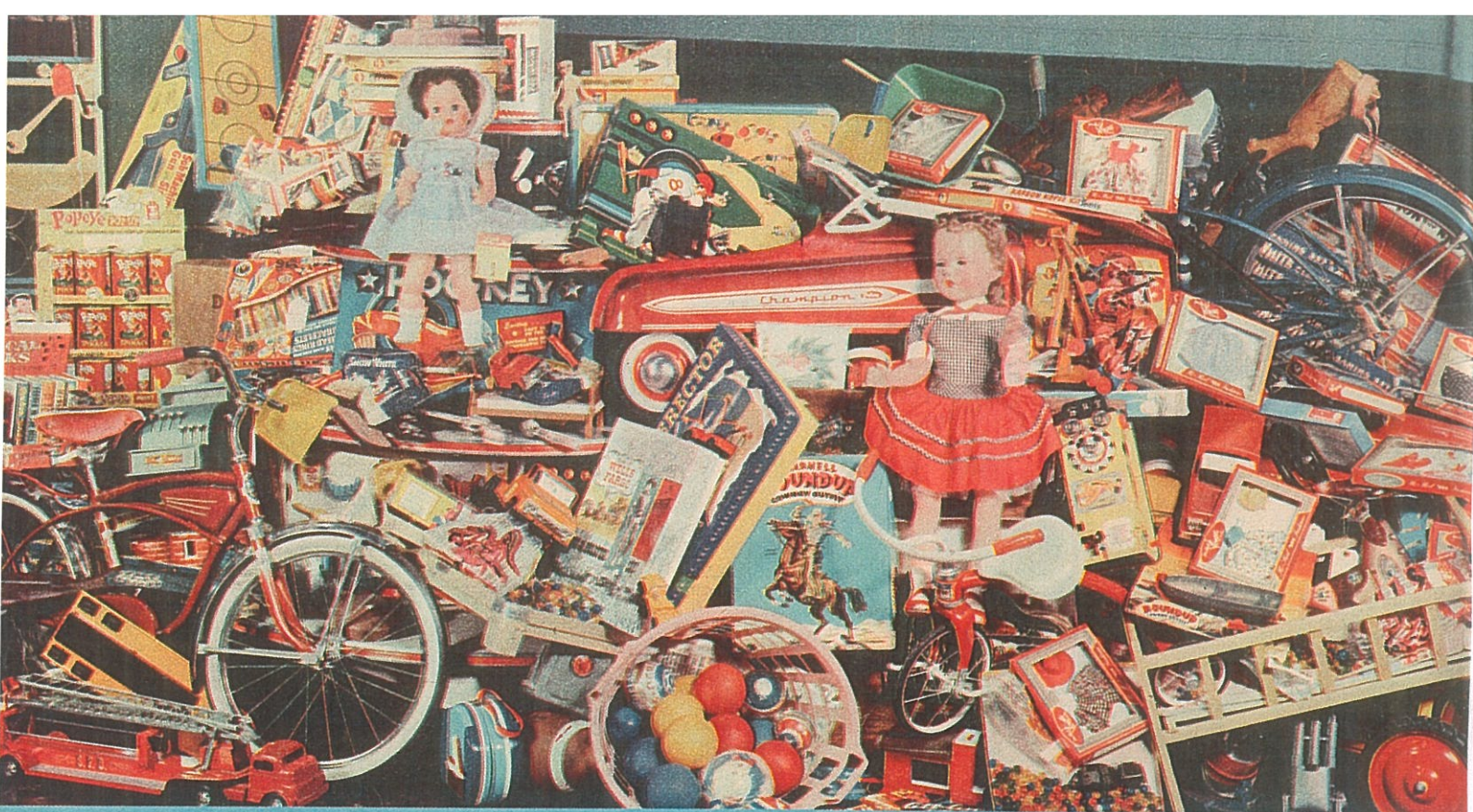
**180 PRESTO PAINT SETS  
BY KENNER!**

*Write to Billy & Ruth for*  
**THE PHILADELPHIA ZOO BOOK**  
A thick, 95 page book full of pictures and descriptions of our animal friends. Good for school, home library. Send 50¢ to:  
**ZOO BOOK  
BILLY AND RUTH  
Box 333, Phila. 5, Pa.**

*Write to Billy & Ruth for*  
**GOLD INITIALS FOR YOUR SWEATER, JACKET, HAT!**  
Two inch high, gold, press-on letters! Any three letters you want. Send 25¢ to:  
**BILLY AND RUTH  
INITIALS  
Box 333, Phila. 5, Pa.**







## Here are the easy rules for Billy and Ruth's "Double Action" Contest!

If you want to win one of the prizes for yourself on pages 20 and 21 here's all you do:

LOOK AT THE PICTURE ABOVE. WRITE ON THE ENTRY BLANK BELOW HOW MANY TOYS YOU THINK ARE IN THE PICTURE (be sure to look at every little thing!)

AND if you want to win one of the prizes on page 19 for Mom and Dad too, do this:

WRITE DOWN THE NUMBER OF TOYS YOU THINK ARE IN THE PICTURE and also

COMPLETE THE SENTENCE AT THE BOTTOM OF THE ENTRY BLANK IN 25 WORDS OR LESS!

### RULES:

1. Cut out entry blank and paste onto government postcard. Additional entry blanks may be made by printing required information on government postcard. No letters will be accepted! Be sure to include the name of your Billy and Ruth dealer as it appears on the front of your 1959 Billy and Ruth Book. PRINT all information plainly. Mail to: Billy and Ruth's "Double Action" Contest, Box 94, Phila. 5, Pa.
2. Anyone between the ages of 3 and 12 may enter. Only one child in a family may win.
3. All entries must be postmarked no later than midnight, Dec. 29, 1959. All entries become the property of Billy and Ruth Promotion, Inc. The contest will be judged by Close and Patenaude, Phila., Pa. In case of ties the earliest postmark will determine the winner. A list of winners will be available Feb. 15, 1960. Winners will be notified by mail.
4. Entries limited to residents of the United States (including Hawaii) except employees and members of the immediate families of Billy and Ruth Promotion, Inc., its wholesalers, agencies and dealers. All government regulations apply and are subject to local, state and federal laws.

### OFFICIAL ENTRY BLANK

Mail to: **BILLY AND RUTH "DOUBLE ACTION" CONTEST  
BOX 94, PHILA. 5, PA.**

MY NAME \_\_\_\_\_ AGE \_\_\_\_\_

MY ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_

DEALER'S NAME \_\_\_\_\_

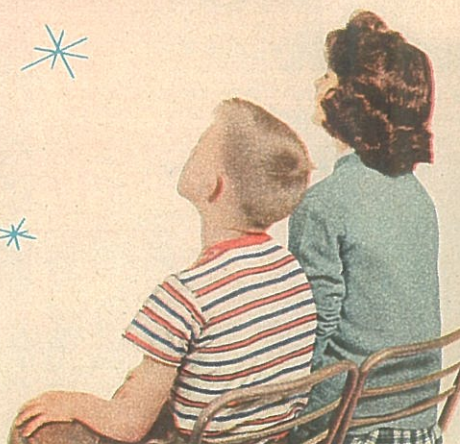
DEALER'S ADDRESS \_\_\_\_\_

I think there are \_\_\_\_\_ toys in the picture

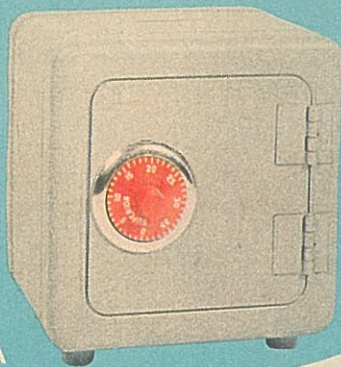
The toy I would most like to have in the 1959 Billy and Ruth Book is \_\_\_\_\_

\_\_\_\_\_ on page \_\_\_\_\_ because \_\_\_\_\_

(complete in 25 words or less)







A

Superior  
Toy



A  
TARCO  
Toy



C

RAINBOW  
CRAFTS

Kenner's



D



F

E



#### A—STEEL SAFE (4 to 12 years)

Only you will know combination to this real lock on gray safe. Slot for coins—holds over \$100.00! 5½ inches high. By Superior. Ask for 23BR1

**2.50**

#### B—BANK-O-MATIC (3 to 6 years)

A reward for saving your coins! Put in a coin—out comes a bubble gum ball. Clear top dome. By Tarrson. Ask for 23BR2

**1.50**

#### C—PIXIE PAK PLAY DOH (3 to 7 years)

Make a car and man to drive it! Six cans of Play Doh and accessories—plastic molds, trimmer, pipe cleaners, instructions. By Rainbow Crafts.

Ask for 23BR3

**1.98**

#### D—PRESTO PAINTS (5 to 10 years)

Just cut off the ends of plastic holders and PRESTO! Paint without water or brushes! 12 colors, 3 numbered pictures, 2 outline pictures. By Kenner.

Ask for 23BR6

**1.98**

#### E—WOOD-DOH MODELING COMPOUND (5 to 10 years)

Easy to model yellow pine, redwood or walnut brown Wood Doh—dries hard as wood. Creative hobby. Paint it! Non-toxic. By Rainbow Crafts.

Ask for 23BR5

**pkg. 1.00**

#### F—PLAY-DOH FOR MODELING (3 to 7 years)

Four cans (4 colors) of modeling doh that can be used over and over to make anything from a soldier to a puppy. Non-toxic. By Rainbow Crafts.

Ask for 23BR4

**pkg. 1.00**



Rainbow-Crafts, Inc.

#### G—JUNIOR TOOL SET (3 to 7 years)

Be a repairman! Regular seven piece set alloy steel tools on full grain leather belt. Flashlights, friction tape, too. By Industrial Safety Belt.

Ask for 23BR7

**3.98**

#### H—MAGNAJECTOR (8 years and up)

Use it for fun or school—from third grade to college! Pictures up to four feet wide. Adjustable lenses. Uses household bulb. AC. U.L. Approved. By Rainbow Crafts. Ask for 23BR8

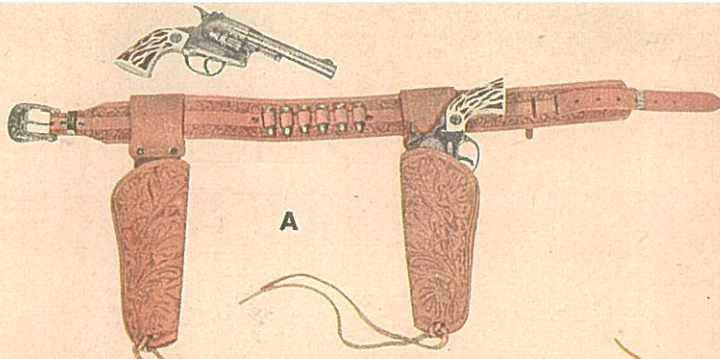
**7.98**



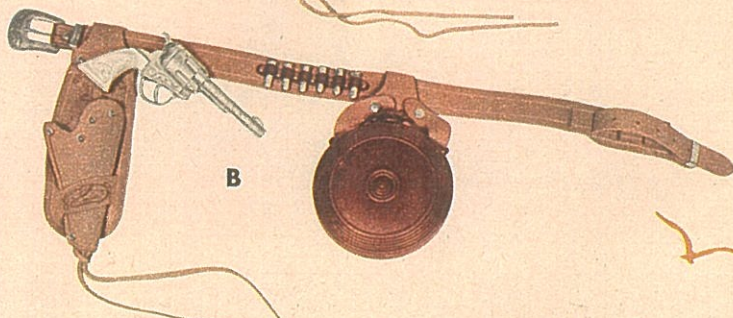


ARLINGTON

C



A



B

#### A-CHEYENNE QUICK DRAW DOUBLE SET (4 to 8 years)

With special fast-draw holsters like ones Cheyenne uses. Top grain leather, adjustable belt, six bullets, Marshal pistols. By Daisy. Ask for 24BR1

5.98

#### B-TEXAS JOHN SLAUGHTER HOLSTER-CANTEEN SET (4 to 8 years)

Looks like set hard-ridin' Texas Ranger TV hero uses. Daisy western polyethylene canteen, eight inch Pinto pistol, top grain leather belt. By Daisy.

Ask for 24BR2

3.98

#### C-BIG BRONCO FELT HAT (3 to 8 years)

A big western cowboy hat with extra wide wired brim you can shape yourself. Side dents in crown, narrow band. By Arlington. Ask for 24BR3

1.29

#### D-CHEYENNE FAST DRAW DOUBLE SET (4 to 8 years)

Top grade leather, floral embossing on holsters, adjustable belt. Mustang pistols. "Cheyenne" name on holster. By Daisy.

Ask for 24BR4

4.98

#### E-CHEYENNE SINGIN' SADDLE GUN (4 to 8 years)

Pull trigger—gun bangs—"sings" like real bullet—smokes! Bronze barrel, husky forearm with "Cheyenne" on it. Brown stock. Leather boot. 32 inches. By Daisy.

Ask for 24BR5

4.98

#### F-SPINNING TARGET AND PISTOL (4 to 8 years)

Hit the birds with rubber tipped darts—they'll spin round and round. 13½ inch wide target. By Ohio Art.

Ask for 24BR6.

1.00

#### G-COWBOY & INDIANS GIANT WHEEL GAME (6 to 12 years)

A big (over 11 inches) wheel will tell cowboys and Indians how far to move! Colorful playing board, Indians, cowboys on horses, fences, etc. By Remco.

Ask for 24BR7

3.98

#### H-DELUXE TRIPOD ARCHERY SET (6 years and up)

Fun for all! 24 inch four color target on legs, genuine 46 inch hickory bow with hunter's grip, arrow rest, arm guard, suction cup arrows. Instructions. By Rollin Wilson.

Ask for 24BR8

4.98



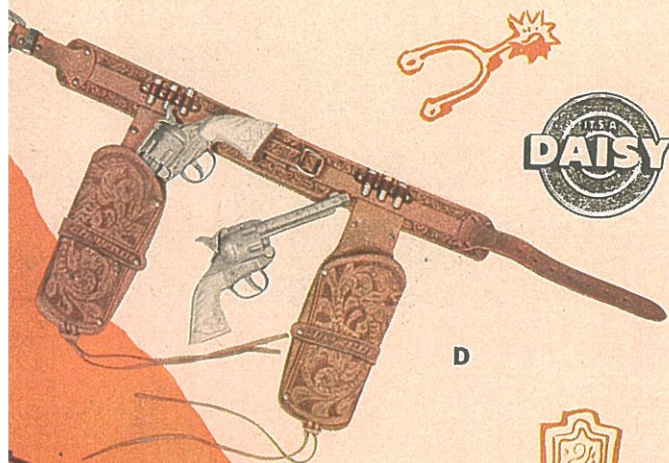
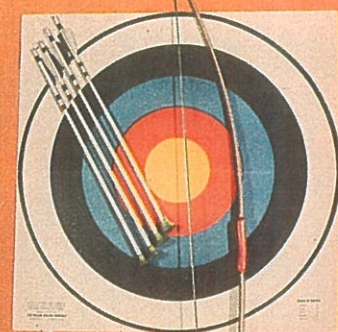
E

REMCO

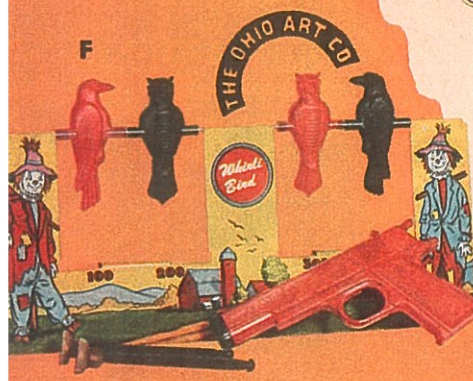
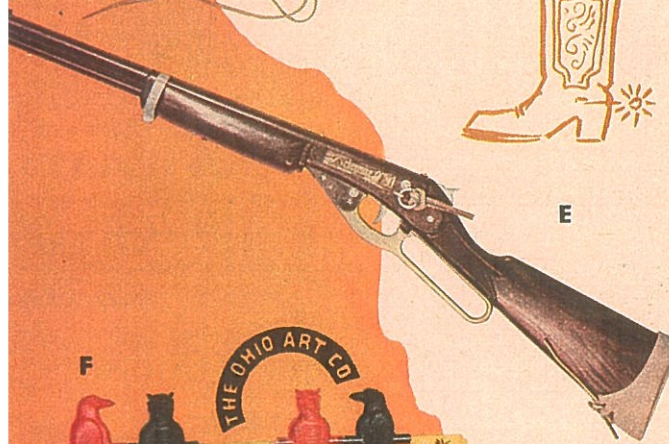


ROLLIN WILSON

H



D



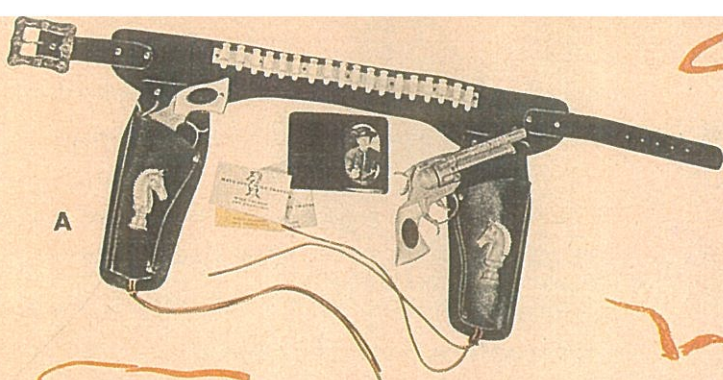
F

G

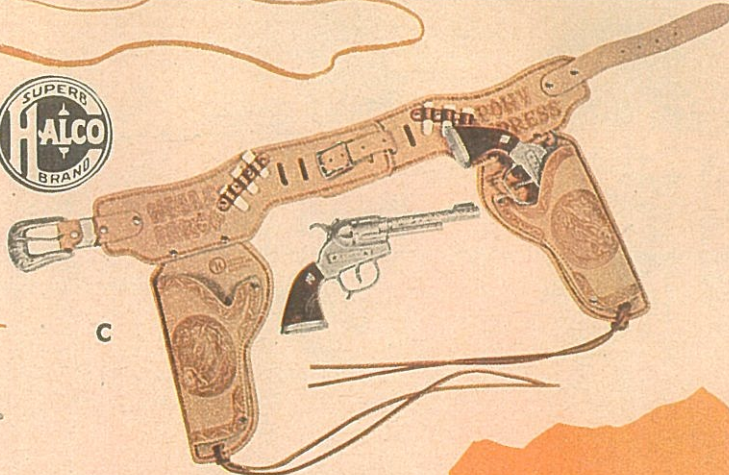


The prices in this book, in most cases, are those suggested by the manufacturers. For current prices consult the storekeeper whose name is on the front cover of this toy book. In some places of the South and West prices may be slightly higher.





A



C

**PARRIS**



B

### Equipment for Young Western Fans

#### A—"HAVE GUN WILL TRAVEL" DOUBLE HOLSTER SET (4 to 10 years)

Like Paladin's! Smooth black leather, nickel chessman on holsters. Embossed buckle, bullets, leg ties, Paladin repeating pistols, card case, calling cards. By J. Halpern. Ask for 25BR1

**4.98**

#### B—KADET TRAINERIFLE (3 to 7 years)

A lever action cork-shooting air rifle with telescopic sight and detachable rubber bayonet. Corks and Kadets of America handbook. By Parris. Ask for 25BR2

**2.50**

#### C—WELLS FARGO PONY EXPRESS DOUBLE HOLSTER SET (3 to 7 years)

Beautiful horses' heads on holsters. Top-grain, adjustable belt. Bullets, leg ties, western buckle. Pinto repeating pistols. By J. Halpern. Ask for 25BR3.

**3.98**

#### D—WYATT EARP DOUBLE HOLSTER SET (3 to 6 years)

A beauty. Black and yellow, 3 piece leather belt and holsters, decorated with metal, jewels. Coyote pistols, white bullets. By Hubley. Ask for 25BR4

**2.98**

#### E—WINCHESTER SADDLE GUN (3 to 8 years)

With secret trigger for rapid fire action! Loads and ejects metal play bullets. Fires perforated roll caps. It smokes! Front, rear sights. 33 inches. By Mattel. Ask for 25BR5.

**4.98**

#### F—SINGLE HOLSTER SET (4 to 7 years)

For cowboys quick on the draw! New Ric-O-Shay pistol in special tubular style holster for regular or cross draw. Adjustable, cowhide belt—black. By Hubley. Ask for 25BR6

**7.98**

#### G—RIC-O-SHAY REPEATER (4 to 8 years)

For protecting the wagon train! Shoots standard roll caps. Real ricochet noise as trigger is pulled. Revolving cylinder. Brass bullets. By Hubley. Ask for 25BR7

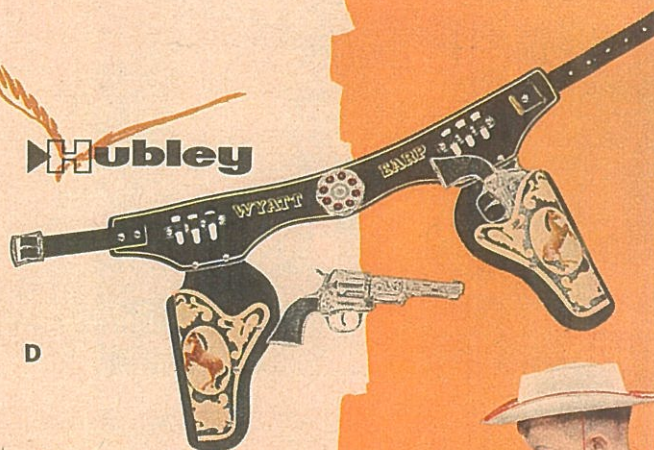
**3.98**

#### H—WELLS FARGO PONY EXPRESS DOUBLE HOLSTER OUTFIT (4 to 8 years)

A 16 piece set! Adjustable leather belt, Smoky Joe pistols, bullets, handcuffs, spurs, straps, badge, neckerchief, jail keys. By J. Halpern. Ask for 25BR8

**Regularly \$6.98 Special \$5.88**

**Hubley**



D



E



A Billy  
and Ruth  
Special!

H



G



F

**Hubley**





A

## For Junior Air Force Rocket Commanders!

### A—AIR FORCE ROCKET COMMAND SHOOTING SET (4 to 8 years)

Insignia of Jr. Air Force Rocket Command, 35 inch white smoking rifle, white holster, belt, commander's whistle, military type pistol, "Missiles and Rockets" book. By Daisy.

Ask for 26BR1

**7.98**

### B—SALVO ROCKETS (4 to 7 years)

Fires one, two or all three rockets at once! Sturdy 13½ inch launching platform, air pressure pump. Uses water as fuel. By Park Plastics. Ask for 26BR2

**2.98**

### C—COUNT-DOWN ROCKET LAUNCHER (5 to 10 years)

Turn crank, watch the count-down, listen to beeps! Warning siren and . . . ZOOM!—up goes the rocket! Replicas of Thor, Atlas and Jupiter. 21 inches long. By Ny Lint. Ask for 26BR8

**5.98**

### D—THE CYCLONE (6 to 10 years)

For the boy who likes speed! 14½ inch Speed Runabout with powerful twin electro-jet outboard engines—powered by two batteries (not included). By Rel. Ask for 26BR4

**5.98**

### E—THE METEOR (6 to 10 years)

Real beauty! 14 inch scale model of 28 foot Express Cruiser. Powerful electric motor powered by two batteries (not included). By Rel.

Ask for 26BR5

**4.98**

### F—MOVING TANK TARGET (5 to 10 years)

Hit the tank as it moves toward machine-gun pill box. Top turret explodes; stops all action! If you miss tank, soldiers in pill box surrender. By Knickerbocker. Ask for 26BR6

**4.98**

### G—LUNAR I MOON ROCKET (5 to 10 years)

A two stage rocket—just like real! Second stage will go up 200 feet! Count down flasher light operates on flashlight batteries (not included). By Scientific. Ask for 26BR7

**4.98**

### H—PARACHUTE ROCKET (4 to 7 years)

A big, 13 inch rocket takes off to 150 feet! At peak of flight nose cone is released with parachute and floats back to earth. Uses water as fuel. By Park Plastics. Ask for 26BR3

**2.98**



B

Park

NY-LINT  
TOYS

C

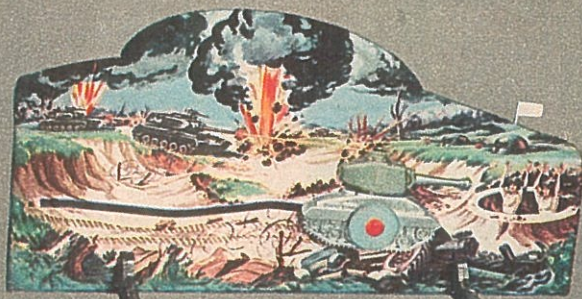


D

rel



E



F



By Scientific.

G



Park

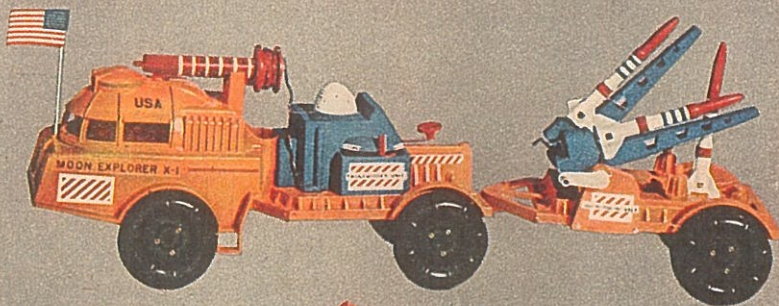


H

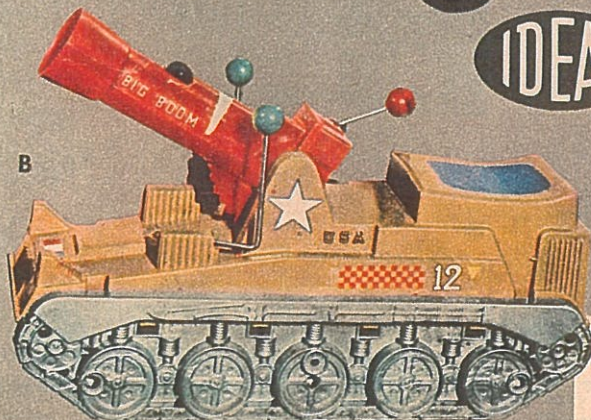
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KNICKERBOCKER



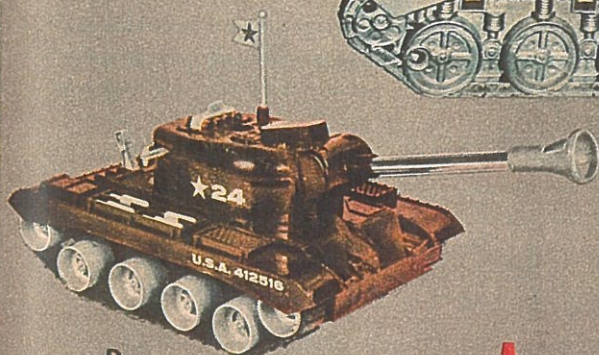


A



B

IDEAL

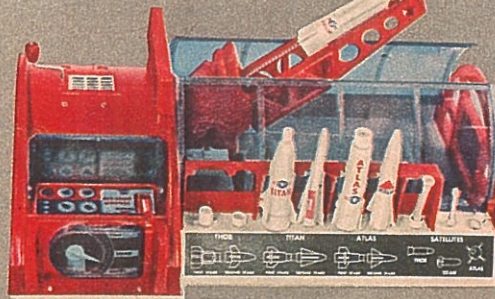


D

REMCO

A Billy and Ruth Special!

E



F



G

Hubley



H



N



C

## Your Own Cape Canaveral—at home!

### A—MOON EXPLORER (4 to 8 years)

It "beep-beep's" when Geiger Counter contacts metal on 28 inch long polyethylene truck. Raise, lower rockets by crank; fire by button. Transmit Morse Code messages with operating telegraph key. By Ideal. Ask for 27BR1.

6.98

### B—RIDE-A-TANK (2 to 7 years)

Just like the soldiers! Ride, steer polyethylene, 25 inch tank and shoot five harmless plastic balls by pressing lever. By Ideal.

Ask for 27BR2

9.98

### C—COUNT DOWN (6 to 10 years)

Rocket is taken to launching pad; count-down mechanism works; rocket "blasts" off into air; radar screen tracks rocket. Battery operated—not included. By Ideal. Ask for 27BR3

12.98

### D—U. S. ARMY BULLDOG TANK (3 to 7 years)

Goes forward, backward, climbs, destroys barricades and fires projectiles automatically! Over 13 inches long. Operates on batteries, not included. By Remco. Ask for 27BR4

5.98

### E—YANKEE-DOODLE ROCKET TEST CENTER (6 to 10 years)

Assemble, fire your own satellites! Fire Thor, Atlas and Titan rockets when warning siren sounds! Pull lever: door opens, countdown starts; fire at "Zero"! (Batteries not included). By Remco.

Ask for 27BR5.

Regularly \$9.98 **Special \$7.88**

### F—PLASTICVILLE INTERCEPTOR SQUADRON (4 to 8 years)

For train platform or playroom! Scaled for O and S gauge toy trains. Hanger, administration building, planes, trucks! Easy to assemble. By Bachmann. Ask for 27BR6

4.98

### G—BATTERY POWERED PLANE (5 to 10 years)

Flies by remote control—and you're in control tower! Has rat-tat-tat machine gun and bomb that can be dropped. Operates on batteries, not included. Wingspread 15 inches. By Hubley.

Ask for 27BR7

4.98

### H—FURY MACHINE GUN (5 to 9 years)

Sounds real! Fires 500 shot continuous Fury roll caps. Removable firing cylinder. Metal with black stock, grips. Battery operated (not included). By Nichols. Ask for 27BR8

9.98