

FOR FAMILY AND PARTY FUN



A—MONOPOLY (10 years and up)

Buy, rent and sell properties so profitably that you eventually buy out other players and win! Collect rent from everyone stopping on your property. By Parker Brothers.

Ask for 19BR1

4.00

B—FLINCH (8 years and up)

A card game full of fun and variation. From 2 to 8 players. Includes special children's game. For family play and parties. By Parker Brothers.

2.00

C—CHILDREN'S HOUR (5 to 10 years)

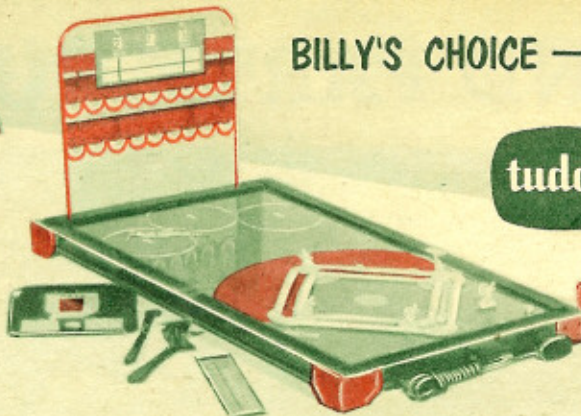
Three fun-packed games in one box—"Porky the Pig," "Peanut the Elephant" and "ABC Fishing." Each plays in 20 minutes. By Parker Brothers.

Ask for 19BR3

2.00

BILLY'S CHOICE — BASEBALL! FOOTBALL! TARGET FUN!

tudor



TRU-ACTION ELECTRIC BASEBALL GAME (8 years to adult)

Pitch and bat magnetic ball! Players actually run the bases. Throw out base runners from where ball lands. Exciting. U.L. Approved, 110 volts. A.C. By Tudor. Ask for 20BR1

6.98



TRU-ACTION ELECTRIC FOOTBALL GAME (8 years to adult)

Your own field and players who run, kick, tackle, fumble, SCORE! Two full teams who move easily on electrically vibrating field. U.L. approved. 110 volts. A.C. By Tudor. Ask for 20BR2

6.98



CAPTAIN CROW ACTION TARGET (5 to 8 years)
Make the captain's eyes close in crosses, and stop him from "cawing" by hitting the target! Battery operated moving target (batteries not included). Dart gun, rubber-tipped darts. By Knickerbocker. Ask for 20BR3

3.98



SIREN SPARKLE SPACE TARGET (5 to 8 years)

Hit the target and space ship soars from the mother ship into outer space! Pistol and rubber-tipped darts. By Knickerbocker. Ask for 20BR4

2.98



POPEYE ROLY POLY TARGET (5 to 8 years)
Popeye, a can of spinach, and four friends rock and roll when hit—then stand up straight again! Cork gun, corks, included. By Knickerbocker. Ask for 20BR5

1.98

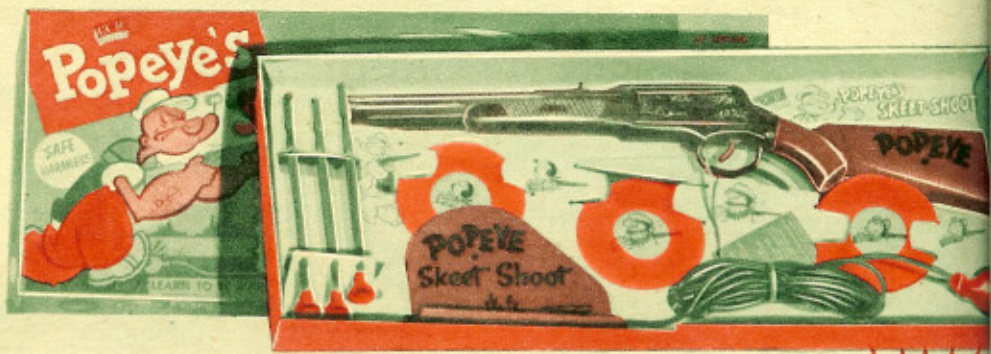


IRWIN

REMOTE CONTROL BATTING PRACTICE GAME (5 to 12 years)

Billy's getting real good! Automatic, mechanical pitching machine, pitches balls to you by remote bulb control. Machine 11½ inches high. 3 balls. By Irwin. Ask for 20BR6

3.98



POPEYE SKEET SHOOTING GAME (6 to 10 years)

Your favorite Popeye characters fly into air on 3 skeet discs when you step on bulb of 15 foot tube. Try to shoot them down using 24 inch dart rifle, 3 darts. By Irwin. Ask for 20BR7

3.98

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

See Contest on page 21

GAMES 'N TOYS FOR A WORLD OF FUN!



FARM SET (3 to 6 years)

Taking up farming? This metal set contains Ford tractor, 3-bladed plow, farm wagon, crates of chickens and ducks. Convert box to barn. By Hubley.

Ask for 21BR1

5.98

ARMY AIR COMBAT SET

(3 to 6 years)

Box makes beautiful hangar! 10 inch fighter bomber with folding wings, 4 other planes up to 6½ inches—all with retractable landing gear. By Hubley.

Ask for 21BR2 **4.98**



PLASTIC MAP OF U.S. (7 to 12 years)

Take all states out, mix them up—put them back in proper places. Tag each with right name of capital and principal products. Plastic. By Hassenfeld.

Ask for 21BR3

2.98

CHINESE CHECKERS and CHECKERS

(6 years and up)

"It's your move," says Billy to Ruth. Watch out—you might be wiped right off the board! Metal checker-board. Covered cups for storing marbles. Wood checkers. By Pressman.

Ask for 21BR4

1.98

REPLOGLE

"HOLIDAY" TRAVEL GAME AND 12 INCH GLOBE

(8 years to adult)

Fun for the whole family (from 2 to 8 players) and see how much you learn too! All accessories for thrilling and exciting global travel—12 inch globe with over 6,000 place names, tour cards, famous landmark pieces, foreign money, trip cost and distance finder, visas and more! Use globe for reference tool. By Replogle.

Ask for 21BR5

9.98



BOYS AND GIRLS!

GET A WORLD TIME FINDER—FREE!

You'll be able to find out what time it is in any part of the world with your Replogle Time Finder!

Just send a postcard to: Replogle Globes
Billy and Ruth
1901 N. Narragansett Ave.
Chicago 39, Ill.

Print your own name and address, city and state and

"World Time Finder" on the card.

You have lots of fun with it—surprise your teacher!

Your friends, *Billy & Ruth*



"PARD'NER, YOU'D BETTER NOT SAY THAT AGAIN!"

an esquire toy



RESTLESS GUN (6 to 10 years)

Four guns in one! A 30 inch rifle; an 18½ inch long barrel pistol; a 50 shot repeater pistol and a 21 inch carbine! Die-cast metal and high impact plastic. Break-open. It smokes. Cap storage. By Esquire. Ask for 22BR1

2.95



TV GUNS OF THE WEST SHOOTING OUTFIT (5 to 9 years)

Big, 28½ inch repeating cap rifle uses full roll of standard caps! Top grade leather holster with metallic golden finish. Cap pistol. Breakproof, clip-on canteen! By Daisy. Ask for 22BR2

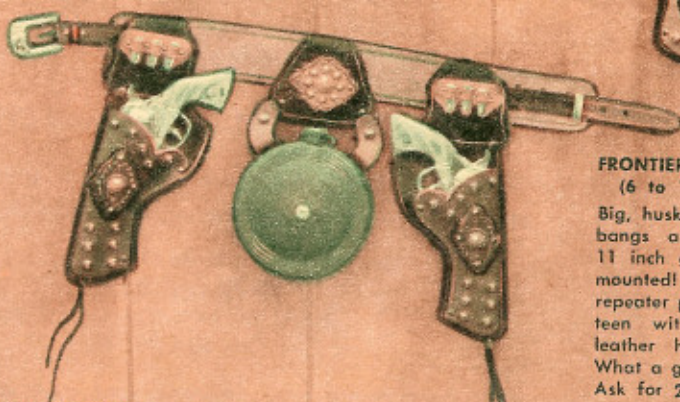
3.95



HONOR GUARD SMOKE RIFLE (5 to 9 years)

Bang! See the smoke! Handsome white, gold and silver 32 inch rifle with "honor guard" insignia. Red, white, blue adjustable sling. By Daisy. Ask for 22BR4

4.95



DOUBLE HOLSTER SET (6 to 10 years)

See the sliding holsters in this top grade leather set! Bronze and mahogany metallic finish, decorated with turquoise "jewels" and silver metal. Mustang pistols, bullets, canteen with compass inset. By Daisy. Ask for 22BR5

7.95



FIREBOLT DOUBLE-ACTION GUN (5 to 10 years)

It's swell! Pull back bolt—get fire bursts or single shots. Flip "selector" switch for smoking cap firing, or loud chattering bursts and vibrating action machine gun. Plastic and metal.

By Mattel. Ask for 22BR3

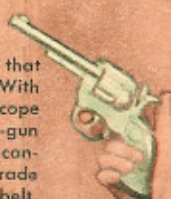
6.00



FRONTIER SCOUTING KIT (6 to 10 years)

Big, husky 32 inch play rifle that bangs and shoots smoke! With 11 inch golden magnifying scope mounted! A break-action six-gun repeater pistol; handy snap-off canteen with compass; top grade leather holsters on tooled belt. What a gift! By Daisy. Ask for 22BR6

9.95





Boys and Girls **BILLY and RUTH**

GRAND PRIZE DRAWING



SEE PICTURES OF PRIZES ON NEXT PAGE

4

DRAWINGS!

- December 3rd, 1958
- December 12th, 1958
- December 29th, 1958
- January 15th, 1959

Carefully print your name and address in the space provided on the Official Entry Blank. Include your dealer's name and address. Cut out Entry Blank along dotted lines, paste on Government postcard and mail.

Billy and Ruth ask that you do not write a letter but please use a post card.

entries will be considered as part of these drawings received after January 15th, 1959.

5,280 Valuable Prizes WORTH ABOUT \$25,000.00

Just print your name and address and mail in accordance with the easy rules, listed below.

4 GREAT DRAWINGS!

Each week Billy and Ruth give away 1320 Prizes!

- 6 — Schwinn (3 boys, 3 girls) Bicycles.
- 20 — Handsome Billy watches with Swiss parts.
- 20 — Beautiful Ruth watches with Swiss parts.
- 5 — Study 'n Game Tables by All-Luminum.
- 25 — Flexible Flyer sleds by S. L. Allen.
- 25 — A. C. Gilbert Erector Sets.
- 25 — Snappy Boy Coaster wagons.
- 20 — Billy and Ruth Badminton sets.
- 50 — Beautiful 17 inch Horman dolls.
- 125 — No. 5 Union Roller Skates.
- 400 — "Big Surprise" Prizes.
- 100 — Palmer Pann Painting Sets.
- 499 — Olin Flashlights.

After each drawing, all entries, except the winning entries, are added to the following week's entries. Thus, your entry has a chance to win a wonderful prize in any or all of the remaining weekly drawings. No entry will be considered as part of these drawings received after 8 A.M. January 15th, 1959.

BILLY AND RUTH RULES

1. Simply print your name and address in the space provided on the Official Entry Blank and add the dealer's name and address from whom you received your Billy and Ruth catalog and mail to Billy and Ruth, "Grand Prize Drawing" Box 94, Philadelphia 5, Pa.
2. Only one entry will be accepted from each child. Anyone between the ages of 3 and 12 may enter. If someone in your family has already used the official blank, print required information on Government Post Card. This then can be your entry blank.
3. Drawings will be held on December 3, 1958, December 12, 1958, December 29, 1958, and January 15, 1959 from all entries received up to 8:00 A.M. the date of each drawing.
4. Winners' names will be available approximately 10 days after drawings—your Billy and Ruth dealer will be sent a list of winners, after all 4 drawings have been completed.
5. Winners will be notified by mail as to when their prizes will be available through their Billy and Ruth dealers.
6. Entries limited to residents of the continental United States (including Alaska and Hawaii) except residents of New Jersey and Nebraska, employees of Billy and Ruth, its agencies and their families and where prohibited on a local basis. All Government regulations apply and subject to local, state, federal laws.

OFFICIAL ENTRY BLANK

MAIL TO: BILLY & RUTH "GRAND PRIZE DRAWING"
BOX 94 • PHILADELPHIA 5, PA.

My Name _____

My Address _____

City _____ State _____

Dealer's Name _____

Dealer's Address _____

Carefully cut along dotted line and paste on Government postcard. No letters will be accepted.

BOYS and GIRLS... 5280 PRIZES IN B

**THESE
EXCITING
BEAUTIFUL
PRIZES
FOR OUR FRIENDS
EVERYWHERE**

50 BEAUTIFUL
17 INCH
HORSMAN DOLLS

HORSMAN

20 HANDSOME BILLY WATCHES, SWISS
PARTS, FOR BOYS!

20 BEAUTIFUL RUTH WATCHES, SWISS
PARTS, FOR GIRLS!

SCHWINN

3 SCHWINN MARK II JAGUAR BICYCLES!
WITH 3-SPEED GEARS, FRONT AND REAR
CALIPER BRAKES, HEADLIGHT!

3 SCHWINN CORVETTE BICYCLES FOR
GIRLS! WITH 3-SPEED GEARS, FRONT AND
REAR CALIPER BRAKES, HEADLIGHT!

25 FLEXIBLE FLYER SLEDS! THE FINEST MADE

**FOUR BIG DRAWINGS
THESE PRIZES WILL**

DATES OF DRAWINGS
DECEMBER 3RD,
DECEMBER 12TH,
DECEMBER 29TH, 1958.
AND
JANUARY 15, 1959

SEE PAGE 23

BILLY and RUTH GRAND DRAWING!



S. L. ALLEN



SNAPPY BOY WAGON

25 SNAPPY BOY COASTER WAGONS!

UNION
HARDWARE CO.

125 PAIRS NO. 5
UNION ROLLER SKATES!



A. C. GILBERT



25 A.C. GILBERT ERECTOR SETS!
BUILD FOR THE FUTURE!

OLIN



499 OLIN FLASHLIGHTS!

ALL-LUMINUM
PRODUCTS



MADE!

INGS! IN EACH DRAWING
WILL BE GIVEN AWAY!

20 BILLY AND RUTH
BADMINTON SETS!

5 STUDY 'N GAME TABLES FOR INDOOR OR OUTDOOR FUN!
100 PALMER PANN PAINTING SETS!

400 "BIG SURPRISE" PRIZES!

CRAFT MASTER

SEE PAGE
23



Go over every page in our 1958 Toy Book. List below the toys you like best and show to Mother and Dad. Ask them to take your list to the Dealer whose name appears on front cover.

CHECK LIST... ORDER FORM

PAGE NO.

ITEM

ITEM NO.

Name _____ Phone _____

Address _____

City _____ State _____

SEND TO DEALER WHOSE NAME
IS ON FRONT COVER



COUPON

Regularly Sold for \$6.50!



**JUST LIKE MOM'S
"Antonette" Simulate
"TEEN-AGE"
PEARL SET**

Mom has to pay lots of money for a set like this! But! for all of Ruth's friends, your dealer, whose name is on the front cover, will give you this beautiful pearl set for only \$1.65 and this coupon.

WITH COUPON **1.65**

Ask for 26BR1

At Your Dealer

COUPON

**Simulated KIDDIE
PEARL NECKLACE
and BRACELET**

A beautiful, simulated Pearl Necklace and a gorgeous flexible double Bracelet for all of Ruth's friends. The miniature piano will safely hold your Pearl set.

Ask for 26BR2

WITH COUPON

59c

At Your Dealer



COUPON

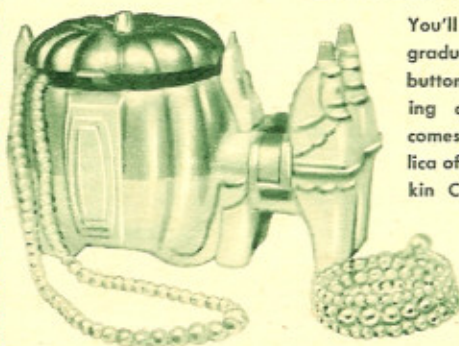
CINDERELLA PUMPKIN COACH SET

You'll love this beautiful graduated necklace with button clasp and matching coil bracelet, that comes in a colorful replica of Cinderella's pumpkin Coach. Ask for 26BR3

WITH COUPON

59c

At Your Dealer



"HAPPY HOURS WITH BILLY & RUTH"
(6 ISSUES)

A subscription for a whole year—only \$1.00!

Our magazine is chock full of stories, things to do, prizes to win, contests to enter! And we print lots of the stories, poems, riddles, and news that our readers send to us! Send us your pictures and tell us about yourself! You will be happy to have your own magazine.

Ask Santa for a subscription for yourself and give one to someone else too! Just send \$1.00 in check or money order for each subscription (no stamps, please) and your name, address, city (and zone number if you have one) and state to:

HAPPY HOURS MAGAZINE
BILLY AND RUTH
BOX 333
PHILA. 5, PA.

Be sure to tell us who your Billy and Ruth dealer is too!

BILLY'S CHOICE OF EQUIPMENT FOR UPHOLDING LAW AND ORDER!



"GUNSMOKE" DOUBLE HOLSTER SET (4 to 10 years)

You'll think you're the Marshal himself in top-grain holster set like Matt Dillon wears on TV. Wide adjustable belt, western buckle. Cross straps on pockets. Smoky Joe repeating pistols. By J. Halpern. Ask for 27BR1

5.95



"HAVE GUN WILL TRAVEL" HOLSTER SET (4 to 10 years)

Exactly like the one Paladin wears! Black leather holster on hip-slung belt, with pockets. Leather leg ties. Smoky Joe repeating pistols. Paladin Fan Club card, calling cards. By J. Halpern. Ask for 27BR2

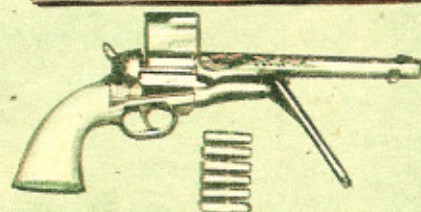
4.98



SMOKY JOE SHERIFF'S OFFICE SET (6 to 10 years)

What a set! Leather double holster, 2 Smoky Joe repeating pistols, handcuffs, jail keys, badge, neckerchief, spurs, Sheriff's office carrying case, more! Even roll caps. By J. Halpern. Ask for 27BR3

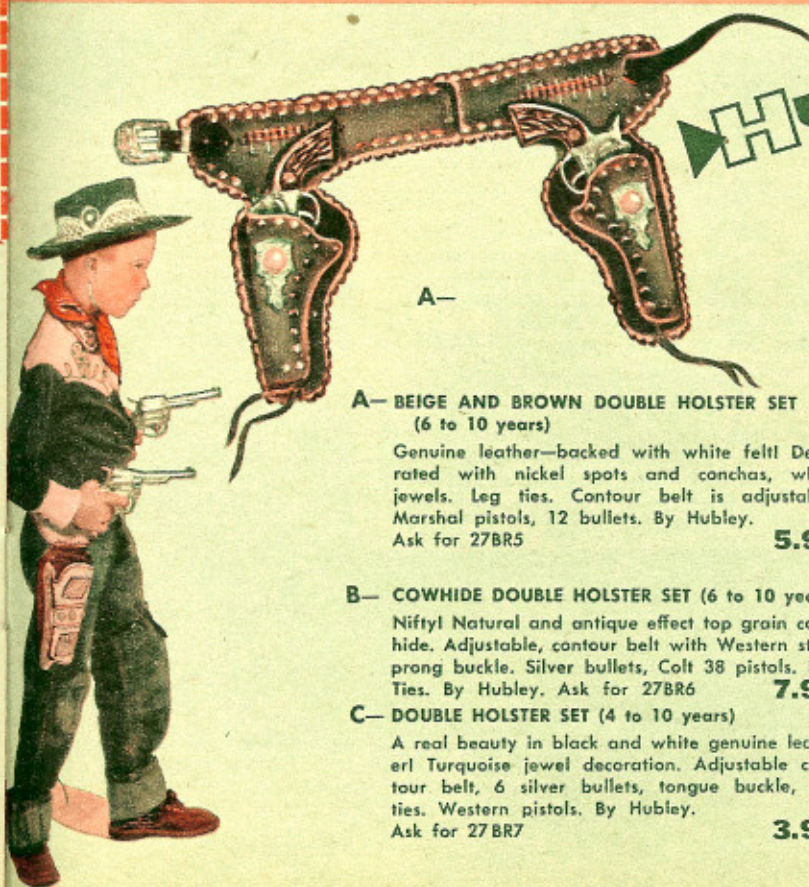
5.98



COLT 45 (4 to 10 years)

Looks like the 1860 model "colt"—most famous gun of Old West! A six-shooter, with 6 two-piece "cartridges." Bright finish. By Hubley. Ask for 27BR4

4.98



A—

A— BEIGE AND BROWN DOUBLE HOLSTER SET (6 to 10 years)

Genuine leather—backed with white felt! Decorated with nickel spots and conchas, white jewels. Leg ties. Contour belt is adjustable. Marshal pistols, 12 bullets. By Hubley. Ask for 27BR5

5.98

B— COWHIDE DOUBLE HOLSTER SET (6 to 10 years)

Nifty! Natural and antique effect top grain cowhide. Adjustable, contour belt with Western style prong buckle. Silver bullets, Colt 38 pistols. Leg Ties. By Hubley. Ask for 27BR6

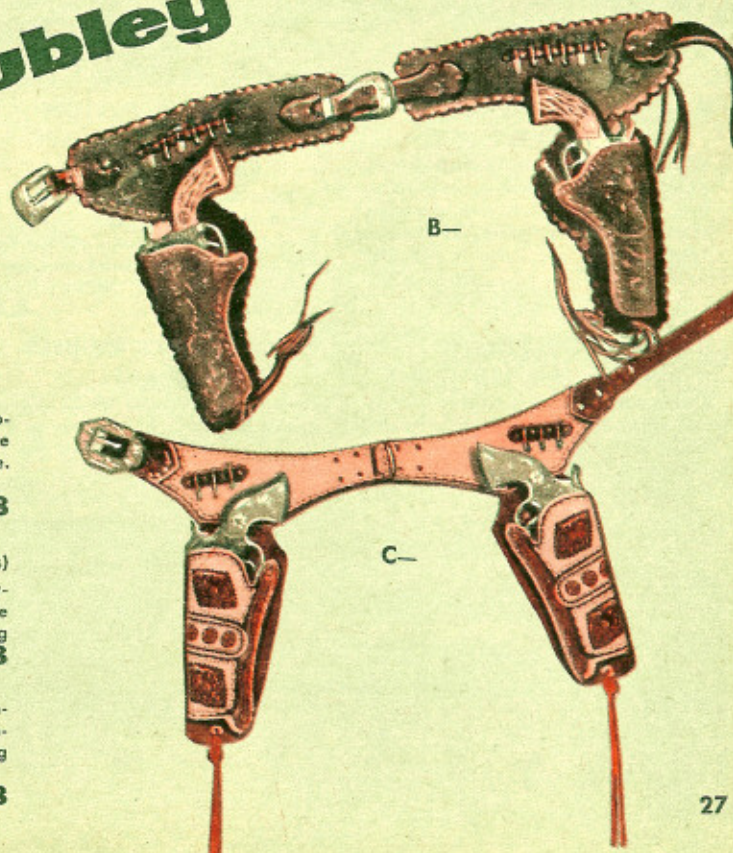
7.98

C— DOUBLE HOLSTER SET (4 to 10 years)

A real beauty in black and white genuine leather! Turquoise jewel decoration. Adjustable contour belt, 6 silver bullets, tongue buckle, leg ties. Western pistols. By Hubley. Ask for 27BR7

3.98

Hubley



B—

C—