

# ENTER BILLY and RUTH'S 1959

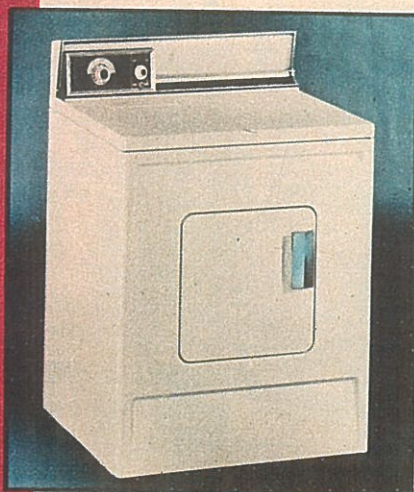


## "DOUBLE ACTION" CONTEST!

*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:**

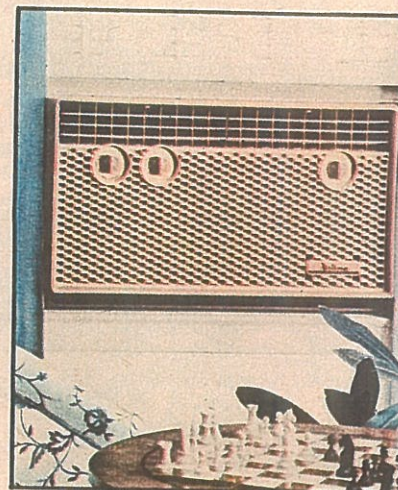
*Turn the page to see the prizes you can win for yourself!*



**RCA  
WHIRLPOOL AUTOMATIC  
CLOTHES DRYER!**



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



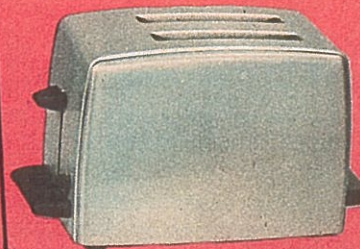
**CHRYSLER HIGH POWER  
ROOM AIR CONDITIONER!**



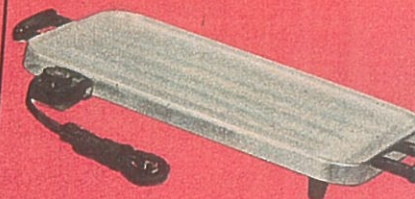
**25 SUNBEAM  
ROLLMASTER SHAVERS!**



**25 LADY SUNBEAM  
SHAVEMASTER SHAVERS!**



**15 DAINTY  
MAID TOASTERS!**



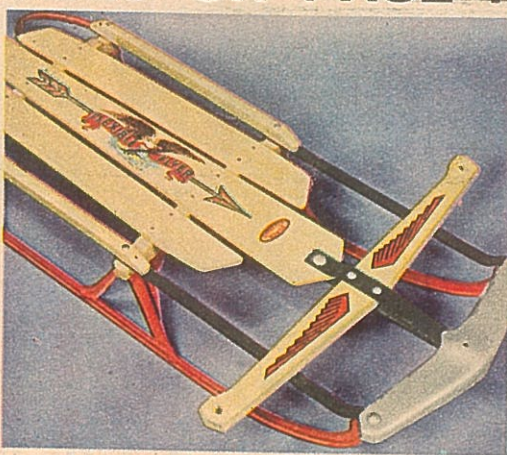
**15 DAINTY MAID GRIDDLES  
with heat control!**

# THOUSANDS OF TOY PRIZES WORTH THOUSANDS OF DOLLARS!

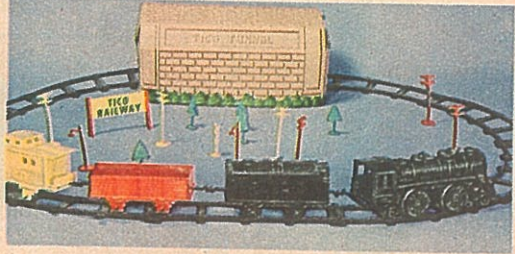
## WIN ONE OF THE BIG PRIZES ON PAGE 19 FOR MOM



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!



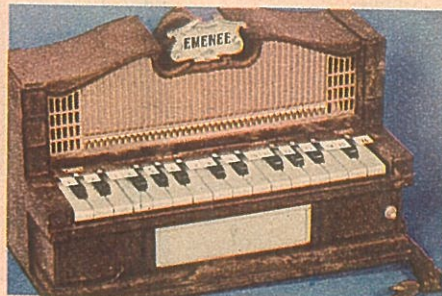
100 COLONIAL TEA SETS BY BANNER!



15 AMERICAN CHARACTER DOLLS—TOODLES IN HER SUPER KART!



48 BEAUTIFUL DOLLS BY EEGEE!



20 ELECTRIC GOLDEN PIPE ORGANS BY EMENEE!



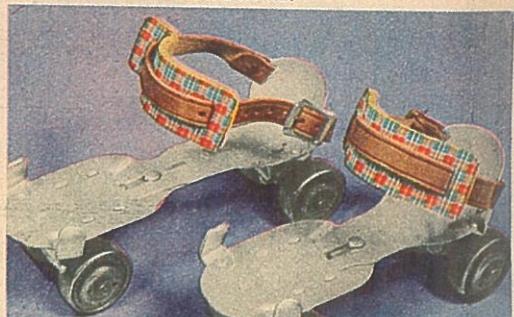
100 KIDDYKOOK 'N BAKE SETS BY ALUMINUM SPECIALTY!



20 "SILVER TRAM-BOUNCERS" BY BAYSHORE!



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



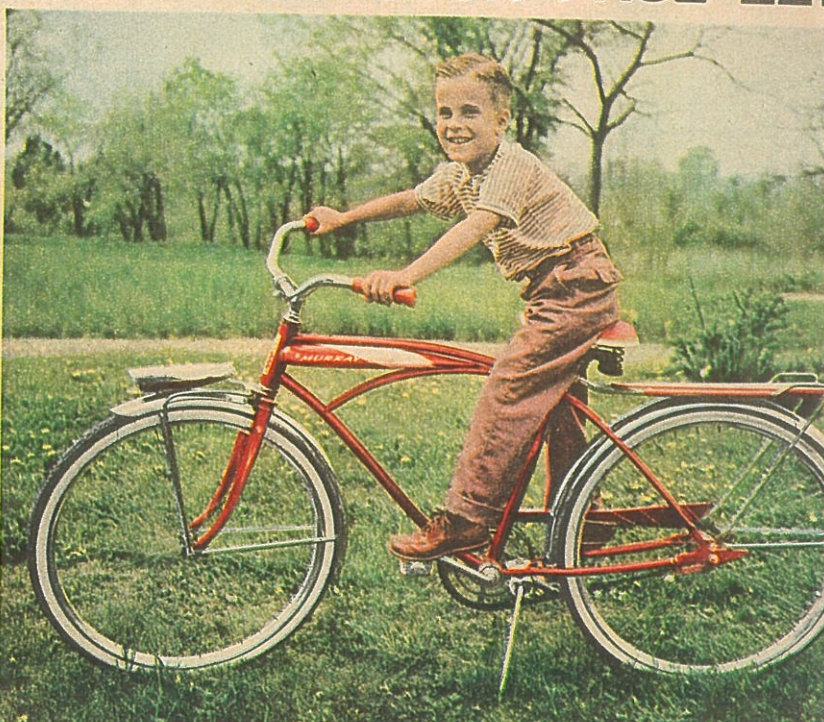
# ENTER BILLY AND RUTH'S "DOUBLE ACTION" CONTEST TODAY! M AND DAD! ENTRY BLANK AND RULES ON PAGE 22!



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

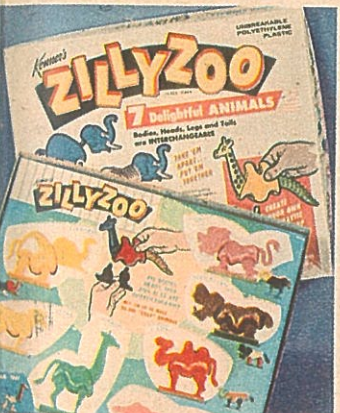


**100 TRANSOGRAM  
 "52" VARIETY GAME CHESTS!**

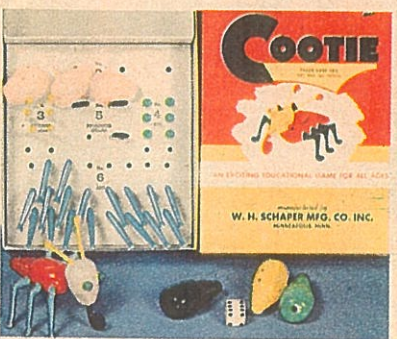


**12 SONIC FLITE BICYCLES FOR BOYS  
 BY MURRAY OHIO!**

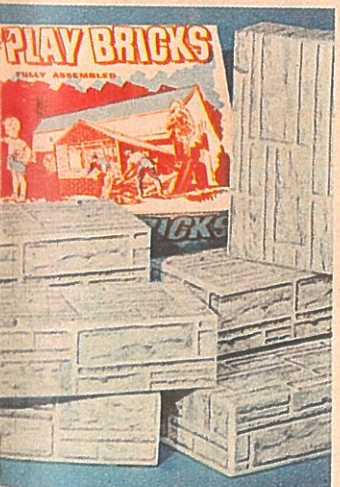
**12 SONIC FLITE BICYCLES FOR GIRLS  
 BY MURRAY OHIO!**



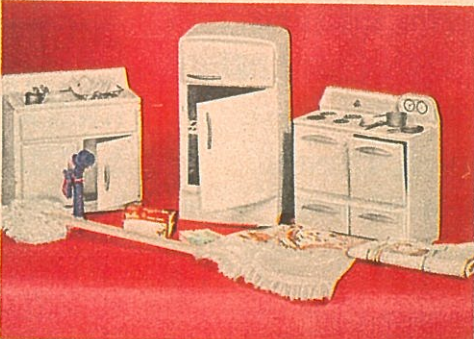
**180 ZILLY ZOO GAMES  
 BY KENNER!**



**432 COOTIE GAMES  
 BY HIGHLANDER!**



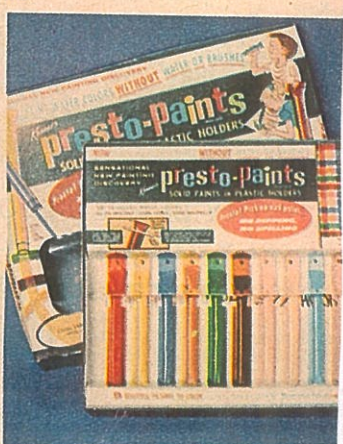
**48 CHESTS OF FIELDSTONE BRICKS  
 BY GABRIEL!**



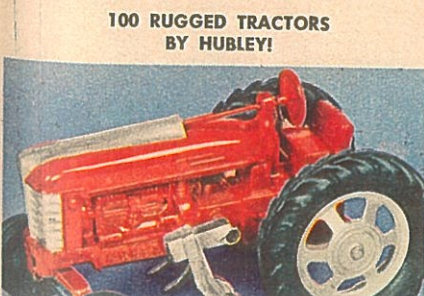
**50 HOUSEKEEPING SETS  
 BY TICO!**



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



**180 PRESTO PAINT SETS  
 BY KENNER!**



**100 RUGGED TRACTORS  
 BY HUBLEY!**



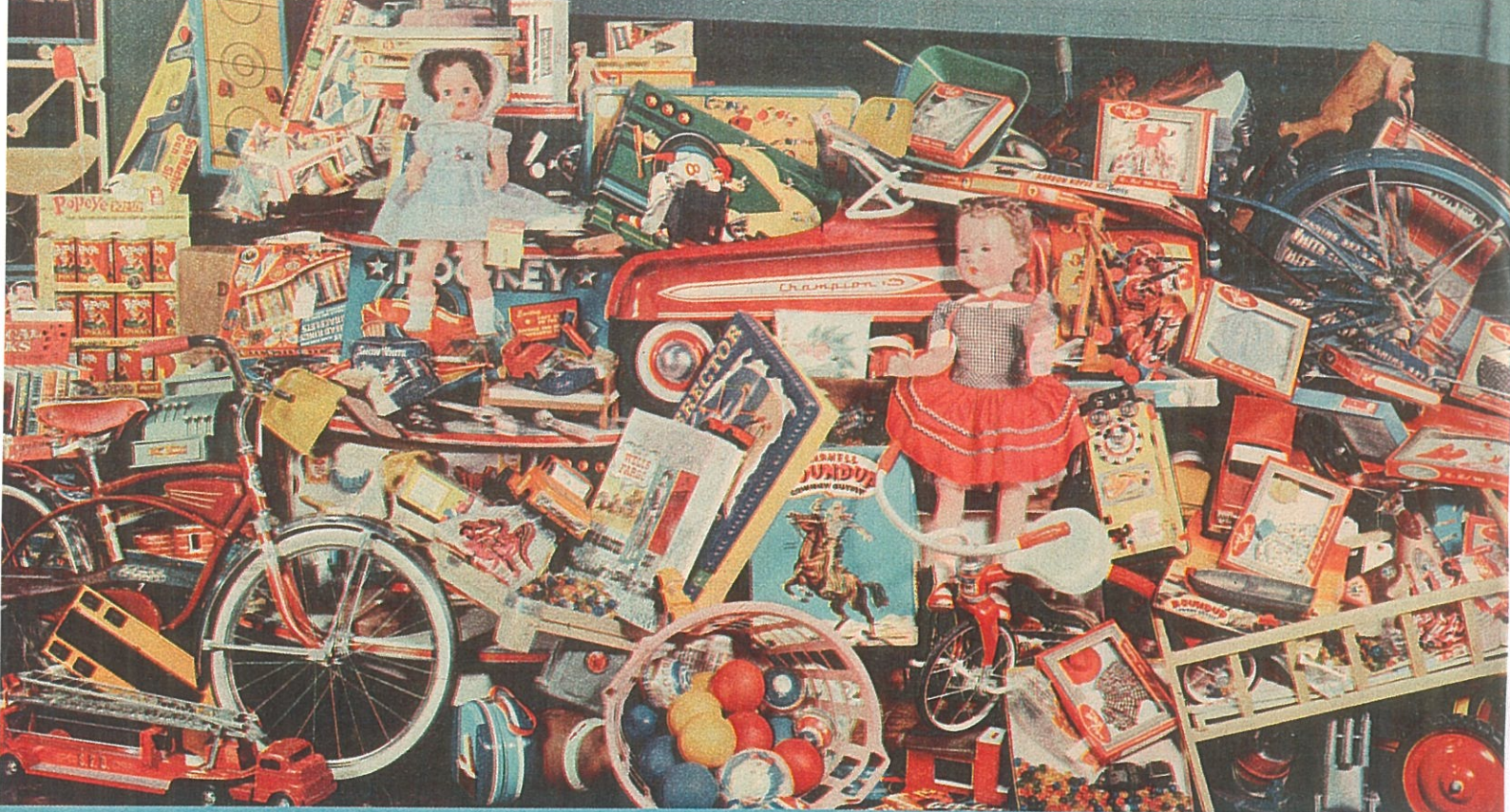
**50 TEENAGE WARDROBE DOLLS  
 BY HORSMAN!**



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

*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 \_\_\_\_\_

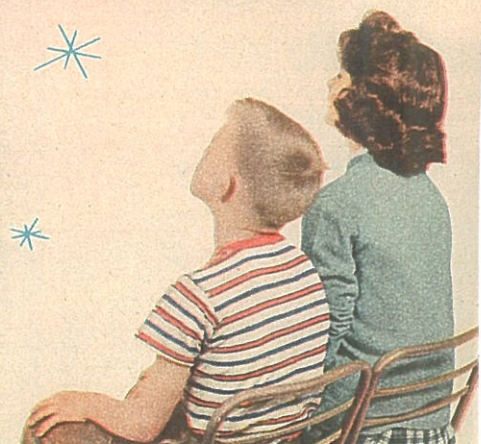
DEALER'S NAME \_\_\_\_\_

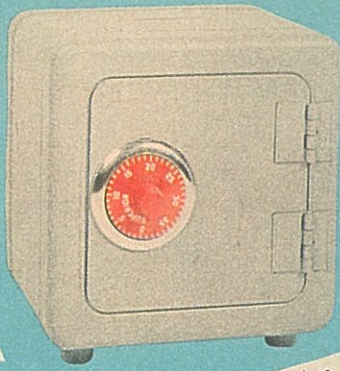
DEALER'S ADDRESS \_\_\_\_\_

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



F



E

D



**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)**

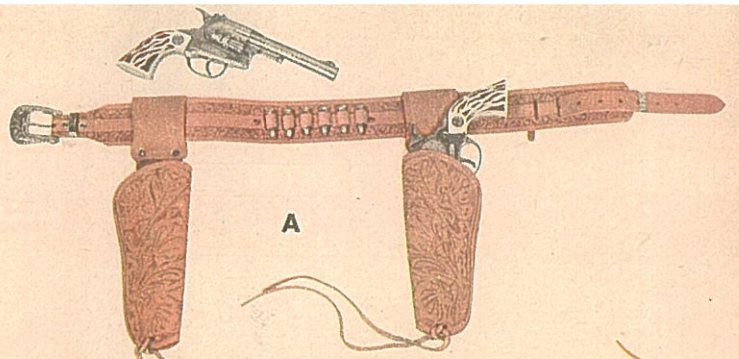
Use it for fun or school—from third grade to college! Pictures up to four feet wide. Adjustable lenses. Uses household bulb. AC. U.L. Approved. By Rainbow Crafts. Ask for 23BR8

**7.98**

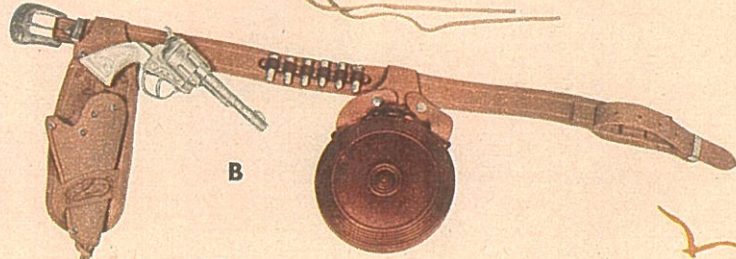


ARLINGTON

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.

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.

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.

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.

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.

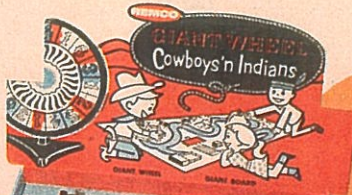
4.98



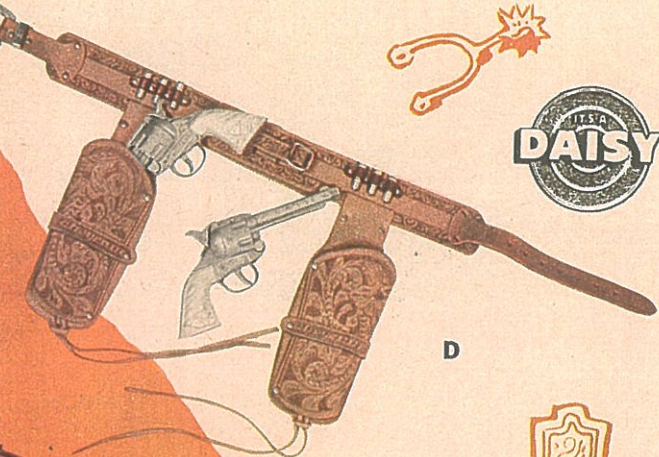
REMCO

ROLLIN WILSON

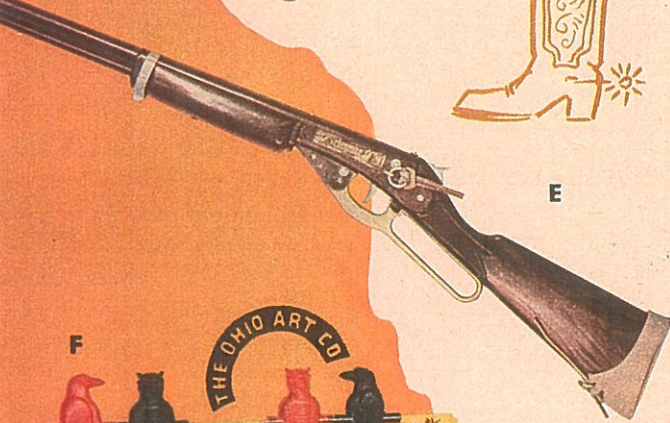
H



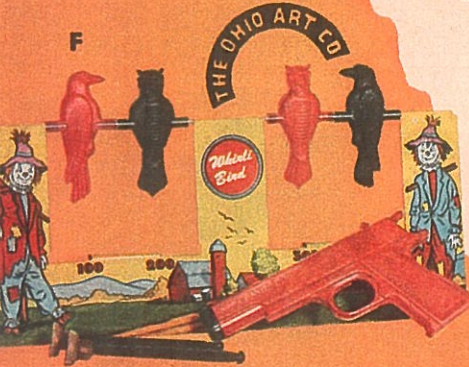
G



D



E



F

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.