

A—REMCO WHIRLYBIRD HELICOPTER—The copter blades chop away. Motor driven hoist chain with hook and rescue sling can really pick up soldiers and equipment! Taxies along ground by battery driven motor (batteries not included). Ask for 19BR6

*Fascinating!
New! Priced Right!*

B—ANDY GARD RIDE 'EM SHOOT 'EM JEEP is for soldiers and soldierettes 3 to 7. 24 inches long, poly body, steel frame. Really steers. Double barrelled action gun. Shoots safe poly balls. Ask for 19BR2

6.98

C—ANDY GARD PUMPER FIRE ENGINE sprays jet of water at push of button! 20 inches long, all poly. Removable ladders, extinguisher, 3 to 7 yrs. Ask for 19BR1

2.98

D—BRUMBERGER HOLLYWOOD MOVIE THEATER featuring 18 mm. movie projector with precision lens, viewing screen in cover and all other equipment for your own home theater! Two films, take-up reels, admission tickets, and 7 inch, 45 rpm record with theater barker, old-time music! Projector operates on batteries not included. 8 to 14 yrs. Ask for 19BR5

Regularly 9.98 Special 8.37

E—ANDY GARD TOURING SEDAN—Ask Dad if he remembers this one—goes back to the 1920's! Huge—19½ inch model. Folding fabric roof, removable tires, wheels, tools in trunk. Poly. 3 to 7 yrs. Ask for 19BR3

3.98

F—INDUSTRIAL SAFETY BELT JR. TOOL BELT SET has six tools on full grain leather belt. Be prepared! 5 to 9 yrs. Ask for 19BR4

3.98

SANTA CLAUS WILL SEND A LETTER TO YOU! FROM HIS HOME IN SANTA CLAUS LAND, INDIANA!

Santa loves you and wants to write to you! However, you know how busy he is at Christmastime—and your Billy and Ruth Dealer knows, too! That's why he asked Billy and Ruth to go help in Santa's own Post Office (they paste the stamps onto the letters!)

So—if you'd like Santa to send you a letter ask your Mom or Dad to get an official coupon from your Billy and Ruth Dealer, or clip out the one at left. Paste onto Government postcard (do NOT put in envelope) and mail to:

**BILLY AND RUTH
SANTA CLAUS LAND
BOX 36, SANTA CLAUS, IND.**

Remember, only one child's name to a coupon!

Ask Mom and Dad to take you to Santa Claus Land for your vacation! It's a gay funland for children, open from Easter Sunday to New Year's Day.



NAME _____ (Please print)

ADDRESS _____

CITY _____ ZONE _____ STATE _____

MY BILLY AND RUTH DEALER IS

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

NAME SANTA'S LITTLEST DEER

(as shown on the front cover)

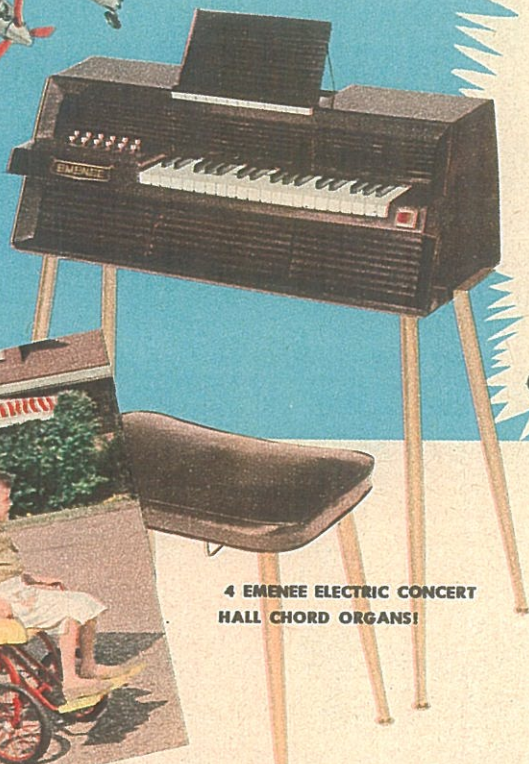
24 P-38 CHALLENGERS BY WEN MACI

WIN!

WIN!

WIN!

ONE OF THESE!



4 EMENEE ELECTRIC CONCERT HALL CHORD ORGANS!

10 GYM DANDY "SURREY WITH THE FRINGE ON TOP"



OCEANIC SWIMMING POOL BY URB PRODUCTS—18 ft. diameter, 42 inches deep!

The little deer on the front cover of this book is the newest and littlest of the Deer Family at Santa's home in Santa Claus Land, Ind. Everybody loves him very much (just look at Santa's face to see how delighted he is) but neither Santa, Billy, Ruth, nor the elves can think of a name for him. Can you? Enter Billy and Ruth's NAME SANTA'S LITTLEST DEER contest and you might win one of the prizes shown on these pages.

HERE ARE THE EASY RULES!

1. Go to your Billy and Ruth Dealer for an entry blank (or cut out the one on this page) and paste onto Government postcard. Send to Billy and Ruth, NAME SANTA'S LITTLEST DEER CONTEST, Box 333, Philadelphia 5, Pa.
2. Anyone between the ages of 3 and 12 may enter. Only one prize to a family.
3. Contest will be judged on originality, neatness and suitability, and adherence to the rules by the Delaware Valley Writers Association. In case of a tie, the earliest postmark will determine the winner. A list of winners will be available upon request. Prizes will be awarded in order of their value.
4. Entries must be postmarked no later than December 29, 1960 and received no later than January 4, 1961. 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.

36 DAUNTLESS DIVEBOMBERS BY WEN MACI

CONTEST ENTRY BLANK

MAIL TO: BILLY AND RUTH "NAME SANTA'S LITTLEST DEER" CONTEST
BOX 333, PHILA. 5, PA.

MY NAME _____ AGE _____ Boy Girl
please print (circle one)

ADDRESS _____

CITY _____ ZONE _____ STATE _____

MY BILLY AND RUTH DEALER IS

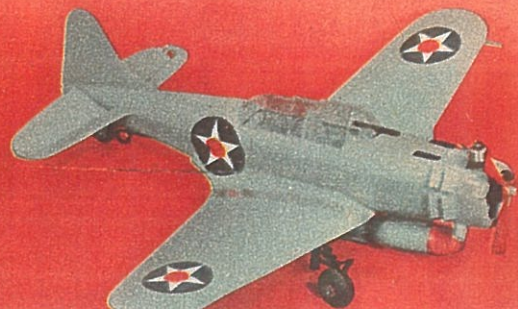
NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

My name for SANTA'S LITTLEST DEER is: _____

20 _____





See Page 35

See Page 40

250 TICO GIANT PHONES!

300 PR. NO. 5 SIDEWALK ROLLER SKATE BY UNION HARDWARE!

24 TONKA CAR CARRIERS!

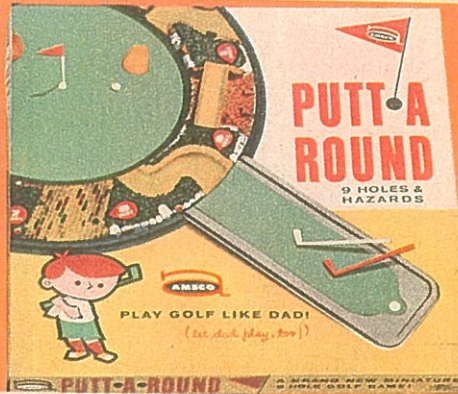
250 TICO GIANT PIGGY BANKS!

48 CANDLELIGHT DOLLS BY HORSMAN! 60 KENNER GIVE-A-SHOW PROJECTORS!

85 AMSCO PUTT A ROUND GOLF GAMES!

60 JACK BUILT TRAIN SETS!

See Page 32



PRIZES FOR BILLY AND RUTH'S "NAME SANTA'S LITTLEST DEER" CONTEST!



125 HUBLEY INTERNATIONAL CARS!



30 GILBERT TELESCOPES!



See Page 13

100 TRANSOGRAM MILK AND JUICE BARS!



5 EMENEE TWIN SPEAKER, 4-SPEED PORTABLE ELECTRONIC PHONOGRAPHS!

75 KENNER GIRDER AND PANEL BUILDING SETS!

75 WYATT EARP GUITARS BY JEFFERSON!



See Page 15



See Page 34

15 LIFE SIZE, 20" TINY TEARS IN HER SPRAY BATH BY AMERICAN DOLL AND TOY!

150 KENNER PRESTO SPARKLE PAINTS SETS!

60 HIGHLANDER TARGET GAMES!

36 HALSAM AMERICAN PLASTIC BRICKS SETS!

50 SNAPPY BOY WAGONS BY RADIO STEEL!

25 MACO ENTERTAINMENT SETS!

See Page 32



All dressed up
and ready to go?
You'll love these toys
and jewels we know!



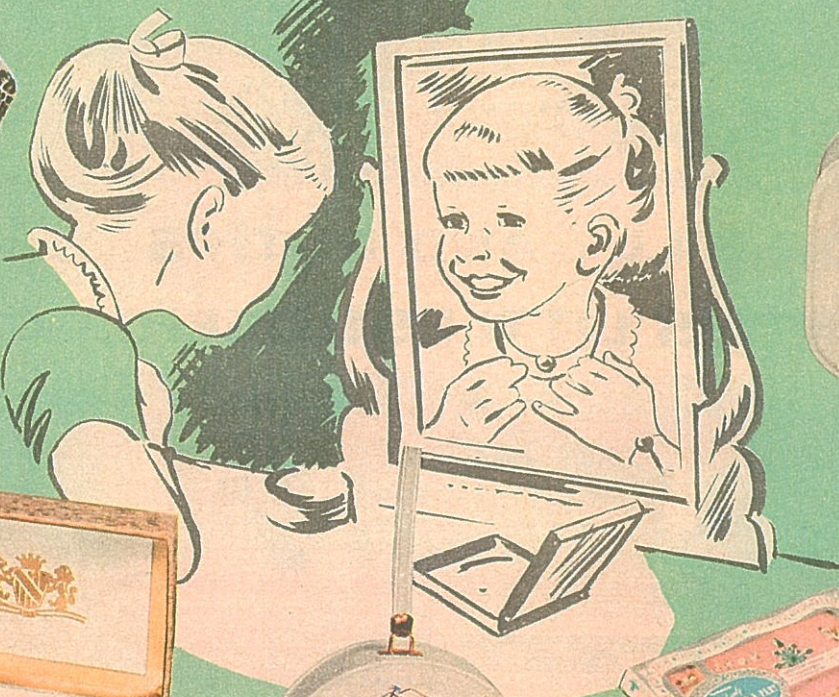
A



B



C



D



E



G



F



A—BETSY McCALL'S PRETTY PAC BY AMSCO is model's white vinyl hatbox with zip-around lid. Full of real beauty aids and Betsy McCall Good Grooming Booklet. Ages 8 to 12. Ask for 22BR1. **3.98**

B—NACHMAN TWO PIECE TRAVELING SET will take you anywhere! 12 inch and 14 inch suitcases in tapered style. Sturdy wood frame. Brass plated fittings. 4 to 12 yrs. Ask for 22BR2.

Regularly 6.98 set Special 5.83 set

C—NACHMAN SWAG BAG is high style! This 12 inch bag has zipper top, vinyl handles, magazine rack. Cotton with waterproof rubberized back material. 4 to 12 yrs. Ask for 22BR3. **1.98**

D—LITTLE MISS TRAVELER PONYTAIL OVERNITER is 14 inches long. In washable oyster white calf-grained vinyl. Wraparound zipper. Ponytail permanent design. 4 to 12 yrs. Ask for 22BR5. **2.98**

E—DAINTY CULTURED PEARL DROP PENDANT AND MATCHING BRACELET is Ruth's special treat for you! Ask your Billy and Ruth dealer to show you this lovely set in stylish filigree setting and fine non-tarnishing hamilton finish chain. For ages 6 to 14. Ask for 22BR7. *Regularly 2.50 Special 1.49*

F—LITTLE MISS TRAVELER PONYTAIL HATBOX is 10½ inches—just right for you. Permanent color designs. Washable. Oyster white, calf grained vinyl. Molded handle. Wraparound zippers. 4 to 12 yrs. Ask for 22BR4 **1.98**

G—TRANSOGRAM SNAP-A-PART and CHARM JEWELRY SETS. Choose one or both to design and make your own jewelry. Easy to follow instructions for hours of creative fun! 6 to 12 yrs. Ask for 22BR6. **1.98 ea.**

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.

All dressed up
and ready to go?
You'll love these toys
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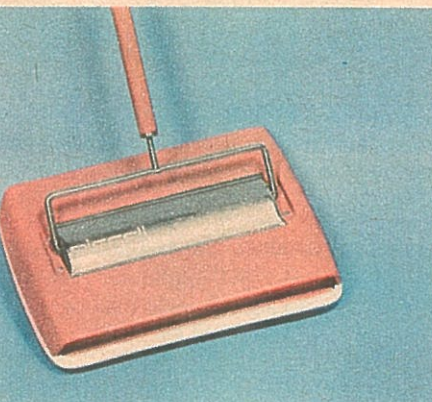
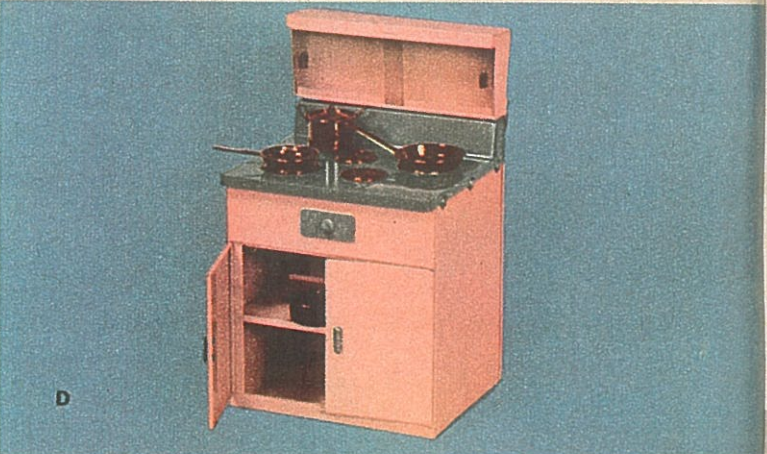
*With toys like these you'll soon be able
To cook and sweep and set the table!*

BILLY AND RUTH CAKE MIX SET BY ARGO includes ingredients for cakes—2 devil's food, 2 yellow, 1 white, 1 butterscotch, plus 2 ings, decorating mix and coconut sprinkles. Pans, utensils, decora- gun and 2 designs—Billy and Ruth know both boys and girls will it! Ask for 24BR1 **2.98**

MIRRO COOK AND BAKE SET for real or make-believe cooking and ng! 16 pieces in rust-proof aluminum. Black plastic handle on le boiler and frypan. 3 to 8 yrs. Ask for 24BR2 **1.98**

MIRRO PERCOLATOR SET has 34 pieces featuring chip and dip ! Lustrous blue percolator makes real coffee! Service for four in inum. 3 to 8 yrs. Ask for 24BR 3 **2.98**

TRUCTO BUILT-IN COOKING RANGE is made of heavy gauge steel! ers operate on batteries (not included) and illuminate to realistic Roomy shelf space. Accessory cabinet has plastic sliding doors. , pans, too. 5 to 9 yrs. Ask for 24BR4 **5.98**



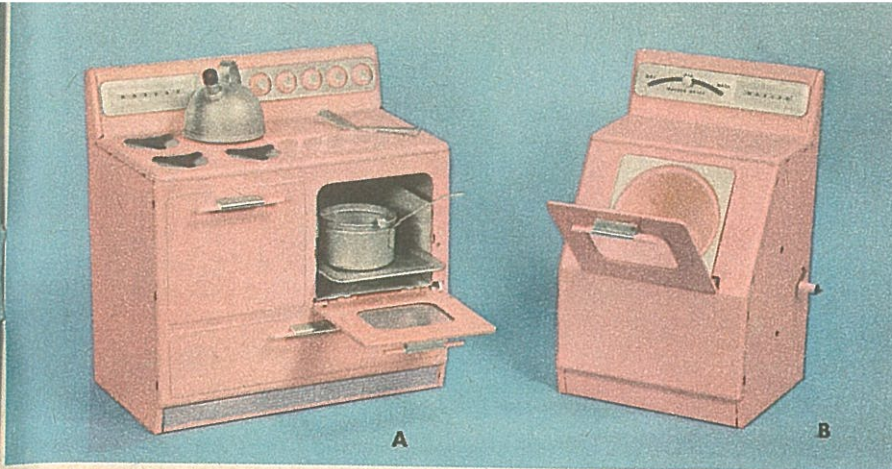
BELL "LITTLE QUEEN" TOY SWEEPER y works! Genuine bristle brush, rubber- wheels, roomy dustpan that empties, l bumper. A miniature of Mom's! 3 to 10 Ask for 24BR5 **3.98**



"LITTLE QUEEN" HOUSEKEEPING SET BY BISSELL is just like Mother's. Bissell carpet sweeper, dust mop, broom, metal dust pan, apron, Du Pont sponge. 3 to 10 yrs. Ask for 24BR6 **6.95 set**



OHIO ART PARISIAN LEAVES TEA SET has service for four, includes salad plates, heavy 8 x 10 inch serving tray! For the modern homemaker this 20 piece set! 3 to 7 yrs. Metal. Ask for 24BR7 **East 1.98 West 2.29**



A—NASSAU STOVE is a replica of that used in most modern kitchens! Sparkling pink enamel on heavy gauge steel. See-through oven door, sliding shelves. Control knobs turn, 11 inches long. 3 to 8 yrs. Ask for 25BR1

East 2.98
West 3.25

C—NASSAU "LITTLE DEB" PINK LAUNDRY SET has everything for dolly's clothing care. Clothes hamper, washer-dryer (same as 25BR2), 27 inch ironing board, sturdy pad, cover, electric iron. 3 to 10 yrs. Ask for 25BR3

Regularly 9.98 Special 7.99

B—NASSAU PINK WASHER — DRYER

Twin speed selector allows control of washing-drying cycle. Water tight compartment houses tumbling barrel. 11 1/4 inches high. Rubber hose for easy draining, hand operated. Ask for 25BR2

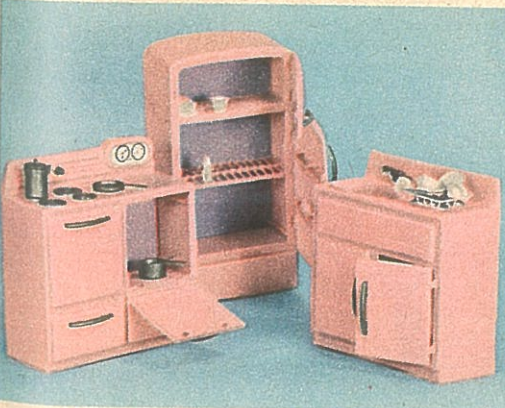
East 2.98
West 3.25

D—SHIRLEY TEMPLE PAPER DOLL BY GABRIEL is 40 inches high! Snap-on costumes like those she wore in five of her most popular movies including "Heidi". Shirley will be a sister for you! Ask for 25BR4

2.98

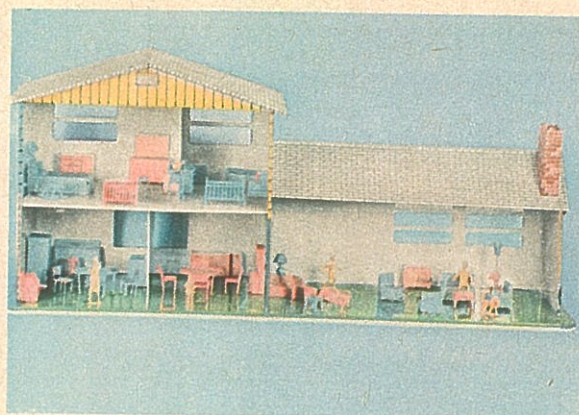


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TICO HOUSEKEEPER SET is unbreakable poly! Stove, refrigerator, sink with working doors, housekeeping accessories! 3 to 7 yrs. Ask for 25BR5

2.98 set



SUPERIOR SPLIT LEVEL DOLL HOUSE is a big, split level metal house, all furnished! Metal edges are rounded for safety. Poly accessories! Ask for 25BR6

6.98



SHIRLEY TEMPLE "GLAMOUR GIRL" BEAUTY AID SET BY GABRIEL includes Shirley's own brand of quality, guaranteed safe beauty items. Cologne, hair dressing, hand lotions, bubble bath, etc. Gold ascot bottles with mist-spray atomizer. Ask for 25BR7

2.98



A—AMSCO DOLL-E-BATH for bathing, dressing your baby. All-steel frame. Leakproof vinyl tub. Splashguards with pockets for soap, bottle, washcloth included. Plastic drain hose with clamp. Dressing table top. Ask for 26BR1 **4.98**



B—"LITTLE MOTHER" DIAPER BAG SET BY ALEXANDER MINER. Now you can travel with baby! Zippered diaper bag, dog bottle holder, juice, nursery bottles, fancy panties, more! 3 to 7 yrs. Ask for 26BR2 **1.98**

C—SWINGING CRADLE BY TRANSOGRAM will lull dolly to sleep! 24½ inches long in pink and blue. Shaped masonite head, foot panels. Colored board mattress, sturdy slats. 3 to 10 years. Ask for 26BR3.

At a Billy and Ruth Attractive Price!

D—SOUTH BEND DOLL CARRIAGE for Ruth's little sister has 24 inches high handle quilted 22 inches long body, white overprint. Sleek hood with 3 bows, visor. Tubular spoke wheels.

Ask for 26BR4

Regularly 4.98 Special 3.79

E—RUTH'S DOLL CARRIAGE BY SOUTH BEND can be used as a bed for dolly indoors too! Quilted vinyl doll cab 26 inches long. Full covered top rail. Duchess gear, white tires, brake, 4 bow hood, visor. 30 inches high chrome handle.

Ask for 26BR5

9.98

F—DOLLY AND ME LUGGAGE SET BY ALEXANDER MINER. A train case, zippered hat box for you, and a matching set for dolly! Vinyl covered, plastic identification holders on large set. Pack for your trip! 3 to 8 yrs. Ask for 26BR6 **2.98** set

G—DOLLY'S OWN FITTED ROCKING CRADLE WITH HOOD BY ALEXANDER MINER is sweet! Sides and hood in heavy washable plastic. Mattress, pillow. Heavy duty fiber board construction, plastic rockers. 16 inches long.

Ask for 26BR7

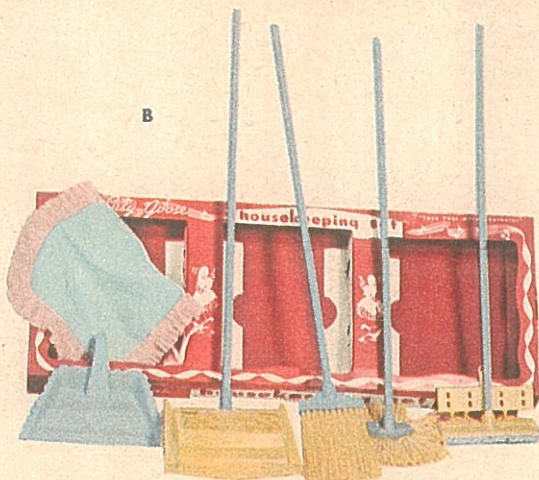
1.98

*Little Mothers,
it's no trick
To care for dolls—
just take your pick!*





A



B

A — WOLVERINE FRIGIDAIRE "IMPERIAL" REFRIGERATOR is a scaled model! Modern, 2-door style with magnetic catches and foot pedal for lower door. Dummy food packages. 15 inches high. Use of Frigidaire trade mark and design authorized by General Motors Corporation. 3 to 8 yrs. Ask for 27BR1 **2.98**

B—SUSY GOOSE HOUSEKEEPING SET BY KIDDIE BRUSH includes jet stream carpet sweeper that really sweeps! Also poly dust pan, bright yarn floor mop, plastic broom, squeeze sponge mop, ruffled apron! 3 to 8 yrs. Ask for 27BR2 **2.98**

WOLVERINE RITE HITE KITCHEN is just like Mom's! Ask Santa to bring you one or all. Heavy gauge steel pink pieces are so big you can store all your toys in them! Nothing could please little girls 3 to 8 yrs. more!

C—RITE HITE PINK SINK—27½ inches high. Heavy plastic basin with stopper holds water. Both doors open. Ask for 27BR3

Priced For You!

D—RITE HITE PINK STOVE—27½ inches high, control knobs turn. Sturdy. oven shelf—steel spring on door. Ask for 27BR4

Real Play Value! Priced Sensibly!

E—RITE HITE PINK REFRIGERATOR—36 inches high. 2 doors, 2 shelves. Ask for 27BR5

Exciting Value At Price!

F—TABLE AND CHAIRS BY IDEAL is a wonderful toy! Lightweight, unbreakable plastic. Lift-up formica table top. Storage area beneath. Two contour chairs. Table height is 20 inches; has rubber-tipped legs. For ages 2 to 7. Ask for 27BR6

New! Right Price!

G—BANNER FANTASY TEA SET features sprays of flower design on white and grey. Poly with metal plates, saucers. 41 pieces for the perfect hostess. Service for six. 3 to 8 yrs. Ask for 27BR7

2.98

H—WOLVERINE IRONING SET contains all steel, sturdy ironing board 27¼ inches long, Alcoa Silicone cover, heavy "Tufflex" pad, modern, U.L. approved electric iron with open style handle! Iron when Mother irons! Ages 3 to 8. Ask for 27BR8

4.98 set



D

E

C



F



G



H