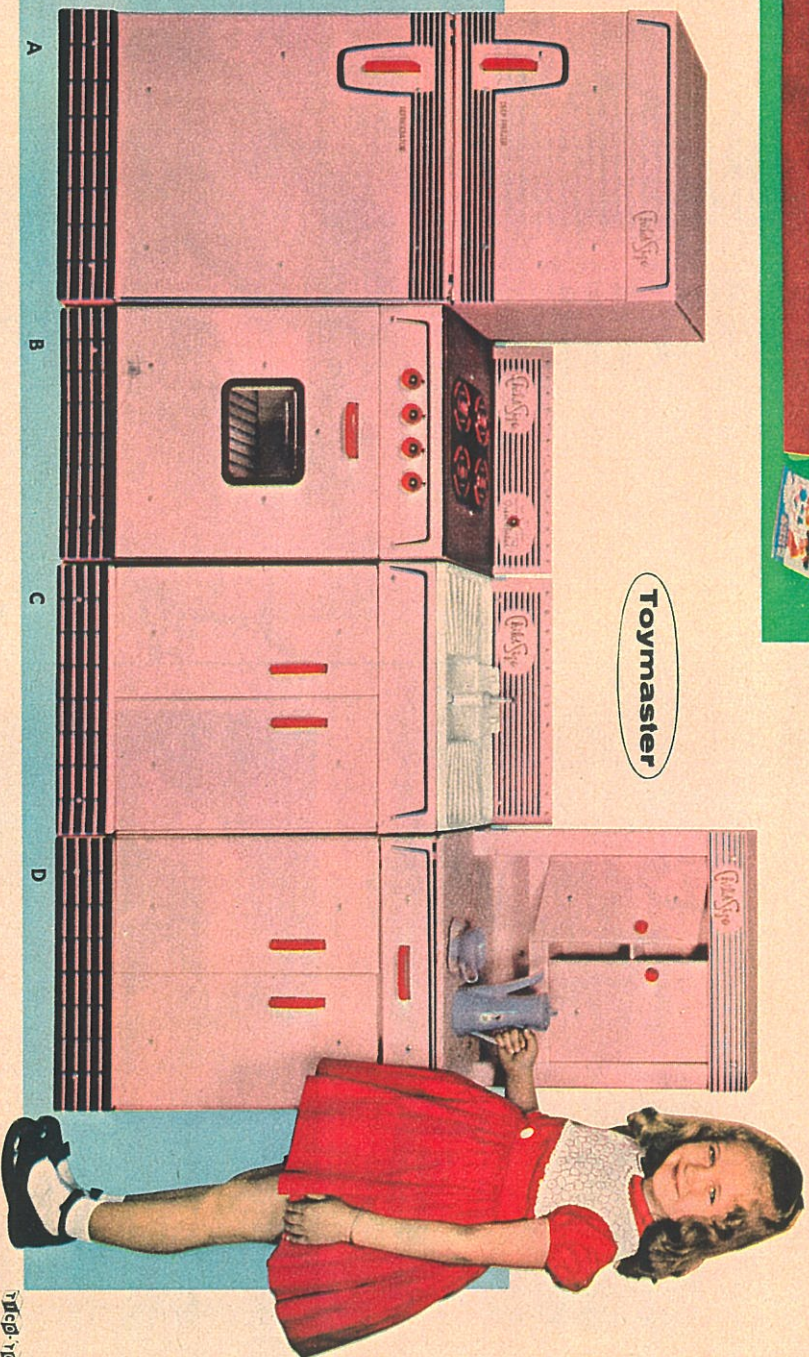




## YOU'LL BE ITCHIN' TO PLAY KITCHEN!

**BILLY AND RUTH CAKE MIX SET**—For hours 'n' hours of baking and good eating! Six instant Swans Down Mixes and 4 decorator toppings, baking pans, utensils, decorator, etc.  
No. 6203BR—By Argo ..... 3.00



## TOYMASTER "CHILD SIZE" KITCHEN APPLIANCES

**CHILD SIZE APPLIANCES**—All made of sturdy, corrugated fiberboard—will not scratch or rust!

**A—REFRIGERATOR**—37 inches tall. Separate freezer compartment. Fruit and vegetable crisper drawers.  
No. 4001 ..... 5.00

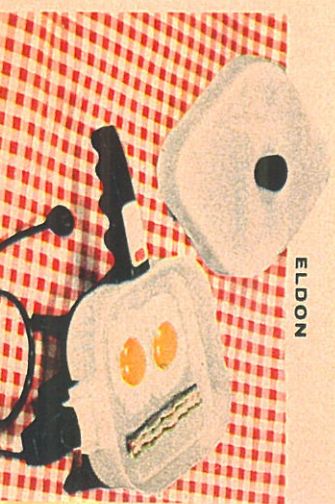
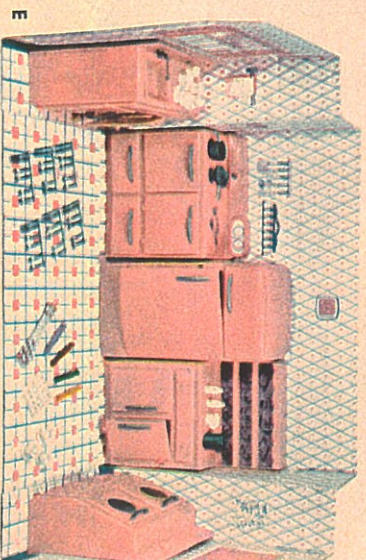
**B—RANGE**—Plastic burners light up (operates on flashlight batteries—not included). Water-resistant top. 27 inches high. Plastic see-through oven door.  
No. 4000 ..... 5.00

**C—SINK**—Plastic basin tray covers entire top of cabinet. Connecting drain permits manual recirculating water action. 27 inches high.  
No. 4003 ..... 5.00

**D—CUPBOARD**—Two spacious compartments for pots, pans, dishes, silverware. Simulated Formica counter top. 40¼ inches high.  
No. 4005 ..... 5.00

**E—HOUSEKEEPER SET**—Five poly appliances from 7 to 10 inches high make a complete kitchen; refrigerator, stove, sink, washer-dryer, hutch cabinet.  
No. 840—By Tico ..... 5.00 set

**F—"SIZZLE SKILLET"**—Looks like Mother's and makes a sizzling sound! Has real-looking bacon and eggs. Operates on 2 batteries (not included). "On-off" switch; suction cup plug.  
No. 9503—By Eldon ..... 5.00





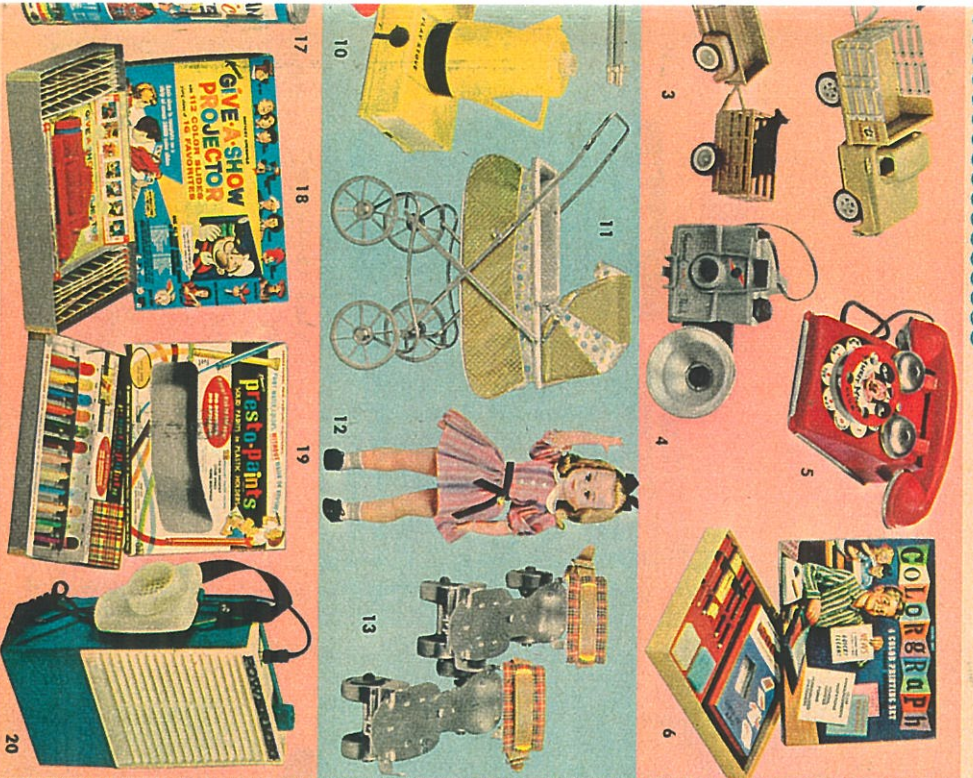
# UNITED STATES CONTEST

## COMPLETE THE 4<sup>TH</sup> LINE OF THE JINGLE ING PRIZES LISTED BELOW

Complete this jingle:



Here's how you can get two beautiful vinyl flags for your bicycle! Instead of using the entry blank on this page—GO TO YOUR BILLY AND RUTH DEALER and get a contest entry blank from him. Every boy and girl who sends in a GREEN ENTRY BLANK obtained from his dealer will be sent by mail a 50 Star Flag of the United States and a Confederate Flag!



- 11. DOLL CARRIAGES by South Bend
- 12. BETSY MCGALL LIFE SIZE DOLLS by American Doll and Toy
- 13. UNION ROLLER SKATES by Brunswick
- 14. KINDERGARTEN BLOCKS by Holgate
- 15. BEAUTIFUL DOLLS by Hotsman

- 16. CRAFT MASTER COLORING SETS by Palmer Penn
- 17. AMERICAN PLASTIC BRICKS by Holsam
- 18. GIVE-A-SHOW PROJECTORS by Kenner
- 19. PRESTO SPARKLE PAINTS by Kenner
- 20. ELECTRONIC POWERMEGS by Emenee

### EASY TO FOLLOW RULES:

1. PASTE your entry blank onto Government Postcard. (Remember, there's an extra bonus for getting your entry blank from your Billy and Ruth dealer!) NO LETTERS WILL BE ACCEPTED. Print all required information and the last line of the jingle and send to: BILLY AND RUTH, UNITED STATES CONTEST, BOX 333, PHILA. 5, PA. Postmark must not be later than Dec. 29, 1961.
2. Anyone between the ages of 3 and 12 may enter. Each contestant may enter as many times as he wishes. Only one prize will be awarded in each family.
3. Contest will be judged on originality, neatness, suitability and adherence to the rules by the Delaware County Writers Association. In case of a tie the earliest postmark will determine the winner. Decisions of the judges are final.
4. 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.

### CONTEST ENTRY BLANK

(Read above to learn how to get free bicycle flags) All Entry Blanks should be mailed to:

Billy and Ruth, United States Contest, Box 333, Phila. 5, Pa.

MY NAME \_\_\_\_\_ AGE \_\_\_\_\_  
 ADDRESS \_\_\_\_\_ BOY \_\_\_\_\_ GIRL \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_  
 MY BILLY AND RUTH DEALER \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_  
 MY SCHOOL NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_

The last line of jingle:

## DO IT YOURSELF AND

### YOU'LL LOVE THEM MORE!

- A—PILLOW TALK CRAFT**—Delightful pillows to sew, applique and stuff with foam rubber in kit. Choose from four subjects: Humpty Dumpty, Peppy Puppy, Cuddle Cutie and Clown.  
No. 1585—By Hasbro ..... **3.00** each
- B—DEB-U-TEEN TRAVEL KIT**—Glamorous zipper vinyl travel case complete with useful, safe and pure cosmetics.  
No. 1983—By Hasbro ..... **3.00**
- C—NECCHI SEWING KIT**—Famous toy machine for the littlest seamstress. It really works! Also: vinyl sewing bag, dresses, material, needles, thread, scissors, instructions.  
No. 1543—By Hasbro ..... **4.00**
- D—SWEETIE PIE THE DOODLE BRIDE**—Make your own yarn doll! Just tie, cut and braid! Dress her for her wedding. Everything you'll need in this complete kit.  
No. 405—By Lisbeth Whiting ..... **2.00**
- E—BOO BOO THE DOODLE CAT**—Boys and girls will laugh and laugh as they make Boo Boo and costume her in ridiculous outfits. A yarn cat with a sense of humor.  
No. 403—By Lisbeth Whiting ..... **2.00**



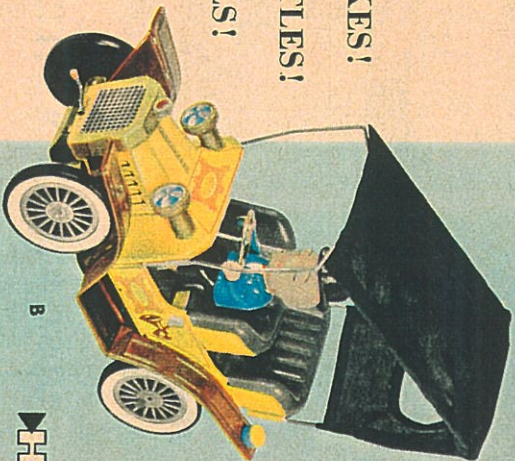
- F—PIERRE THE POODLE**—He's lovable, huggable—and you'll be thrilled as you make him yourself, out of yarn. Don't forget his eyes, collar and perky bow on his tail!  
No. 410—By Lisbeth Whiting ..... **2.00**
- G—PINK LADY CLEANING SET**—Smart, all metal sweeper and complete housekeeping set. Help Mommy mop and sweep!  
No. M300—By Norstar ..... **3.00** set

## STURDY TOYS FOR LIVELY BOYS!

**A—LINCOLN LOGS**—Build forts, cabins, stockades, houses and many other buildings from 178 wood pieces. Gables, chimneys, roof pieces. Follow instructions or design your own!  
No. 5C—By Lincoln Logs ..... 5.00



- IT SHAKES!
- IT RATTLES!
- IT ROLLS!



B

Hubley®



C



E

**B—MR. MAGOO CAR**—The delightful, absent-minded TV star and story book hero is here in his own car that shakes, rattles and rolls! Operates on batteries, not included. Goes forward or backward by a turn of the crank.  
No. 952—By Hubley ..... 5.00

**C—FARM SET**—The box makes a nifty barn and all-metal tractor, truck, spreader, plow and cultivator are all you'll need for hours of "playing farmer."  
No. 31—By Hubley ..... 3.00

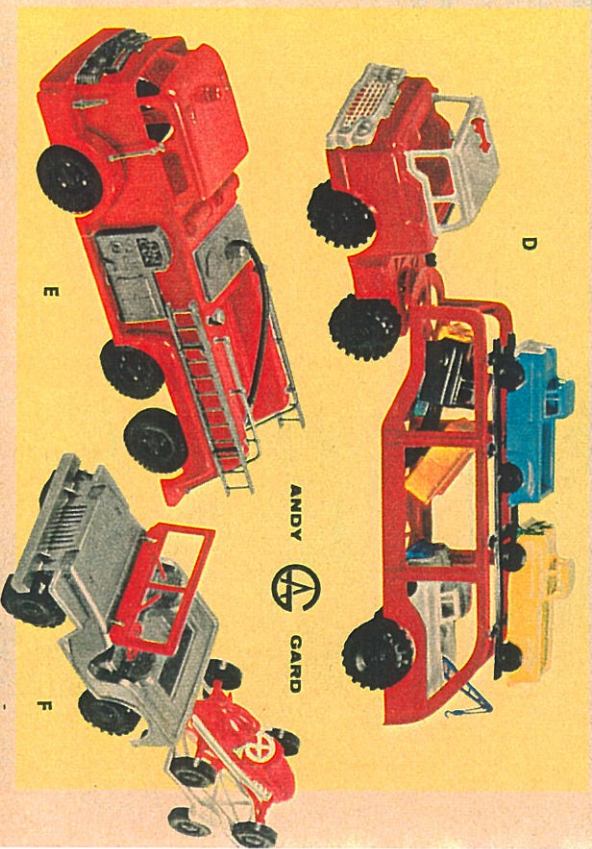
**D—TRUCK TRANSPORT**—Hurry! Customers are waiting for their pick-ups, tow and dump trucks! All poly, 24¼ inches long. Detachable trailer. Truck wheels lock into trailer ramps.  
No. 603—By Andy Gard ..... 3.00

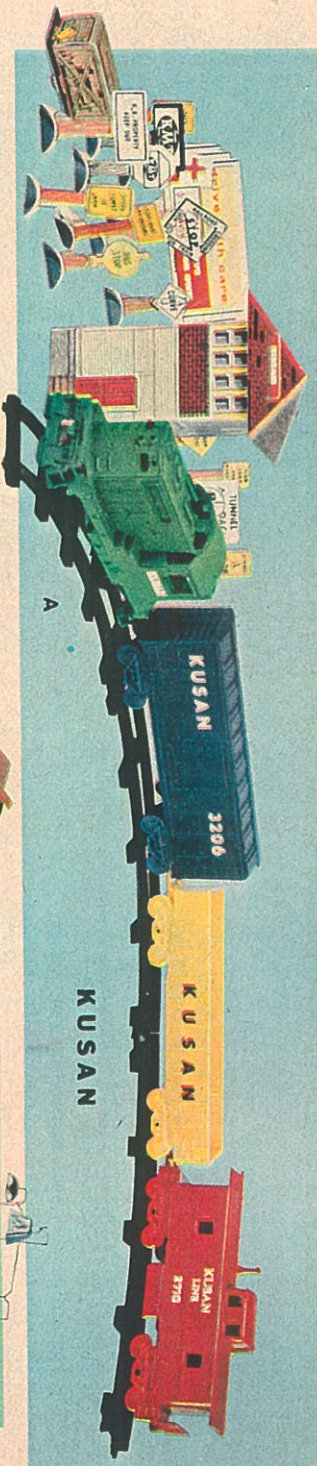
**E—PUMPER FIRE TRUCK** with its own deep water well. Jets water by pushbutton through rubber hose. 19 inches long. Made of poly. Removable ladder.  
No. 341—By Andy Gard ..... 3.00

**F—JEEP, RACER, TRAILER**—A huge unit (21 inches long) for heaps of fun. Utility jeep with drop windshield. Detachable trailer with real looking big track racer. All poly.  
No. 350—By Andy Gard ..... 2.00

**G—ROAD GRADER**—A 21½ inch long beauty that will remove all the humps and bumps from the road to prepare it for the "cement" job. Unbreakable poly.  
No. 898—By Pet Toy ..... 3.00

**H—UNBREAKABLE, SAFE TOOLS**—For the littlest carpenter in the family. All poly tools won't scratch Mother's furniture. 15 pieces  
No. 870C—By Pet Toy ..... 3.00 set





A

KUSAN

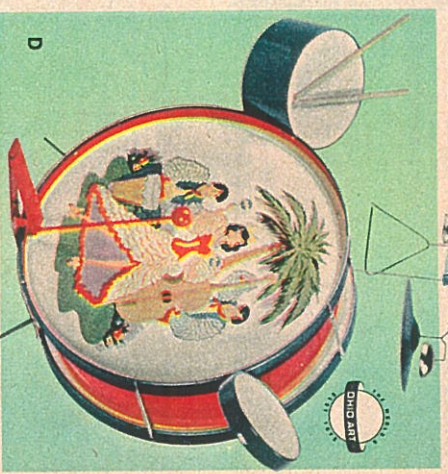


B



Tudor

C



D

OHIO ART

“JUST WHAT I WANT!”

LAKESIDE

**A—LIL' YARDBIRD TRAIN**—Perfect for your first train set. Includes Diesel switcher, gondola, box car, caboose, track, buildings, signs. Operates on batteries, not included.  
No. K91—By Kusan ..... **7.00** set

**B—BETSY MCCALL FASHION DESIGNER**  
—Girls 5 to 14 can discover the art of

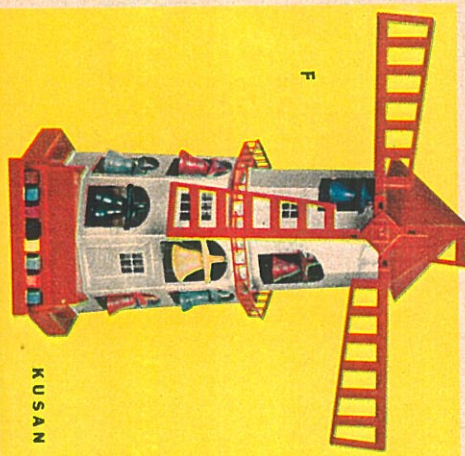
fashion designing! Electric designer's desk (UL approved), pattern sheets, drawings, portfolio, color pencils, more.  
No. 01041—By Lakeside ..... **8.00**

**C—DISNEY CHARACTER XYLOPHONE**—Gay, colorful instrument with true-tone, felt cushioned bars. Color keyed with music book for easy playing.  
No. 135—By Tudor ..... **3.00**

**D—TRAP DRUM SET**—For the boy or girl who's got rhythm! Drummer's side cloth on 20½ inch drum. Also snare drum, sticks, tom-tom, triangle, cymbal, bells.  
No. 353—By Ohio Art ..... East **5.00**  
West **5.95**



E



F

KUSAN

**E—CUSTOM STYLING**—Develop your talents by designing models of autos, boats, planes and space vehicles. Electric drawing desk (UL approved), portfolio, design sheets, paper etc.  
No. 01045—By Lakeside ..... **8.00**

**F—OLD DUTCH MELODY MILL**—Tolls beautiful music far and wide. 20 inch blades turn lazily as keyboard is played. Music book. Operates on batteries, not included.  
No. K57—By Kusan ..... **13.00**

## GET A STIK-BACK PUZZLE OF THE UNITED STATES!

Cut out each state and paste onto finely detailed outline map of the United States. Your finished map will be beautiful and you will have learned location of each state, the capital, nickname and official flower. You'll want to hang it in your

room or give it to your teacher. No glue needed.

For your map write to:

**BILLY AND RUTH—UNITED STATES MAP**  
Box 333, Phila. 5, Pa.  
and enclose 25¢ for mailing and handling