



FUN, EDUCATIONAL TOO!

A — LAUREL AND HARDY ELECTRIC DRAWING SET — Stimulates creative imagination for ages 5 to 12. Draw, color these Characters.

No. 1281—

By Lakeside9.00

B — 12 INCH GLOBE — Accurately detailed! Mounted at correct 23½ inch inclination. 64 page "Outer Space and World Globe" handbook.

No. T-1225—By Cram 7.00

C — SPINET PIANO AND BENCH—Start them early! Thirty keys, precision steel piano wires. Color chart, music book. 24 inch high piano.

No. 6230—By Schoenhut
Priced for You!

D—BABY GRAND PIANO—25 keys, precision tone rods. Blue and ivory. Color chart and music book. 13½ inches wide.

No. 150/25—

By Schoenhut .. East 6.00
West 6.50

E—TRAP DRUM SET—They'll learn rhythm! 20½ inch diameter drum, 9 inch drum, tom-tom, cymbal, triangle, bells.

No. 353—By Ohio Art
East 5.00 West 6.00

F—COASTER WAGON—

Makes their fondest dreams come true. 34 inch steel body with no rough edges. Smooth moving rubber tired wheels. A thrill to own.

No. 19F

An Exceptional Buy

G—VELOCIPEDES — Every child loves to own their own body building velocipede. Rubber tired wheels for fast, fast pedaling. Frame is well constructed to withstand rough wear. Available in 10", 12", and 16" front wheel sizes.

No. 19G ..Ask Our Price!

H—AUTOMOBILE—Just like Dad, children love to have their own automobile. It's exciting — it's thrilling — it's loads of safe fun as they drive up and down the sidewalk. 33 inches long.

No. 19H Check our Value.



C



D

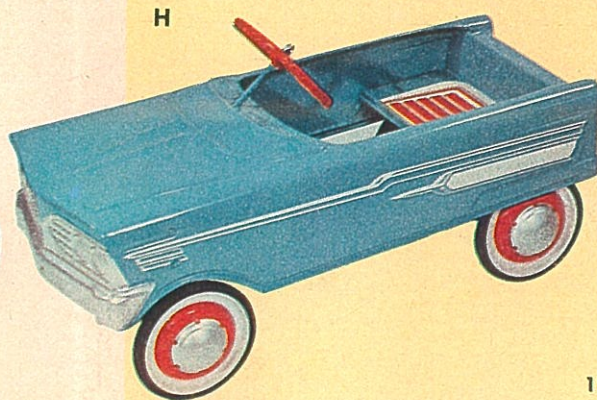
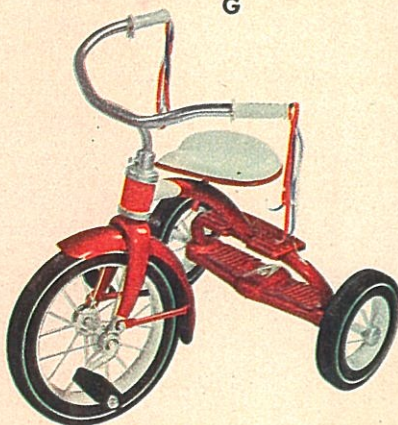
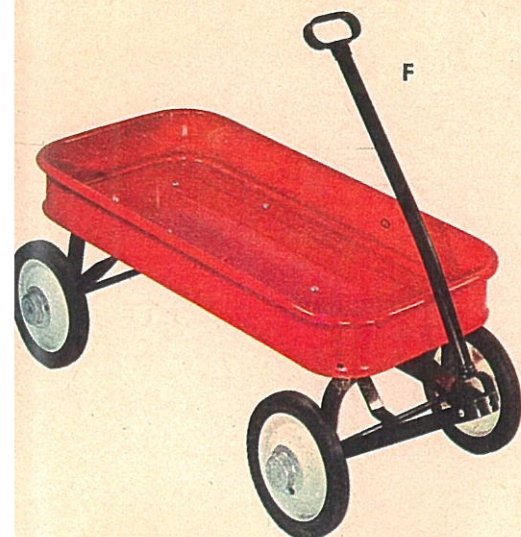
E



F

G

H



FASCINATING, EDUCATIONAL TOYS

A—ELECTRIC METAL ZOOM MICROSCOPE & LAB SET—Enlarges 75-250-500 times; shifts around 180°; zooms in and out for widest focus range. Electric plug-in lighting.

No. 13094—By Gilbert . . . **18.00**
Other Microscope sets from 6.00 and up.

B—CHEMICAL MAGIC SET—Make magic snakes, write spirit messages; make disappearing ink! Make glass objects like diving sub, fountain pen.

No. 12131—By Gilbert . . . **10.00**
Other Chemistry sets from 3.00 and up.

C—ERECTOR—Build an action helicopter, automatic radar scanner, airplane ride, battery operated truck—hundreds of others.

No. 10181—By Gilbert . . . **11.00**
Other Erector sets from 3.00 and up.

D—LINCOLN LOGS—178 wood pieces for hours of planning and building. Selected wood, stained brown, waxed.

No. 5C—By Lincoln . . . **5.00**
Other sets from 1.25 and up.

E—AMERICAN PLASTIC BRICKS—For budding architects. A beautiful set of 291 pieces that interlock. Doors, windows open and close.

No. 725—By Halsam . . . **5.00**
Other sets at 2.00 and 3.00.

F—TELEPHONE—Build an authentic reproduction of Alexander Graham Bell's first telephone. It works! Parts snap together.

No. 4400—By Hasbro . . . **4.00**

G—TELEGRAPH—Working model of early Samuel Morse telegraph. Send, receive Morse code on it.

No. 4405—By Hasbro . . . **4.00**

H—MICROSCOPE—Accurate, workable model of a 17th century microscope. Subjects may be examined with this.

No. 4410—By Hasbro . . . **4.00**

I—HI-SCORE TRIPOD ARCHERY SET—Genuine 46 inch hickory bow, plastic hunter's grip; 4-18 inch arrows with rubber safety tips; tripod, target.

No. 505—By Rollin Wilson **5.00**

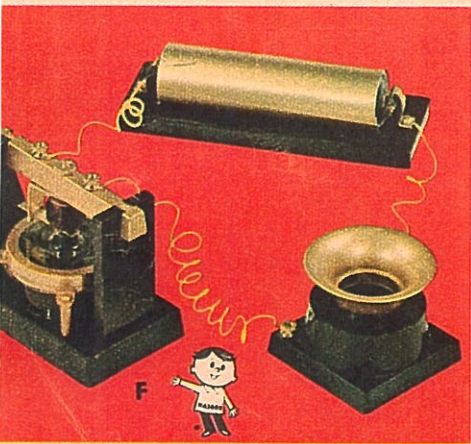


H



I

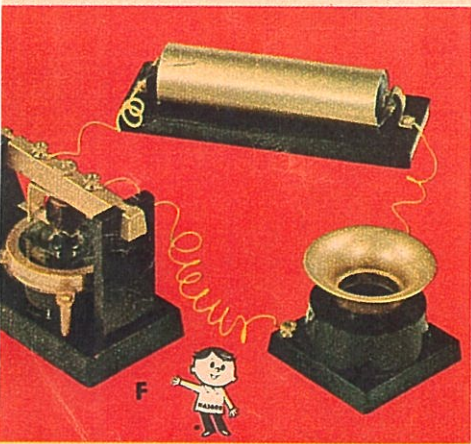
ROLLIN WILSON



F



G



A



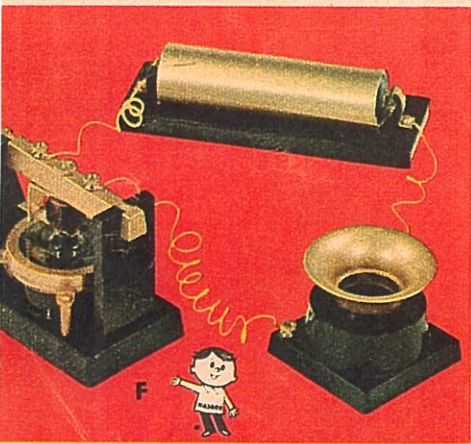
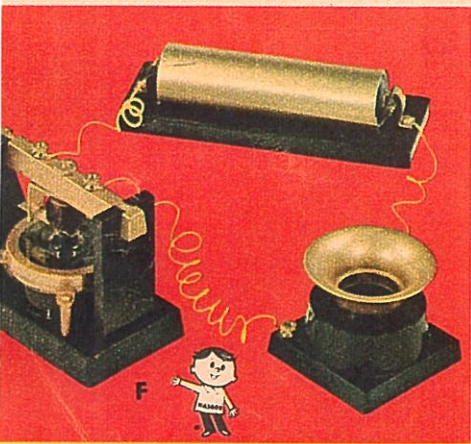
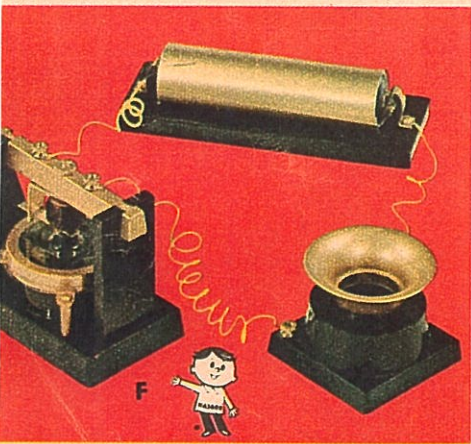
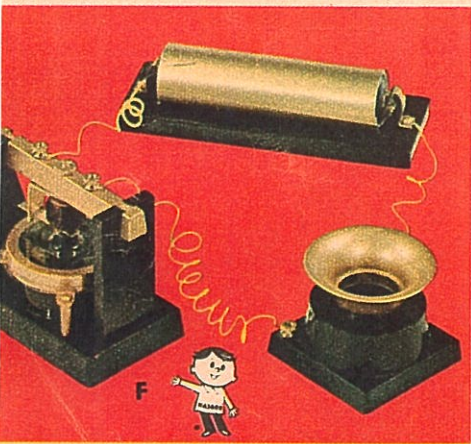
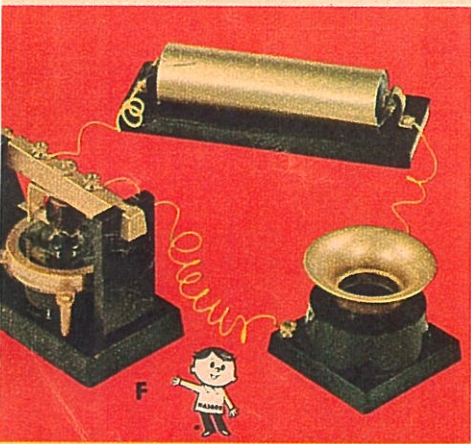
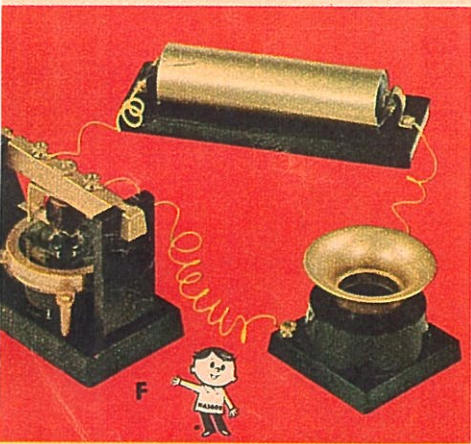
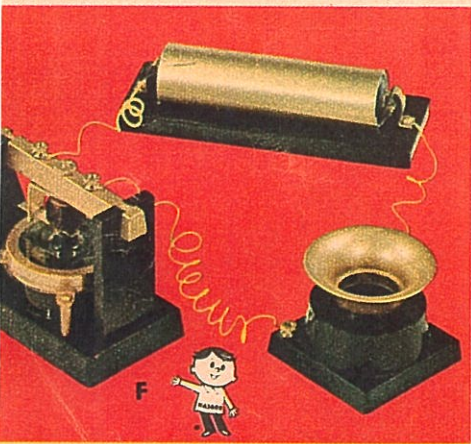
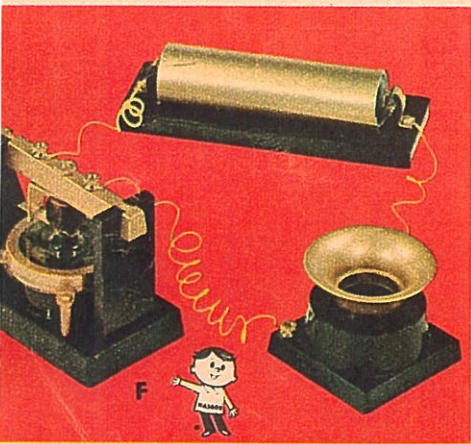
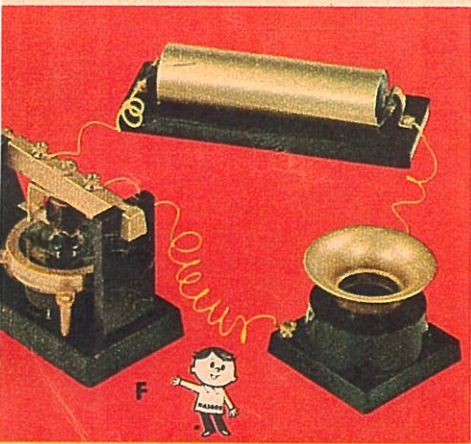
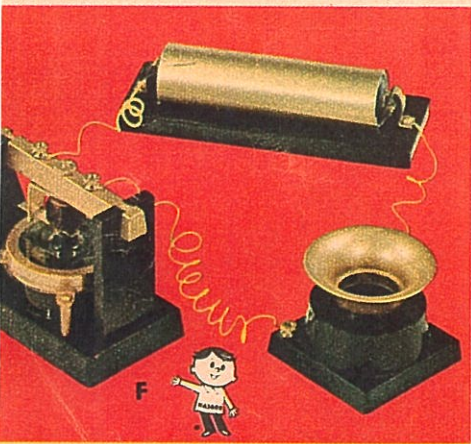
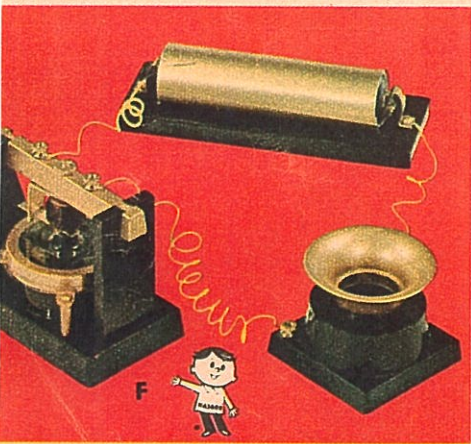
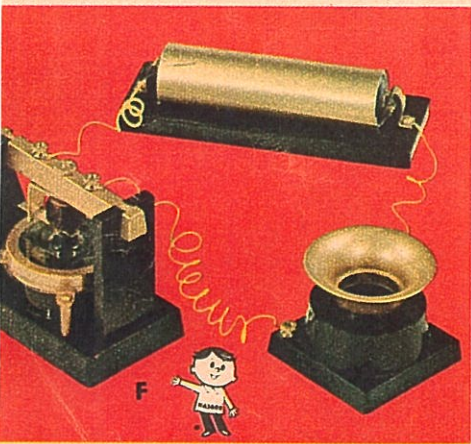
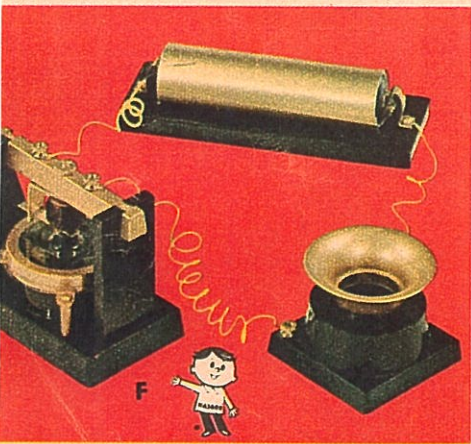
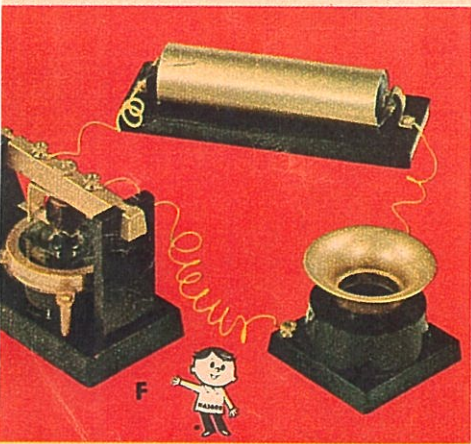
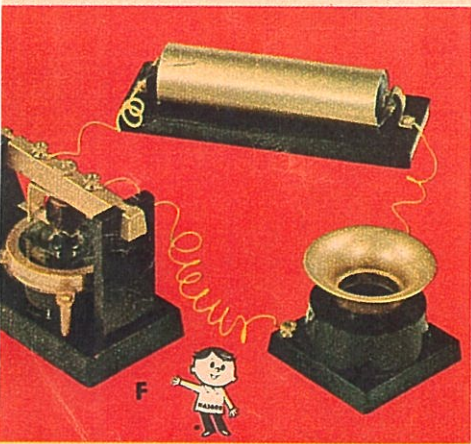
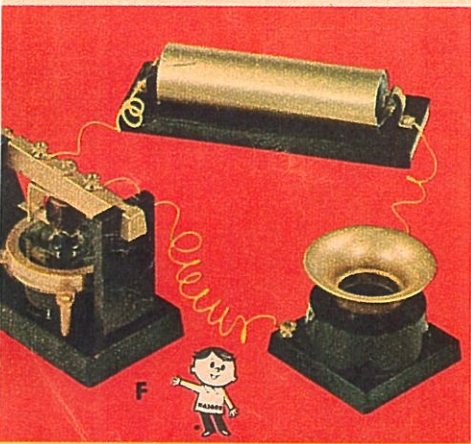
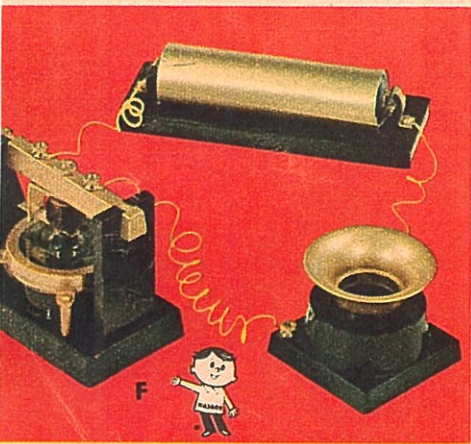
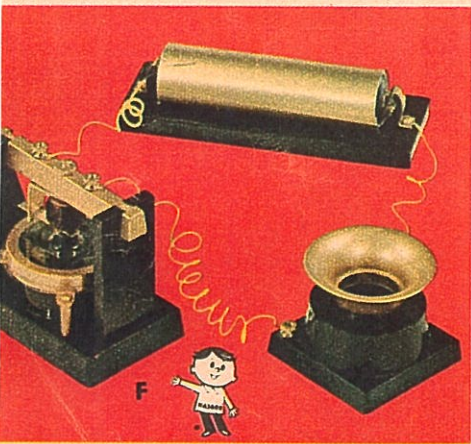
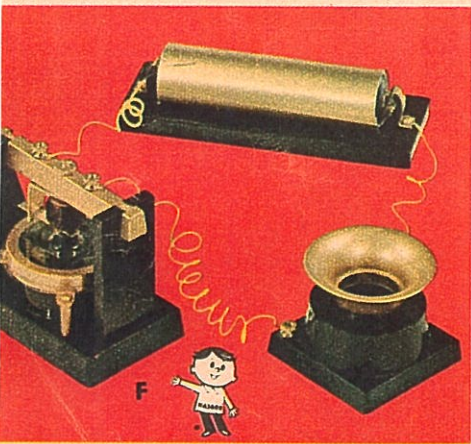
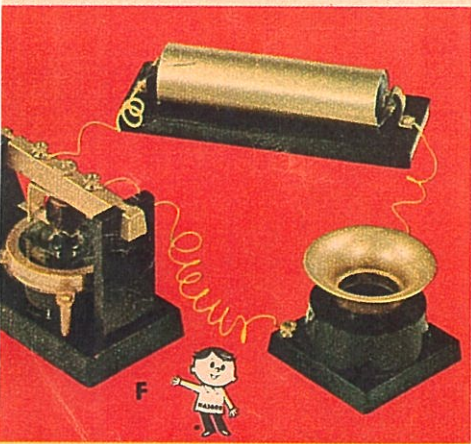
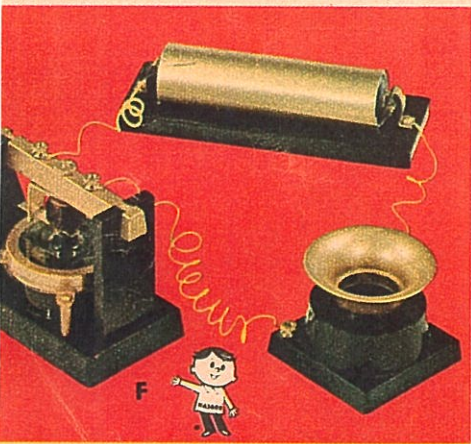
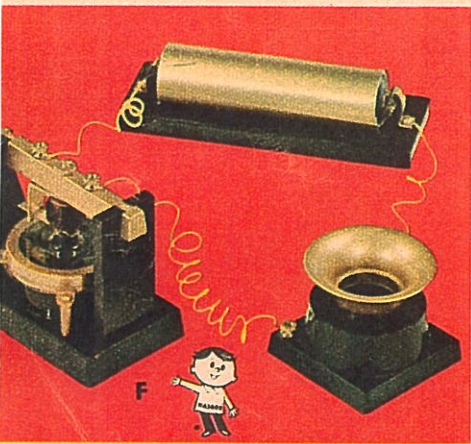
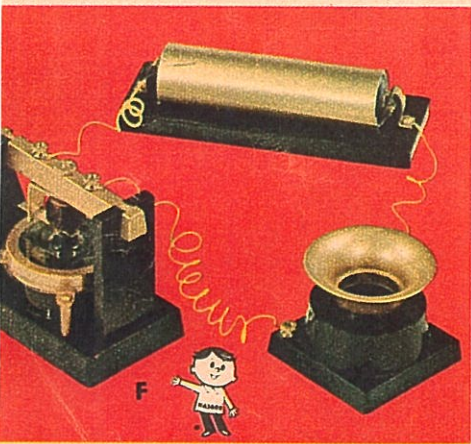
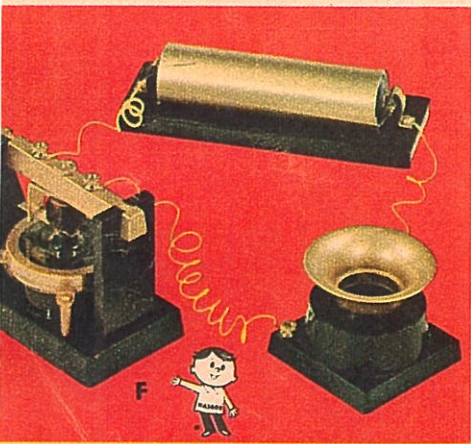
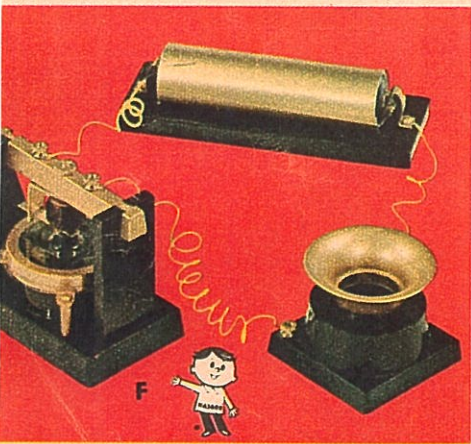
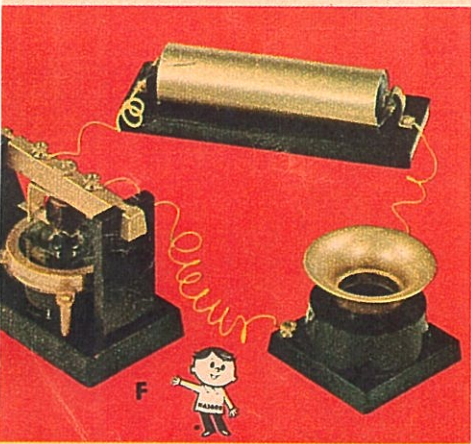
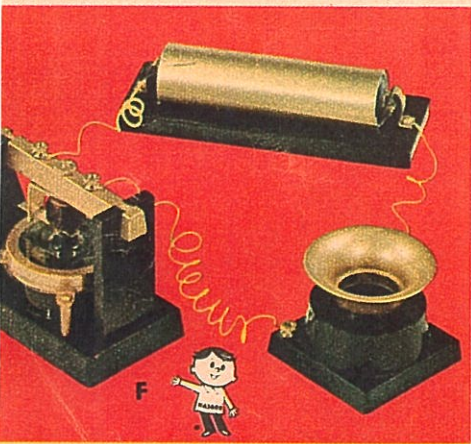
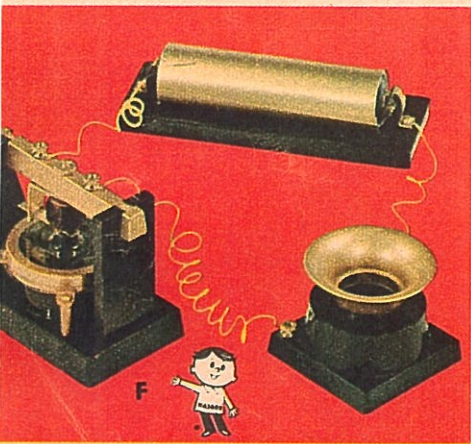
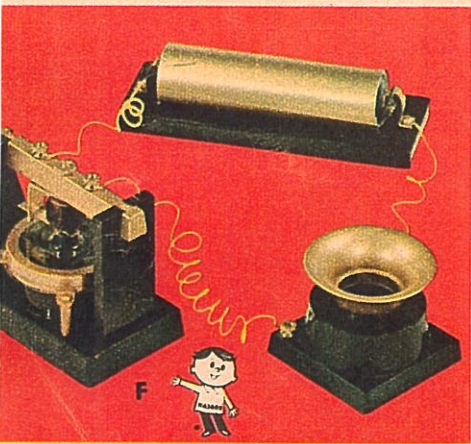
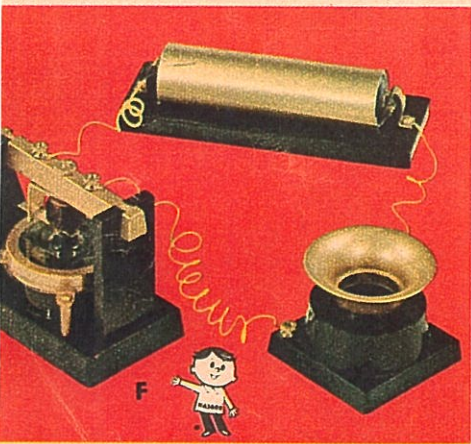
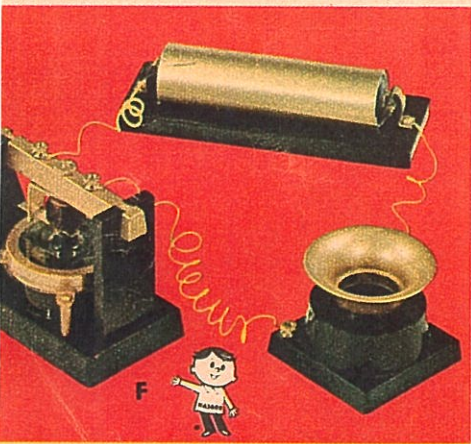
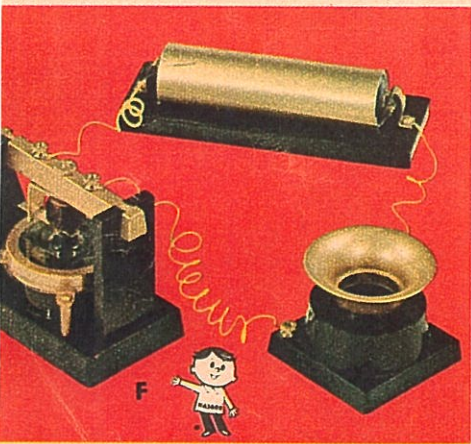
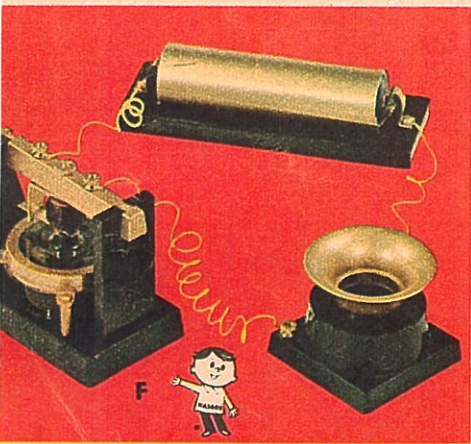
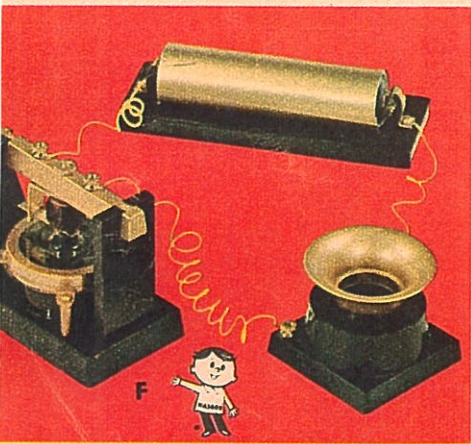
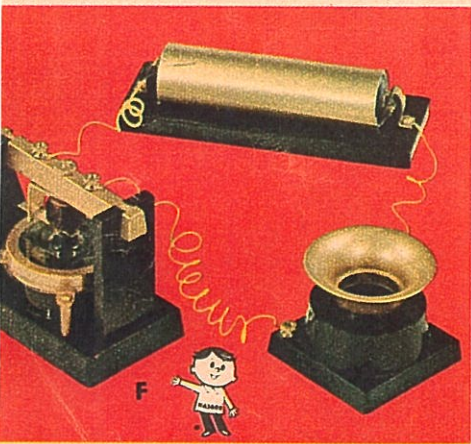
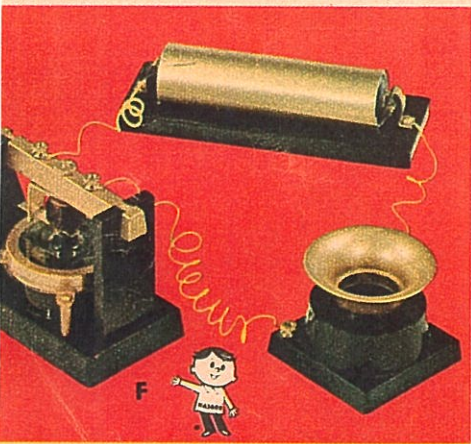
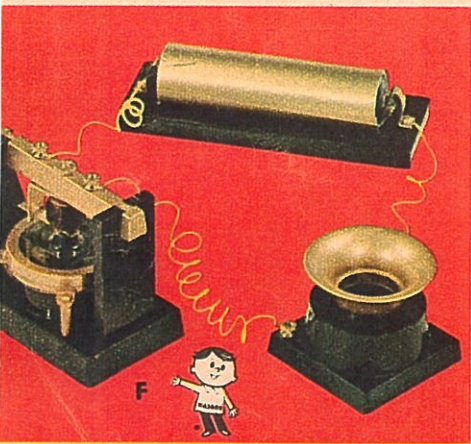
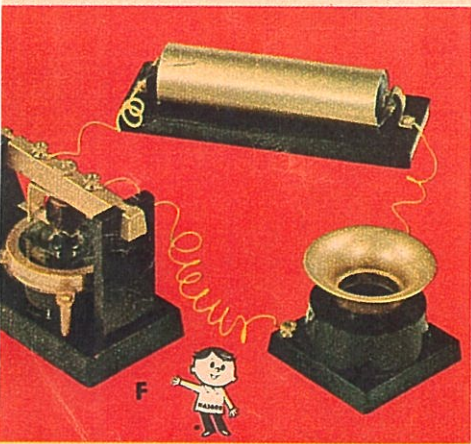
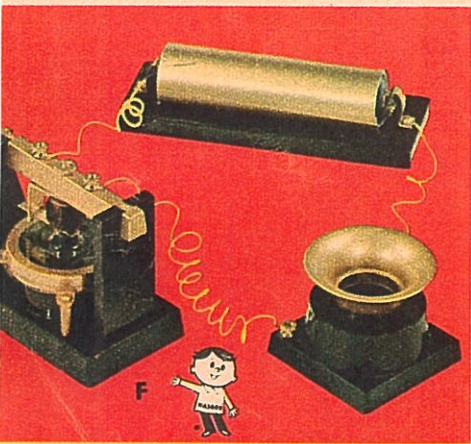
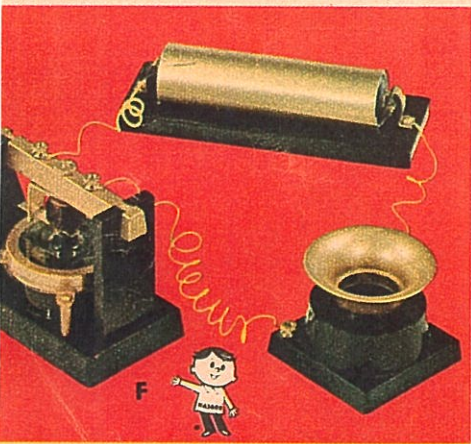
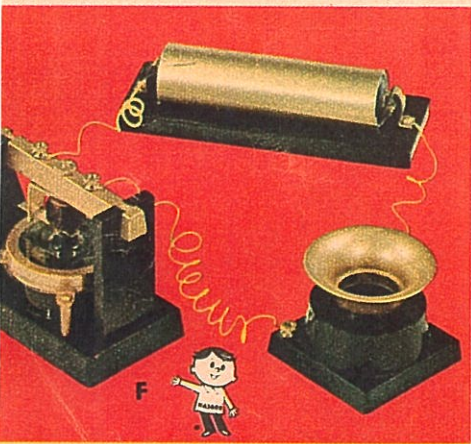
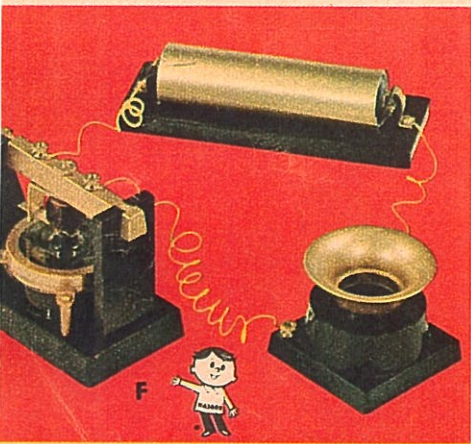
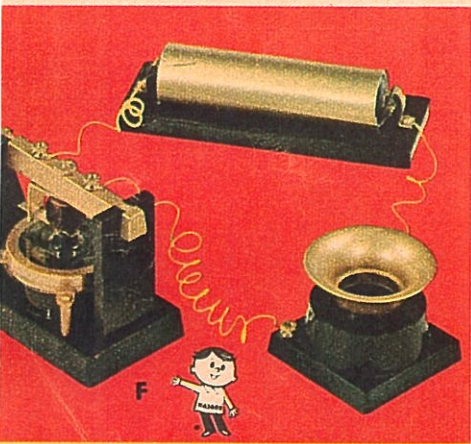
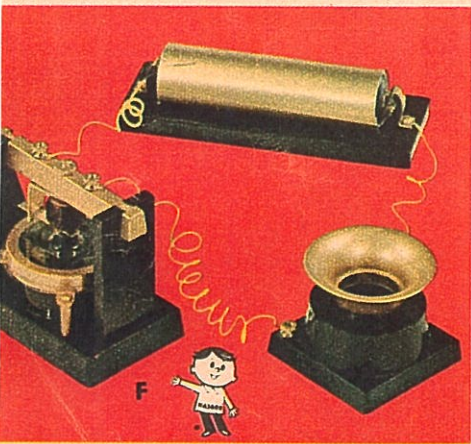
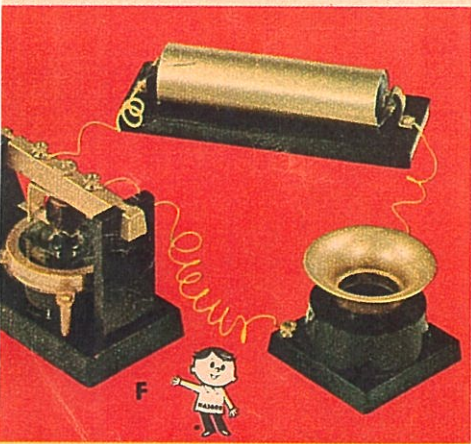
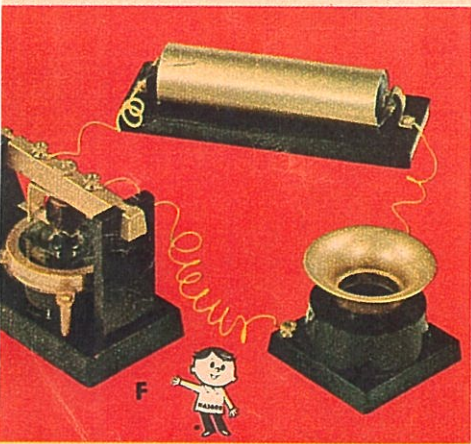
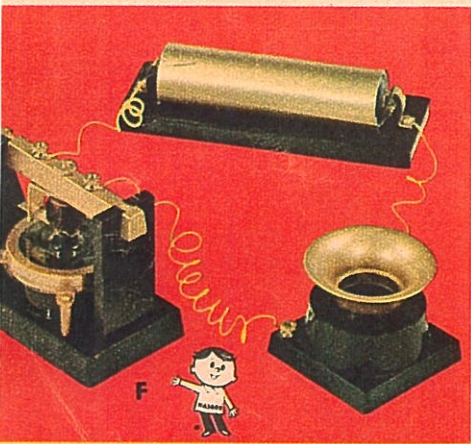
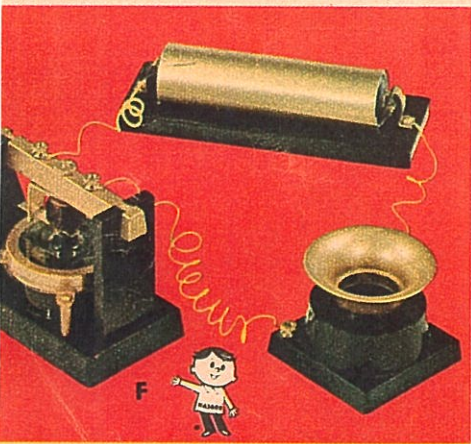
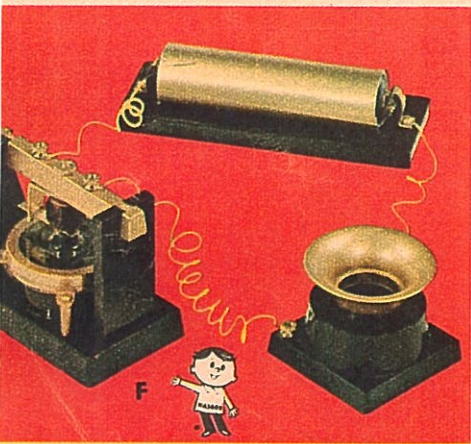
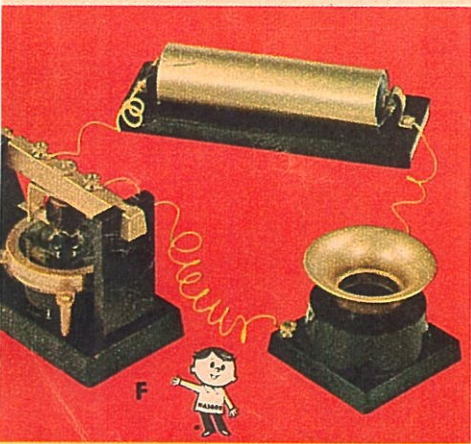
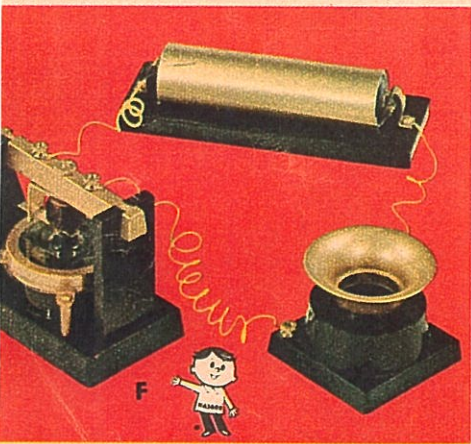
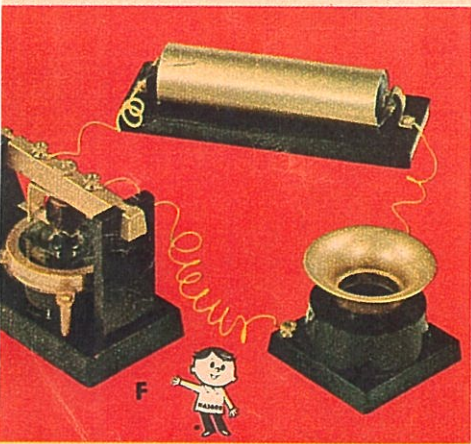
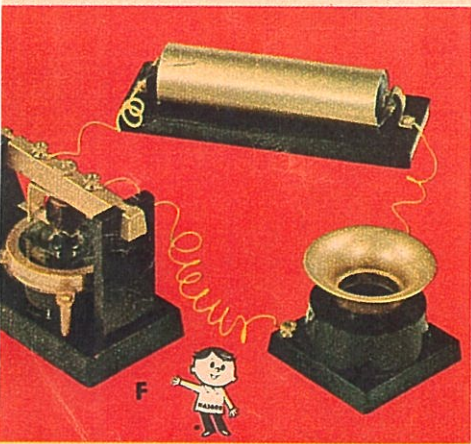
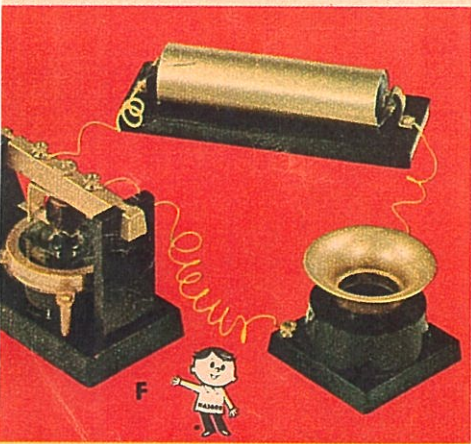
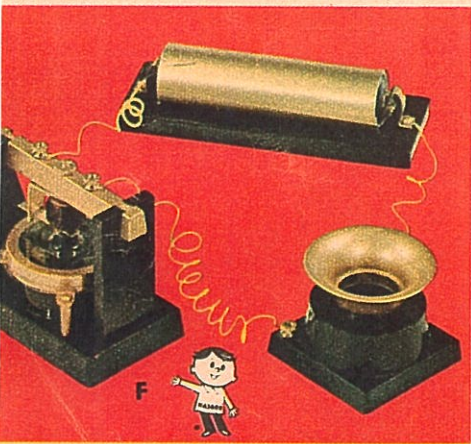
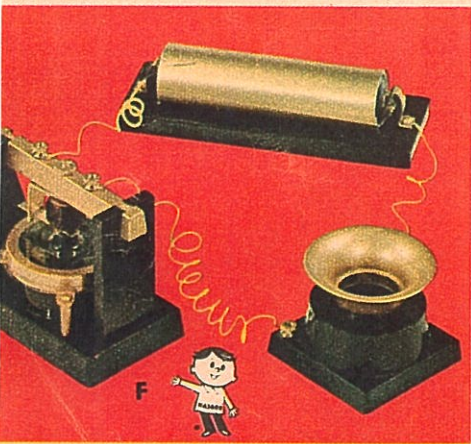
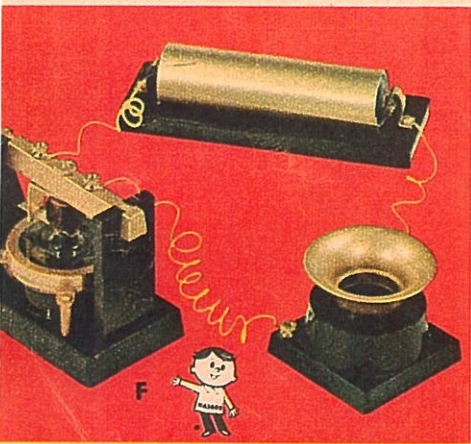
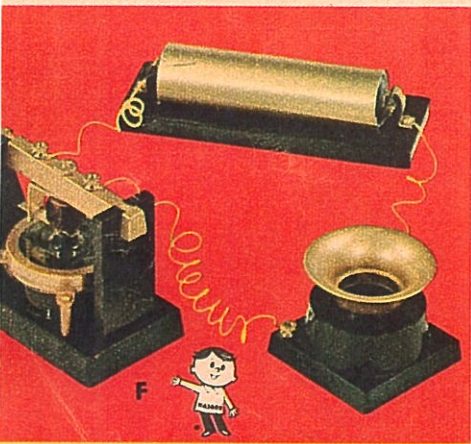
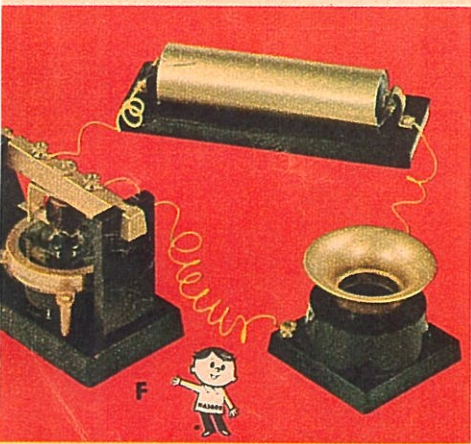
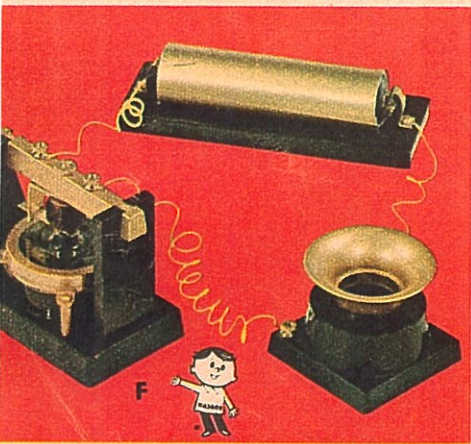
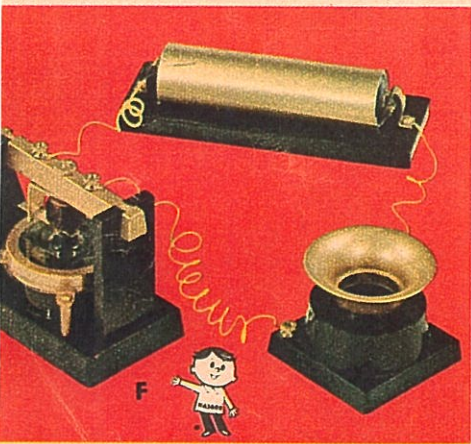
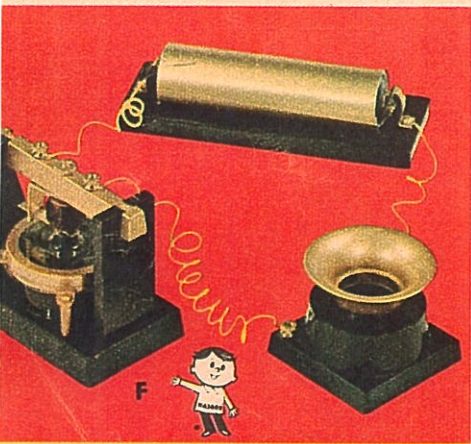
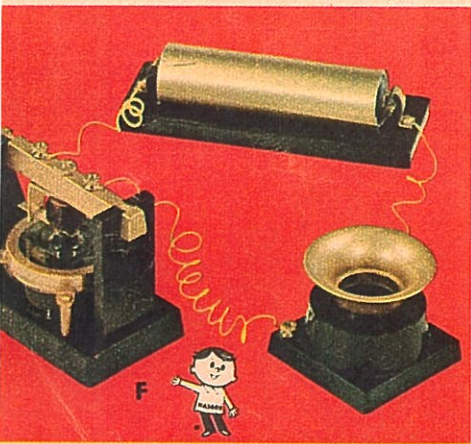
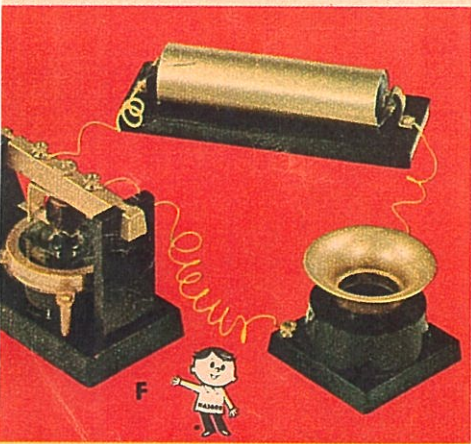
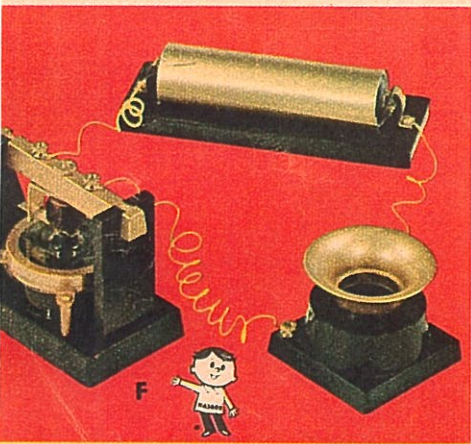
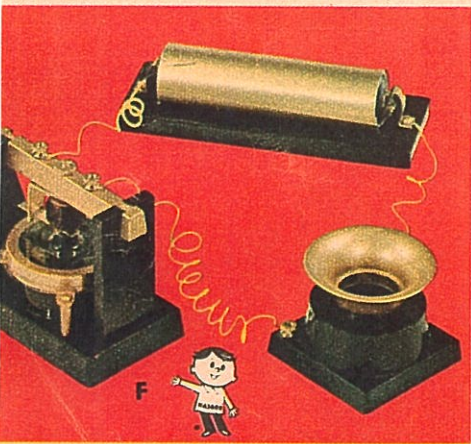
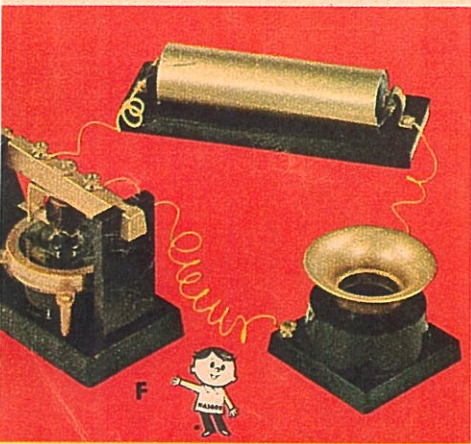
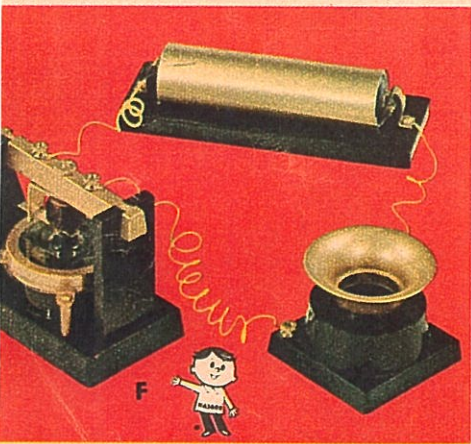
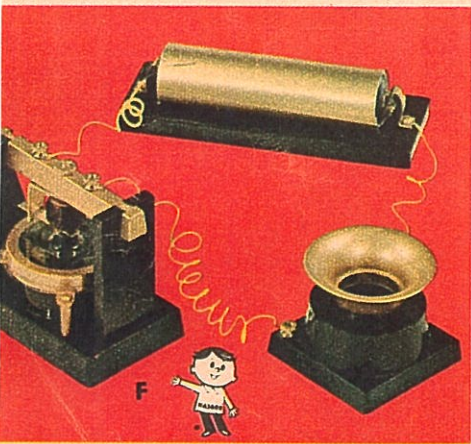
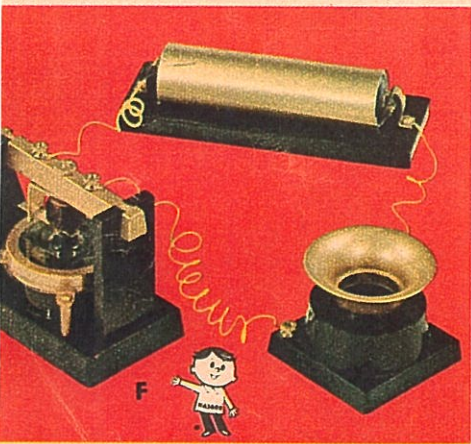
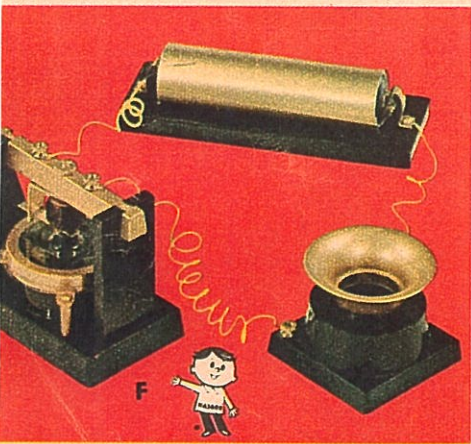
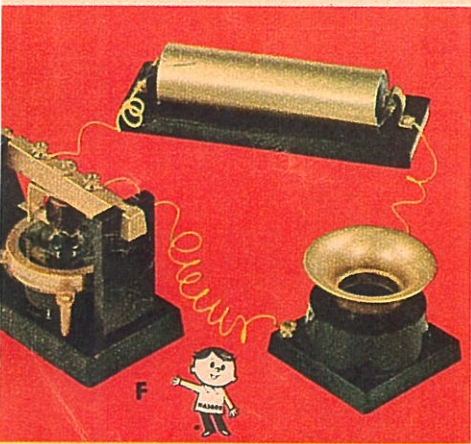
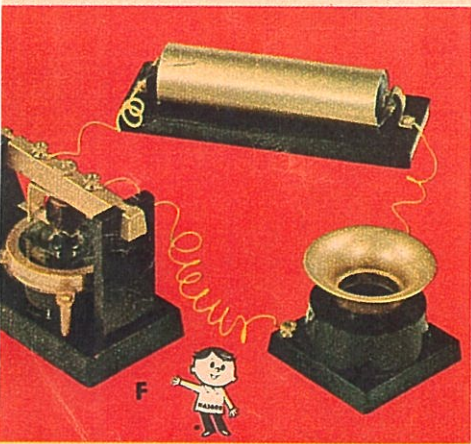
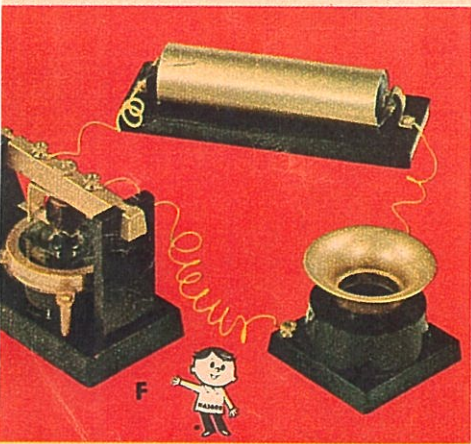
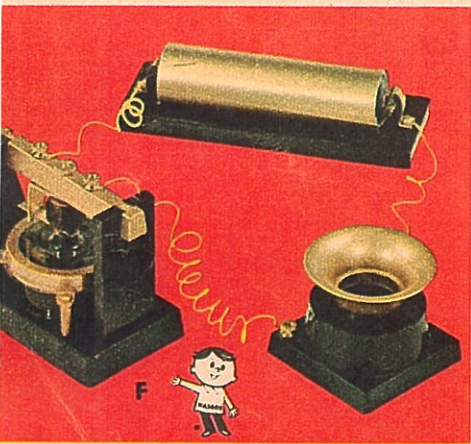
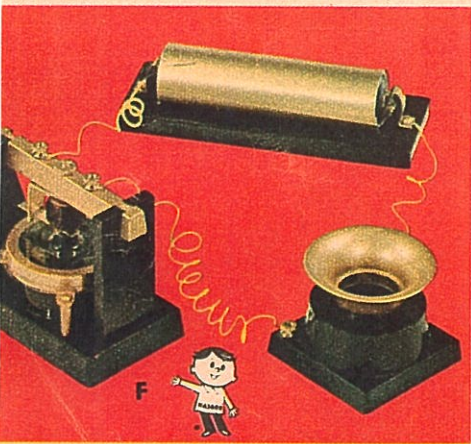
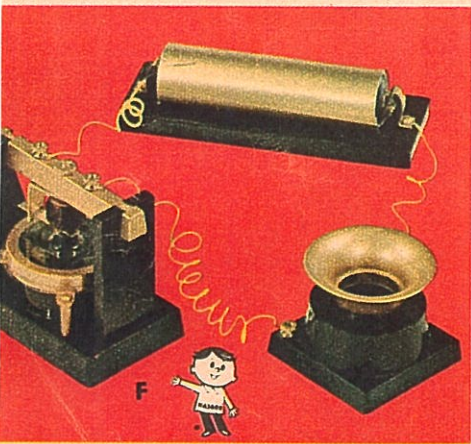
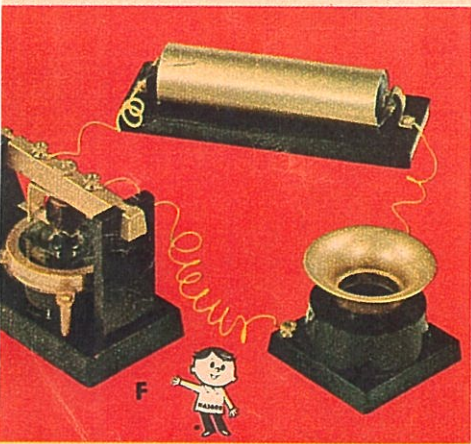
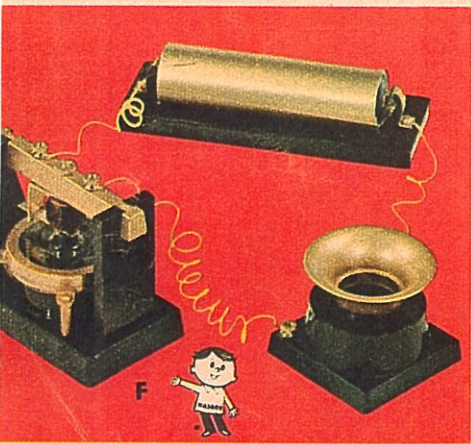
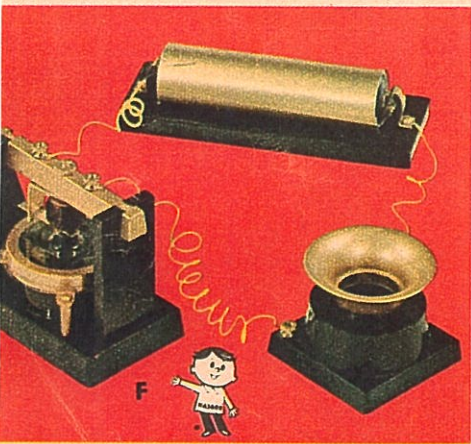
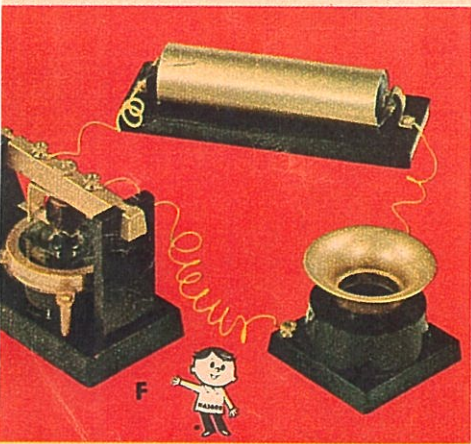
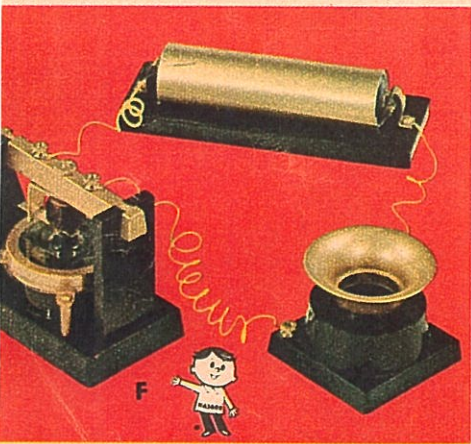
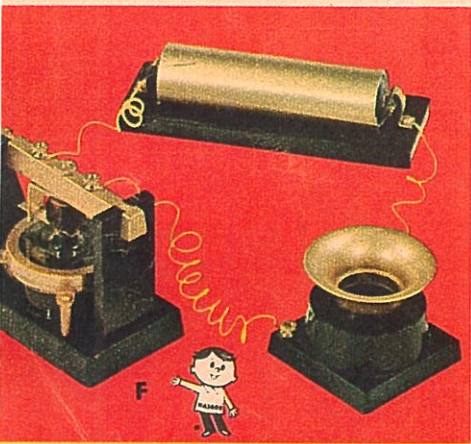
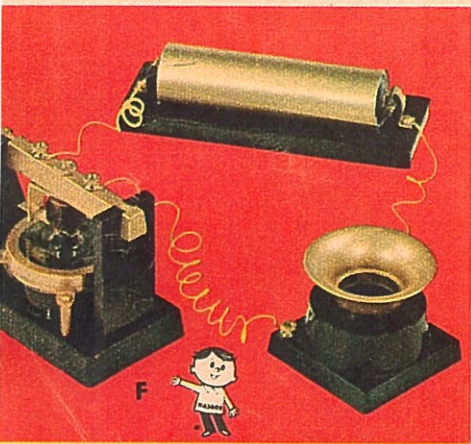
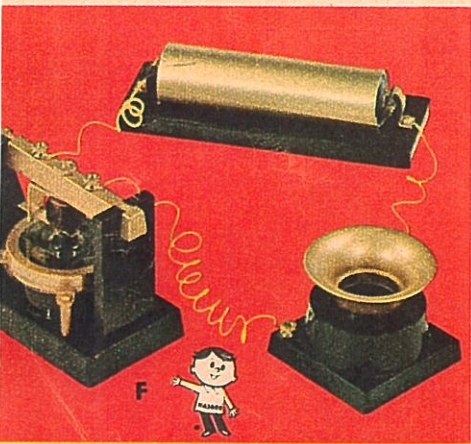
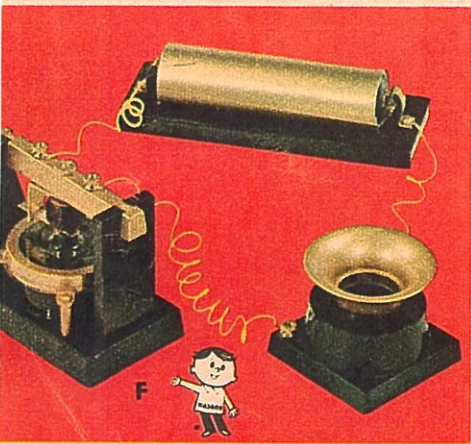
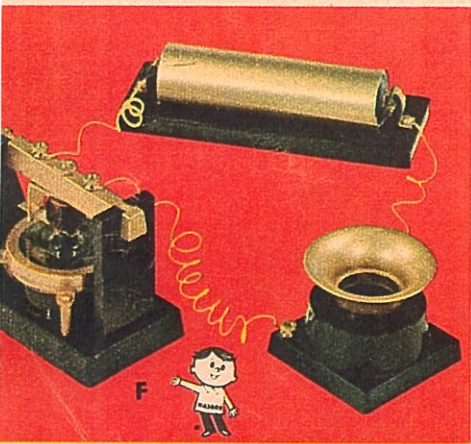
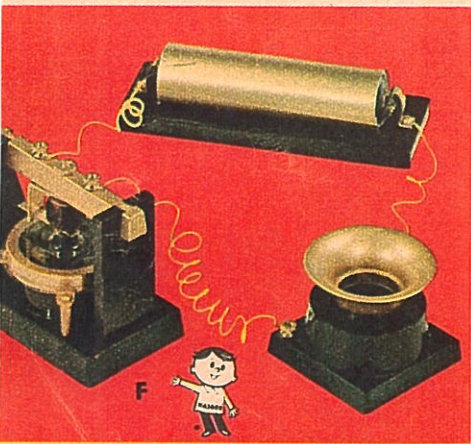
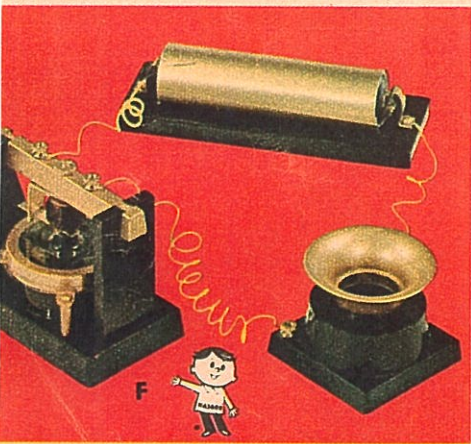
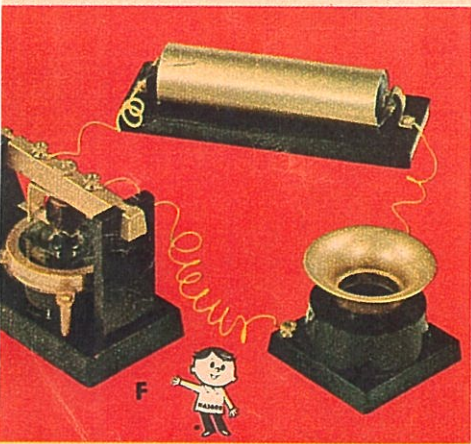
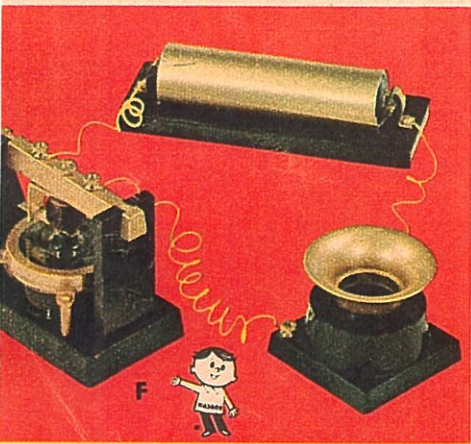
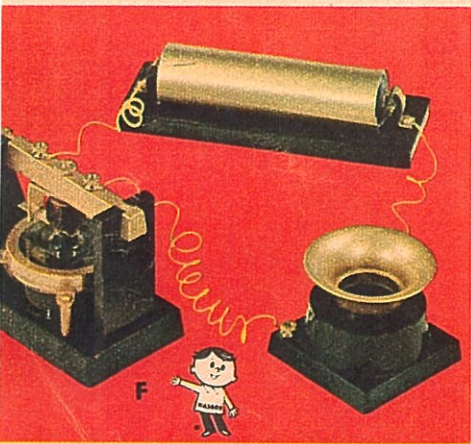
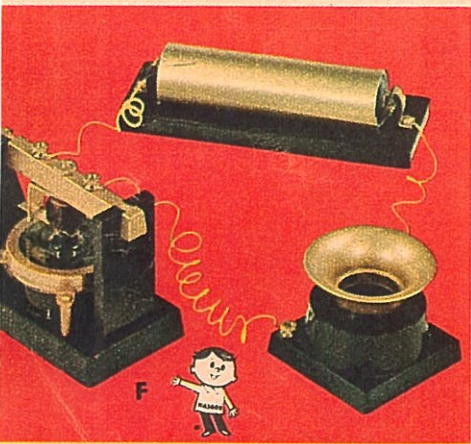
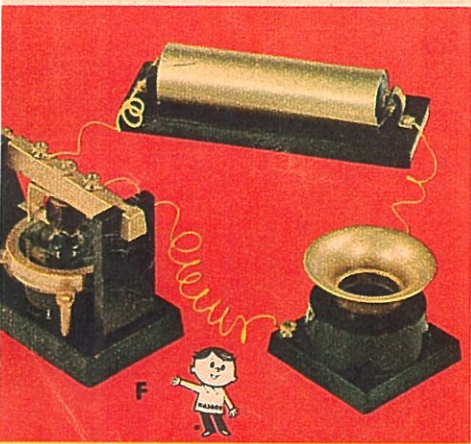
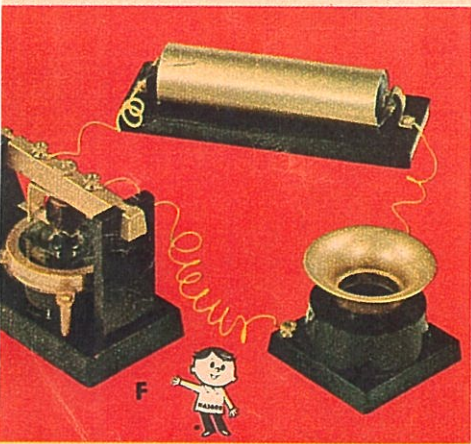
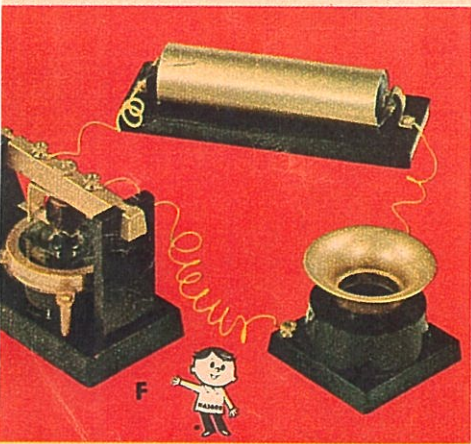
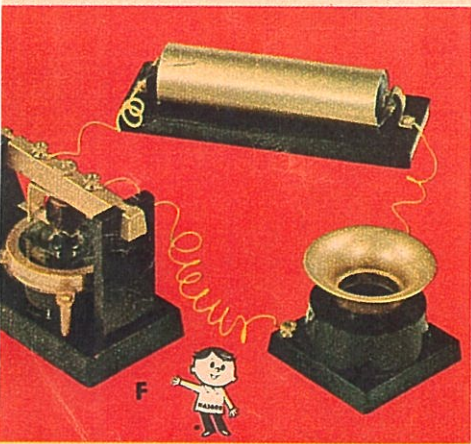
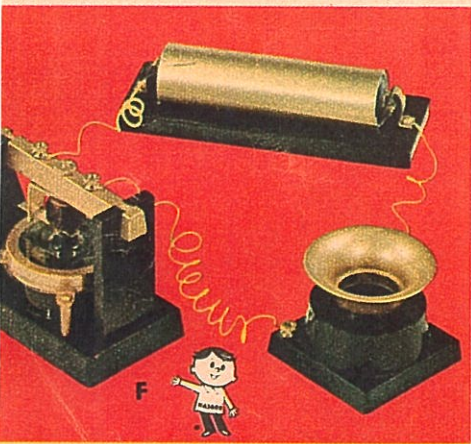
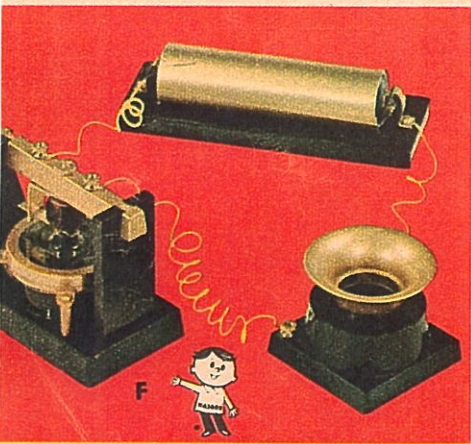
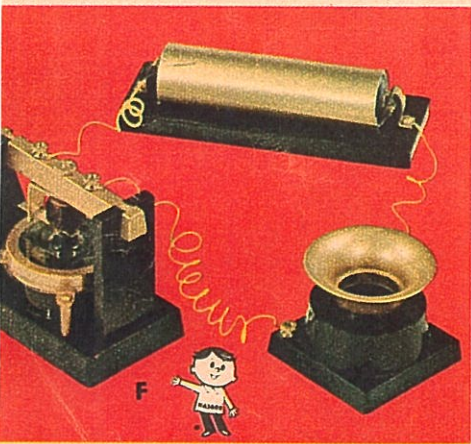
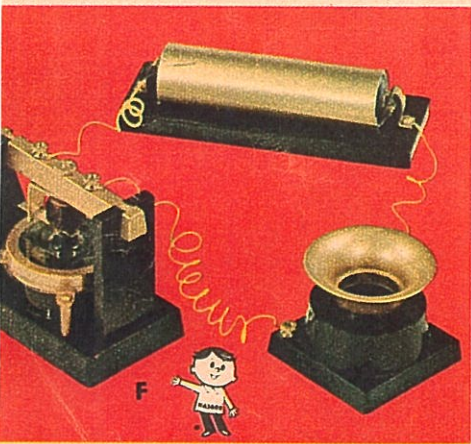
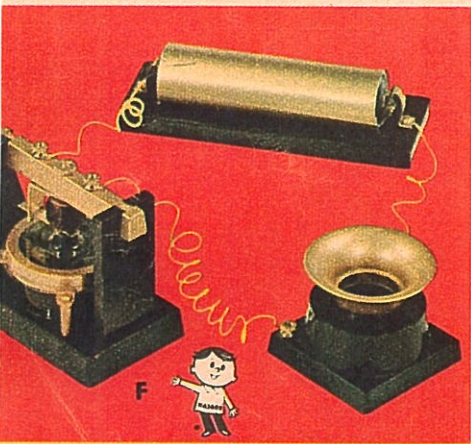
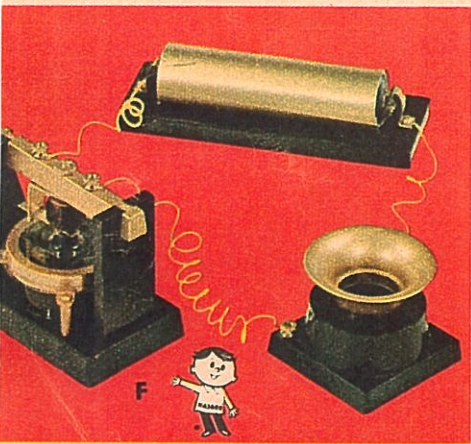
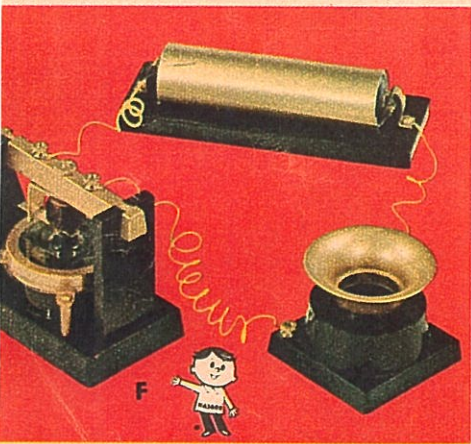
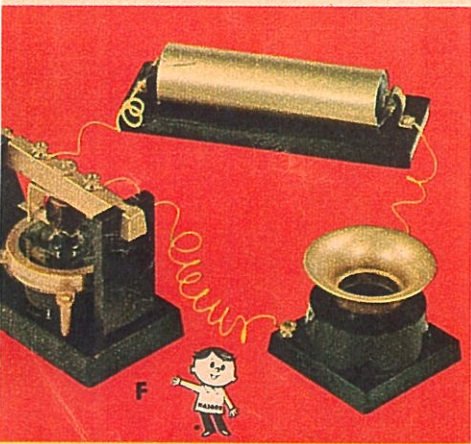
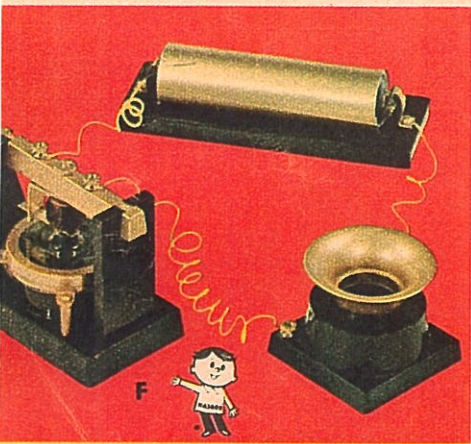
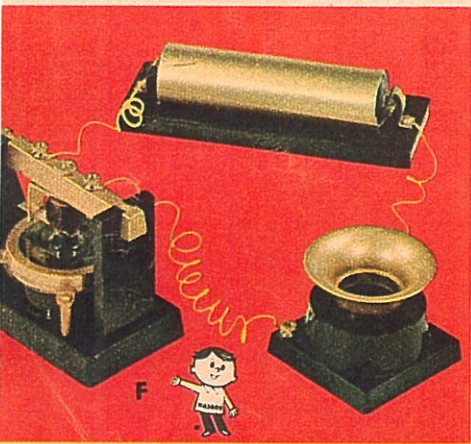
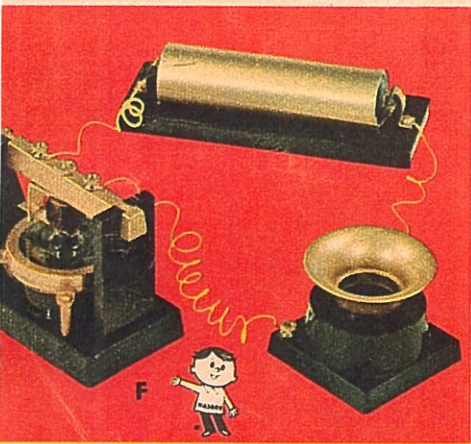
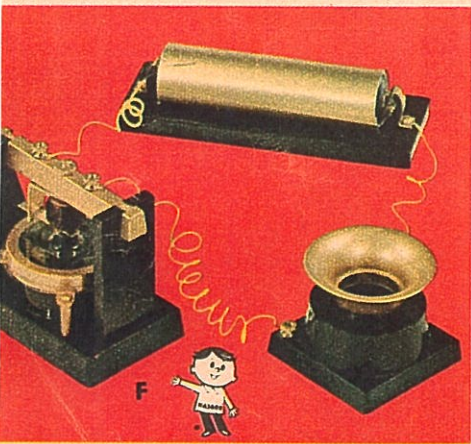
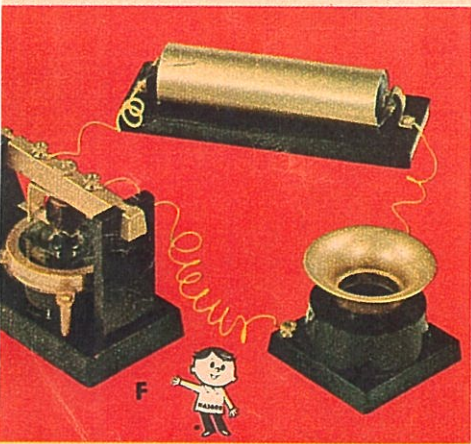
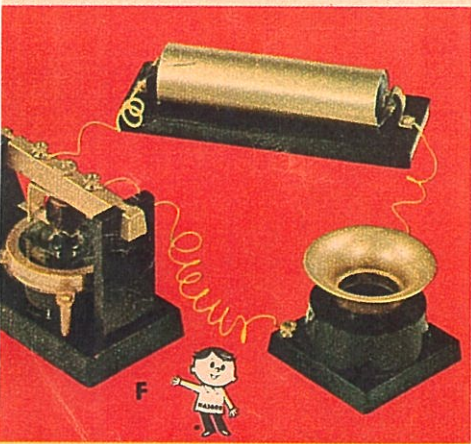
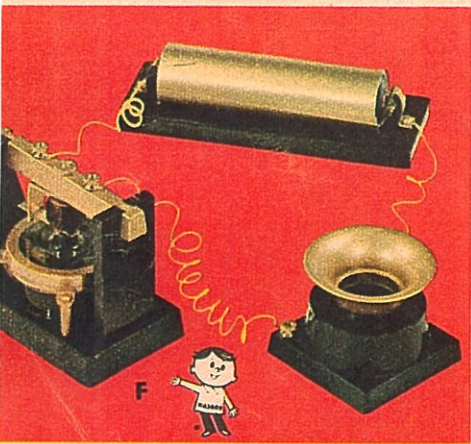
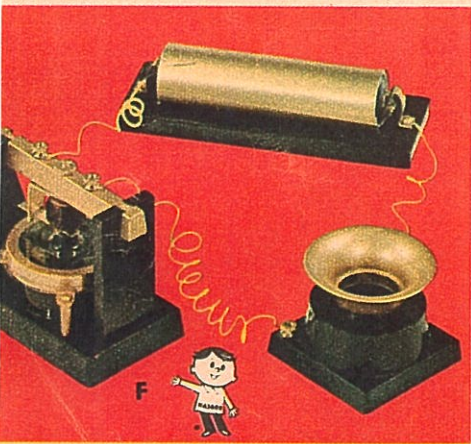
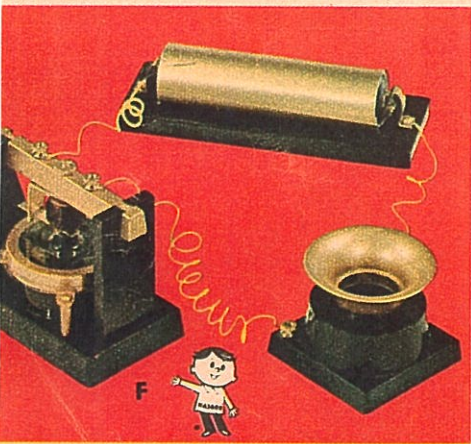
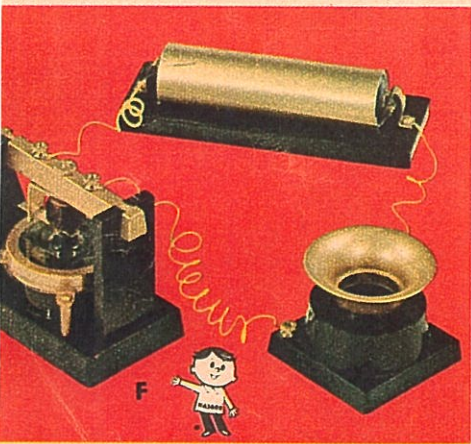
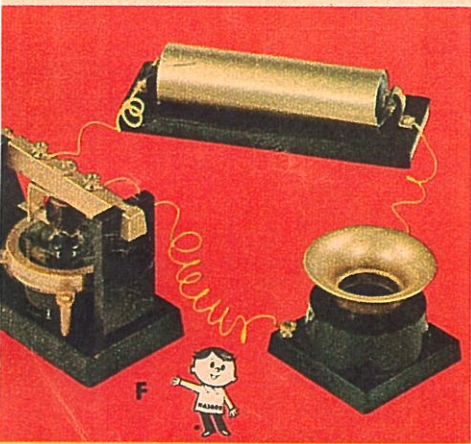
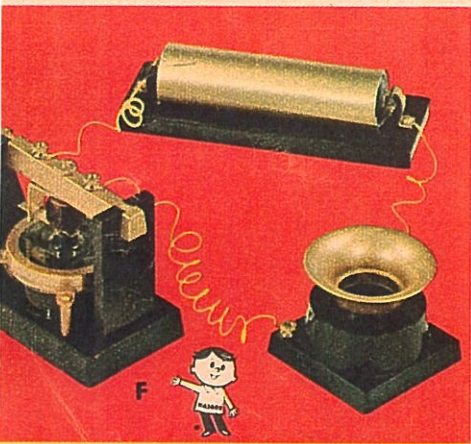
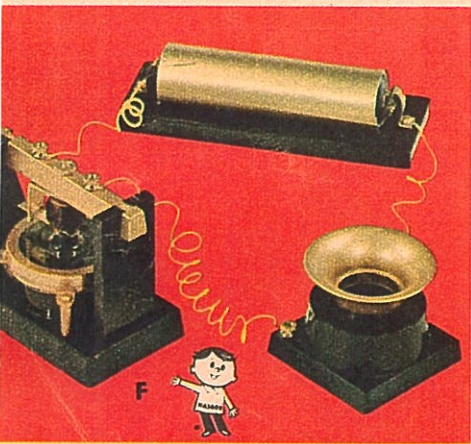
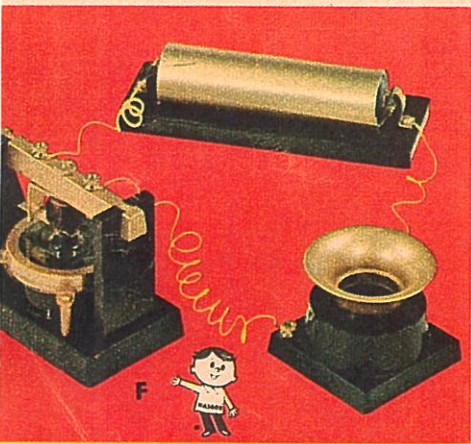
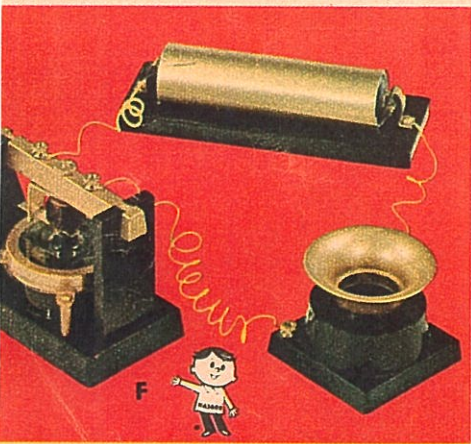
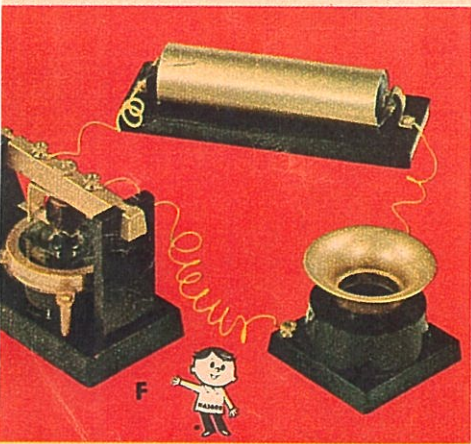
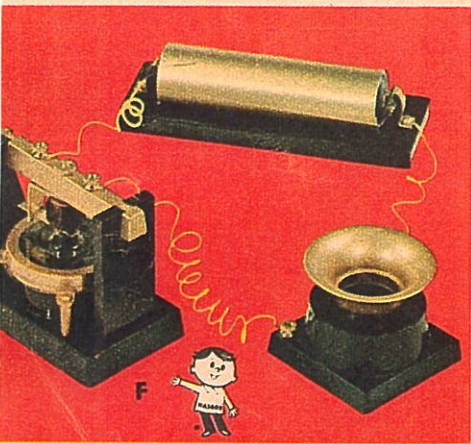
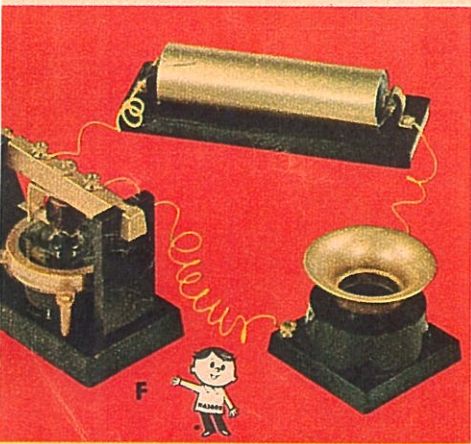
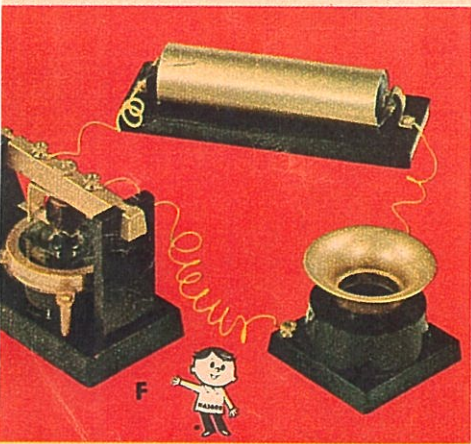
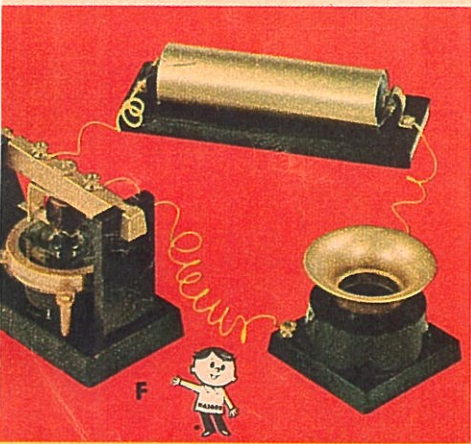
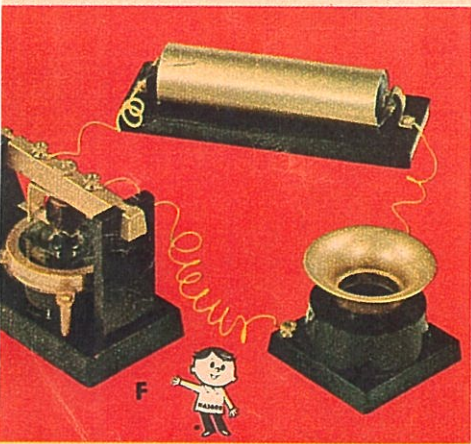
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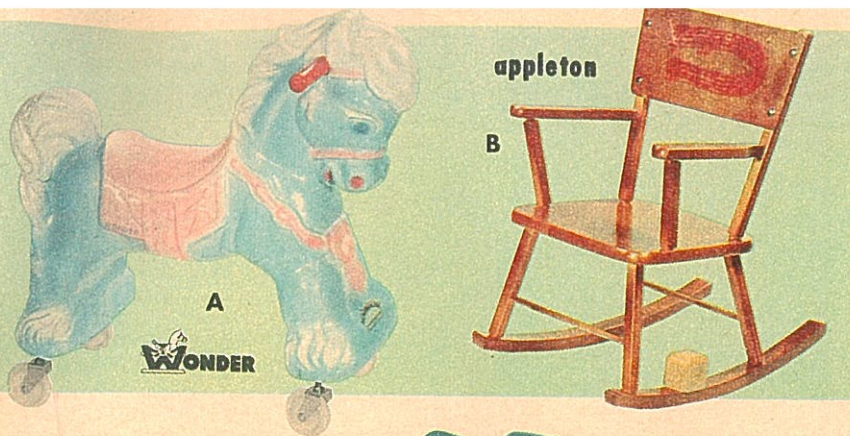


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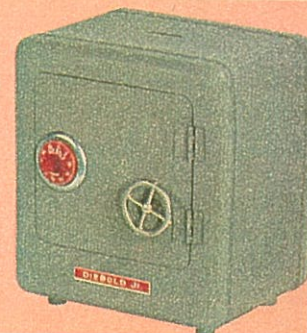




WESTERN STAMPING COMPANY



SUPERIOR TOY



FOR ACTIVE OR QUIET PLAY

A—WONDER COASTER—A horsie on wheels for the toddlers! In soft pink and blue. Saddle height 10½ inches. No. 4—By Wonder Products
New! Priced Right

B—MUSICAL ROCKER—Just the right size for the toddler (10½ inches seat to floor). Selected pine, smooth and sanded. No. A72M—By Appleton Low Price
Other Priced Rockers Available

C—DESK BLACKBOARD—Two-way fun! 9 scroll chart. Superior writing surface (12 x 16 inches). 40 inches high. No. 65—By American Mfg. ... 5.00

D—SNO-CONE MACHINE—Shaves ordinary ice cubes into snow which empties into cups. Top with fruit syrups included. Almost 18 inches high. Plastic, rust-proof grinder. Open a Sno-Cone stand! No. 5230—By Hasbro 5.00

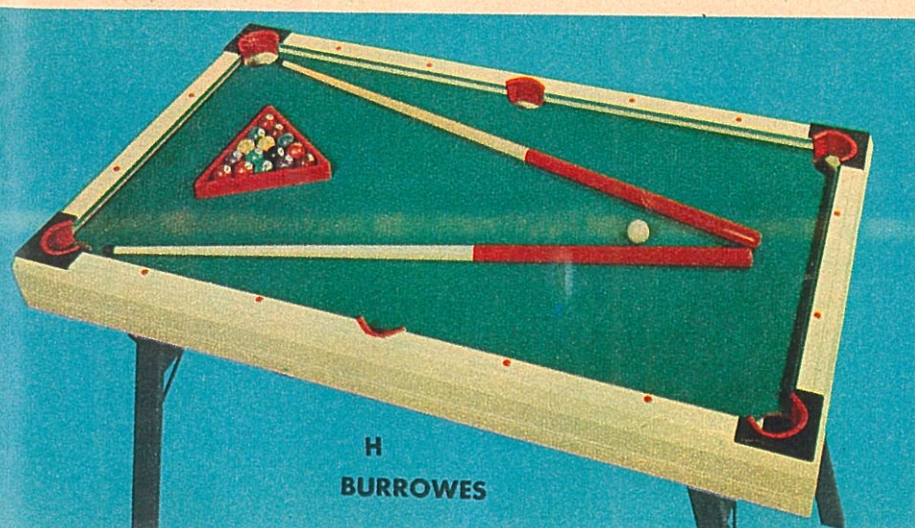
E—TOM THUMB PRESIDENT TYPE-WRITER—Learn to type (keys arranged same as standard keyboard) spell and improve your letter writing! Complete alphabet, numerals and punctuation. In carrying case. No. 1806—By Western Stamping
Attractive Price

F—UNION HARDWARE SIDEWALK ROLLER SKATES—You'll go like the wind! Leather strap, front truck brace. Oscillating trucks for easy turning. From 8½ to 10¾ inches. No. 5—By Brunswick Ask Our Price

G—DIEBOLD JR. DELUXE STEEL SAFE BANK—A place for his valuables! Real combination lock and mechanical burglar alarm. Coin slot for all sizes. No. S-502—By Superior Toy 5.00

H—POOL TABLE—A nifty table for small pool players! 28 inches high, 24½ x 44½ inch. Folding legs for easy storage. No. 452—By Burrowes
Big Value for the Money

I—WONDER RANGER—High stepping, soft-vinyl Pinto, straight out of the Old West! Saddle height 22½ inches. Ages 1 to 7. No. 99—By Wonder Products 25.00
Other Models of Wonder Horses Available



YOU'LL LOVE EVERY ONE OF THESE WONDERFUL TOYS!

A & L NOVELTY CO., INC.

A



B



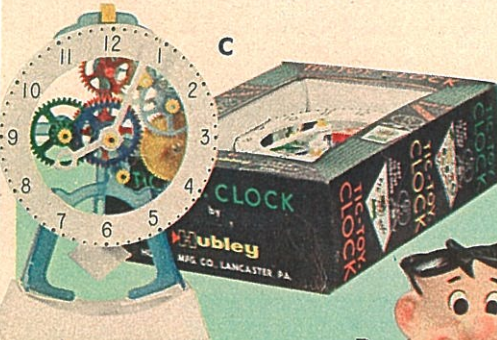
A — TV HORSE — Sturdily constructed for rough n' tumble treatment. Plush and flannel. Cowboy saddle and reins. Sit on him! No. 1600—

By A&L Novelty . . . 3.77

B — CUDDLE BEAR — He's soft plush, has a cute tongue and pom pom nose. Just the right bed or crib companion. No. 450—

By A&L Novelty . . . 4.44

C



C—TIC-TOY CLOCK—It runs as long as 14 hours! Can be taken apart and put together repeatedly. Color keyed parts.

No. 965—By Hubley . . . 6.00

D



D—FRED FLINTSTONE—He's loveable Fred, 18½ inches high! His prehistoric plush coat is rayon plush. Painted vinyl head.

No. 840/5—

By Knickerbocker . . . 5.00

E



E—BAG OF BLOCKS—25 smooth, solid wood blocks containing all letters of the alphabet. Rounded corners and edges.

No. 525—By Halsam . . . 1.00

knickerbocker

F—HI-LO EXPRESS — Husky, new trailer truck with 18 interlocking wood blocks. Poly truck and trailer.

No. 54—By Halsam . . . 2.00

G — PLAY TILES — With endless possibilities for creating designs. Pegs on tiles fit smoothly into holes on board. 336 colored tiles.

No. 23—By Halsam . . . 3.00

H—MOV'N PICTURE BLOCKS—Turn 'em over and watch the pictures change. 96 different illustrations include alphabet, numbers, animals.

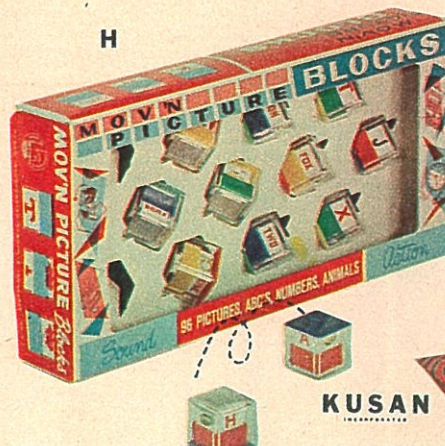
No. K-7—By Kusan . . . 2.00

I—ELECTRO-SWIRL ART—For young painters 5 years and up. Create an original abstract masterpiece every time in 1 to 4 colors. Includes paint, art board, frames, spoons, machine. Requires flashlight batteries. (Not included.)

No. K-48—By Kusan . . . 6.00

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.

H



I





"TEACH-A-TOT."

FOR HEAVY-DUTY DAYTIME FUN AND SOFT, CUDDLY BEDTIME PLAY!

A-FOX—He's so cute, he couldn't be sly! Irresistible vinyl face on soft plush body. Perky hat.
No. 1096/4—By Rushton **4.00**

B-COSTUMED ANIMALS — You'll want them all! Vinyl faces with lovable expressions. Each in costume: Fretty Freddy, Laughing Kitty, Soldier Bear, Stinky!
No. 1232—By Rushton . . **3.00** each

C-RAILROAD WITH ROUNDHOUSE—Provides an immense variety of fascinating layout arrangements. 39 interchangeable polyethylene pieces plus polyethylene turntable with movable gears and a wooden Roundhouse.
No. T4600—By Teach-A-Tot . . **5.00**

D-PLUSH ANIMAL FRIENDS — Soft, plush animals for lots of loving! Washable. Choose your favorite from adorable selection of cats, bears, pups or lamb.
No. 1221—By Rushton . . **2.00** each

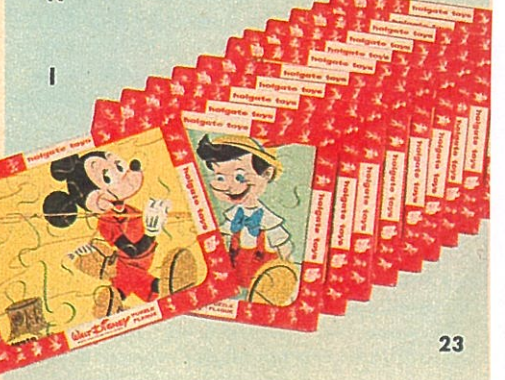
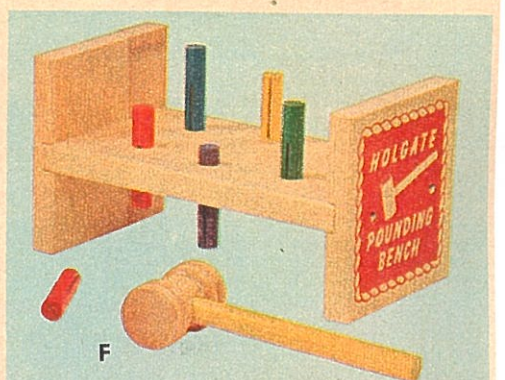
E-PULL N' SQUEEZE TOYS—Darling toys designed for hard wear from loving owners! They'll go from dirt pile to bed 'cause they're washable vinyl. Choose Jumbo, Lamb or Burro.
No. 489—By Sun Rubber **3.00** each

F-POUNDING BENCH—Teaches coordination. Strong, 9 inch long peg bench with six tight-fitting pegs.
No. H1072—By Holgate **1.00**

G-COUNTING FRAME—Youngsters 3 to 8 will learn simple arithmetic! Ten multi-colored beads to each of 10 rods give visual and manipulative proof of counting system.
No. H1150—By Holgate **3.00**

H-JUNIOR WAGON OF BLOCKS—Sturdy, colored wagon with his own colored blocks in different shapes. Wagon almost 12 inches long.
No. H1916—By Holgate **2.00**

I-DISNEY JIGSAW PUZZLE PLAQUES —Colorful large puzzles on sturdy plywood with masonite backing. 12 popular Disney subjects.
No. 1600A—By Holgate **1.50** each



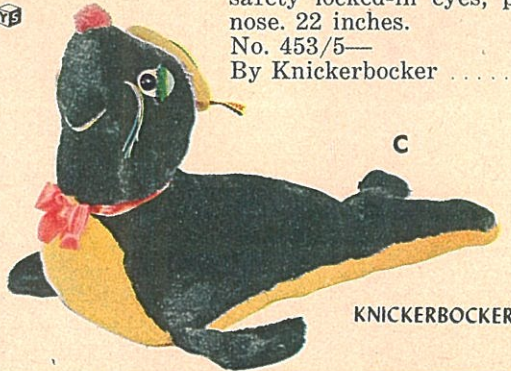
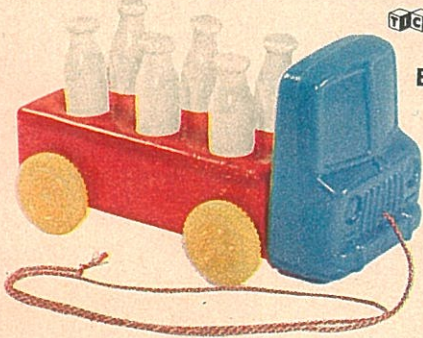
DELIGHTFUL TOYS MEAN HAPPY PLAYTIME!

A—CITY ROAD SYSTEM—Make your own roads! 116 pieces of track, ramps, bridges, curves, etc. Cars, trucks, street lights included.
No. 5100—By Teach-A-Tot . . . **5.00**

B—MILK CART—Two color truck and six bottles—all in unbreakable plastic for "delivering" milk. Pull it!
No. 167—By Tico . . . **1.00**

C—DUCHESS SEAL—A real "blue blood!" Fine quality rayon plush, safety locked-in eyes, pom pom nose. 22 inches.
No. 453/5—By Knickerbocker . . . **5.00**

D—MERRY-GO-ROUND—Bell rings as horses go round beautifully decorated carnival type pylon. Diameter 11 inches. Strong clock spring type movement.
No. 385—By J. Chein . . . **4.00**



ENTER *Billy and Ruth's* "SANTA SAID" CONTEST OVER \$2,000.00 IN PRIZES

WIN ONE OF 550 GIFT CERTIFICATES

FIRST PRIZE—\$100.00 Plus Up to \$100.00 BONUS
4 PRIZES EACH—\$25.00 Plus Up to \$25.00 BONUS

30 PRIZES EACH—\$10.00 GIFT CERTIFICATES
50 PRIZES EACH—\$ 5.00 GIFT CERTIFICATES
115 PRIZES EACH—\$ 3.00 GIFT CERTIFICATES
355 PRIZES EACH—\$ 2.00 GIFT CERTIFICATES

First five (5) winners will receive Merchandise Certificates at retail value in the amount of their winnings PLUS a Special Bonus Prize if entry blank is countersigned by winner's Billy & Ruth dealer.

YOU'LL HAVE LOADS OF FUN SPENDING THE GIFT CERTIFICATES!

Just read these easy rules:

1. Look at Santa Claus on the front cover and tell us in 10 words or less what "Santa Said" as he drove home, after a busy night delivering toys to good little boys and girls.
2. Use the official entry blank shown on this page. Paste or tape the blank onto a government post card and mail to: Billy and Ruth's "Santa Said" Contest, Box 333, Philadelphia 5, Pennsylvania. Postmark must not be later than Saturday, December 29, 1962. 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, whose decisions are final.
4. All winners will receive their Gift Certificate through the mail which is exchangeable for any prize of their choice in the amount shown on Gift Certificate at their Local Billy and Ruth Dealer's Store.
5. "Santa Said" Contest is confined to the continental United States. It is void wherever prohibited or restricted by Federal, State, or Local regulations.
6. Employees and members of the immediate families of Billy and Ruth Promotion, Incorporated, its wholesalers, dealers, agencies, and affiliates are not eligible to participate.

OFFICIAL ENTRY BLANK

MAIL TO:

BILLY AND RUTH "SANTA SAID" CONTEST P.O. BOX 333—PHILA. 5, PA.

SANTA SAID: _____

My Name _____ Age _____

Address _____ Boy _____ Girl _____

City _____ Zone _____ State _____

Billy and Ruth Dealer _____

Address _____

City _____ Zone _____ State _____

Dealer Signature _____

1962 Toy Purchases Amount _____ Date _____