

# Billy and Ruth

MAKE  
DREAMS  
COME  
TRUE!



Meet **SANTA**

(In Person) at

**McCLAIN'S TOYLAND**

**Chambersburg, Pa.**

*I love Santa  
W. W. Hall, Pa.*

1947

SEC. 562 P. L. & R  
U.S. POSTAGE PAID  
PERMIT NO. 47  
CHAMBERSBURG, PA.



# BOYS and GIRLS! ENTER THIS *Billy and Ruth*



## HERE AGAIN WITH A SWELL CONTEST

### *Dear Pals:*

Here we are back again with another wonderful Book of toys and games we helped Santa Claus pick out for you. Gee, it sure was an awful lot of work, but we liked selecting all these swell things for our friends. We really hope you have as much fun going through this Book and picking out the toys you want as we did putting them in for you.

We've got a big contest for you to enter this year, with loads of nifty prizes. All you have to do is write down as many words as you can think of, using the letters in BILLY AND RUTH TOYS. We tried it ourselves one evening and got a whole page of words before it was time to go to bed. Let's see what you can do with it.

But gee whiz, if you've any sisters or brothers who want to enter the contest, don't copy their words or let them copy yours. We found out that the judges won't let you stay in the contest if they find all the same words from one family.

We had a play circus at the farm this summer and rode our horses old Nellie, and Prince, bareback. We even learned to do trapeze stunts on a swing hung from the barn rafters. We dressed Terry up in a clown suit and taught him to jump through a hoop. He didn't like the suit though and kept pulling the cap down over his nose with his paws.

Have you done anything new this year? Write us and tell us all about yourselves. We'd love to hear from you, and we promise to answer every letter.

Your Pals,

*Billy and Ruth and Terry*

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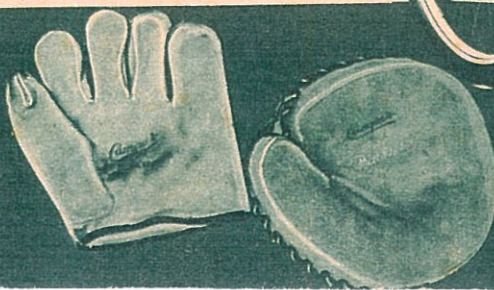


Please print all the information in the entry blank given below.

My Name.....  
Street Address.....  
City..... Zone No..... State.....  
My Age..... Date of Birth..... Year.....  
My Billy and Ruth  
Dealer's Name.....  
Address.....  
City..... Zone No..... State.....



Join our Girls' & Boys' Club. Send 10c in coin or stamps to Billy and Ruth Headquarters, Box 333, Philadelphia, Penna.





# SENSATIONAL CONTEST!

*Over 200 Swell Prizes Picked by  
Billy and Ruth for this Exciting  
Easy-to-Win Contest!!!*

HERE'S AN EXCITING CONTEST FOR YOU TO ENTER. WIN THE  
WONDERFUL PRIZES WE'RE GIVING AWAY ABSOLUTELY FREE

## HERE'S ALL YOU HAVE TO DO -

Just take the words BILLY AND RUTH TOYS and from those sixteen letters spell as many words in the English language as you possibly can. And the kiddies getting the most words correct will be the winners of these swell prizes. So read the rules given below and fill in the entry blank. *See Page 2*

### CONTEST RULES

1. Fill in the entry blank correctly and completely. No entry will be judged if this is not done.
2. Be sure to put your name and address on each sheet of paper with your words. Use only one side of paper for your answers.
3. Entries will be judged for correctness and neatness.
4. In spelling your words, you may not use the same letter twice in one word if it appears only once in the key words BILLY AND RUTH TOYS. For example, you may use the word "rot" but not "root" because the letter "o" appears only once in the four key words. But if a letter occurs twice in the key words, you may use it twice in any word you spell.
5. All entries must be postmarked no later than midnight, December 31, 1947. Prize winners will be notified by mail by January 19, 1948.
6. All entries become the property of Billy and Ruth Headquarters. None can be returned.
7. If duplicate entries are received from contestants in the same family, all such entries will be disqualified by the judges.
8. Anyone may compete except employees of this store and their families. Contest limited to the United States and subject to all federal, state and local regulations.

### JUST THINK! 218 SWELL PRIZES PICKED BY BILLY AND RUTH FOR BOYS AND GIRLS

- |                             |                           |
|-----------------------------|---------------------------|
| 6 Boys' Bicycles            | 12 Dolls                  |
| 6 Girls' Bicycles           | 12 Fielders' Mitts        |
| 6 Radios                    | 18 Fishing Sets           |
| 6 Doll Coaches              | 12 Footballs              |
| 12 Floor Model Pool Tables  | 50 Pairs of Roller Skates |
| 12 Catchers' Mitts          | 12 Baseballs              |
| 12 Table and Chair Sets     | 6 Table Tennis Sets       |
| 24 Lionel Construction Sets | 12 Pocket Knives          |





JOY AVENUE  
HAPPY ST.

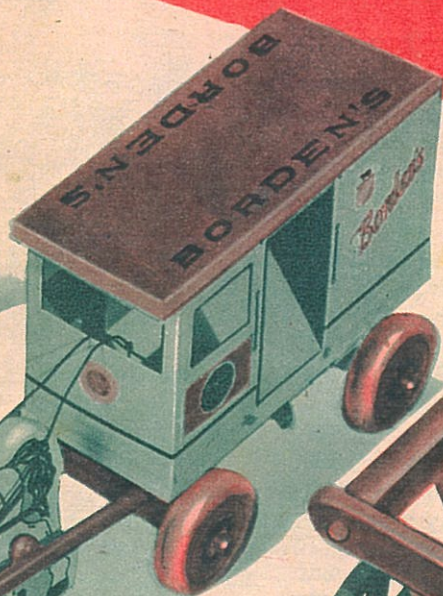
## GAS STATION 495

This amazing gas station has a pump that actually puts "gas" into your play car. You can really wash your car too at the wash pit. This two-story station is built on a sturdy wood frame and has an operating elevator and automatic door. The tiny lubrication rack operates from a lever. A special car that is fitted with a gas tank for you to fill is included. ASK FOR 4BR1

FILL IT WITH GAS

SERVICE CENTER  
KEYSTONE

WASH THE CAR



## MILK WAGON

Here comes the milkman. Just look at the big colorful horse! His name is Dobbin and he hauls the wagon all day long without getting tired. Has a pull cord so you can take him anywhere you want. ASK FOR 4BR2

*Priced Right*

## HAY WAGON

Old Prince works hard helping the farmer bring in the load of hay and makes a sturdy toy for little tots to pull everywhere they go. The colorful horse hauls a wooden wagon with metal wheels and platform. The wagon is large enough to carry other toys you want to put into it.

ASK FOR 4BR3

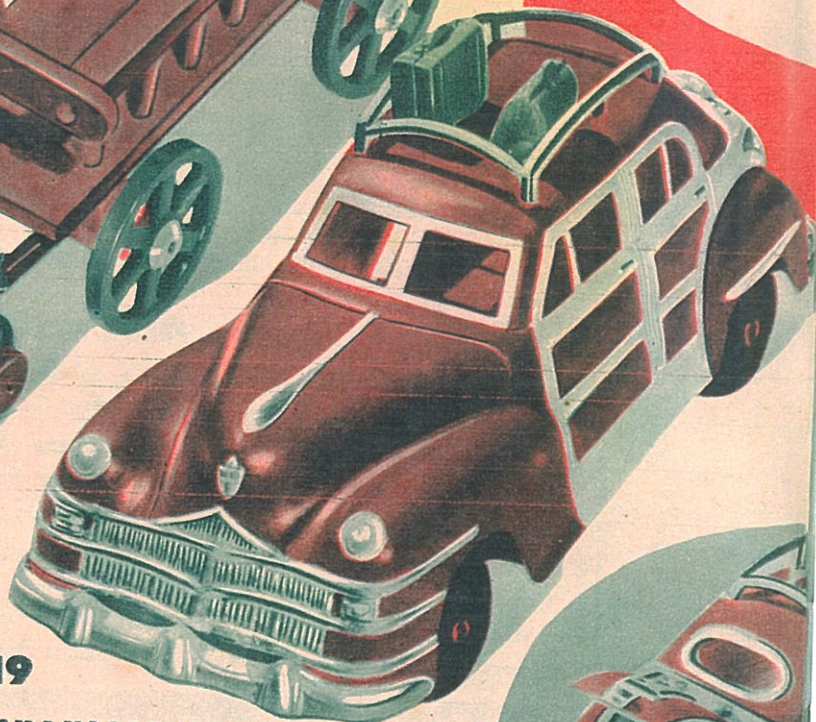
*Attractively Priced*

219

## MECHANICAL STATION WAGON

Here's your own play station wagon. Wind it up, adjust the front wheels and watch it go in any direction you want. Has a real trunk in back and tiny luggage to put in it. The gleaming plastic finish in three colors is rust-proof and can't chip. Smoothly finished edges make this toy safe for the tiniest tots.

ASK FOR 4BR4





## CAL'S COLT

Hey kids! Wanta have some real fun? Just try riding Cal's Colt, the bucking bronc that will really give you a ride. Made of fine wood and specially tempered steel, it has an adjustable seat and stirrup and will last for years. Plenty of fun and it's safe too.

ASK FOR 5BR4

*Attractively Priced*

229

## PEG TABLE

You'll have hours of fun with this sturdy peg and nail set. Brightly colored pegs can be used over again to make designs on masonite peg board . . . Complete with assortment of variously colored wood pieces and pegs and wooden mallet. Instruction sheet showing designs you can make included.

ASK FOR 5BR1

100

## POUND-A-PEG

Swell for little tots who love to pound! They can bang away for hours on this sturdy toy, using the wooden mallet to drive the six vari-colored pegs down into their holes. When the pegs are level with the board, just turn it over and pound them back again.

ASK FOR 5BR2

*Billy and Ruth* **WONDER CITY!**

## JUDY PUZZLES

Mickey Mouse, Donald Duck, Jack & Jill—and other favorite nursery rhyme and story characters. Children have loads of fun fitting the large brightly colored wooden pieces into place. Built to stand up under constant school or home use.

ASK FOR 5BR3

*Priced Right*





**Malayan  
TIGER**  
Archery  
Game

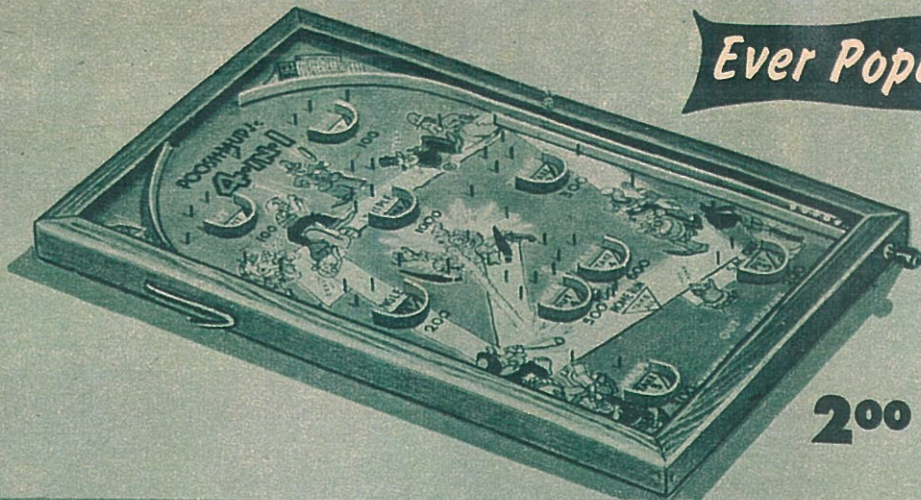
**149**

**BRING'em BACK  
A Live ONE!**

## ANIMAL ARCHERY

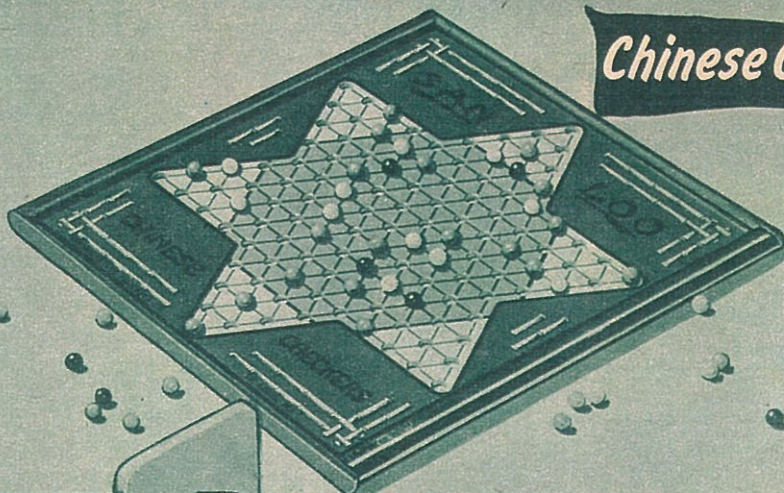
Hunt tigers in Malaya or lions in Africa—that is, if you're a good shot. It takes a steady hand and a true eye to hit your mark! Try it on these sturdy, brightly colored animal targets. The bow is made of high-grade hickory and the four arrows in the set have rubber suction cups for safety's sake.

ASK FOR 6BR1



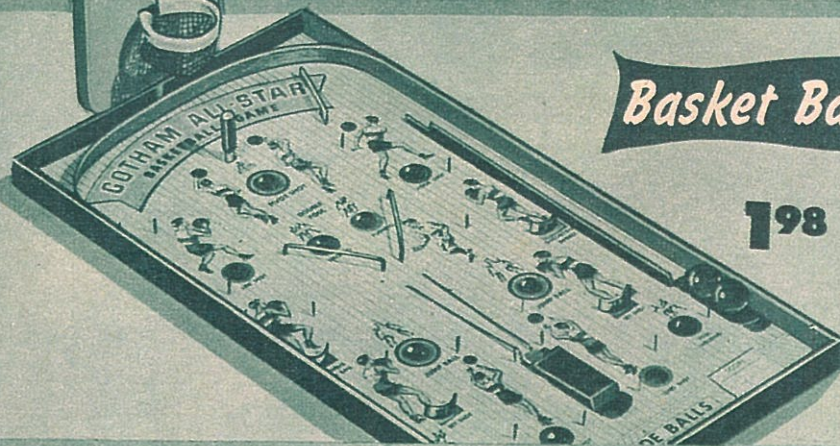
**Ever Popular**

**200**



**Chinese Checkers**

**169**



**Basket Ball**

**198**



**You'll Love**



## Bagatelle

### BAGATELLE

You can have a swell time playing any four games—Put-N-Take, Baseball, Bagatelle, or Colors. Shoot the balls out and get a high score. Fine wood frame with a non-warping glass covered pane. Completely automatic. Ten steel balls come with this game.

ASK FOR 7BR1

## Ante-Up Rummy

Two great games on one board! Play Chinese checkers on one side, then when you want a change, turn the board over and play Ante-Up Rummy. And don't worry about a place to keep the marbles. This game has specially designed tubular sides where you can store them when you're not using the board. The panel of this beautiful four-color board is made of non-warping material.

ASK FOR 7BR2

## Bagatelle

### BASKET BALL BAGATELLE

Try your skill in sinking baskets. It's loads of fun to learn to shoot those marbles right through the goal on this gaily colored, metal framed playing board. Game includes marble shooter, basket shooter and ten marbles. Sturdily constructed masonite base.

ASK FOR 7BR3

## Fisherman's Luck

200

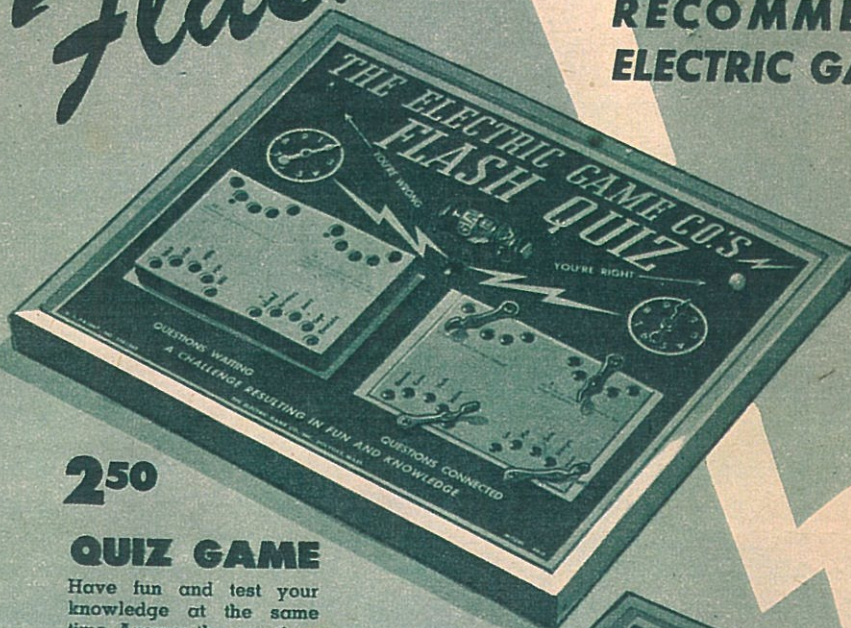
### HOOKEY GAME

Hey gang! Let's go fishing for metal fish in the deep-sea pool. We'll use these rods and magnetized lines, and the first player to catch enough fish to fill his frying pan wins.

ASK FOR 7BR4

# Flash!

**BILLY AND RUTH  
RECOMMEND  
ELECTRIC GAMES**

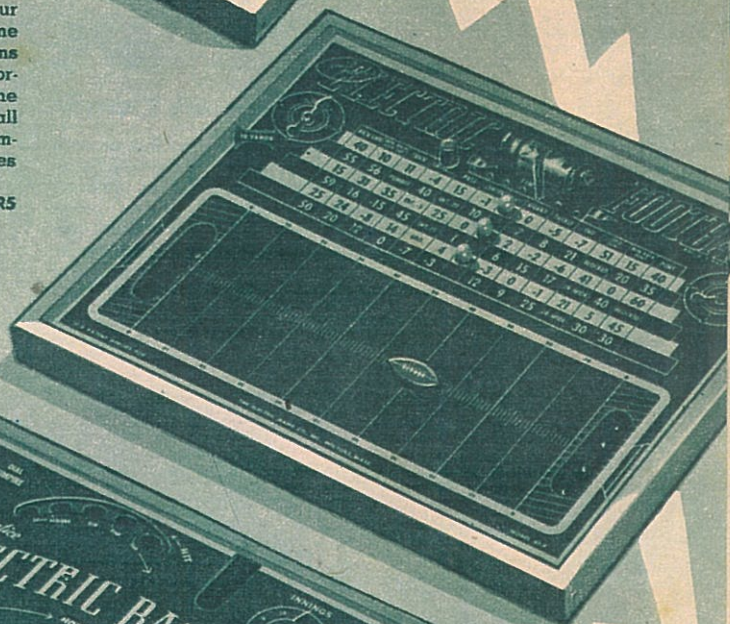


250

### QUIZ GAME

Have fun and test your knowledge at the same time. Answer the questions in this game and your correct score will flash on the electric board. A game all the family will enjoy. Simple to operate. Batteries are included.

ASK FOR 7BR5



250

### ELECTRIC FOOTBALL

As action-packed as a real game. All the thrills of a winning touchdown run on this sturdy electric game board. Make your play and watch the scores flash on the chart. Batteries are included.

ASK FOR 7BR6



250

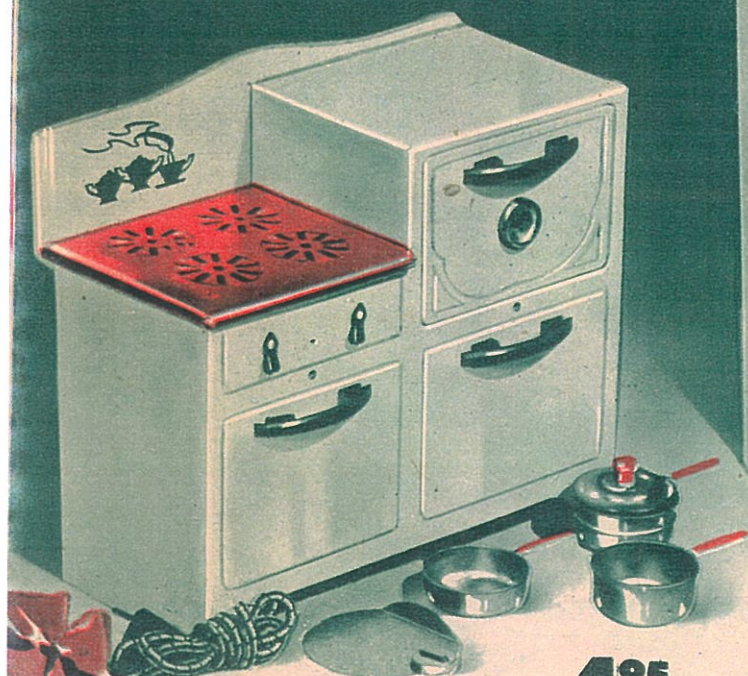
### ELECTRIC BASEBALL

All the thrills of a real big league game any time of the year! So get your team up there and play ball. This new ball game has the new 100% reliable electric spring switch. Batteries included.

ASK FOR 7BR7



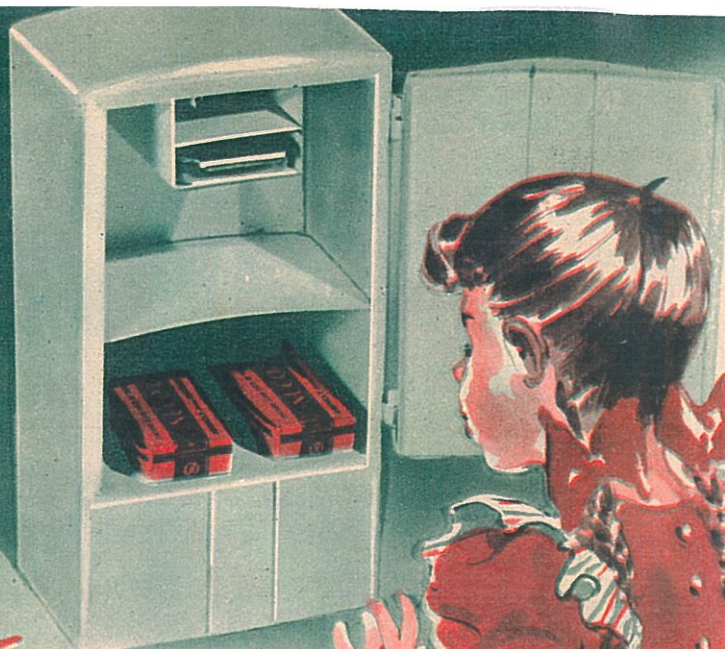




**495**

### Electric Range with Utensils

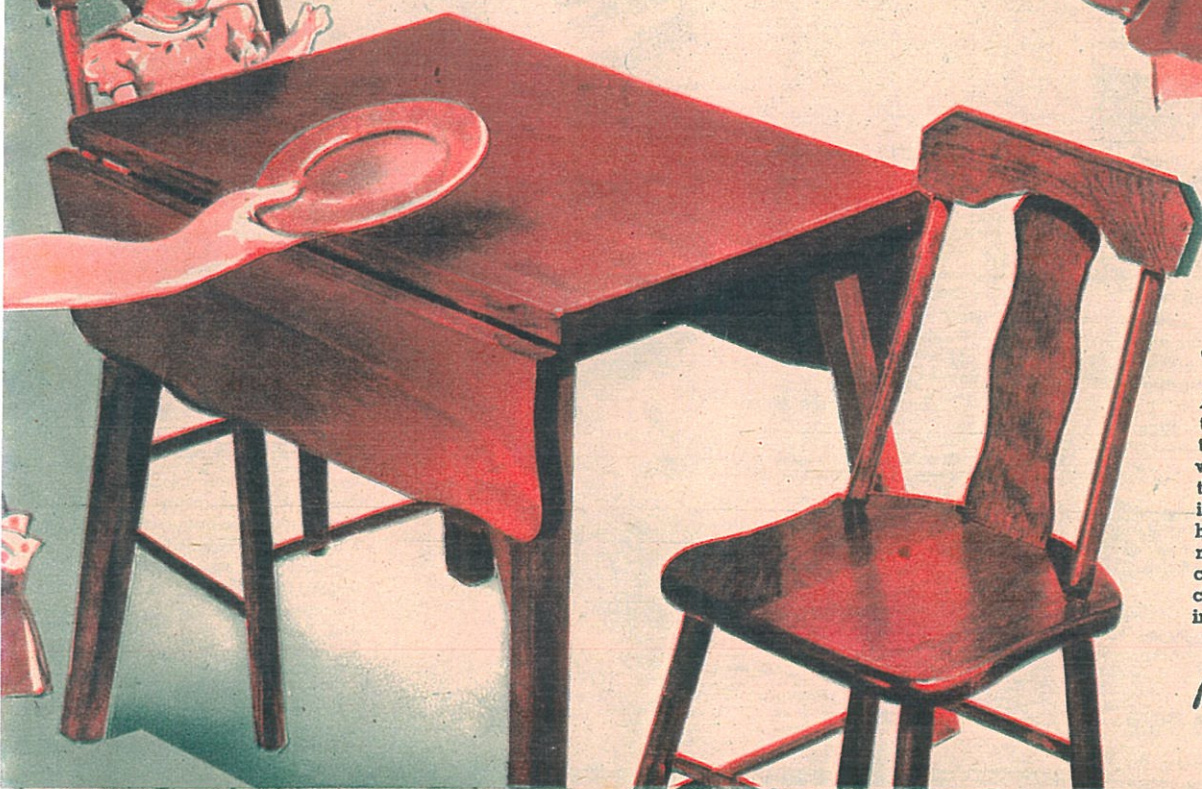
You can actually cook on this modern electric range—even bake cakes in the oven. The accurate heat indicator in the oven door helps your cakes come out just like Mother's. Steel construction with white enamel finish. Toy double boiler and four other utensils included. **ASK FOR 8BR1**



**350**

### STEEL REFRIGERATOR

Just the refrigerator you need for your kitchen. Freeze make-believe ice cubes in the ice tray. Open the door and the light flashes on. No plug, light powered by an electric battery. Refrigerator made of heavy steel with baked glossy white enamel. **ASK FOR 8BR2**



### Table & Chair Set

A beautiful table and two lovely chairs for your tea parties. Made of fine wood finished in maple the table is eighteen inches high and has hinged leaves so you can make it bigger when company comes . . . The chairs are also finished in maple. **ASK FOR 8BR3**

*Priced Right*

*Billy and Ruth's*

**UP-TO-DATE KITCHEN**



## Steel Washing Machine

Here's a washer that really works—grand for dolly's washday. Put the clothes in and see this machine launder 'em shining clean . . . Wring them out on the removable wringer and hang them up to dry. Heavy steel machine with glossy white enamel finish.

ASK FOR 9BR7

## ALUMINUM COOKING SET

14 Piece

Just what you need to cook dinner all by yourself. An egg beater that really whips 'em up light and fluffy. A double boiler, a frying pan and oh, so many other things, too. Made of clean shining aluminum.

ASK FOR 9BR6

200



*Real Value*



## PLAY STOVE with UTENSILS

150

Just right for sand box or play room, this sturdily built steel stove will last 'n last. Four utensils included so you can cook up three play meals a day. Beautiful white enamel finish with red and black trim.

ASK FOR 9BR5

YOU'LL GET A

*Kick*

## OUT OF THIS OFFICIAL SIZE FOOTBALL

Fourth down and goal to go! What'll it be? Pass? End run? Straight through that line? No matter what, here's the sturdy football your team needs. Made of genuine pebble grain cloth with bladder, this ball will last 'n last. Canvas lined.

ASK FOR 9BR1



195

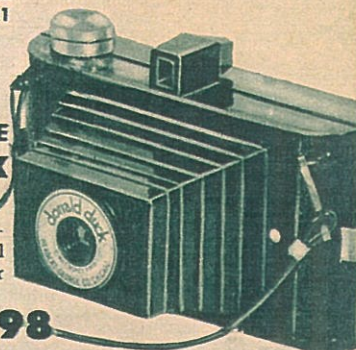
IT'S A

*Snap*

## TO OPERATE DONALD DUCK CAMERA

A camera just like Dad's—Takes real pictures that you'll be proud to show all your pals. Comes with a silk neckband so you can carry it wherever you go. Made of gleaming, durable plastic with an optically ground lens.

ASK FOR 9BR2



198

JUST

*Look*

## WHAT WE HAVE TO OFFER BINOCULARS With Leather Carrying Case

Swell for camping, hiking or ballgames. Sturdy, adjustable binoculars have precision-made lenses that offer wide field of vision. Make distant objects seem right in front of you. Modern design fits hands comfortably.

ASK FOR 9BR3



*Real Value*

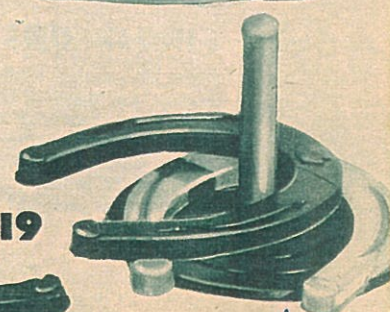
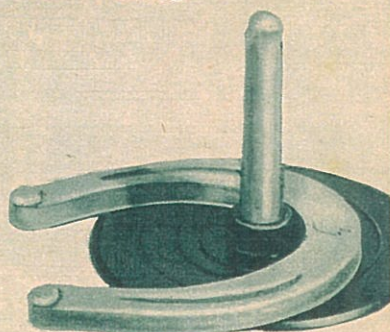
LET'S

*Pitch*

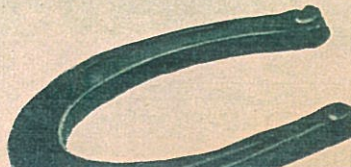
## In On This Grand Old Game JUNIOR PITCHING SET

A nifty game indoors or outdoors the whole year round. Four durable rubber horse shoes, two black, two red, and two colorful red pegs mounted on rubber mats. Swell fun for the whole family.

ASK FOR 9BR4



119





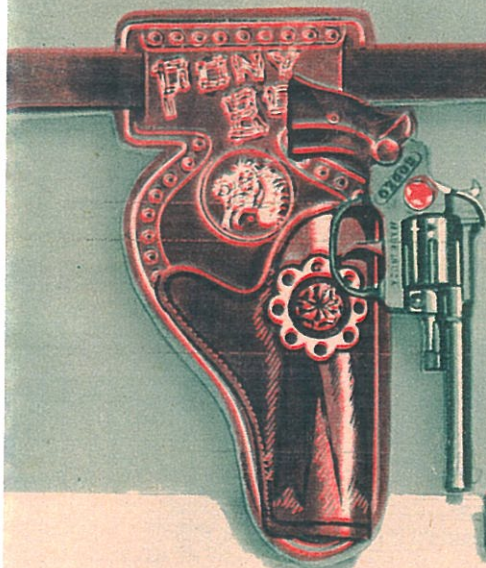
**YIPPEE!!**  
**THE WESTERNS ARE COMING BACK!**

**345**

### SINGLE HOLSTER SET

Yippee! This holster set has a great big Hubley Texan Junior cap gun with ivory plastic grips. The metal barrel is engraved in true Western style and has a break-open center for roll caps. Holster and belt are made of real leather, and the holster is decorated with brilliant jewels, rivets and nailheads. Leather trim.

ASK FOR 10BR1

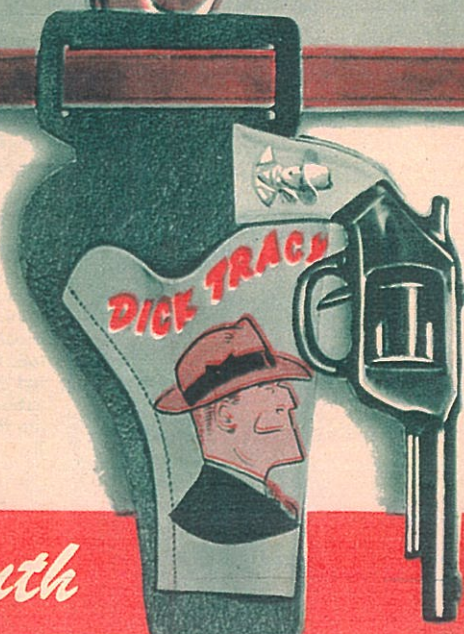


**145**

### SINGLE HOLSTER SET

Gee! A genuine leather holster and a sturdy repeat action Hubley Rodeo Gun for all you cowboys to use. The metal pistol is over seven inches long and clicks when you fire it. And it's decorated with nailheads and rivets too. Leather belt included with set.

ASK FOR 10BR2



**100**

### DICK TRACY HOLSTER SET

Here's Dick Tracy's official holster set—the kind he uses to trail dangerous criminals. Made of genuine leather with a leatherette belt, it includes a twenty-two gauge black steel clicker pistol. There's a dandy color picture of Dick Tracy on the holster.

ASK FOR 10BR3



*Billy and Ruth*

**PICK THESE**