

Billy and Ruth

PRESENT THEIR MASTERPIECES FROM
SANTA'S WORKSHOP

1948



Phone EV 2-8974

SHOP AT

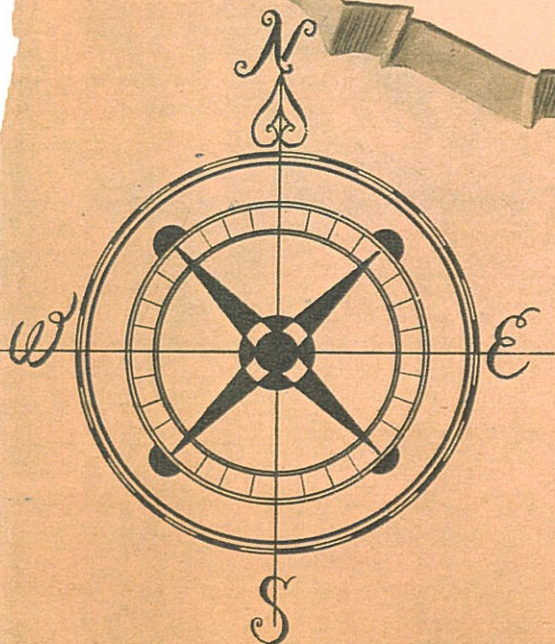
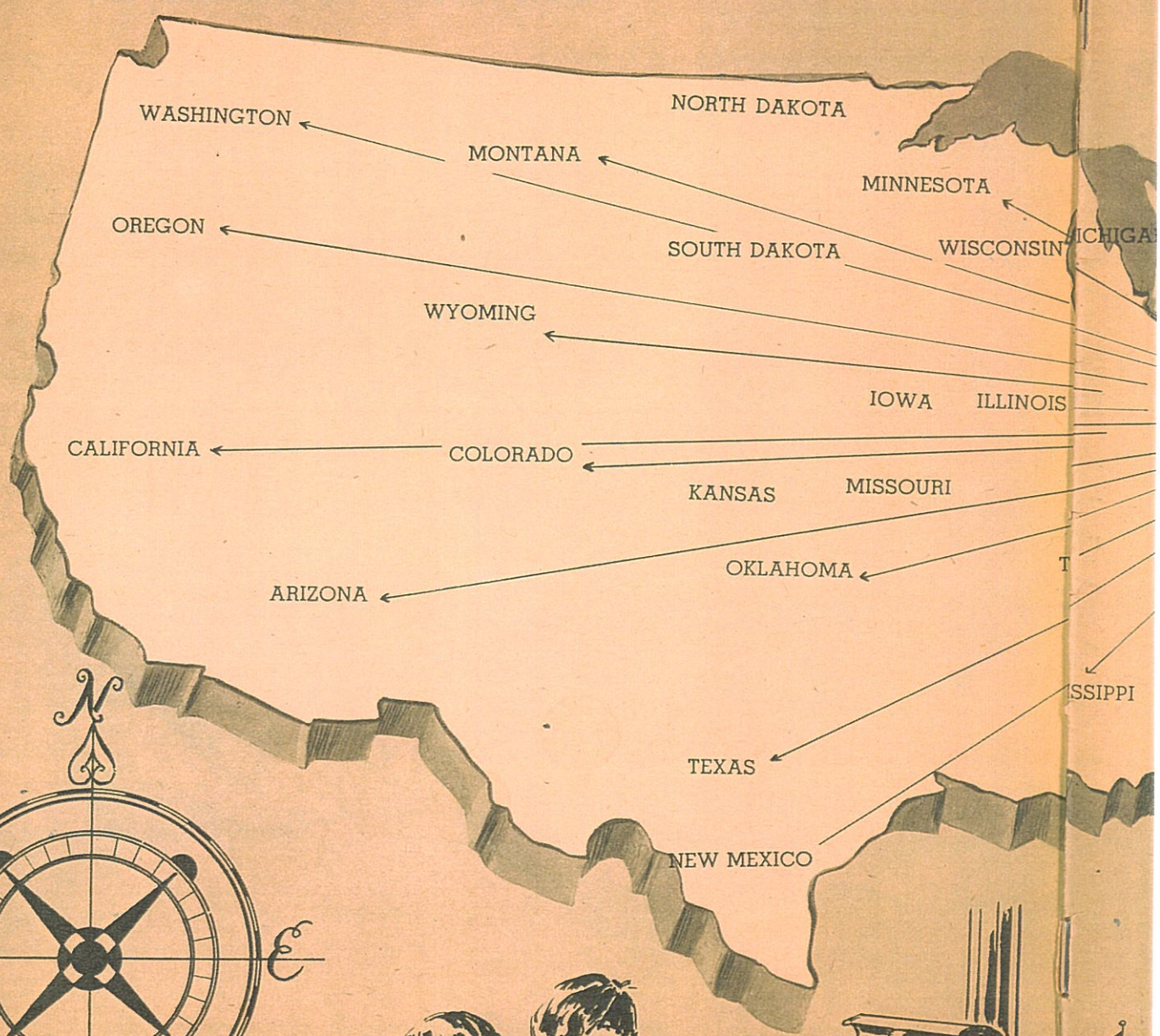
GELOBTER'S

Bicycles — Toys — Sporting Goods

60-31 MYRTLE AVENUE

RIDGEWOOD 27, N. Y.

FROM EVERY STATE IN THE MIDDLE WEST COME LETTERS TO BILLY



THE UNION, and RUTH



AN OPEN LETTER TO ALL OUR FRIENDS

Dear Pals:

Gee whiz, Santa will soon be coming to see you and we've been working like 'sixty' on this swell book of toys so you'll be all set to tell him just what you want. We think you'll love everyone of the wonderful things we helped him pick out for you.

We want to be extra sure you get the toys that we selected for you so we put all the manufacturers' names (the people who make the toys) right in the book this year. Now when you go to the store, you can ask for the things by name and then you'll always get BILLY and RUTH toys and not just a substitute.

We're real proud to tell you that our BILLY AND RUTH Book goes from coast to coast and there are members in our Boys' and Girls' Club from almost every state. This club is growing by leaps and bounds. Are you a member? Please join . . . (See page 24.)

We hope you're going to enter our new contest. It's just as easy as pie to win one of the prizes by writing a last line for our jingle. We think it's really fun and we've thought of ever so many rhyming words to use. And say, you can send in as many lines as you want so you have plenty of chances to win.

We had a swell time when we took a week off at the seashore this summer. We went to the beach and went swimming in the ocean. While we were there, we got two new pets. They are little turtles and they have our names painted right on their backs. Terry keeps barking when we play with them. We bet he's just jealous.

Write and tell us what you did this summer and all about the fun you're having in school this year. We'll answer every letter you send us.

Your Pals,

Billy and Ruth and Terry

