

America's Famous Toy Children



Billy

BILLY AND RUTH

REG. TRADEMARK



Ruth

1954

HOBSON & OWENS, INC.

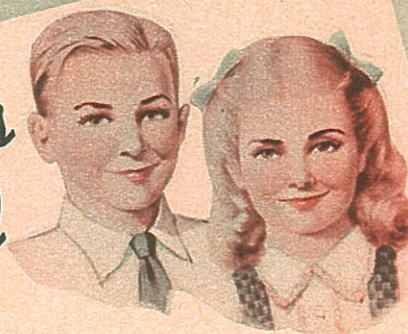
Furniture — Linoleum — Toys

1015-1019 LANCASTER AVE.

Phone: Lawrence 5-6120 Bryn Mawr, Pa.

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*May our happiness
spread from friend
to friend*



NORTH POLE

Our bubbling happiness that we have each year when we hop up to Santa's beautiful castle to give him our fabulous Christmas gift. Do you know what it is? The BILLY AND RUTH book!

Santa was so happy at getting this wonderful book he roared with laughter. Why, he laughed so hard he blew a little elf into a snow bank! He was a happy man, all right—here in this book were all the toys his young friends wanted for Christmas. All they had to do was write Santa a letter asking for the ones they'd love to have. And by golly, they would find them under their Christmas tree come Christmas morning!

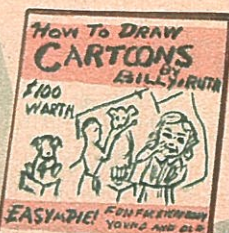
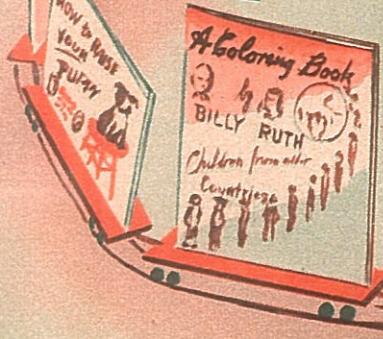
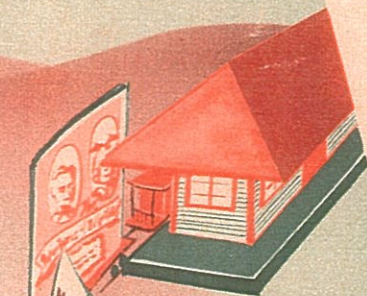
Ruth and I, we're proud as punch over our 1954 book 'cause it's really tops. And our other books are tops too! Our ADVENTURES OF BILLY AND RUTH, HOW TO RAISE A PUPPY book, SKETCH BOOK and COLORING BOOK — 4 super-duper books that you can get by sending 10¢ for any one or 25¢ for any three to Ruth and I.

And say—we'd like to hear from you anyway. Just drop us a line and tell us all about yourself and your friends. Write to Box 333, Phila., Pa. We almost forgot. The big secret is out! About the 1954 Billy and Ruth CONTEST! You can win the big first prize of a flying trip to Europe for your Mom and Dad and . . . YOU! All expenses PAID for 10 thrill-packed days. Read carefully pages 26 and 27. It's a cinch to enter, and what an exciting array of other prizes!

"Come on Dancer and Prancer and Blitzen—saddle up," Santa said right before we were ready to leave Northpoleland, "We're going to take Billy and Ruth and their dog Terry on the trip of their lives. A trip to toyland—as a reward for their wonderful book!"

So off we went—come along with us too. Northpole Special leaving on track 3 so hop aboard. Join us in the greatest Christmas show on earth—North Pole TOYLAND!

*Your Pals,
Billy, Ruth, Terry*



GONG BELL FACTORY

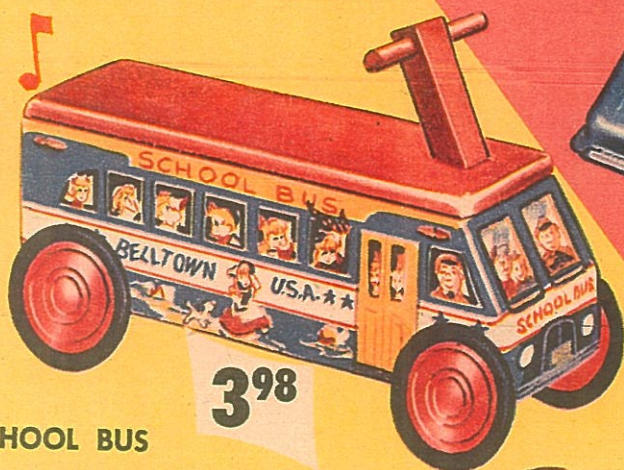
Our trip through toyland began with a crash,
To Gong Bell factory quick as a flash!
Strange things we saw, but stranger we heard
Instead of a clang, the bell spoke a word—
WELCOME!!!!



VOICE PHONE

"Hello!" Pick up this phone and hear a real voice in the receiver. Spin the dial and hear the shiny bells ring, just like a real phone. Metal-bright enamel. Entertaining with hours of playing fun! By Gong Bell. Ask for 3BR1.

150

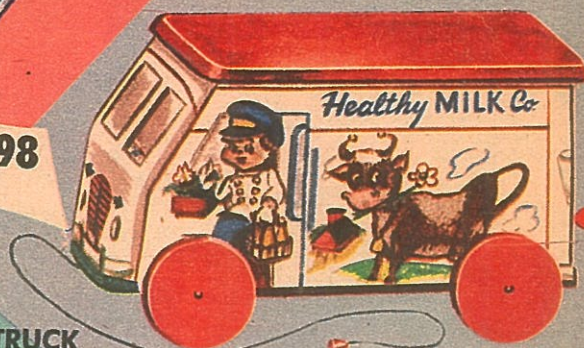


398

SCHOOL BUS

Push it! Pull it! Load and Unload it! What a good time you'll have with this gay school bus with real rubber tires and a removable top. It has merrily ringing gongs on all four wheels. Built for tough handling and miles of fun packed travel. Say—is that a picture of you in the window? 20 inches long. By Gong Bell. Ask for 3BR2.

298



MILK TRUCK

"All aboard for a ride to the milky way!" It's great! And packed with fun. A big colorful milk truck with gaily ringing gongs on its wheels. You can open and shut the door—and look at that miniature carrier with milk bottles! Remove the top off the truck and use it for loading. By Gong Bell. Ask for 3BR3.



298

SUPER MARKET CART

"Let's play store!" A real shopping cart with shiny ringing gongs in all four wheels and a wood basket. Brilliantly lithographed to look chuck-full of Famous Brands groceries. Strongly constructed shiny steel legs—plated tubular axles. There's added fun too, in the miniature empty boxes of well-known merchandise. Handle height 20 inches. By Gong Bell. Ask for 3BR4.

BY
GONG
BELL

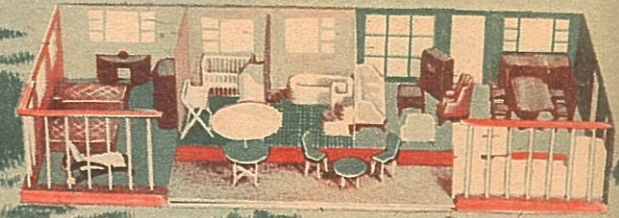
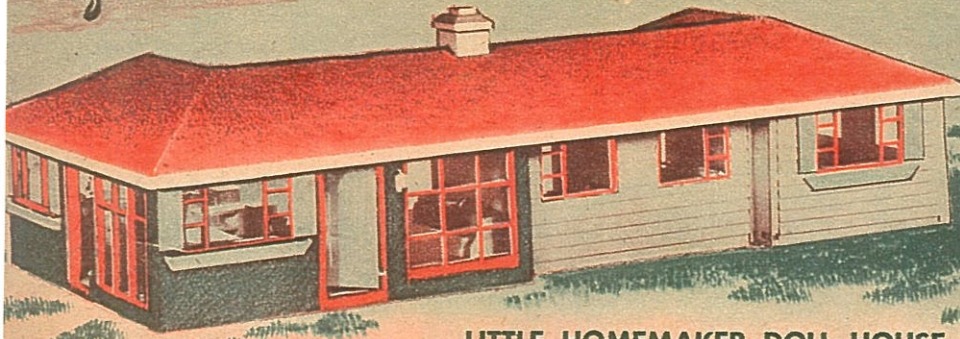


Attractively
Priced!

HORSE RIDER

"Gidd-i-up!" Head for the last round-up! Ride on this sturdy steed made for young, daring cowboys. Look how handsome your horse is, he has reins and shiny jingle bells. There are gongs in his wheels that ring merrily as he rolls along too! Built extra strong for rough riders. Nearly 20 inches long. By Gong Bell. Ask for 3BR5.

"A wonderful smell. Says Santa's cat.
"Sammy Elf's cooking Keeps the dollies fat."



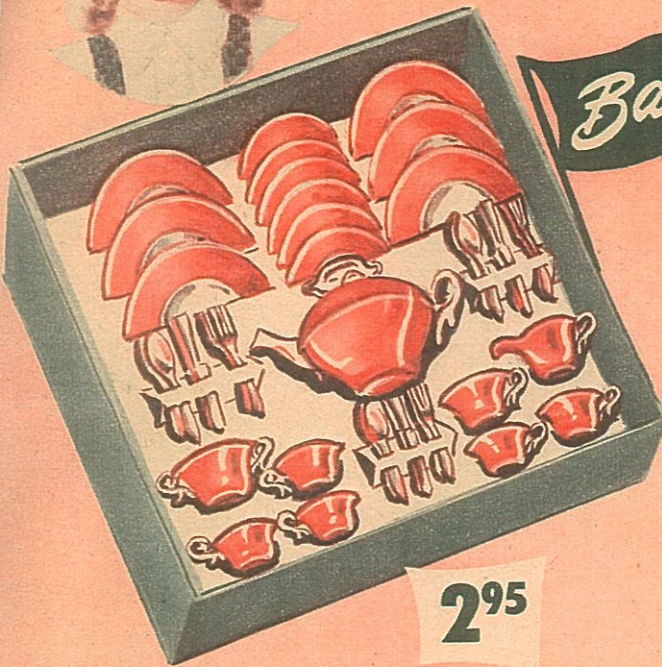
LITTLE HOMEMAKER DOLL HOUSE

A real, modern house in miniature—easily assembled with corner clips—realistically styled, roof, walls and base. Seven rooms furnished including a patio with shutters, window boxes and workable doors. In the nursery the sides of the crib move up and down, even the television set in the living room has a movable dial that shows colored pictures. 38 inches by 18 inches, it's really a place where you can hang your hat. By Plastic Art. Ask for 4BR1.



995

Banner



295

BANNERTONE TEA SET

Tea for two—that's fun to do! Have all your friends in for tea, just like your Mommy does. This real-life 41 piece tea set is made of plastic with a 2 color design and golly, will all your girl friends rave over how beautiful it is! Knives, forks, spoons in silver like finish are included in this complete tea set. By Banner. Ask for 4BR2.

198

METALTONE KITCHEN CUTLERY

Girls . . . here is the set of cutlery you've been looking for. It's sturdy and just like a real set of silverware. Look at it sparkle and notice the gaily-colored handles. There's just one word for it—be,oo,tiful. 24 pieces that you'll be proud to show to your friends. And for special company there are napkin rings too. By Banner. Ask for 4BR3.



98c

GLITTER CHEST

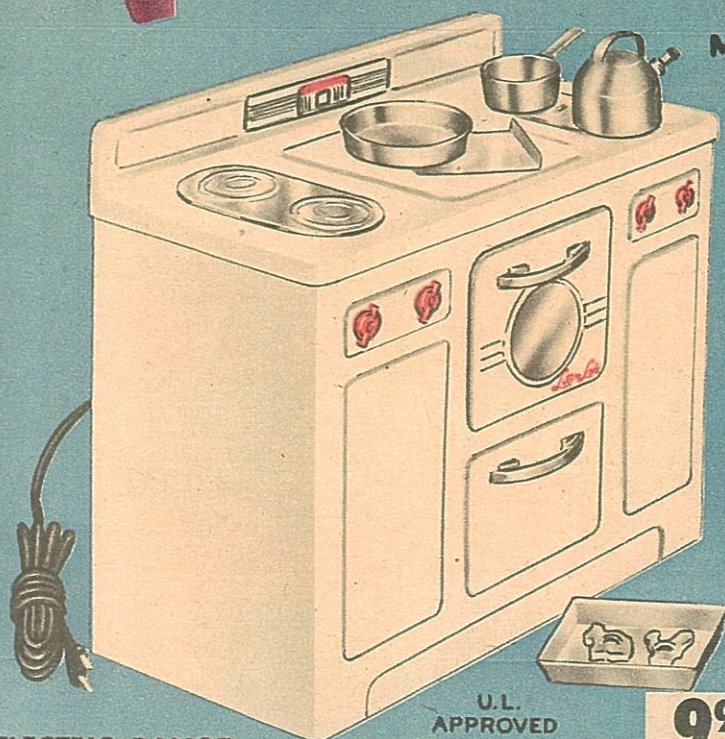
Glitters, glitters like a star, sparkling jewelry made especially for little girls! There are 2 complete sets, 16 pieces in all, one in gold and one in silver. You can match them with any outfit you wear. Milady (smile, that's you!) will bedazzle all her admirers with her glistening jewels. They come in a convenient chest that keeps them safe from robbers. By Banner. Ask for 4BR4.

What! You can win a trip to Europe by just naming a picture? Yup—see pages 26 & 27



Pies and cakes and a coffee ring From the Castle Kitchen for a hungry King

THIS IS
METALWARE'S
FINEST!

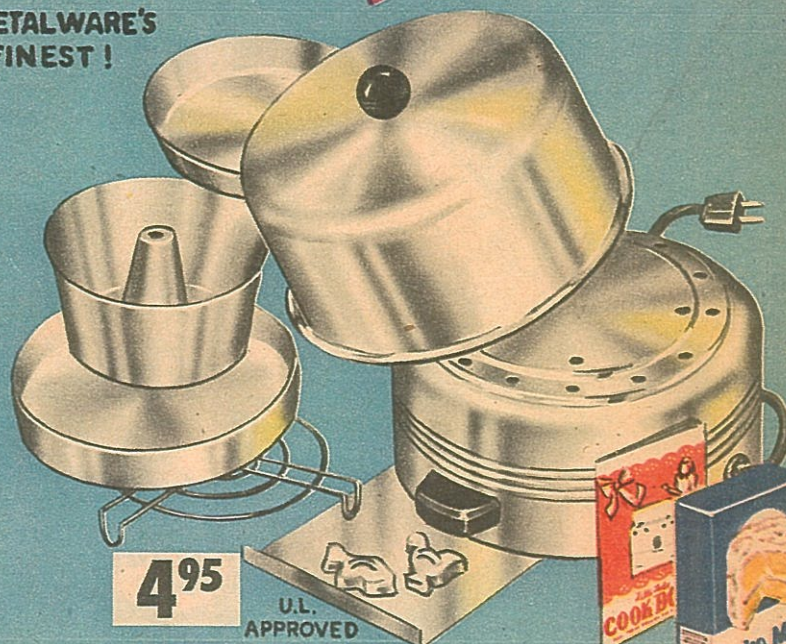


ELECTRIC RANGE

Like a real range in small fry size! Bakes the best cakes in fully insulated oven. Temperature-controlled, safety-tested. Beautiful white enamel with chrome trim, 15 inches long, U.L. approved. Has seven practical utensils and cook book. The elves in Santa's kitchen ran like thunder when they heard the whistling tea kettle, they thought it was a fire drill! By Metalware. Ask for 5BR1.

U.L.
APPROVED

9⁹⁵



4⁹⁵

U.L.
APPROVED

LITTLE LADY ELECTRIC BAKERETTE

It's fun to bake with this terrific baker, U.L. approved, that works like a charm! You can bake cakes, cookies and pies just like mother with the box of premix cake mix that's included. The bakerette comes with six practical utensils and packed in a kitchen cabinet, too! Try the many recipes that are in the cook book; it's exciting cooking fun. By Metalware. Ask for 5BR2.

Without notice, all prices subject to change. In some sections of the South and West, some items slightly higher.



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2⁹⁸

2⁹⁸

KAY STANLEY'S CAKE MIX SET

You'll smack your lips in pure delight over the tasty, luscious cakes that you can bake with this real-life set! It's true—you use real food, Pillsbury cake mix and real icing—and you make a miniature size cake with the many utensils that's just as delicious as the ones Mom makes. Yum, yum, cakes fit for a king, baked by a cooking queen! By Model Craft. Ask for 5BR3.

KATHY ALLEN'S COOKIE SET

Lookie, lookie, golly what cookies! All the ingredients are there, Nestle's cookie mix, Chocolate morsels, Kellogg's Rice Krispies, and ever so many needs for a Junior Cook, in this complete set. Ruth whipped a few up at Santa's kitchen and they were liked by all the elves. Try it yourself and have oceans of fun! By Model Craft. Ask for 5BR4.

KAY STANLEY'S DESSERT SET

Pies that make your mouth water, puddings that will have them calling for more—these are the yummy things you can put together in a second yourself, from the packages of Pillsbury Pie Crust Mix, Jell-O and other cake decorations. Follow the cookbook using utensils and watch the smiling faces that greet your unbeatable desserts! Be the best little cook in the block. By Model Craft. Ask for 5BR5.



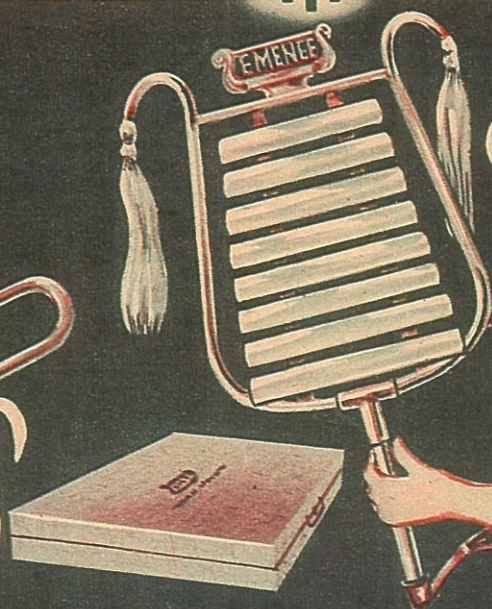
"LOOKIT, LOOKIT!"
"BILLY CRIED,
"THAT FUNNY SMOKESTACK
RIGHT IS IT A CLARINET,
IS IT A FLUTE,
I WONDER IF IT
REALLY TOOTS!"

FOR THE EMENEE FACTORY



GOLDEN S-L-I-D-E TROMBONE

Nothing sweeter in tones! Plays lazy tunes, fine for singing or rousing marches that send chills up your spine! Automatic slide indicator makes it simple to play, comes with tune-packed song book. A luggage type carrying case and detachable music stand. By Emenee. Ask for 6BR1.



GOLDEN GLOCKENSPIEL

2-in-1 instrument! Play it as a Xylophone indoors, outdoors a marching band Glockenspiel. Over 25 inches long. Plays delightful tunes with its gay tones! Heavy gold and silver on break resistant plastic. Full scale perfectly tuned, polished metal bars. And say, look those snappy silk tassels. Carrying case, carrying pole, harness, mallets and fun-packed music book. By Emenee. Ask for 6BR2.

3⁹⁸



EBONY AND SILVER CLARINET

Sweetest music this side of heaven! Play your favorite tunes. Beautiful ebony, break-resistant plastic with heavy silver finish on keys. You can play it without a lesson. Over 17 inches long, just about as big as the real thing. Full scale and hand tuned, luggage carrying case and music book. By Emenee. Ask for 6BR3.



98^c

HOWDY DOODY UKE

Sure-fire hit at every party! Perfect for group singing! Picture of Howdy Doody on front along with the tune. Nylon strings make it a favorite. Break-resistant plastic in beautiful colors. You can strum a tune right off, with the easy instructions song book that comes with it. Tuning pegs, pick also included. By Emenee. Ask for 6BR4.

EMENEE
MUSICAL TOYS



EMENEE

GOLDEN TRUMPET

Ever hear taps? Play taps, marches, and songs on this handsome trumpet. It's simple too. Over 13 inches long. Made of break-resistant plastic with gold plating. Looks fine, sounds finer! Complete with carrying case, detachable music stand and music book that's a song-fete. By Emenee. Ask for 7BR1.

3⁹⁸



ARTHUR GODFREY UKE PLAYER — PLUS FLAMINGO UKE

Press the button, and presto—you have just the chord you want! Uke player makes playing as easy as pie. Easy to tune, fun to play. Mahogany and ivory color finish gives it a "big time" look. Comes with felt pick and instruction song book—jam packed with exciting songs. By Emenee. Ask for 7BR2.

4⁹⁸



5⁹⁸



SILVER SAXOPHONE

Fun Galore! Real sax sound, deep and hearty, simple to play. An eye-catcher for looks with silver and gold finish on break-resistant plastic! Looks like the real thing with brass reeds which play full-scale melody of songs. Has handsome case, adjustable strap and hook and a tune book loaded with wonderful songs. 17 inches long. By Emenee. Ask for 7BR3.

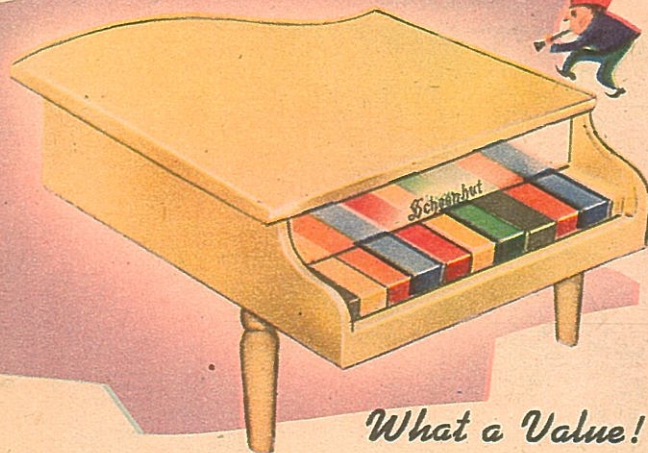
14⁹⁸

GOLDEN TUBA

Just like real—but light as a feather! Listen to the "um-pah's" of the tuba king of any band! Deep tones, and hand-tuned brass reeds play full-scale melody. Heavy gold finish on break-resistant plastic almost three feet high. Complete with carrying case, music holder, and song book. Barrels of fun! By Emenee. Ask for 7BR4.



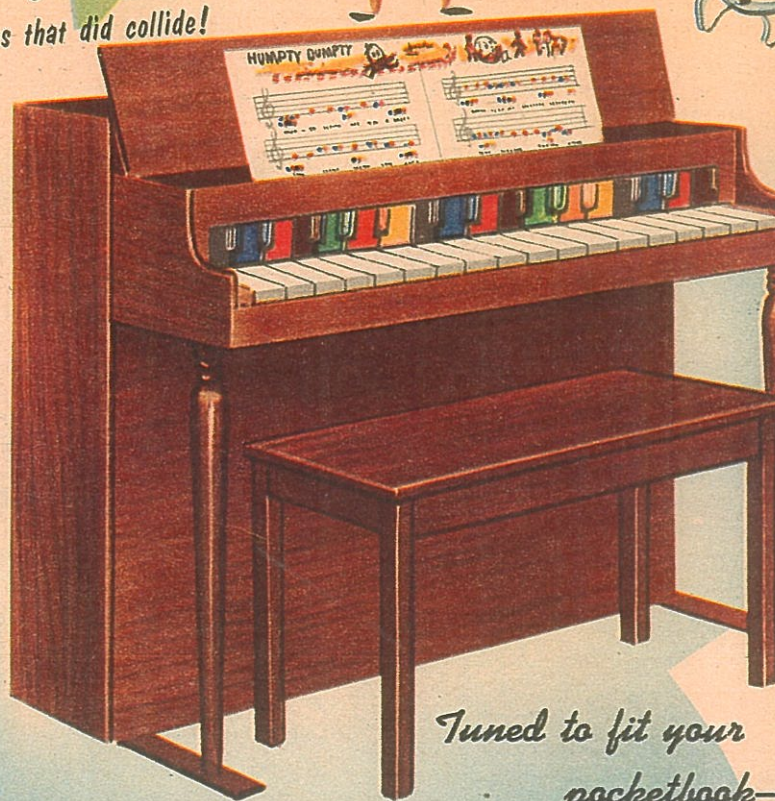
A great big sign said "DO RA MI"
At a factory made like a hurdy-gurdy
We met a monkey on guard outside,
Catching stray notes that did collide!



What a Value!

IVORY PIANO

"I'm a Schoenhut piano, 11 inches long and I've got 10 of the prettiest colored plastic keys you ever saw! A music book comes with me that has colored notes—all you do is strike the same color key. You can play me in a second! I'm the favorite of every party 'cause boys and girls can sing when I'm there!" By Schoenhut. Ask for 8BR1.



*Tuned to fit your
pocketbook—*

WALNUT SPINET

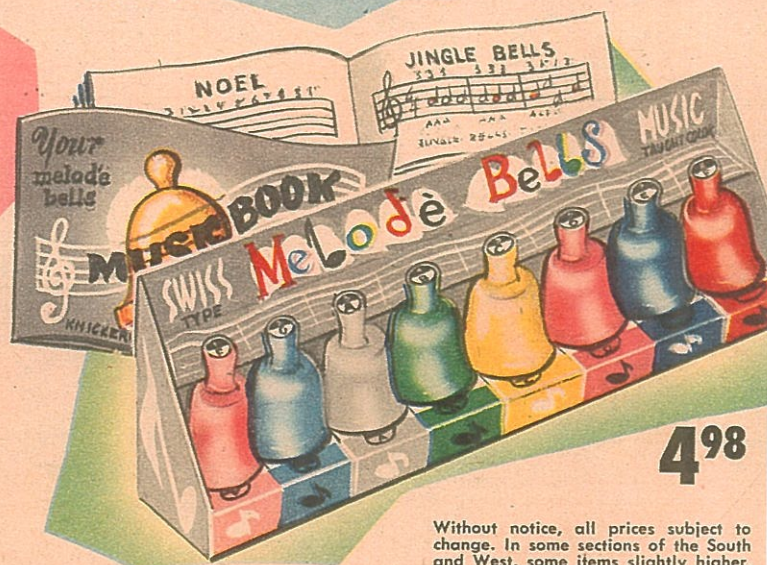
30 tune-packed keys with sharps and flats to play lively, gay music. Be the life of every party! Play this 21¾ inch high piano with plastic keys and a piano bench to match. New play by color song book comes with it. Billy and Ruth played the most wonderful duet you ever heard on this piano! By Schoenhut. Ask for 8BR2.



2⁸⁹

ALL METAL XYLOPHONE

Music just bursting with excitement! That's what you can play on this handsome 12½ inch metal xylophone. Eight true-tone notes, so you can play almost any of your favorite tunes. One rubber mallet for soft tones, and one wood mallet for sharp, clear tones. Wow! A 16-page song-packed music book comes with it too. By Tudor. Ask for 8BR3.

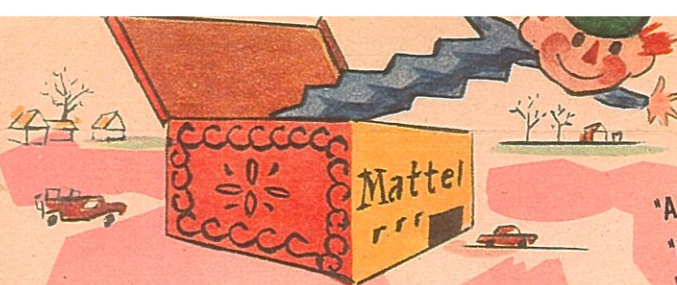


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MELOD'E BELLS

Swiss type musical styrene bells that merrily ring the gayest tunes you've ever heard! Full diatonic scale, so you can play many of your favorite songs. Tune-packed music book has notes in color and numbers—you pick up the same colored or numbered bell and ring it. It's simple! Piles and piles of fun to play with! By Knickerbocker. Ask for 8BR4.



"In our travels a little elf we met
In a state of shock, so upset.
"A jet? A-bomb? Were you trapped by a fox?"
"Not that", he said, "but Mattel's Jack in the box!"

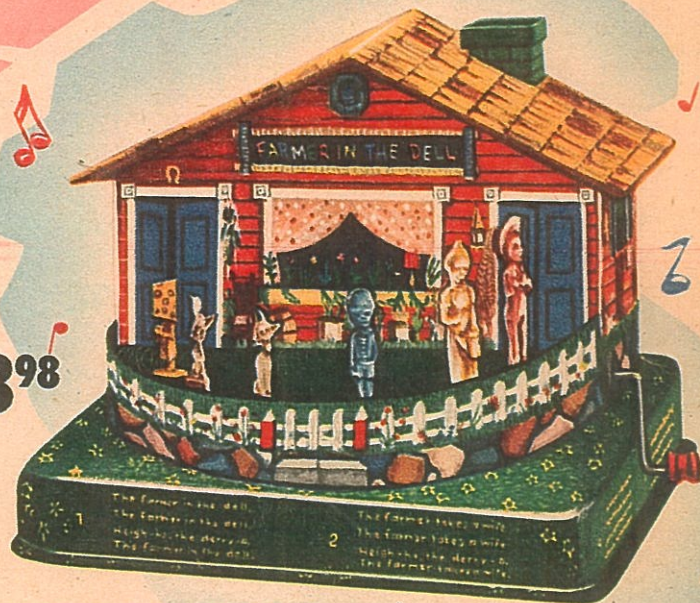


PRINCE VALIANT SWORD, SCABBARD AND SHIELD

Be a mighty Knight of the Round-Table! With this handsome sword set at your side you'll fight like a real knight. Look how the warrior shield and jeweled sword handle sparkle! Colorful metal, belt-hanging scabbard. The sword has a rubber tip that makes it tops for safety. Perfect for slaying dragons and scoundrels! By Mattel. Ask for 9BR1.

2⁹⁸

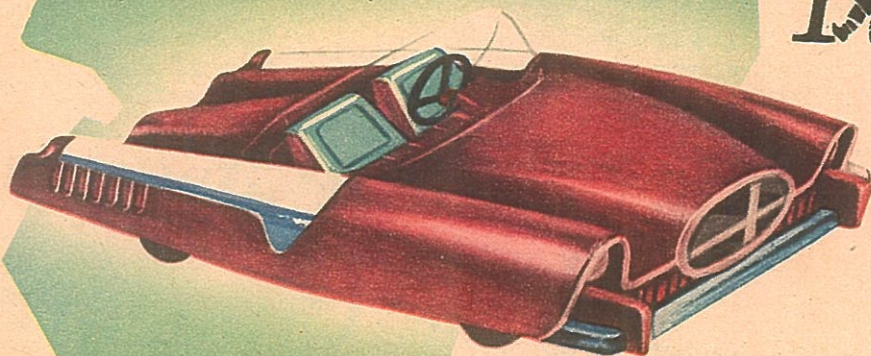
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FARMER IN THE DELL

"Heigh-ho-the-derry-o"—here's the famous story of the farmer in the dell set to music! Turn the crank; music begins. The cast of characters pop out one by one from the little house: farmer, his wife, child, and cat, rat. Look, the "cheese stands alone" too! At finish all jump back into house. 10 inches long. By Mattel. Ask for 9BR2.

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98^c

DREAM CAR

Zoom into the future in this sleek, super car! It stands out on any road with its bright colored plastic body and glossy metal trim. Travels 50 feet backwards or forwards. Slanted windshield makes it a dream of a car—a car of your dreams! 8½ inches long. By Mattel. Ask for 9BR3.



1⁹⁸

JACK IN THE BOX

A new, up-to-date Jack! Turn the music crank and out pops a colorful clown. Jack's metal box is gaily-colored with pictures of 4 jolly clowns. Look at the mischievous grin on Jack's face—he's pleased as punch because he catches you off your guard! By Mattel. Ask for 9BR4.

WE FOLLOWED THE CLUES ONE BY ONE, TO GET TO THE HIGHLANDER FACTORY OF FUN.
WE FOUND AN ELF WITH CHIPS AND DICE. "AROUND THE NEXT BEND" WAS HIS ADVICE.
LO AND BEHOLD WE SAW A BONNY THING, A SCOTCH-PLAID FACTORY...
DOIN' THE HIGHLAND FLING!



298

STADIUM CHECKERS

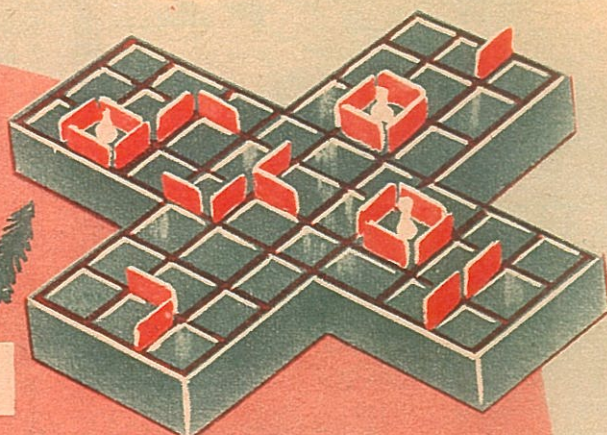
A gaily colored stadium with a hole in the center. Start out with your marbles in the "bleachers" and move them in to the center. Winner gets to the hole first! Play this fabulous game with 2, 3 or 4 people, the more the merrier! Easy-to-play and barrels of fun! By Highlander. Ask for 10BR1.



198

SQUARES

Thrills a second as you vie for the most squares! You build the squares yourself—miss one and your opponent grabs it! Fences come with game to build squares. Billy and Ruth saw this exciting game in toyland and an elf got trapped in a square. He sang loudly, "Don't fence me in, I'm a Texan elf." Laughs galore in this fabulous game. By Highlander. Ask for 10BR2.



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SKUNK GAME

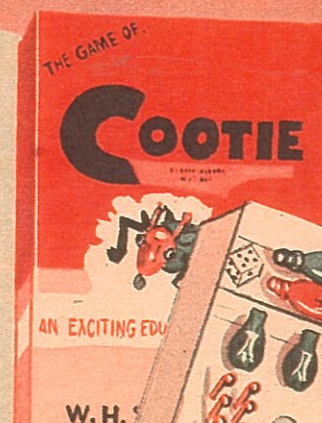
"OK, Billy, roll the dice again—you'll get SKUNK for sure this time!" Billy rolled again and holy smokes, the skunk didn't turn up, instead he got 15 points. Ruth had all the chips though! It's an exciting game, full of suspense and thrills. Elves in toyland think the SKUNK game makes more scents than anything! By Highlander. Ask for 10BR3.



198

THE MILL

A game of strategy—object is to knock off 7 of your opponent's men! Comes with 9 plastic men for each player, and a handsome playing board. Two can play, and watch where you move—you might lose a man for it! It's a game played all around the world by youngsters who love suspense—excitement! By Highlander. Ask for 10BR4.



198

COOTIE GAME

Build your own "Cootie" first and be the winner! Roll the dice—get number 1, that's the cootie's body, 2 is his head. Then progress in this manner until Cootie is completed. Your friends will love it because it's tops for excitement and thrills! By Highlander. Ask for 10BR6.



ELECTRIC PHONOGRAPH

"And the music goes round and round!"... in this all-metal electric phonograph that's brightly decorated. Plays 78 RPM records up to 12 inches. Full-tone amplifier. A child's world spins merrily around with gay lively music played on the real-life player, needles included. On and off switch, U.L. approved, A.C. current. By Spear. Ask for 10BR5.

Value Packed