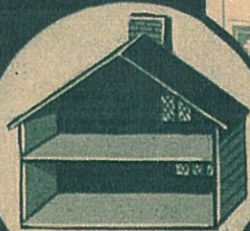




Ruth selected this Big Colonial DOLL HOUSE

"I know all little girls love to play house" says Ruth. "After looking at many doll houses in Santa's Workshop, I selected this one, not only because of its attractive Colonial Cottage design, but because I know it will last for years. You wouldn't want a flimsy cardboard house — here's one made of U. S. Gypsum Board that is

stronger than wood and won't warp. It has big rooms upstairs and down so you can fit into it a complete set of play furniture. Such a pretty cottage all in white with green roof and red chimney, celluloid window panes. And, oh, look! — flowers are growing in the window boxes."

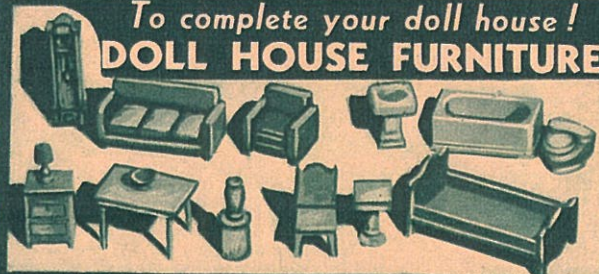


SIZE
14 x 18 x 8½ INCHES

\$1.00

No. BR45

To complete your doll house! DOLL HOUSE FURNITURE



No. BR46

16 PIECE — 4 ROOM COMBINATION

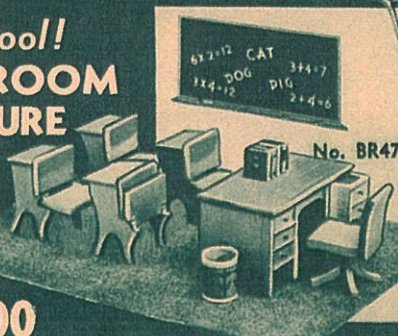
"Just what you need for the doll house shown above" says Ruth. "All 16 pieces are made of wood in modern style and finished in colorful enamels. There are furnishings for Living Room, Dining Room, Bedroom and Bathroom. I know you'll arrange them in the doll house as a modern Miss Housekeeper should. Then you'll have a home for dolly that your friends will envy."

\$1.00

Play School! SCHOOL ROOM FURNITURE

Teacher's Desk with drawers, Swivel Chair, 4 Pupils' Desk-Chairs with seats that raise, all in wood, oak finish. Card-board black-board, set of books and waste basket.

\$1.00



No. BR47

Rock-a-bye-Baby! Dolly's in her MUSICAL CRADLE

No. BR48 **\$2.95**

"Girls, everyone will be envious of you with this beautiful maple cradle that rocks dolly to sleep and plays the prettiest tunes. 22 ins. long for even your big dollies."

How proud you'll be, pushing dolly in this ENGLISH STYLE PRAM



No. BR49

\$7.35

"Dolly'll ride in style in this beautiful pram that's made just like baby's" says Ruth. The body is wood with plywood sides, finished in rich colored enamel and decorated. Large—19¼ x 10 x 12 ins. deep to take your bigger dolls. 4-bow, folding hood of imitation leather with nicked spreaders and knobs. 7 in. wire wheels with ½ in. rubber tires and large hub caps. A tremendous value.

DOLL CARRIAGE

"How happy you'll be Christmas morning when you see this big, beautiful doll carriage Santa left!" Ruth says. Fancy oval fibre hood and body 11 x 21½ inches finished in colored enamel. Reclining back. Hood has triangle windows so dolly can look out. 8 in. wire wheels with ½ in. rubber tires and large hub caps. Handles are adjustable and there's a hand brake.

\$7.25



No. BR50

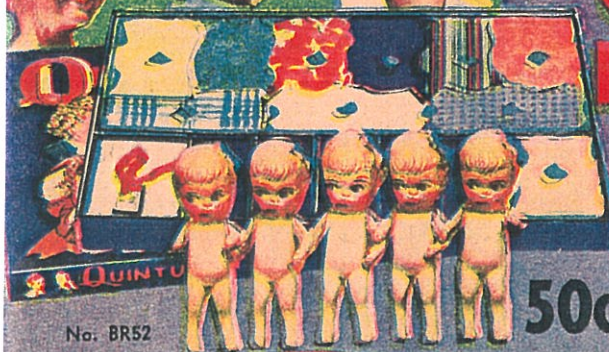


All my friends will want the

QUINTUPLET EMBROIDERY SET

WITH 5 DOLLS

"They're such darlings—these 5 Quintuplet dolls" cried Ruth, all excited. "And you can play 'Mother' to them, making the cutest dresses. There are 10 dainty dresses in this set all ready to sew, so you'll have a complete change for your babies. Embroidery silk, scissors, thimble and a package of needles included."



No. BR52

50c

Girls!

You can make such dainty hankies with the

LITTLE MISS PRACTICAL HANDKERCHIEF SET

"Wonderful gifts to make for Mother and your friends" Ruth said. "8 beautiful, real handkerchiefs with designs, initials and color guide that make them easy to sew with the colored embroidery thread and needles supplied."

\$1.00



No. BR54

50c

Weave real Tapestry Pictures

WOOL TAPESTRY

"I know you will enjoy making the 5 brightly colored real wool tapestry pictures in this outfit. It's fun and so easy." This is Ruth's message to her friends. Stenciled netting pictures fasten to the frame and wool is woven in and out of holes to form picture. Colored pictures supplied as color guides. Set is complete with plenty of colored wool, frame and a needle.

Jean Darling Sewing Outfits



No. BR55

50c

"Look girls," calls Ruth. "This is Jean Darling's own sewing outfit and includes the cutest little 6-inch dressed doll with a complete wardrobe of dainty, colored materials to sew for her. There are 3 dresses, a nightie, romper, apron and yarn, silk, needles, thimble and scissors."



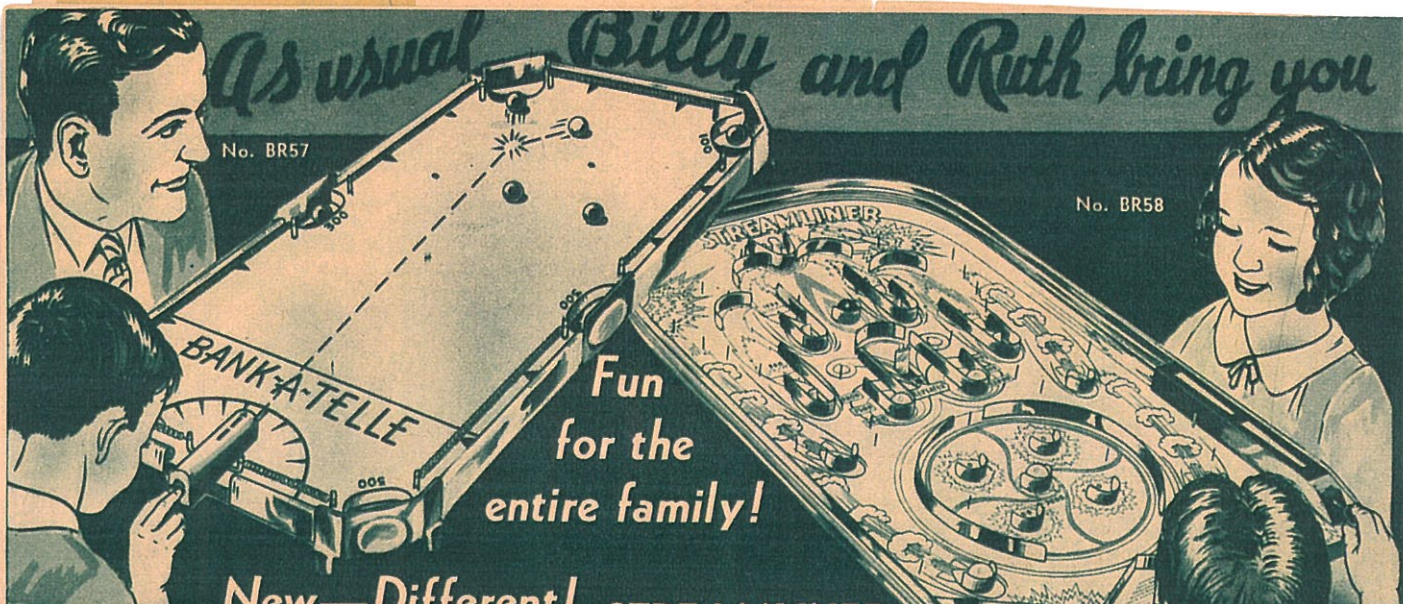
Each set has box top like a castle and 3 flower pots with flowers for extra play value.



No. BR56

Ruth named this the "deluxe" Jean Darling set. "So complete!" she exclaimed. "The 7½ in. flapper doll is dressed and so many extra dresses to sew—6 to be exact! And 2 nighties, 2 rompers, an apron, skein of yarn, 5 balls sewing thread, scissors, needles, thimble and 12 buttons."

\$1.00



No. BR57

No. BR58

**Fun
for the
entire family!**

New—Different! BANK-A-TELLE

\$1.00 "Gee, Ruth, Mother could hardly get Daddy away from this game last night" said Billy. "I beat him four out of five games tho. It's swell—combining all the 'shooter' action of a pin game with the skillful play of pocket billiards. Here, take a shot and see if you can hit the ball so it bounces off the spring cushion and goes into one of the red pockets that score 100 to 500. Board 12 x 24 ins. of warp-proof construction with green felted surface."

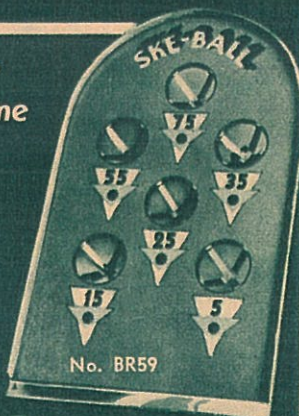
STREAMLINER

"Oh, Billy, this will make a hit with our friends" says Ruth. "What action there is in every shot of this game of skill. See, there are eight points where kickers give you a chance to run up a big score on the big, metal-framed, warp-proof board 12 x 22 ins. that is gorgeously colored."

\$1.00

SKE-BALL An exciting game of skill

Billy said: "All right, Ruth, stand down there and roll the six wooden balls—see what score you can make by getting 'em in the six cups numbered 5 to 75." Non-warping Masonite board 18 x 30 ins. lithographed in 4 colors with nicked trim."



No. BR59

\$1.50



No. BR60

50c

perforated holes of platform. Must go in the colored square you have chosen tho. Total high score wins. Fun and action for all. Come on, it's your turn next."

Fascinating SNAP-JACKS

"Girls," calls Ruth "here's a game two to four of us can play—and it's such fun. The idea is to snap the metal jacks by means of the wooden flipper into the

CHING-GONG Oriental Checker Game

"Do they really play Ching-Gong in the Orient?" inquired Ruth. "Yes," answered Billy "and they brought it with them to our Pacific Coast where you see them playing it today. It's a great game for children—the kind Mother and Dad like to play too. Easy to learn, you and your friends will find a new fascination in the moves on the big colorful folding board, 18½ ins. square. Not checkers—still not chess—this year it's Ching-Gong everybody will be playing."



\$1.00

No. BR61

**Some new, interesting Games all
children will enjoy**



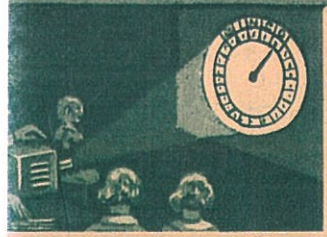
**YOUR
CHOICE**

**25c
EA.**

No. BR62

Here are interesting games, each packed with play value for children of all ages. Ideal for parties—fun at any time. "CLOWN WINKS"—good old tiddledy winks in a new, humorous dress. "SNAPPIT"—A new kind of bagatelle game. "SHUFFLE-BOARD"—Fun and action of the popular ship-deck game. "UPHILL - AND - DOWN - DALE"—A ball-and-pin game of skill.

GAMES that are newest and best



Play BINGO at home \$1.95
as it's played at
the movies!
**BINGO
JECTOR**

"The very latest in games" agree Billy and Ruth. "Now you can play this fascinating game that's the 'National Craze' right in your home just as it's played at the movies. Have a Bingo Party—invite your friends in for a real game of fun. Dad and Mother and their friends will play too. The numbers are flashed by the Bingo-

jector, with its special electric lamp, right on the wall—you don't need a dark room or a screen. Plenty of equipment furnished—50 cards, a Master card and 200 wooden markers."

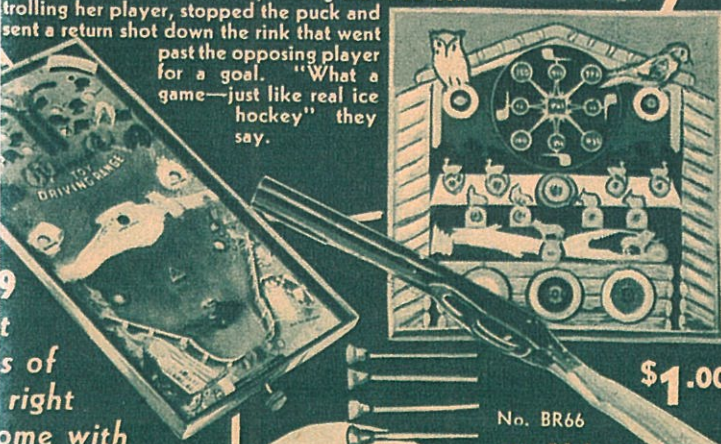


No. BR64

No. BR63

1.19
the thrills
a real game on
ice rink!
ICE HOCKEY

Billy and Ruth played this exciting game, each defending a goal. Billy, by a quick turn of the knob operating the player, sent the puck a-whizzin' down towards the goal but Ruth was too fast and, turning the knob controlling her player, stopped the puck and sent a return shot down the rink that went past the opposing player for a goal. "What a game—just like real ice hockey" they say.



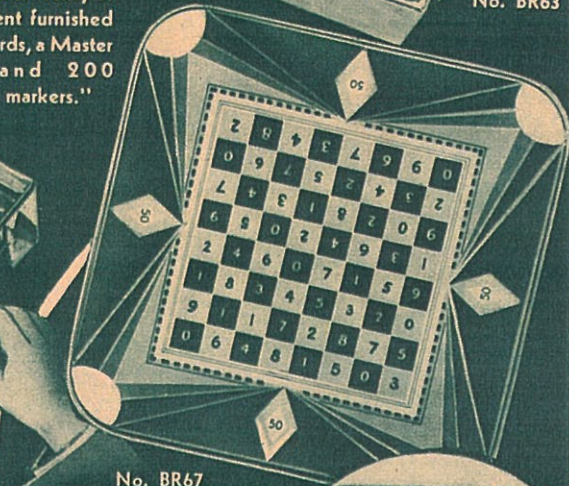
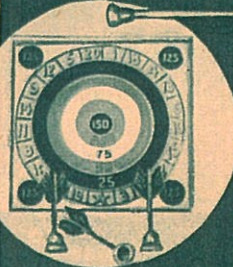
\$1.00

No. BR66

**2-IN-1
SHOOTING
GALLERY**

One side of board pictures a shooting gallery—clay pipes, ducks, rabbits, etc. to shoot to score. Double barrel target gun and 4 rubber suction cup darts.

On reverse side is bulls-eye target and 3 feathered suction cup darts you throw to score are furnished.

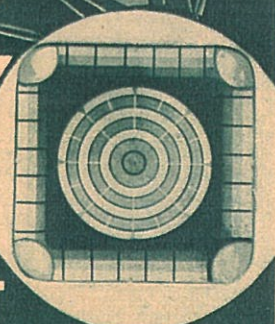


No. BR67

**67 Games in 1
RICOCHET**

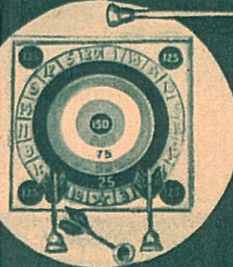
"Surely this is the greatest of all family games" agree Billy and Ruth. "Every member from Grandfather down will enjoy it. And it seems you never run out of new ones to play on the Ricochet Game board—there are 67 different games. You can play carrom, croquinoles, checkers, backgammon and oh, so many other fine games, too numerous to mention. Croquinoles design on front, checker board design on reverse side, all in 4 colors on non-warping Masonite. Ricochet is complete with accessories such as carrom rings, tenpins, dice, etc."

\$1.50



**DRIVING
RANGE**

a game Dad will enjoy as you. Twirl the knob makes golfer hit the ball the course. Watch out! It's a sand trap, bunker or water hole to keep your score from scoring the drives numbered 25 yds. to 100 yds. No. BR65





No. BR72

\$1.00

TABLE TENNIS

"We play table tennis every day," say Billy and Ruth. "It's such fun and great exercise too. Mother and Dad play with us often and our friends all like it. This set contains four 3-ply bats with sanded face and cork grip handles, a net, two table clamps and 2 balls."



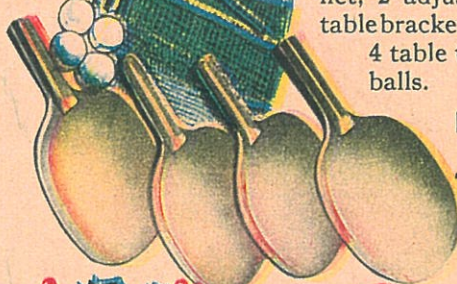
No. BR73

This set approved for tournament play!

\$2.00

Here, you more experienced players, is the set for you.

Four sanded, tournament bats, a large net, 2 adjustable table brackets and 4 table tennis balls.



**EXTRA
TABLE
TENNIS
BALLS
3 FOR
25c**



No. BR75

of regulation wood calling numbers and plenty of wood counters.

50c

GAMES

Selected by Billy & Ruth

BADMINTON

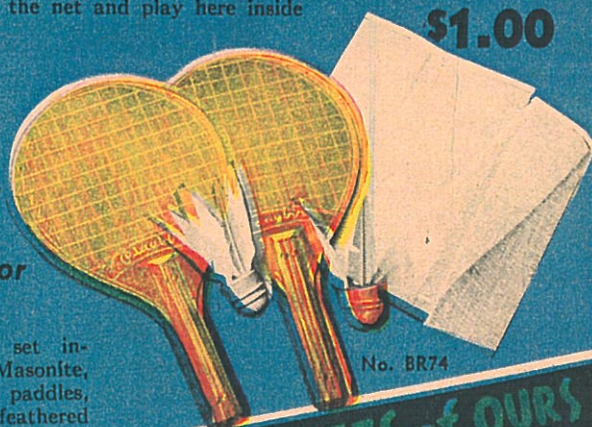
is all the rage now!

"Ruth, the reason Badminton is becoming so popular is because you can play it indoors or outdoors," explains Billy. "Yes, it's a game with plenty of action either way," answers Ruth. "Let's put up the net and play here inside today."

\$1.00

**For
Indoor
or
Outdoor
Play**

Complete set includes 2 Masonite, non-warp paddles, net and 2 feathered rubbershuttlecocks.



No. BR74

TWO FAVORITES OF OURS

**Everybody's
Playing It!**

"Have Bingo at your next party a great game for any number of players," say Billy and Ruth. This big set has 50 large cards, complete set



25c

No. BR76

ANAGRAMS

A game of spelling words with 400 clearly printed wood block letters that's real fun.

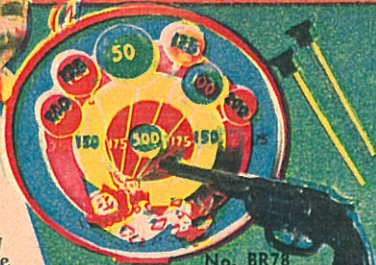


**Let's play
SCAT!**

No. BR77

\$1.00 "Thrilling — exciting — for all ages," Billy and Ruth describe Scat. "You'll have to have a quick eye and a fast hand to get the mouse out of reach of the cat for if you are caught you're 'out'!" explains Ruth.

You'll like these two games



No. BR78

CLOWN TARGET

Score by hitting the balloons the clown is holding on the metal target, using the metal target pistol and shooting 2 rubber tipped darts.

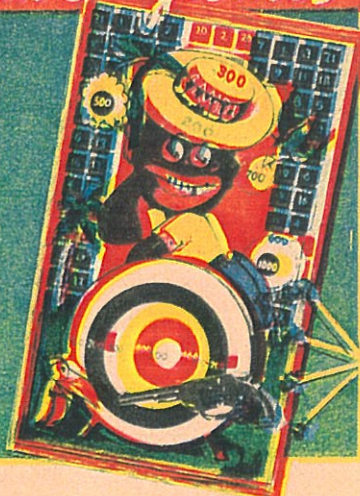
25c

SAMBO TARGET

Billy tells Ruth "Take a shot at grinning Black Sambo. You can't miss for there's about 50 scores on the big colored metal easel-back target board. Big target pistol with 4 rubber tipped darts."

No. BR79

69c

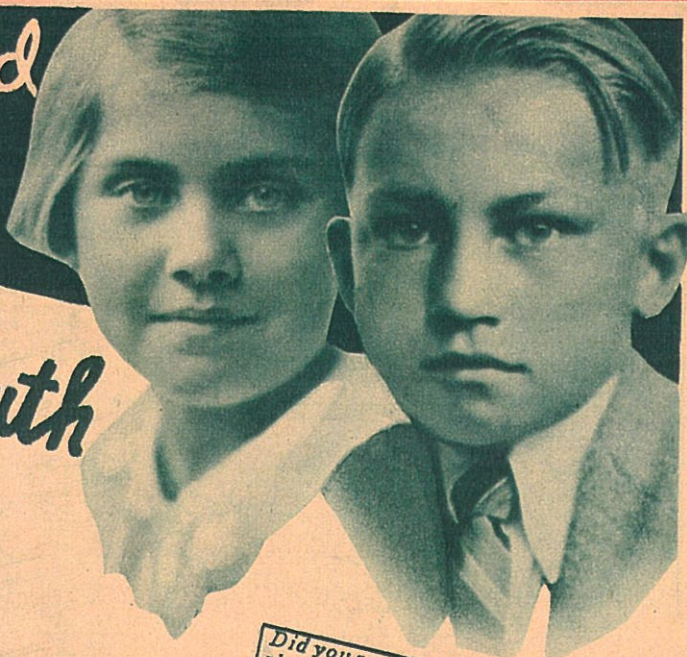


Boys and Girls: Read
this message from



Billy and Ruth

BOX 333
PHILADELPHIA, PA.



Did you see Billy and Ruth's workshop on the Steel Pier in Atlantic City, N. J., last Summer?

Dear Friends:

For 8 years we have been Santa Claus' helpers. Each year we visit Santa in his workshop at the North Pole, tell him what toys the boys and girls of America want for Christmas and help him build these toys. Each year we show these "best" toys in this book of ours.

Santa Claus calls us the "Toy Stylists of America". Do you wonder why? Would you like to know how we first met Santa Claus and how and why he picked us for his helpers?

Well, it's quite a story and we've put it all in a little booklet called "The Story of Billy and Ruth - America's Toy Stylists". You can get a copy of this booklet absolutely FREE by writing to us at Box 333, Philadelphia, Pa., giving us the name and address of the dealer from whom you got this book. We will also tell you how you can get a swell new book we're writing about some of our adventures.

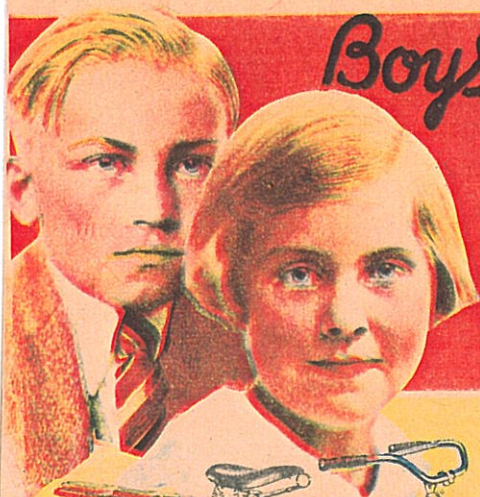
Here's hoping you have the best Christmas, ever.

Billy and Ruth



FREE





Boys and Girls: It's fun and easy

BILLY AND RUTH PRIZES OVER 100 BIG NATIONAL

BOYS' PRIZES

First
Prize
DOG

Read Carefully! CONTEST RULES

1—Fill in on the Entry Blank on next page, or write your entry on one side of a sheet of paper, what toys in the Billy and Ruth Book you like best and then, in not more than 20 words, why this store is the best place to buy toys. Sign your name, address, date of birth.

2—Entries will be judged for best construction, neatness, spelling and penmanship. Your own words are most important. Fancy entries will not count.

3—The Local Prize contest for store whose name appears on cover of this book, will be judged by the management of that store and that decision will be final. Duplicate prizes will be awarded in case of ties. All entries and contents thereof become the property of Billy and Ruth Toy Headquarters. No entries will be returned.

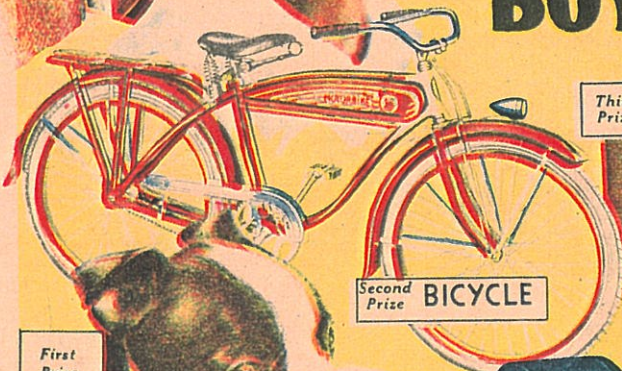
4—The winning entries of the Local Prize Contest will be automatically entered in the Billy and Ruth National Prize Contest, the winners of which will be judged by Billy and Ruth and their decision will be final. Duplicate prizes will be awarded in case of ties.

5—Any one may compete except employees of this store or their families. Contest limited to United States only and subject to all Federal, State and Local Regulations.

Third
Prize
RADIO



Second
Prize
BICYCLE



Fifth
Prize
MOVIE
CAMERA

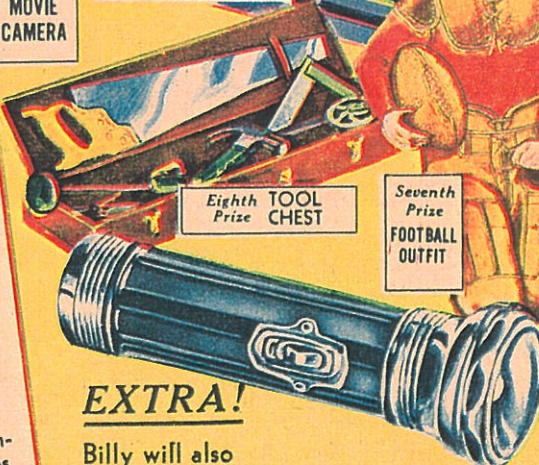
Fourth
Prize
WRIST
WATCH



Sixth
Prize
MOVIE
PROJECTOR



Eighth
Prize
TOOL
CHEST



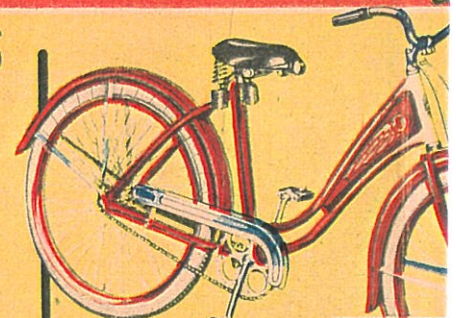
Seventh
Prize
FOOTBALL
OUTFIT



EXTRA!

Billy will also
present as Boy's Prizes

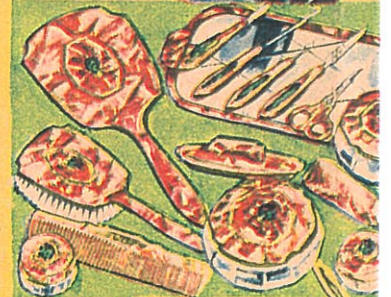
50 FINE FLASHLIGHTS



Second
Prize
BICYCLE



Fourth
Prize
WRIST
WATCH



Eighth
Prize
FITTED
BAG



EXTRA!

Ruth will also
present as Girls' Prizes

50 Pairs ROLLER
SKATES



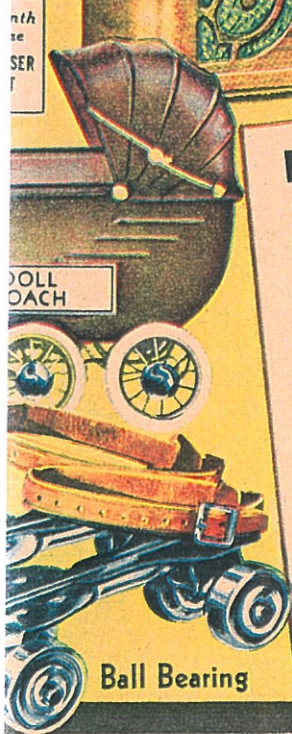
win a big prize
THE CONTEST
ALL PRIZES!

GIRLS' PRIZES

First
Prize
PONY

Fifth
Prize
RING

Third
Prize
RADIO



2 BIG LOCAL PRIZES
 WILL BE GIVEN BY THIS STORE

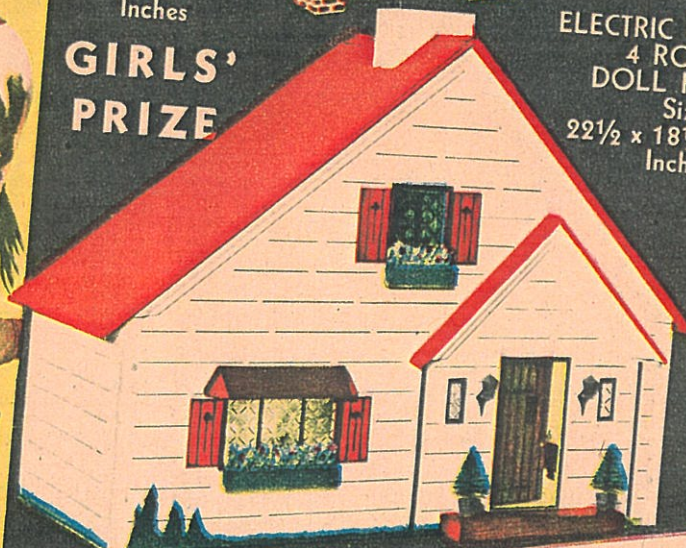
BIG FORT BOYS' PRIZE

With 2
Cannons,
Drawbridge
and
2 Flags.
Size

24 x 11 x 8 1/2
Inches

GIRLS' PRIZE

**ELECTRIC LIGHTED
 4 ROOM
 DOLL HOUSE**
 Size
 22 1/2 x 18 1/2 x 10 1/2
 Inches



ENTRY BLANK—BILLY AND RUTH CONTEST

I LIKE BEST THESE TOYS SHOWN IN THE BILLY AND RUTH BOOK:

THE REASON YOUR STORE IS THE BEST PLACE TO BUY TOYS IS:

Name.....

Address.....

Date of Birth.....

YIP-EE!

Boys, this IS hot!
says Billy

The latest

TRAILER TRUCK MOVING VAN

powered by famous
Kingsbury
spring motor

\$1⁰⁰



Wow! Wind it up and see it go! Patterned after the Studebaker Cab-Over-Engine streamlined moving van with 6 rubber-tired wheels. Big rear door that, when opened, acts as a ramp for loading the van. Van is detachable.

20½ INCHES
LONG!

NON-INFLAMMABLE, LIGHT

New! Different!
made of special composition
instead of metal

DURABLE!

MODERN TOYS

\$1⁰⁰

SET OF 10 TOYS

All kinds of autos, buses and trucks—each 4 in. long in this set. Even a couple of airplanes with 5 in. wingspreads.

No. BR79 B

BRILLIANT
COLORS
50¢

No. BR79 C

SET OF 5 TOYS

Set contains 4 in. Town Car, Bus, Truck, Sport Coupe and 5 in. Airplane.