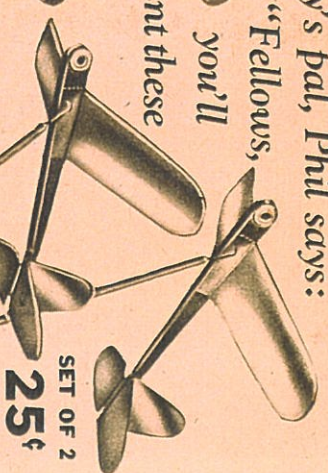
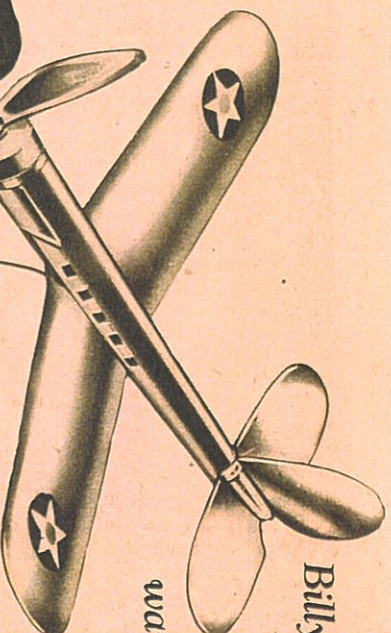




Billy's pal, Phil says:

"Fellows,
you'll
want these

AIRPLANES that really fly"



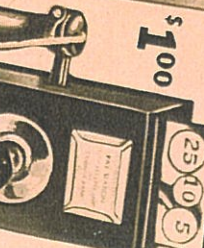
Flyin' Fool
Falcon

2 Army and Navy
SKY-GLIDERS
with Catapults

A real flyer that gives many interesting and long distance flights. The realistic, efficient propeller is designed to deliver an abundance of power. Has 16" wing-spread.

Two complete gliders, with wings, tail surfaces and rudders of aluminum.

98¢



Play
TALLY-BELL
BASKETBALL



\$1.48



JUNIOR
SET
Big Value 98¢

This is lots of fun. A Bell rings when score is made. Goal fits easily over back of chair, tops of doors or play yard fence.



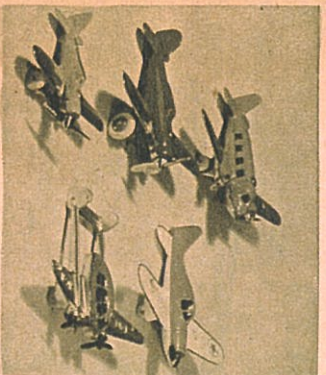
Call up your friends - you can with this
Latest Real TELEPHONE SET

You can hold a real conversation, from most anywhere. Nice for the sick room too, 'cause it will save Mother lots of steps. \$2.95

Walt Disney
MOVIE STUDIOS

Just think! A complete Walt Disney Theatre, with stage and stage settings featuring the Walt Disney characters. You can color them with crayons included. 50¢

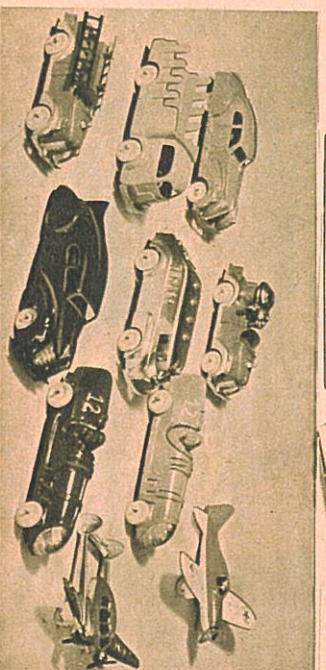
LARGE SET
Contains large assortment characters . . . Has crayons, points and an art- . \$1.00



5 Dandy
AIRPLANES

Boy, what a nifty set of planes. Perfect reproductions. You can get the enemy with the army plane, or take it easy in the Trans-SET 50¢

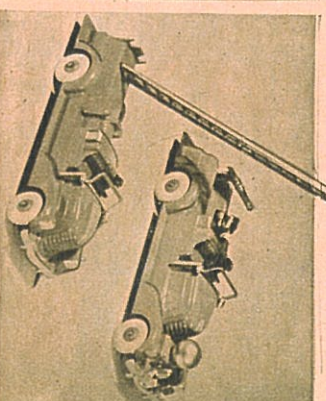
38 Dandy and Beautiful



Many happy hours of play with these
10 AUTOS, TRUCKS AND PLANES

Beautiful colors. Real "play feature" construction and streamlining that is breath-taking. Wait 'til you see them travel across the room! They have Rubber SET 98¢

OF 10



CAST IRON TOYS

PUMPER You can have lots of fun with this Fire Pumper. It is 7 3/4 inches. 25¢

HOOK AND LADDER Now you're set for some real action! Length is 7 3/4 inches and painted Red and Aluminum. 25¢

GRAND NATIONAL PRIZES
More than 2500 Prizes, some of which are
illustrated, are awarded by *Billy and Ruth*



Boys & Girls! WIN A PRIZE in the Great *Billy and Ruth* REG. TRADE MARK

PRIZE CONTEST

Write a Last Line to this

Billy and Ruth JINGLE

REG. TRADE MARK

OVER 2500 PRIZES



Billy and Ruth and Santa Claus too
Hope that you get many Toys brand new
Now all thru this Book
We'd like you to look

Be sure the last word
rhymes with "new"

LOCAL PRIZES

Awarded by Dealer whose name is on the front cover.

Besides the 2500 Grand National Prizes, you may win one of the Beautiful Local Prizes, on display at this Dealer's Store. See these wonderful local Prizes. Only the winners of the Local Prizes, will have an equal chance to win the National Prizes.

FOLLOW THESE SIMPLE RULES

1. Simply write the last line to complete the jingle shown on the entry blank.
2. Mail or take your entry to the dealer whose name appears on the cover of this Book. All entries must be postmarked before midnight of December 22, 1939.
3. The prizes will be awarded to the writers of the best last lines in the opinion of the judges. Their decision to be final. Duplicate prizes awarded in case of ties.
4. Local Prize Contest to be judged by the management of the store whose name is on Cover of this Book. National Prize Contest to be judged by Billy and Ruth Headquarters.
5. Entries become the property of Billy and Ruth Headquarters. No entries will be returned.
6. Any one may compete except employees of this store or their families. Contest limited to United States, and subject to all Federal, State and Local Regulations.

HINTS TO HELP YOU WIN

Be sure the last word of your line rhymes with "new". For example "two", "blue", "grew", etc. Here is a sample last line:
Billy and Ruth and Santa Claus too
Hope that you get many Toys brand new
Now all thru this book
We'd like you to look
'Cause we show the best Toys and that's true,
NOW TRY YOUR LUCK!

ENTRY BLANK — *Billy and Ruth* JINGLE CONTEST
WRITE A LAST LINE TO THE JINGLE — BE SURE IT RHYMES WITH "NEW"

Billy and Ruth and Santa Claus too
Hope that you get many Toys brand new
Now all thru this book
We'd like you to look

(PLEASE PRINT CLEARLY)

Dealer's Name

Dealer's Address

Name.....
Street & No.

State.....

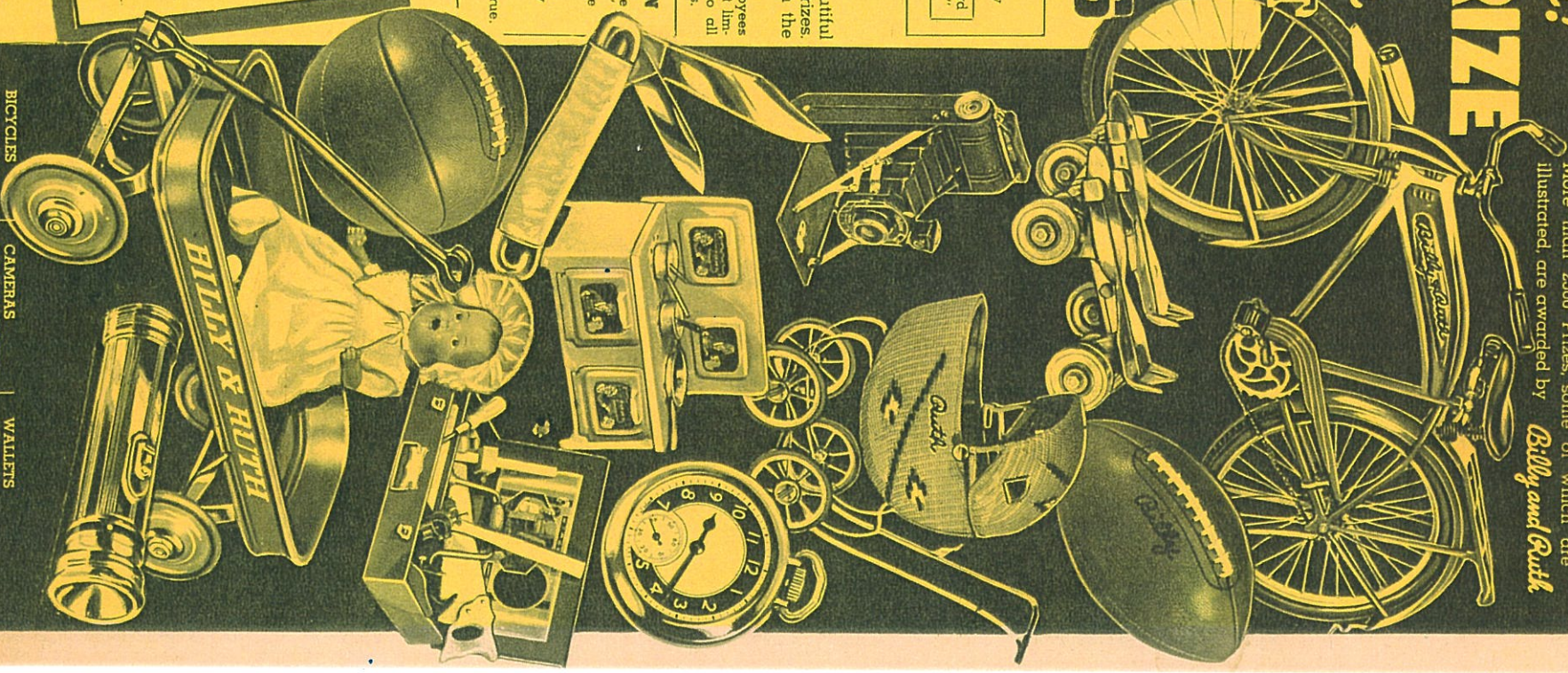
City.....

ENTRY BLANK MUST BE FILLED OUT COMPLETELY TO QUALIFY

Boys & Girls, take this Entry to the Store

whose Name is on the Cover of this Book. Additional
Entry Blanks are obtainable, and you may submit as many
as you wish. Tell all your friends about this Billy and Ruth Prize Contest.

40 *Billy and Ruth*



BICYCLES
WATCHES
WAGONS
FOOTBALLS
DOLLS

CAMERAS
ROLLER SKATES
DOLL COACHES
PEN KNIVES
FLASHLIGHTS
TOOL CHESTS

WALLETS
ELECTRIC STOVES
SUBSCRIPTIONS TO
American Girl Magazine
Boy's Life Magazine