

37

20 inch ASK FOR 37BR6
16 inch ASK FOR 37BR5
12 inch ASK FOR 37BR4
sizes to pick from.

VELOCIPIDE Streamlined and smooth running! Has a nifty mudguard. Ball bearing front wheel. New style black rubber Pedals. Indian Red finish. Will worry you. You'll be the talk of the town! Three running! Has a nifty mudguard. Ball bearing front wheel. New style black rubber Pedals. Indian Red finish. Will worry you. You'll be the talk of the town! Three

ASK FOR 37BR3

In Ivory and Hand Ralls and Bumper in Silver. enamel with Ivory trim. Body in Hazelwood Brown, wheels travel in style in this. Body and chassis in Maroon baked

STATION WAGON

"Look your dolls
in this smart look.
It's a lovely day
for the Wheel Dept."

Spoke wheels with 1 inch lacy head tires. Bicycle chain guard. Full enamel head tires. Melodele handle bar. Beautiful Red saddle. Ad-

ASK FOR 37BR2

Bicycle type Pedals. Full enamel head tires. Spoke wheels with 1 inch lacy head tires. Happy days ahead for you, with this chain driven Tri-cycle. All the kids in your neighborhood will envy you, it has 16 in. track tires. Billy and Ruth, "All the kids in your neighborhood will envy you, with this chain driven Tri-cycle," say

CHAIN DRIVEN TRICYCLE . . .

ASK FOR 37BR1

Ivory trim. Hand rails in Silver.
Ivory trim. Hard rails in Silver.
Ivory trim. Hard rails. Beautiful Red baked enamel.
Ivory trim. Hard rails. Beautiful Red baked enamel.
Ivory trim. Hard rails. Beautiful Red baked enamel.
Ivory trim. Hard rails. Beautiful Red baked enamel.

HOOK AND LADDER

Oh boy, you'll be first to reach the fire in this streamlined beauty!, promises Billy. Sets wo. His Fire Chief bell, motorizer, bumper,

the Biggest Derby Set and

SET AND

You go in for Wheel chases? Write and tell me. Do you like to hear me talk about my wheel chases? I will! I use the wagons, cutouts in Best Lookin' too. Why do Book and since they're the best things on wheels, I will! I use the wagons, cutouts in Best Lookin' too. Why do Book and since they're the best things on wheels, I will! I use the wagons, cutouts in Best Lookin' too. Why do Book and since they're the best things on wheels, I will!

Your Pal, Billie, on you see in the best Lookin' too. Why do Book and since they're the best things on wheels, I will! I use the wagons, cutouts in Best Lookin' too. Why do Book and since they're the best things on wheels, I will!

39

ASK FOR 39BR9

Boys and Girls! A pair of wings for your
feet! Snappy looking. Speedy! Nickel-
plate finish. Made by a well-known
maker.

UNUSUAL
VALUESKATES
ROLLER

"Here's something you should
not be without," warns Billy.
Knife, says Billy. Morse Code on
one side. Big cutting blade, can
opener, cap lifter, screw driver,
and belt punch. ASK FOR 39BR8

ASK FOR 39BR7

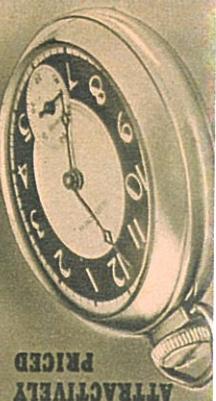
You can't do without this Signal
Knife, says Billy. Morse Code on
one side. Big cutting blade, can
opener, cap lifter, screw driver, can
and belt punch.

"Try the correct time to the
every boy will want one of
these nifty pocket watches.
"You can't do without this Signal
Knife, says Billy. Morse Code on
one side. Big cutting blade, can
opener, cap lifter, screw driver, can
and belt punch.

ASK FOR 39BR6

DCKET WATCH

BILLY'S SIGNAL KNIFE

ATTRACTIVELY
PRICED

69.

1.00



"Sue you need shoulder and chest protection. Foot
balls no silly game," says Billy. "Protection for
rugged shoulder cups and contours padded with
quilted white drill. Elastic trim bands. Well made and
well padded. Give you protection where you need it
most."

ASK FOR 39BR2

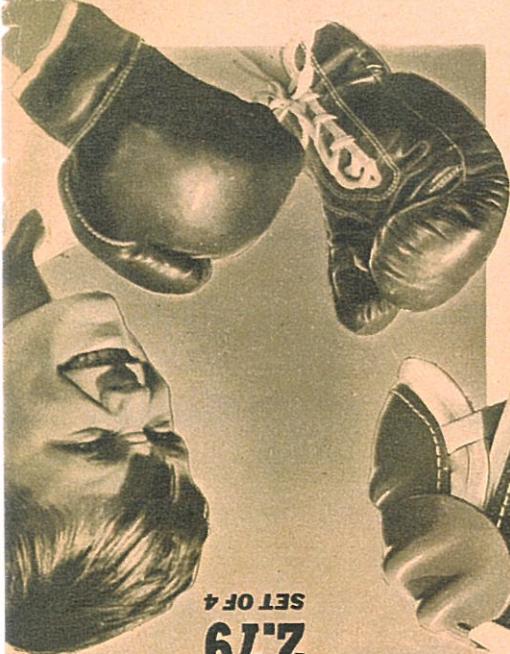
"Come on, fellas," says
Billy, "start the game with
a real football that you've
equipped and boy, you've
got it here." Official in size.
Made of heavy weight, hand
tipped, double leather pads.
Made of heavy weight, hand
tipped, double leather pads.
Value baddie. Cam sure
take it.

ASK FOR 39BR4

A Touchdown with a
Kiddi! FOOTBALL

BEAUTIFUL PHOTO RING
Men's ring gift can
wear it too, duh!
Engaged necklet photo
ring. Gift can
and leatherette case.
Men's ring gift can
wear it too, duh!
Engaged necklet photo
ring. Gift can
and leatherette case.

ASK FOR 39BR5

2.79
SET OF 4

ASK FOR 39BR3

"For some real muscle-building and chest development,"
says Billy, "beat it!" "You never
feel anything to learn the beauty art of self-defense."
These are really knockout. Made of white leatherette pads
and cut cloth lined, cotton stuffed. Large, roomy
glove leather and white color leatherette pads
and cut cloth lined, cotton stuffed. Large, roomy
and comfortable.

BOXING GLOVES

A Gift with a Punch!

"Put your shoulders to it, Boys!
SHOULDER PADS

"Sue you need shoulder and chest protection. Foot
balls no silly game," says Billy. "Protection for
rugged shoulder cups and contours padded with
quilted white drill. Elastic trim bands. Well made and
well padded. Give you protection where you need it
most."

ASK FOR 39BR2

"Come on, fellas," says
Billy, "start the game with
a real football that you've
equipped and boy, you've
got it here." Official in size.
Made of heavy weight, hand
tipped, double leather pads.
Made of heavy weight, hand
tipped, double leather pads.
Value baddie. Cam sure
take it.

ASK FOR 39BR4

"Sue you need shoulder and chest protection. Foot
balls no silly game," says Billy. "Protection for
rugged shoulder cups and contours padded with
quilted white drill. Elastic trim bands. Well made and
well padded. Give you protection where you need it
most."

ASK FOR 39BR2

"Come on, fellas," says
Billy, "start the game with
a real football that you've
equipped and boy, you've
got it here." Official in size.
Made of heavy weight, hand
tipped, double leather pads.
Made of heavy weight, hand
tipped, double leather pads.
Value baddie. Cam sure
take it.

ASK FOR 39BR4

"Come on, fellas," says
Billy, "start the game with
a real football that you've
equipped and boy, you've
got it here." Official in size.
Made of heavy weight, hand
tipped, double leather pads.
Made of heavy weight, hand
tipped, double leather pads.
Value baddie. Cam sure
take it.

ASK FOR 39BR2

"Come on, fellas," says
Billy, "start the game with
a real football that you've
equipped and boy, you've
got it here." Official in size.
Made of heavy weight, hand
tipped, double leather pads.
Made of heavy weight, hand
tipped, double leather pads.
Value baddie. Cam sure
take it.

ASK FOR 39BR4

"Come on, fellas," says
Billy, "start the game with
a real football that you've
equipped and boy, you've
got it here." Official in size.
Made of heavy weight, hand
tipped, double leather pads.
Made of heavy weight, hand
tipped, double leather pads.
Value baddie. Cam sure
take it.

PORT ACCESSORIES MAKE
WEELCOME GIFTS!
LIL-STARS -
DR FUTURE



19

"Come on, fellas," says
Billy, "start the game with
a real football that you've
equipped and boy, you've
got it here." Official in size.
Made of heavy weight, hand
tipped, double leather pads.
Made of heavy weight, hand
tipped, double leather pads.
Value baddie. Cam sure
take it.

ASK FOR 39BR1

"Come on, fellas," says
Billy, "start the game with
a real football that you've
equipped and boy, you've
got it here." Official in size.
Made of heavy weight, hand
tipped, double leather pads.
Made of heavy weight, hand
tipped, double leather pads.
Value baddie. Cam sure
take it.

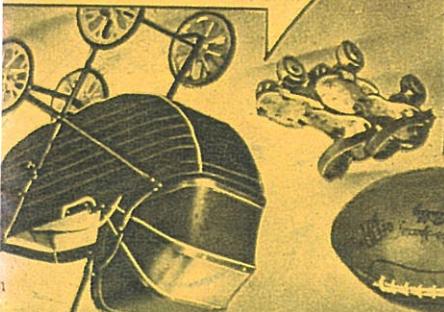
ASK FOR 39BR2

"Come on, fellas," says
Billy, "start the game with
a real football that you've
equipped and boy, you've
got it here." Official in size.
Made of heavy weight, hand
tipped, double leather pads.
Made of heavy weight, hand
tipped, double leather pads.
Value baddie. Cam sure
take it.

ASK FOR 39BR3

Blank, read the RULES
Before you cut out this Entry
and Ruth Stores
out correctly. Then take it
again. Be sure you fill it
out correctly. Then take it
again. Be sure you fill it
out correctly. Then take it
again. Be sure you fill it
out correctly. Then take it
again. Be sure you fill it
out correctly. Then take it
again. Be sure you fill it
out correctly. Then take it

BOYS and GIRLS!



ENTRY BLANK FOR *GILLY AND RUTH* CONTEST

NAME _____

(Write in 25 words or less why you think so)

STREET & NO. _____ CITY _____ STATE _____

Entry Blank Must Be Filled Out Completely To Qualify)

Dealers' Name _____

Address _____

STATE _____

DAY STREET

AGE _____

As it appears on front cover of this Book

Contest limited to United States and subject
to all Federal, State and Local Regulations.

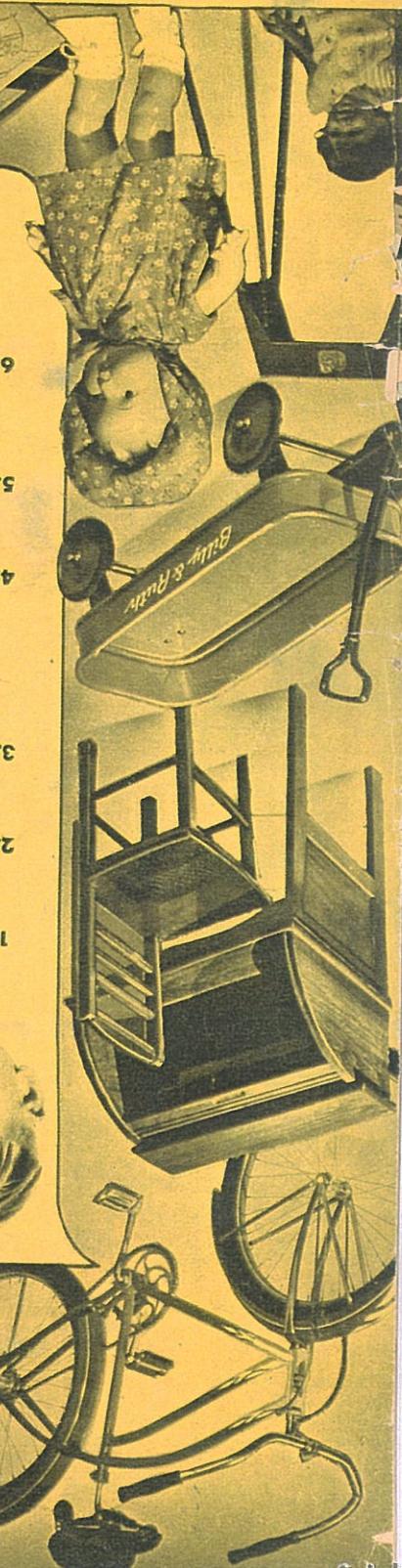
GILLY and RUTH

8. Be sure you look through the book before you enter the Contest.
Remember, whatever the judges say,
goes! We will keep all entries ready.
ed in our Contest and they will be-
come ours—none will be returned.
ed by your Official Billy and Ruth
Official Billy and Ruth Stores and
capping people who work at the
their families.
9. Anyone may enter our Contest ex-
cepting Official Billy and Ruth Stores and
Official Billy and Ruth Dealers. DO NOT
MAIL IT IN TO US.
Send or take your entry to your Offi-
cial Billy and Ruth Dealer. DO NOT
3. Fill in the Dealer's name and address
as it is shown on the front cover of
this book. Be sure to do this as it is
most important. Then cut the coupon
out neatly—as this counts a lot with
the Judges.
Fill in the National Contest—
you still have a chance to win a prize
in the National Contest.
4. Send or take your entry to your Offi-
cial Billy and Ruth Dealer. DO NOT
MAIL IT IN TO US.
Send or take your entry to your Offi-
cial Billy and Ruth Dealer. DO NOT
5. Don't forget, the Local Prize Contest
closes Midnight, December 22nd,
1941, so all entries must be post-
marked before then.
6. The Local Prize Contest to be judg-
ed by your Official Billy and Ruth

Here are the Rules for our Contest—the greatest in our time, be sure to follow each one, if you want to make a hit with the judges.
Yes sir, kids, over 2500 swell prizes will go to lucky boys and girls in our great Billy and Ruth Prize Contest. Be sure to join this Contest...it's Easy...it's Fun!
WIN ONE OF THESE LOVELY PRIZES
OVER 2500 SWELL PRIZES
IN OUR GREAT
GILLY AND RUTH
CONTEST

GILLY and RUTH

Join this Contest...it's Easy...it's Fun!
YES SIR, KIDS, OVER 2500 SWELL PRIZES WILL GO TO LUCKY BOYS AND GIRLS IN OUR GREAT BILLY AND RUTH PRIZE CONTEST. BE SURE TO FOLLOW EACH ONE, IF YOU WANT TO MAKE A HIT WITH THE JUDGES.



BE SURE TO FOLLOW THE RULES. GIVE OR SEND ENTRY TO YOUR DEALER.
OVER 2500 SWELL PRIZES
IN OUR GREAT
GILLY AND RUTH
CONTEST

Before you cut out this Entry
and Ruth Stores
out correctly. Then take it
again. Be sure you fill it
out correctly. Then take it
again. Be sure you fill it
out correctly. Then take it
again. Be sure you fill it
out correctly. Then take it
again. Be sure you fill it
out correctly. Then take it
again. Be sure you fill it
out correctly. Then take it

© 1941 Standard Sales Corp.