

# Billy and Ruth

[illegible]

# THE ROYAL

**"The Christmas Store"**  
**ROCKVILLE**

1-450





Dear Pals:

## AN OPEN LETTER

**H**ERE we are with another wonderful book of toys that we are sure will make your very best dreams come true. There were so many super toys in Santa's workshop this year that it sure was hard to pick from them. But after looking and looking, we decided that these were tops. We hope you like our choice!

**G**EE, it is a swell feeling to know that our Book goes into so many, many homes all over the country. Just think, several million boys and girls from coast to coast are looking at these pages and planning their lists for Santa Claus!

**J**UST to make sure that you always get BILLY and RUTH toys and not a substitute, we have put the name of the people who make each toy right in the book again this year. You can ask for our things by name that way and you'll know that you're getting the toys we selected especially for our pals.

**S**AY, we really are proud of our wonderful Boys' and Girls' Club. It's growing so fast we can hardly keep up with it. We have hundreds and hundreds of members in almost every state now and if you do not belong already, we hope you will join soon.

**Y**OU see, all our pals in the club write to us and we answer them in a special news letter every month. We have a grand time telling each other about our doings at home and school and about our pets and oh, just everything.

**A**ND another thing, we have a special "pen pal" plan just for the boys and girls in our club. Members who want to write to each other just ask us to put their names on the pen pal list that goes with the club letter each month and pretty soon they have made new friends in a lot of different places. Gosh, they exchange pictures and have a really nifty time getting to know each other through the mail. Doesn't that sound like fun?

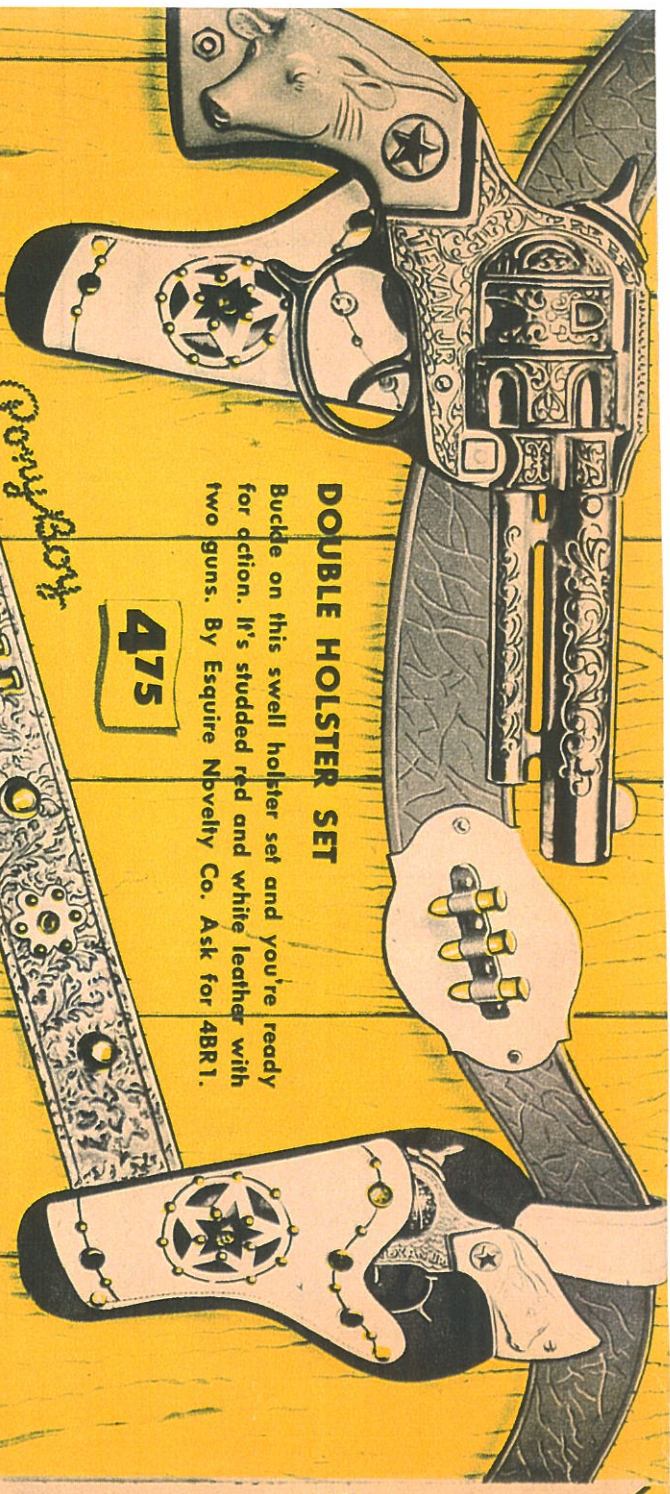
*Western Edition*









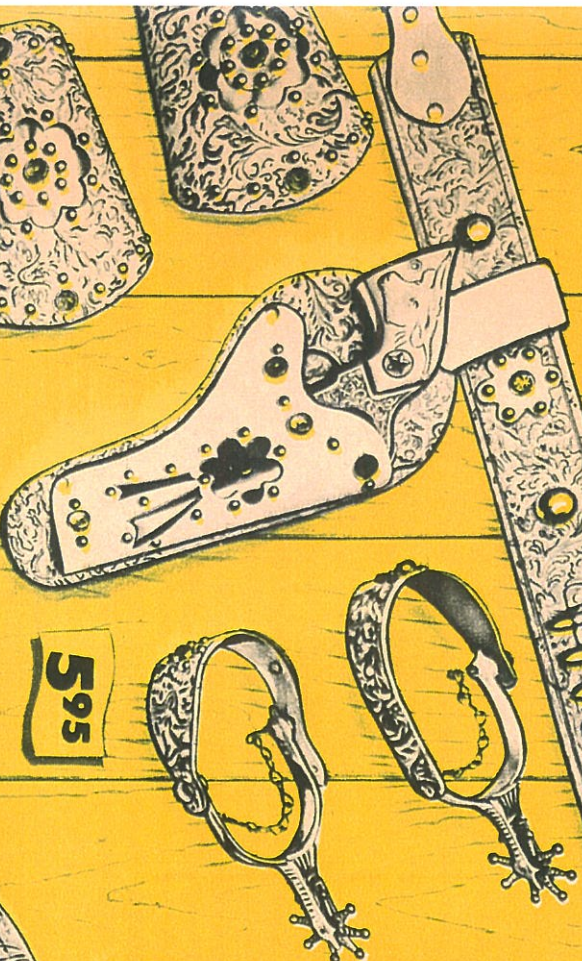


### DOUBLE HOLSTER SET

Buckle on this swell holster set and you're ready for action. It's studded red and white leather with two guns. By Esquire Novelty Co. Ask for 4BR1.

**475**

*Going Boy*

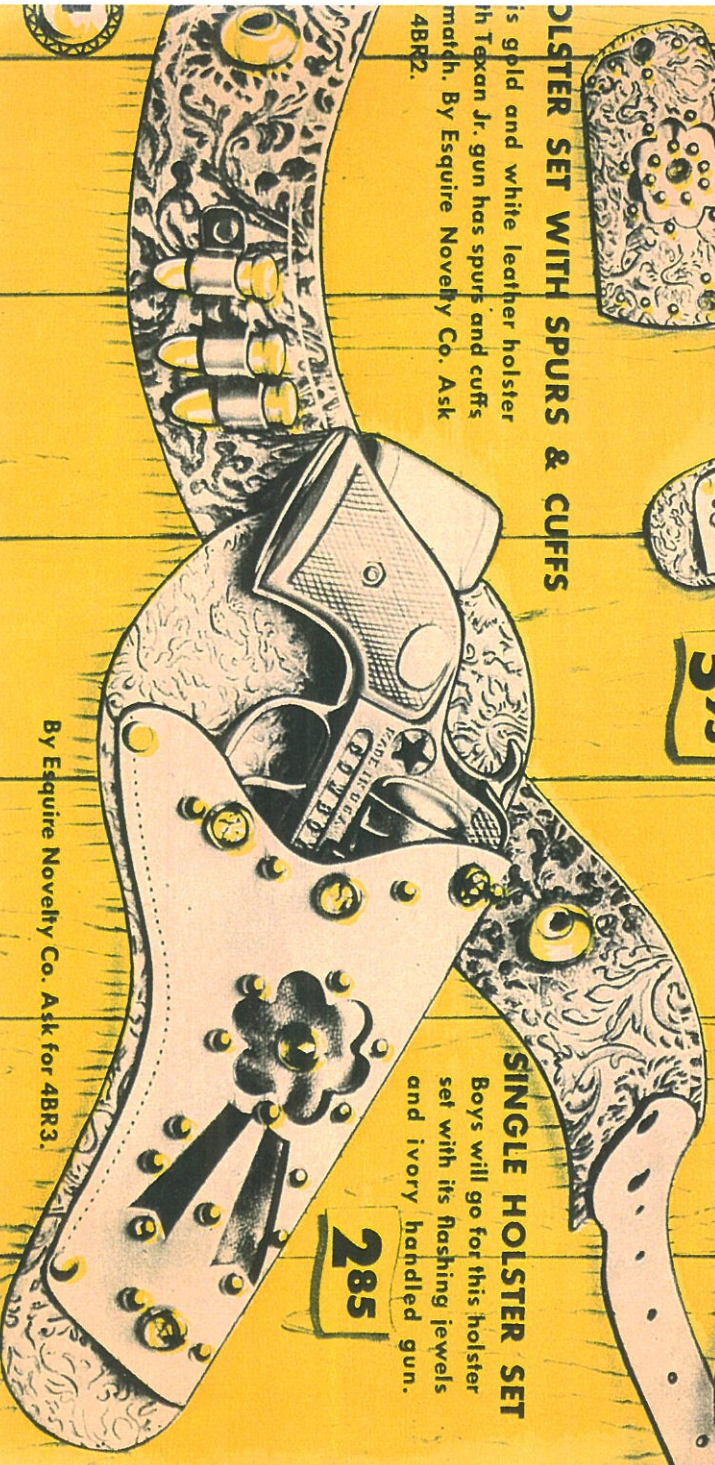


**595**

**RODEO  
TODAY**  
at the Billy  
and Ruth Ranch

### CLUSTER SET WITH SPURS & CUFFS

is gold and white leather holster  
th Texan Jr. gun has spurs and cuffs  
match. By Esquire Novelty Co. Ask  
4BR2.

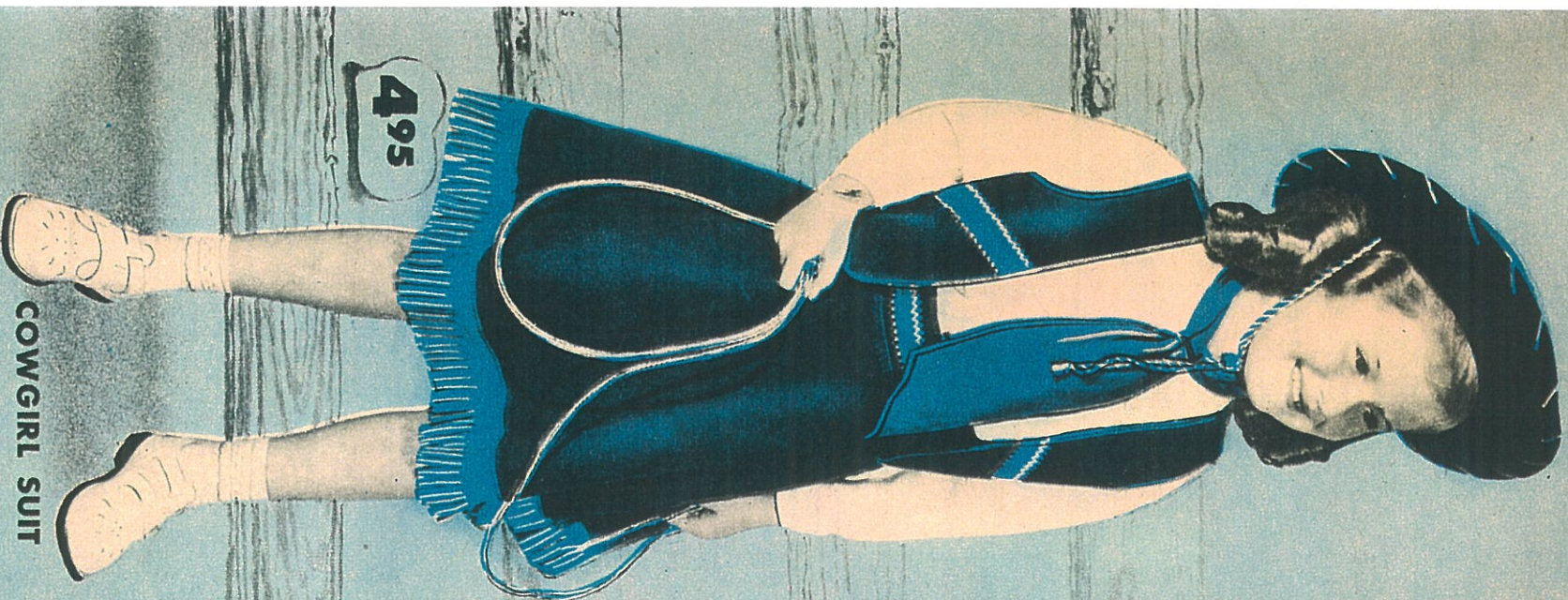


### SINGLE HOLSTER SET

Boys will go for this holster  
set with its flashing jewels  
and ivory handled gun.

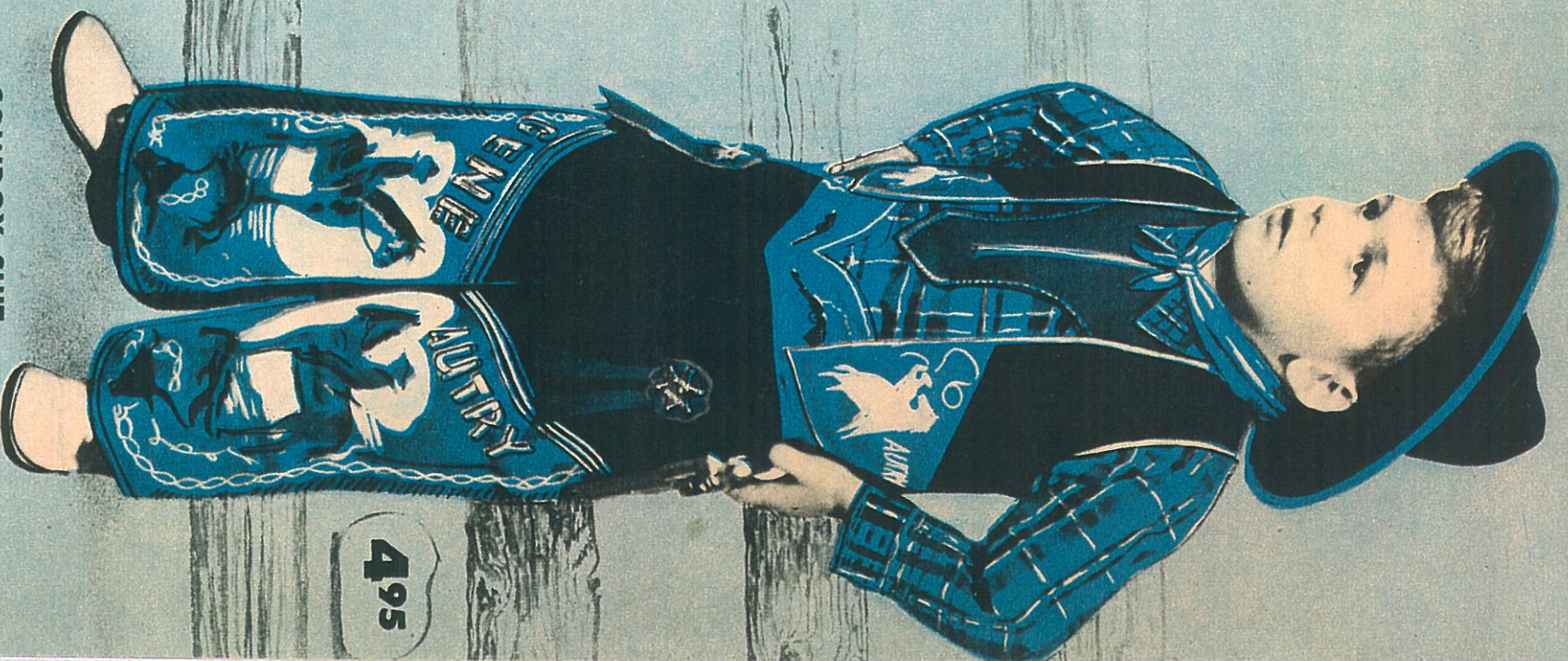
**285**





### COWGIRL SUIT

Here's a cowgirl outfit that's sure to capture the heart of any little "Sagebrush Sal." There's a brightly trimmed suede skirt, vest, bandanna, lariat and hat. By M. A. Henry Co. Ask for 5BR1.



### COWBOY SUIT

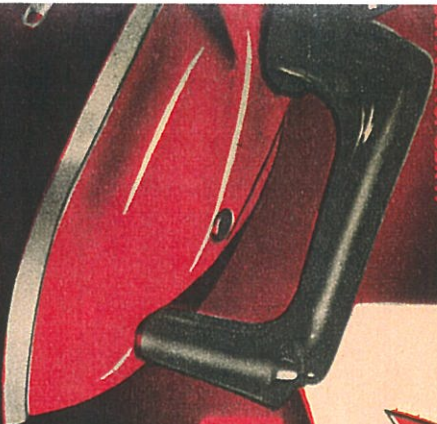
Any boy becomes a junior Gene Autry in this nifty suede suit with Gene's name right on the front. It's complete with pants, shirt, vest, bandanna, lariat and hat. By M. A. Henry Co. Ask for 5BR2.





## ELECTRIC IRON

A shiny red electric iron is a miniature of mother's and it does a good pressing job. By Wolverine Supply & Mfg. Co. Ask for 68R1.



## GIRLS



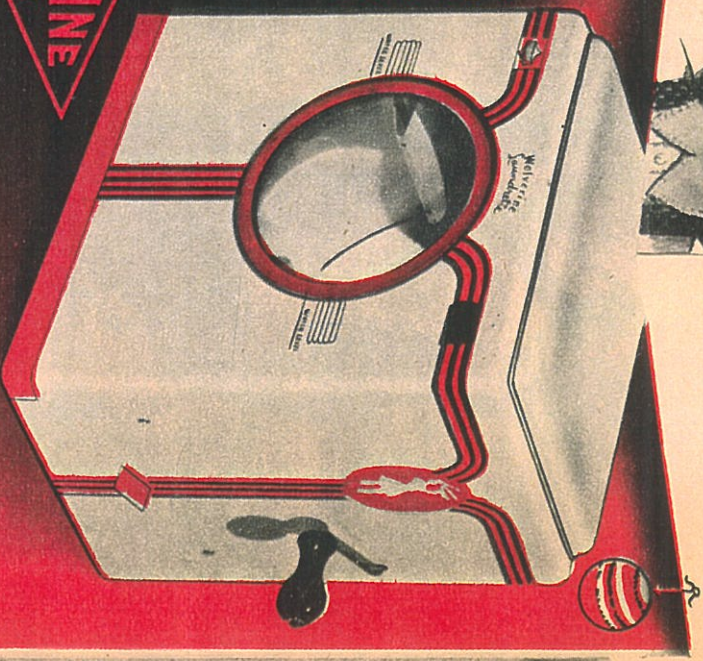
"You'll have loads of fun playing house with these wonderful toys."

**210**

## LAUNDRETTIE

You're sure to love this copy of a modern washing machine. The window in front lets you watch the wash as you turn the crank. By Wolverine Supply & Mfg. Co. Ask for 68R2.

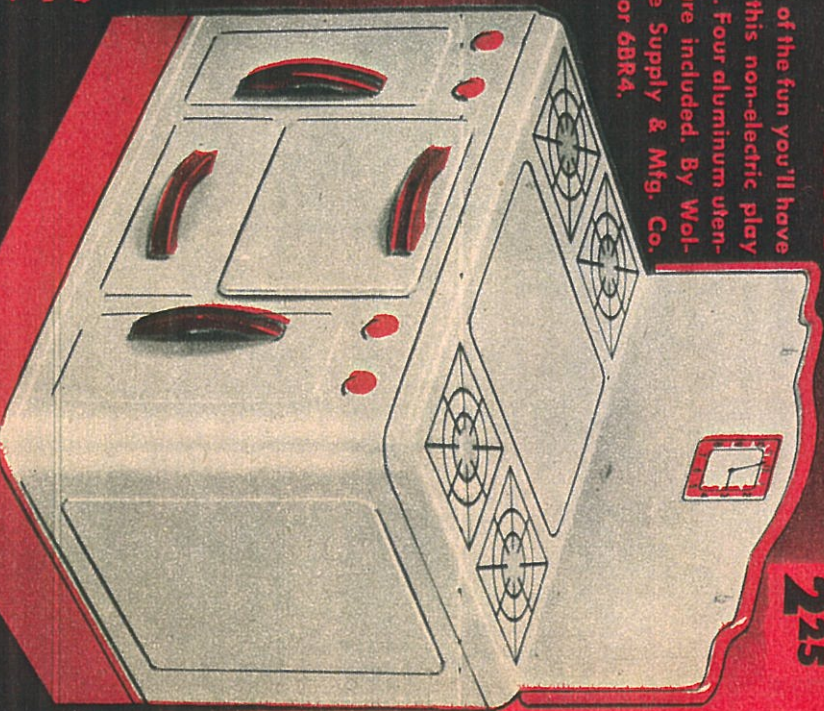
**210**



## STOVE

Think of the fun you'll have with this non-electric play stove. Four aluminum utensils are included. By Wolverine Supply & Mfg. Co. Ask for 68R4.

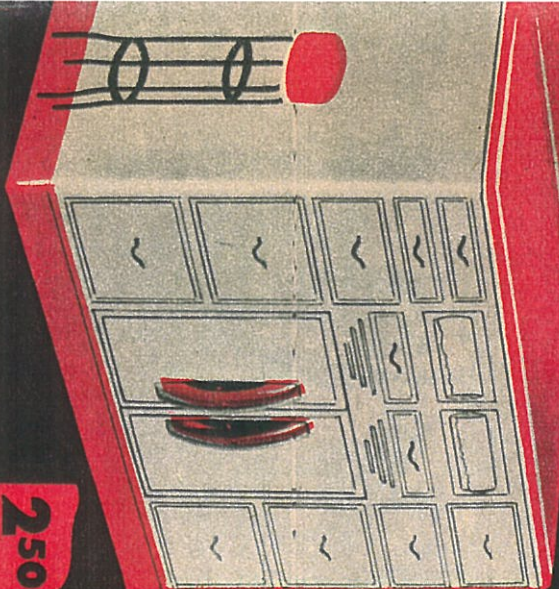
**225**



**250**

## KITCHEN CABINET

No playtime kitchen is quite complete without this handy cabinet. It's ivory metal, trimmed with red and it comes complete with food packages. By Wolverine Supply & Mfg. Co. Ask for 68R3.





"Here are some  
swell toys I picked  
out just for you."



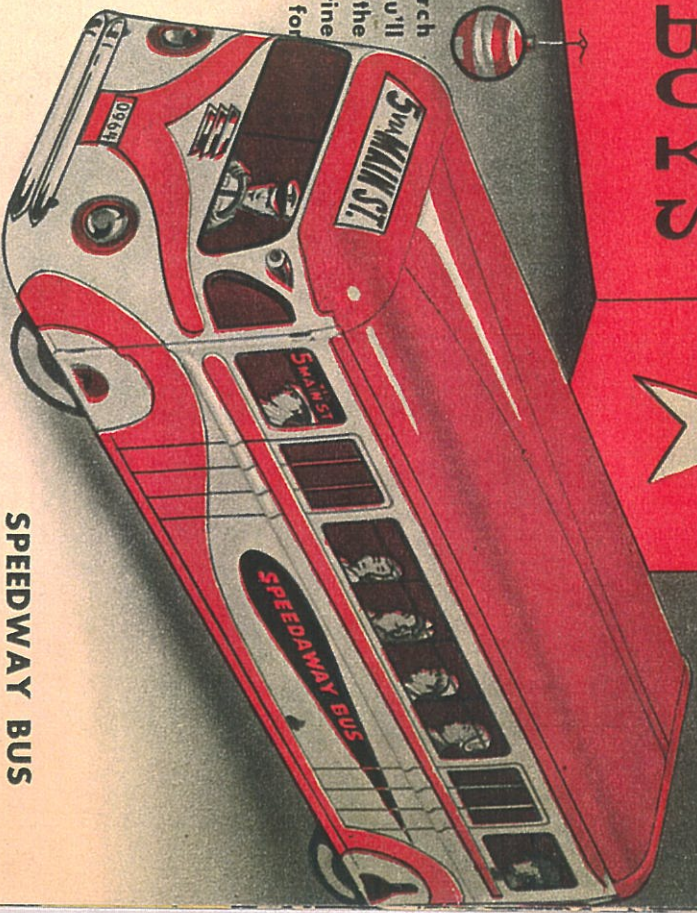
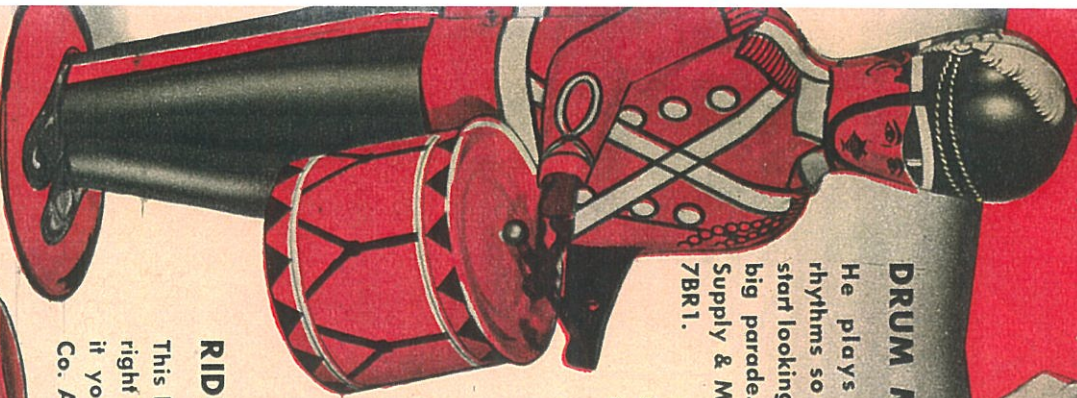
# BOYS



## DRUM MAJOR

He plays clear march  
rhythms so real that you'll  
start looking around for the  
big parade. By Wolverine  
Supply & Mfg. Co. Ask for  
7BR1.

225



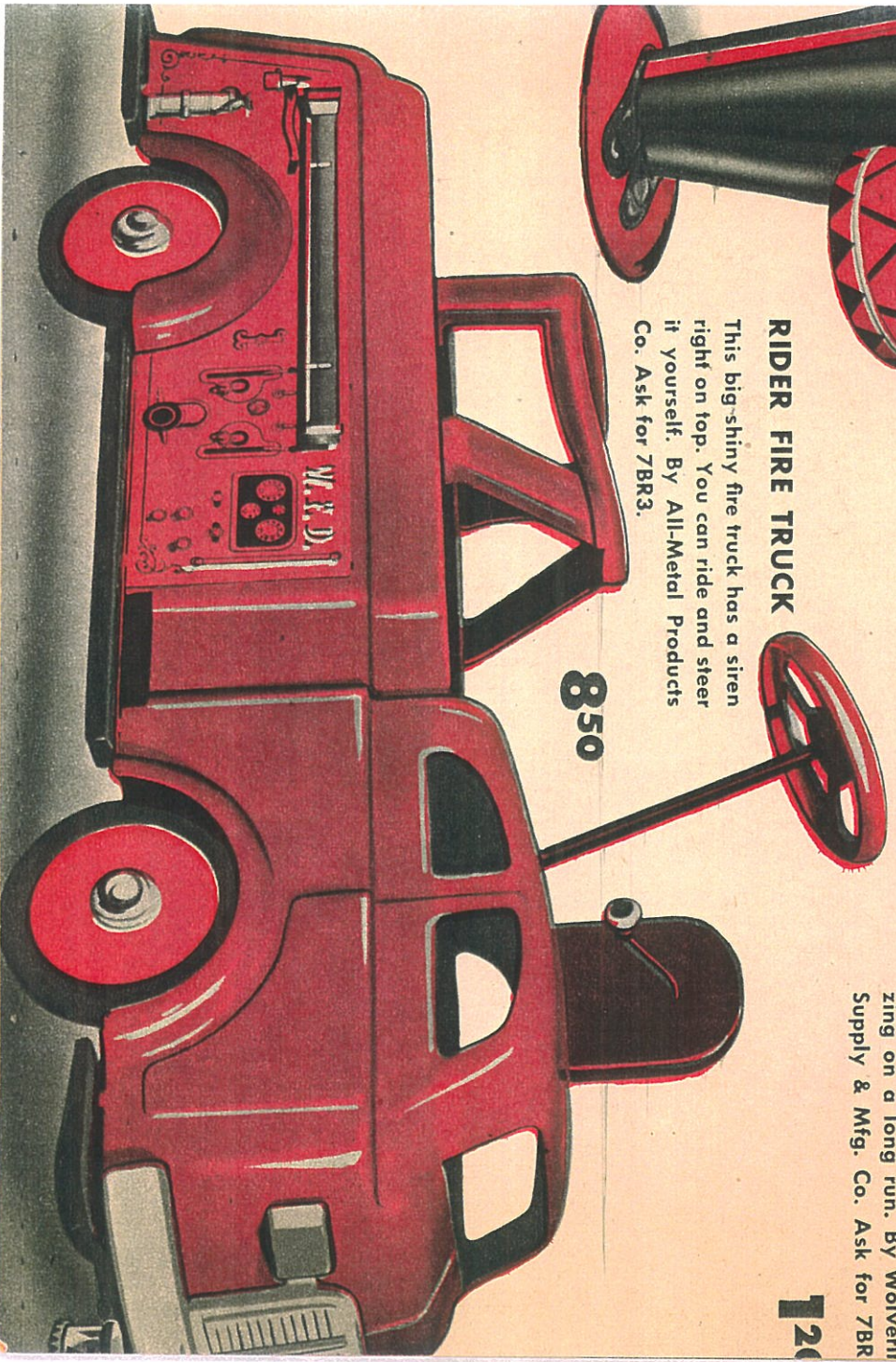
## SPEEDWAY BUS

Just press the top of the metal body  
and the mystery motor sends it whir-  
ling on a long run. By Wolverine  
Supply & Mfg. Co. Ask for 7BR

## RIDER FIRE TRUCK

This big shiny fire truck has a siren  
right on top. You can ride and steer  
it yourself. By All-Metal Products  
Co. Ask for 7BR3.

850





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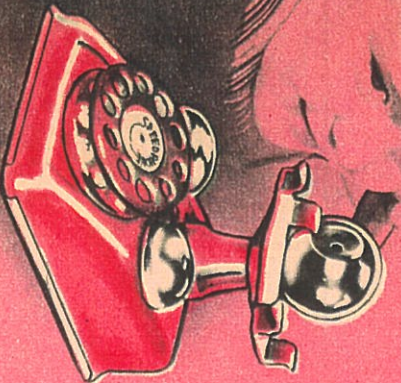
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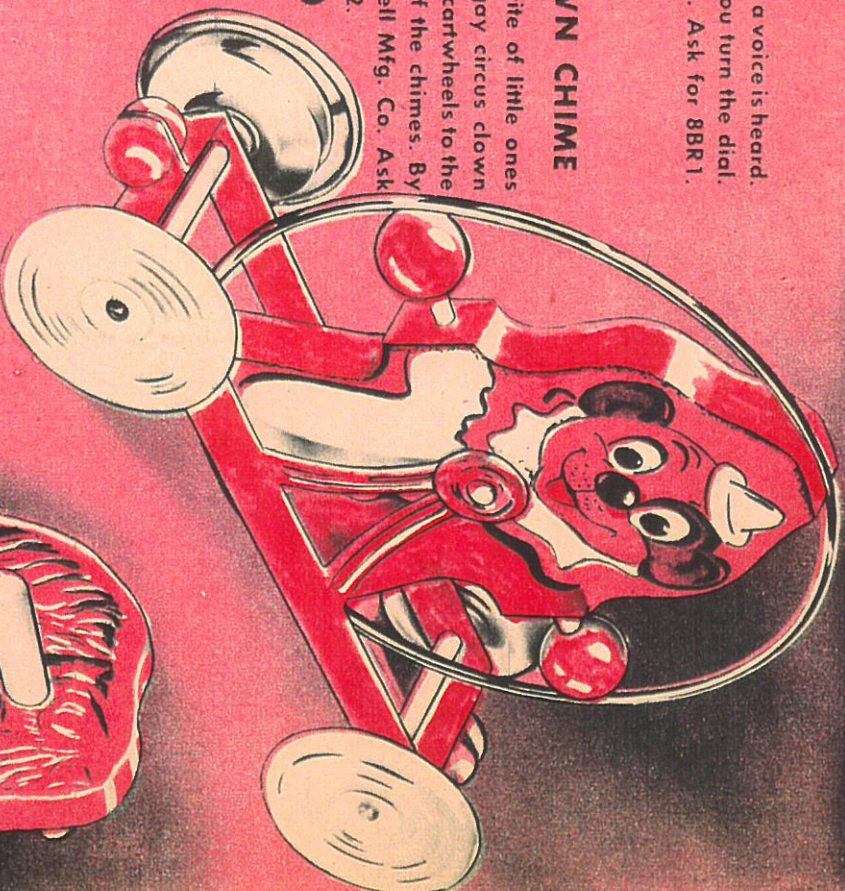
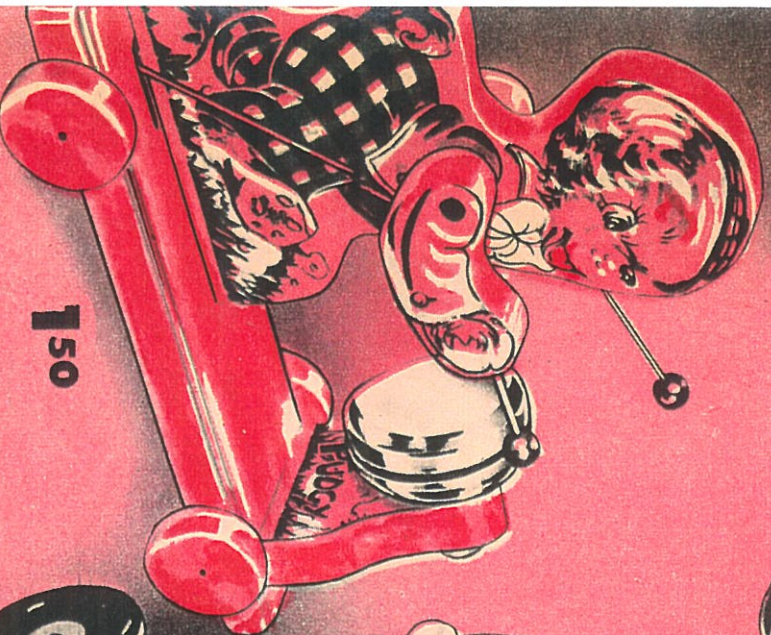
1949

**VOICE PHONE**

Pick up your phone and a voice is heard. The bell rings when you turn the dial. By Gong Bell Mfg. Co. Ask for 8BR1.

**150****CLOWN CHIME**

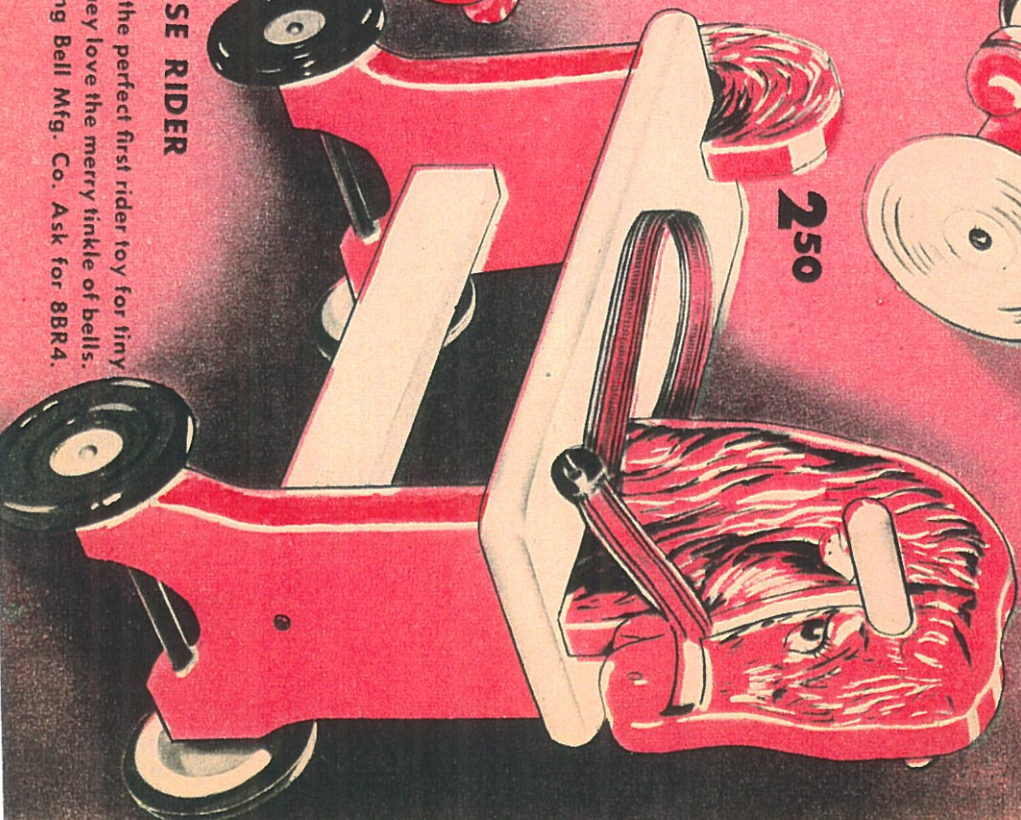
A favorite of little ones is this gay circus clown turning cartwheels to the music of the chimes. By Gong Bell Mfg. Co. Ask for 8BR2.

**150****250****150****PUDGY PULL TOY**

A cute little bear happily rings a gong on this colorful pull toy. By Gong Bell Mfg. Co. Ask for 8BR3.

**HORSE RIDER**

Here's the perfect first rider toy for tiny tots. They love the merry tinkle of bells. By Gong Bell Mfg. Co. Ask for 8BR4.





and

# R U T H



**200**

## KARNIVAL ACTION BLOCKS

A gay carnival of fun is in these plastic action blocks with balancing clowns, performing dogs and lots more. By Kusan Incorporated. Ask for 9BR1.

## CUTE STUFFED ANIMALS

This menagerie of colorful stuffed animals includes a dog, cat, bear, horse, lamb and monkey, all different.

By Expert Doll & Toy Co.  
Ask for 9BR2.

**195 Each**



## HONEY BEAR

**298**

Favorite toy of little boys and girls, this big fellow has a soft brown and gold coat. By Expert Doll & Toy Co. Ask for 9BR3.

