

Billy and Ruth

MAKE
DREAMS
COME
TRUE!



Meet **SANTA**

(In Person) at

McCLAIN'S TOYLAND

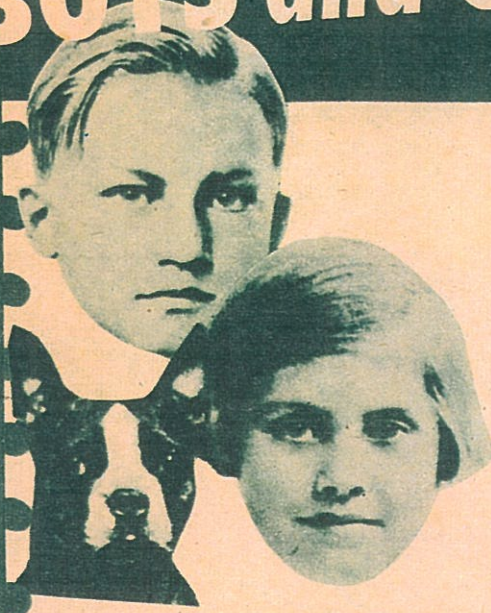
Chambersburg, Pa.

*Ivan Kautz
Waterfall, Pa.*

1947

SEC. 562 P. L. & R
U.S. POSTAGE PAID
PERMIT NO. 47
CHAMBERSBURG, PA.

BOYS and GIRLS! ENTER THIS *Billy and Ruth*



HERE AGAIN WITH A SWELL CONTEST

Dear Pals:

Here we are back again with another wonderful Book of toys and games we helped Santa Claus pick out for you. Gee, it sure was an awful lot of work, but we liked selecting all these swell things for our friends. We really hope you have as much fun going through this Book and picking out the toys you want as we did putting them in for you.

We've got a big contest for you to enter this year, with loads of nifty prizes. All you have to do is write down as many words as you can think of, using the letters in BILLY AND RUTH TOYS. We tried it ourselves one evening and got a whole page of words before it was time to go to bed. Let's see what you can do with it.

But gee whiz, if you've any sisters or brothers who want to enter the contest, don't copy their words or let them copy yours. We found out that the judges won't let you stay in the contest if they find all the same words from one family.

We had a play circus at the farm this summer and rode our horses old Nellie, and Prince, bareback. We even learned to do trapeze stunts on a swing hung from the barn rafters. We dressed Terry up in a clown suit and taught him to jump through a hoop. He didn't like the suit though and kept pulling the cap down over his nose with his paws.

Have you done anything new this year? Write us and tell us all about yourselves. We'd love to hear from you, and we promise to answer every letter.

Your Pals,

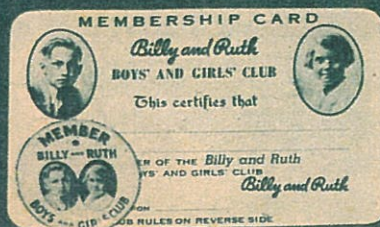
Billy and Ruth and Terry

Copyright, 1947, By L. A. Hoeflich

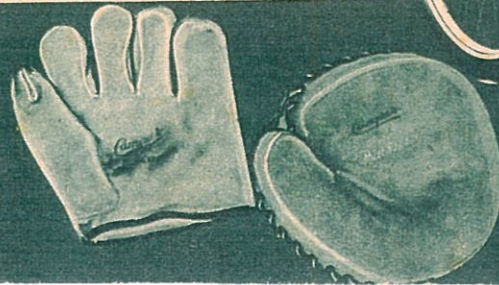


Please print all the information in the entry blank given below.

My Name.....
 Street Address.....
 City..... Zone No..... State.....
 My Age..... Date of Birth..... Year.....
 My Billy and Ruth
 Dealer's Name.....
 Address.....
 City..... Zone No..... State.....



Join our Girls' & Boys' Club. Send 10c in coin or stamps to Billy and Ruth Headquarters, Box 333, Philadelphia, Penna.



SENSATIONAL CONTEST!

Over 200 Swell Prizes Picked by
Billy and Ruth for this Exciting
Easy-to-Win Contest!!!

HERE'S AN EXCITING CONTEST FOR YOU TO ENTER. WIN THE
WONDERFUL PRIZES WE'RE GIVING AWAY ABSOLUTELY FREE

HERE'S ALL YOU HAVE TO DO -

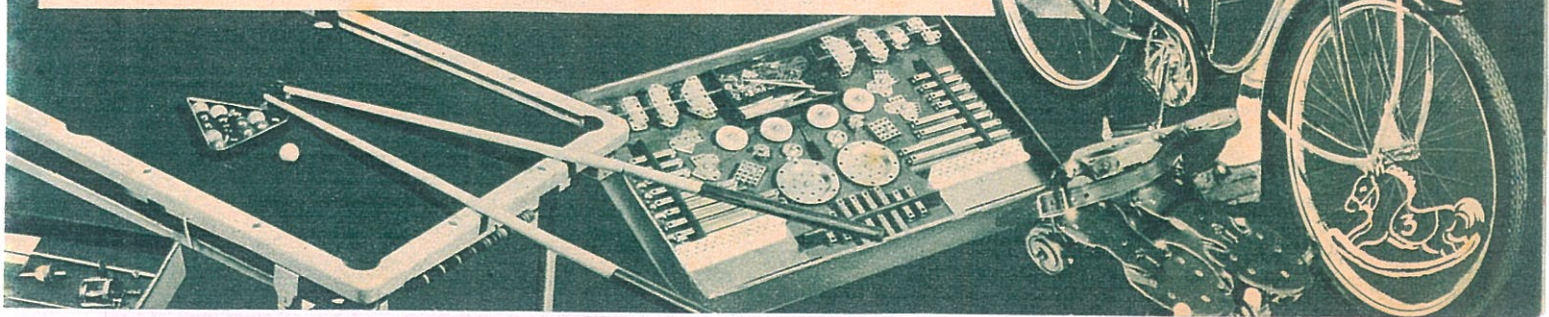
Just take the words BILLY AND RUTH TOYS and from those sixteen letters spell as many words in the English language as you possibly can. And the kiddies getting the most words correct will be the winners of these swell prizes. So read the rules given below and fill in the entry blank. *See Page 2*

CONTEST RULES

1. Fill in the entry blank correctly and completely. No entry will be judged if this is not done.
2. Be sure to put your name and address on each sheet of paper with your words. Use only one side of paper for your answers.
3. Entries will be judged for correctness and neatness.
4. In spelling your words, you may not use the same letter twice in one word if it appears only once in the key words BILLY AND RUTH TOYS. For example, you may use the word "rot" but not "root" because the letter "o" appears only once in the four key words. But if a letter occurs twice in the key words, you may use it twice in any word you spell.
5. All entries must be postmarked no later than midnight, December 31, 1947. Prize winners will be notified by mail by January 19, 1948.
6. All entries become the property of Billy and Ruth Headquarters. None can be returned.
7. If duplicate entries are received from contestants in the same family, all such entries will be disqualified by the judges.
8. Anyone may compete except employees of this store and their families. Contest limited to the United States and subject to all federal, state and local regulations.

JUST THINK! 218 SWELL PRIZES PICKED BY BILLY AND RUTH FOR BOYS AND GIRLS

6 Boys' Bicycles	12 Dolls
6 Girls' Bicycles	12 Fielders' Mitts
6 Radios	18 Fishing Sets
6 Doll Coaches	12 Footballs
12 Floor Model Pool Tables	50 Pairs of Roller Skates
12 Catchers' Mitts	12 Baseballs
12 Table and Chair Sets	6 Table Tennis Sets
24 Lionel Construction Sets	12 Pocket Knives



JOY AVENUE
HAPPY ST

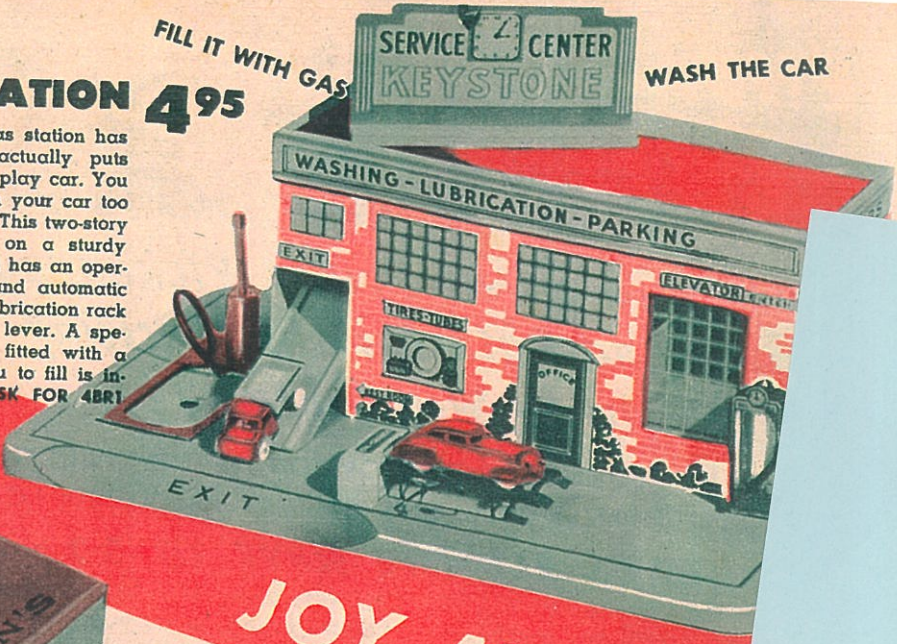
GAS STATION 495

This amazing gas station has a pump that actually puts "gas" into your play car. You can really wash your car too at the wash pit. This two-story station is built on a sturdy wood frame and has an operating elevator and automatic door. The tiny lubrication rack operates from a lever. A special car that is fitted with a gas tank for you to fill is included. ASK FOR 4BR1

FILL IT WITH GAS

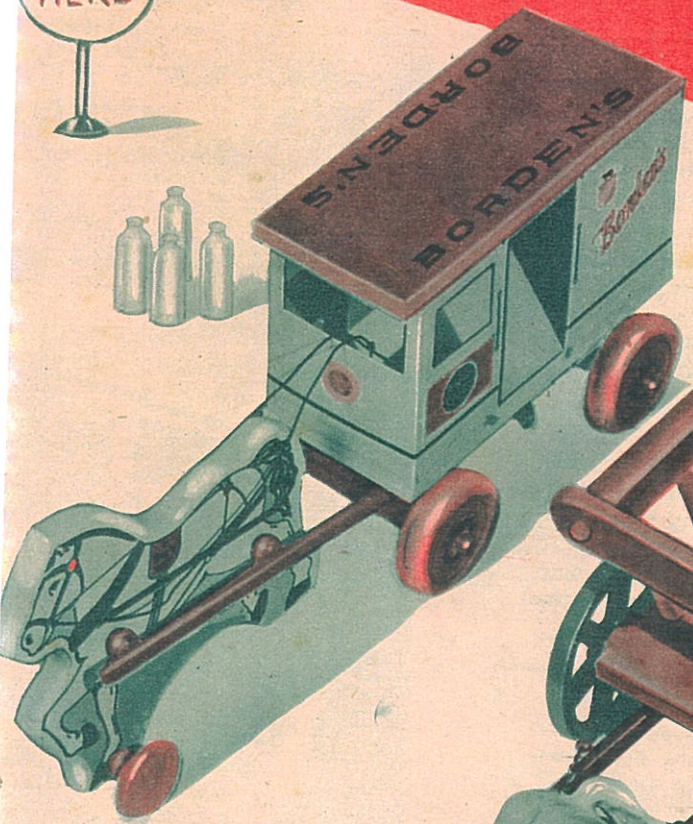
SERVICE CENTER
KEYSTONE

WASH THE CAR



PARK
HERE

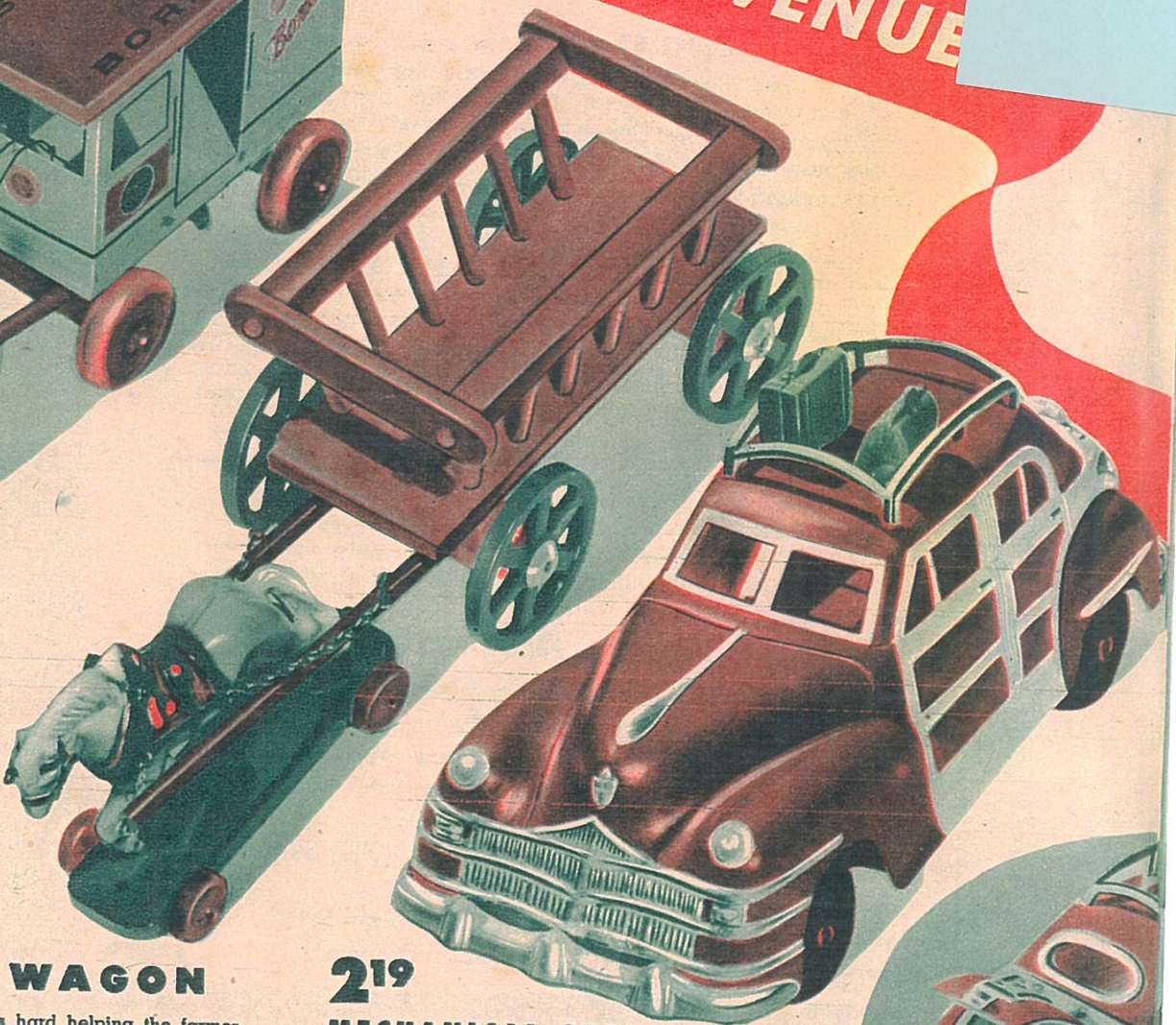
JOY AVENUE



MILK WAGON

Here comes the milkman. Just look at the big colorful horse! His name is Dobbin and he hauls the wagon all day long without getting tired. Has a pull cord so you can take him anywhere you want. ASK FOR 4BR2

Priced Right



HAY WAGON

Old Prince works hard helping the farmer bring in the load of hay and makes a sturdy toy for little tots to pull everywhere they go. The colorful horse hauls a wooden wagon with metal wheels and platform. The wagon is large enough to carry other toys you want to put into it.

ASK FOR 4BR3

Attractively Priced

219

MECHANICAL STATION WAGON

Here's your own play station wagon. Wind it up, adjust the front wheels and watch it go in any direction you want. Has a real trunk in back and tiny luggage to put in it. The gleaming plastic finish in three colors is rust-proof and can't chip. Smoothly finished edges make this toy safe for the tiniest tots.

ASK FOR 4BR4





CAL'S COLT

Hey kids! Wanta have some real fun? Just try riding Cal's Colt, the bucking bronc that will really give you a ride. Made of fine wood and specially tempered steel, it has an adjustable seat and stirrup and will last for years. Plenty of fun and it's safe too.

ASK FOR 5BR4

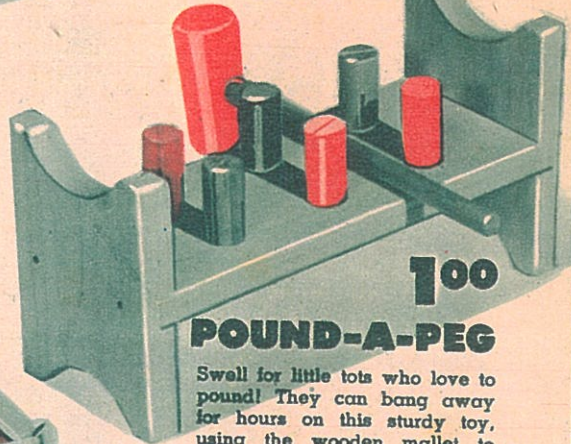
Attractively Priced

229

PEG TABLE

You'll have hours of fun with this sturdy peg and nail set. Brightly colored pegs can be used over again to make designs on masonite peg board . . . Complete with assortment of variously colored wood pieces and pegs and wooden mallet. Instruction sheet showing designs you can make included.

ASK FOR 5BR1



100

POUND-A-PEG

Swell for little tots who love to pound! They can bang away for hours on this sturdy toy, using the wooden mallet to drive the six vari-colored pegs down into their holes. When the pegs are level with the board, just turn it over and pound them back again.

ASK FOR 5BR2



JUDY PUZZLES

Mickey Mouse, Donald Duck, Jack & Jill—and other favorite nursery rhyme and story characters. Children have loads of fun fitting the large brightly colored wooden pieces into place. Built to stand up under constant school or home use.

ASK FOR 5BR3

Priced Right





149

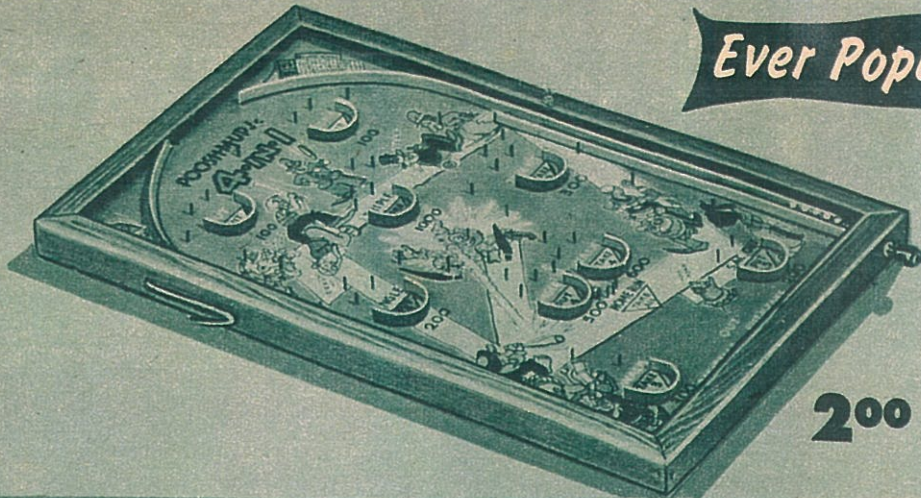
**BRING'em BACK
A Live ONE!**

**ANIMAL
ARCHERY**

Hunt tigers in Malaya or lions in Africa—that is, if you're a good shot. It takes a steady hand and a true eye to hit your mark! Try it on these sturdy, brightly colored animal targets. The bow is made of high-grade hickory and the four arrows in the set have rubber suction cups for safety's sake.

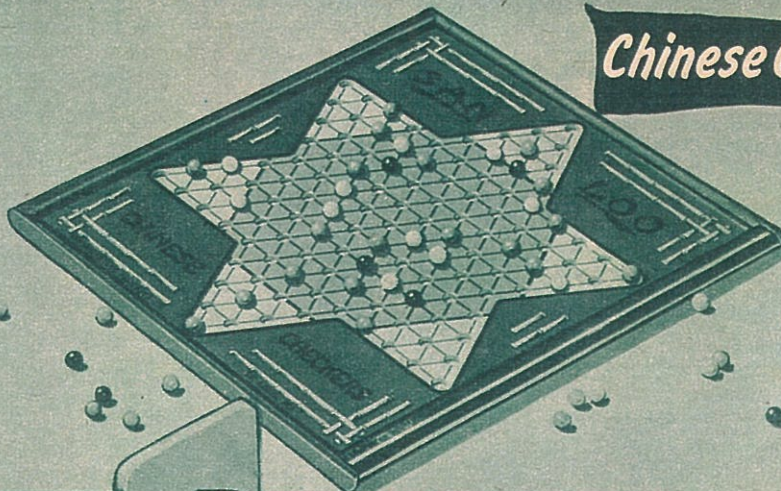
ASK FOR 6B1

Ever Popular



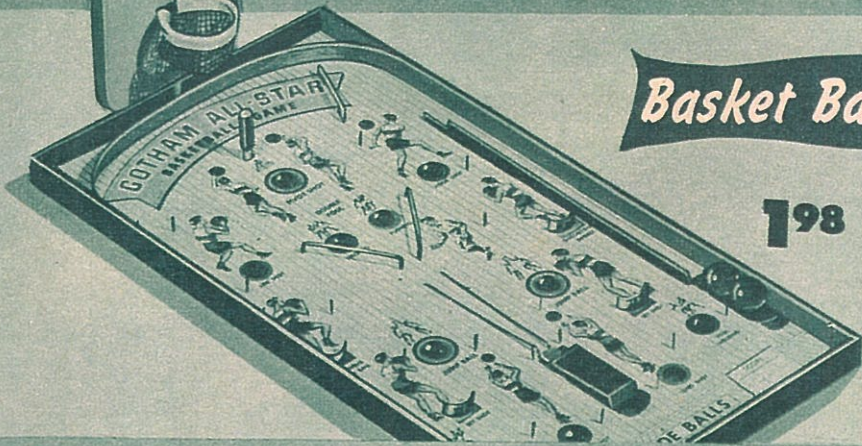
200

Chinese Checkers



169

Basket Ball



198

You'll Love

