

# Billy and Ruth

PRESENT THEIR MASTERPIECES FROM  
**SANTA'S WORKSHOP**

1948



Phone EV 2-8974

SHOP AT

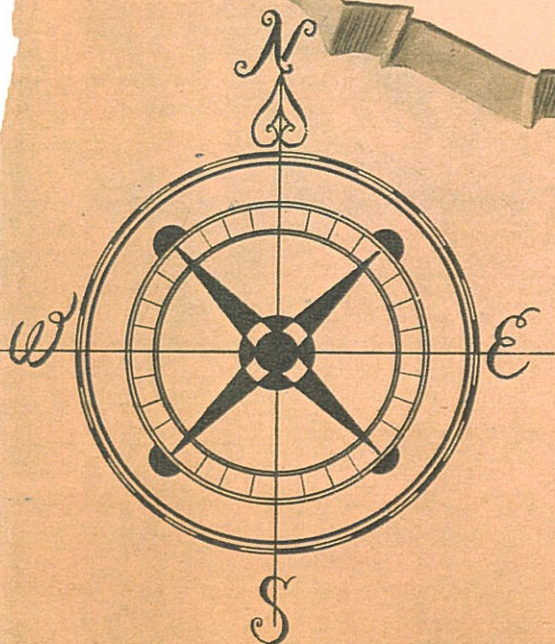
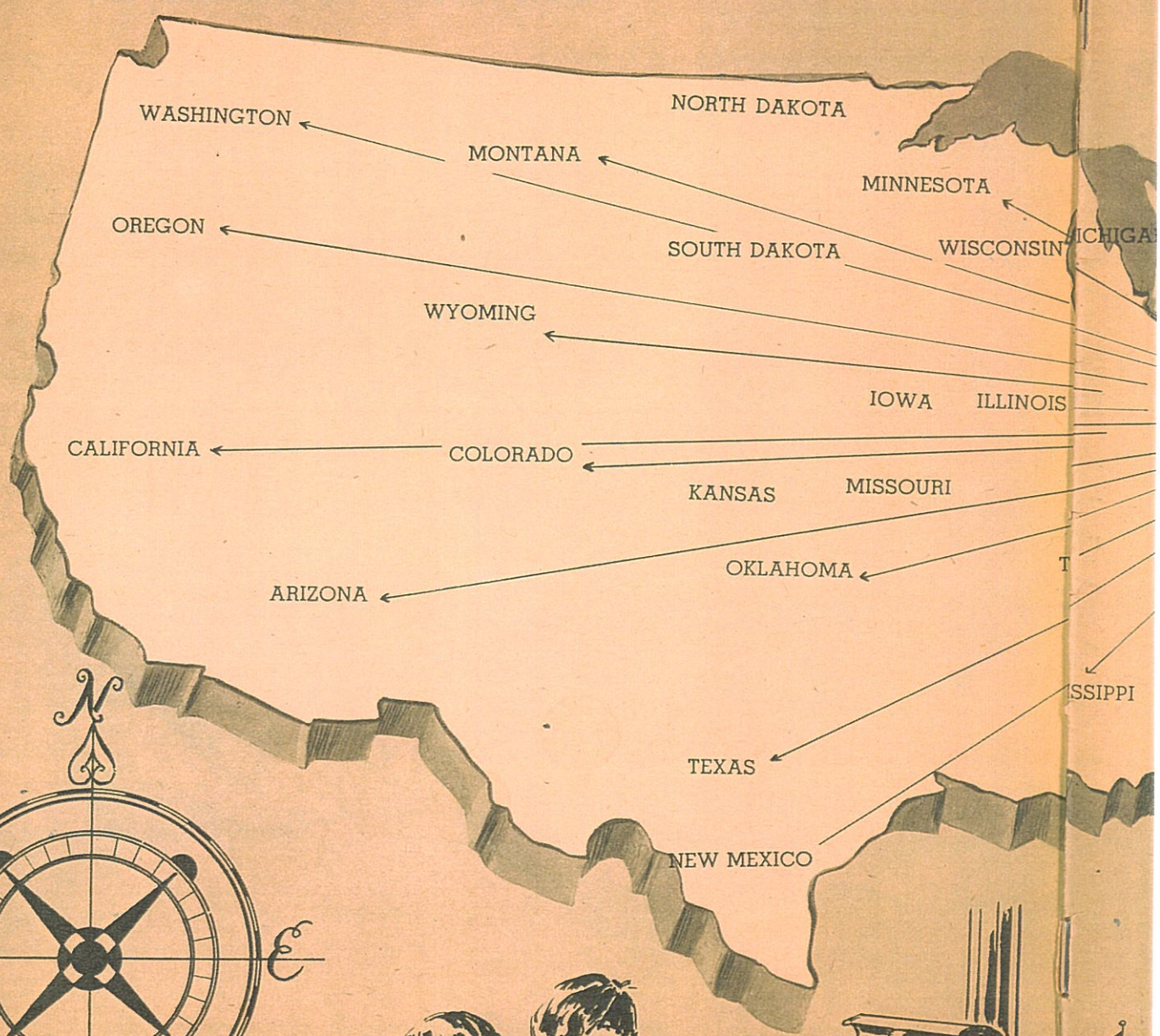
## GELOBTER'S

*Bicycles — Toys — Sporting Goods*

60-31 MYRTLE AVENUE

RIDGEWOOD 27, N. Y.

# FROM EVERY STATE IN THE MIDDLE WEST COME LETTERS TO BILLY



# THE UNION, and RUTH



## AN OPEN LETTER TO ALL OUR FRIENDS

Dear Pals:

Gee whiz, Santa will soon be coming to see you and we've been working like 'sixty' on this swell book of toys so you'll be all set to tell him just what you want. We think you'll love everyone of the wonderful things we helped him pick out for you.

We want to be extra sure you get the toys that we selected for you so we put all the manufacturers' names (the people who make the toys) right in the book this year. Now when you go to the store, you can ask for the things by name and then you'll always get BILLY and RUTH toys and not just a substitute.

We're real proud to tell you that our BILLY AND RUTH Book goes from coast to coast and there are members in our Boys' and Girls' Club from almost every state. This club is growing by leaps and bounds. Are you a member? Please join . . . (See page 24.)

We hope you're going to enter our new contest. It's just as easy as pie to win one of the prizes by writing a last line for our jingle. We think it's really fun and we've thought of ever so many rhyming words to use. And say, you can send in as many lines as you want so you have plenty of chances to win.

We had a swell time when we took a week off at the seashore this summer. We went to the beach and went swimming in the ocean. While we were there, we got two new pets. They are little turtles and they have our names painted right on their backs. Terry keeps barking when we play with them. We bet he's just jealous.

Write and tell us what you did this summer and all about the fun you're having in school this year. We'll answer every letter you send us.

Your Pals,

*Billy and Ruth and Terry*



By Gong Bell Mfg. Co.

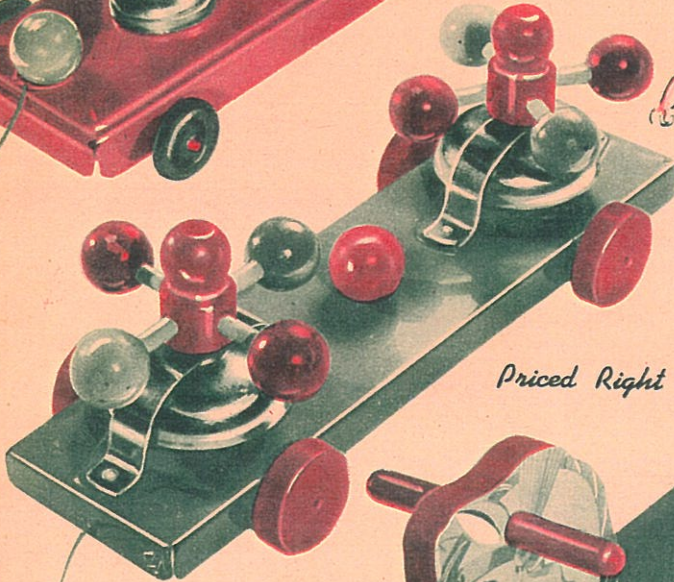
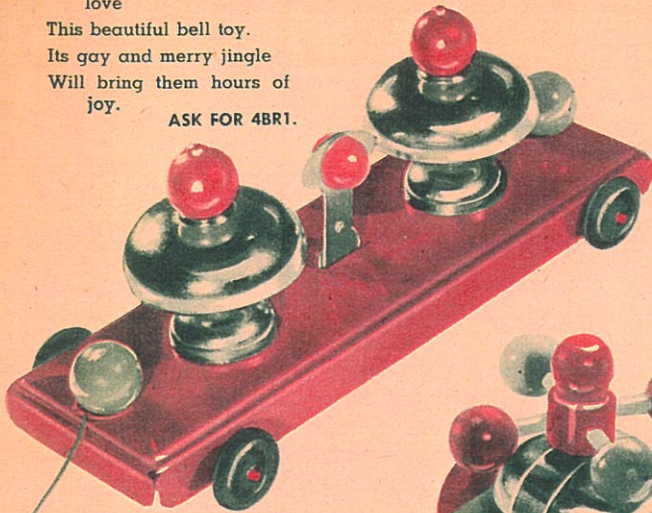
TOYS THAT FAIRLY  
RADIATE

*Happiness*

**BELL TOY**

Tiny boys and girls will love  
This beautiful bell toy.  
Its gay and merry jingle  
Will bring them hours of joy.  
ASK FOR 4BR1.

*Attractively Priced*



*Priced Right*



*Special Price*



*Real Value*

1948

**DOUBLE RING-A-ROUND**

This platform toy is colorful,  
But here's the big attraction  
For little folks, when pulled along  
The toy goes into action.

ASK FOR 4BR2.

**HORSE RIDER**

And here, to add to all the fun  
That playtime hours can hold,  
Is a rider toy for tiny tots  
Right up to four years old.

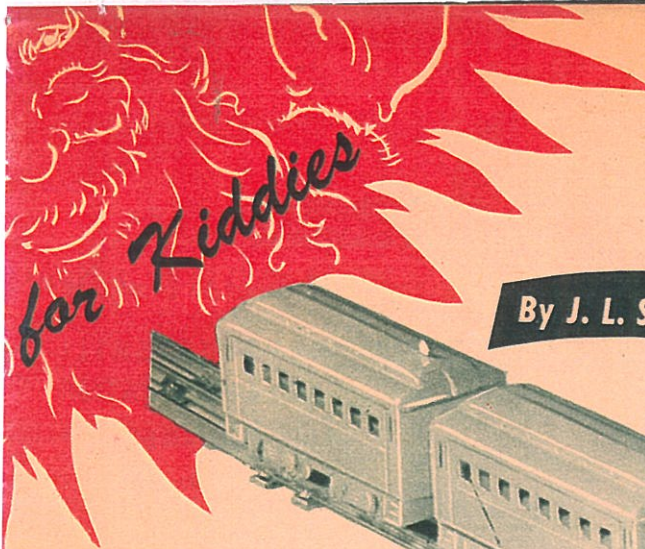
ASK FOR 4BR3.

**DIAL PLAPHONE**

Ruth says, "For little tots like you  
A plaphone's just the thing,  
'Cause you can turn the dial yourself  
And hear your plaphone ring."

ASK FOR 4BR4.





## 6 BIG FEATURES

- Automatic coupling device
- Uses standard flashlight batteries.
- Plastic locomotive, tender and two coaches.
- Metal wheels.
- Permanent bright colors.
- Non-rusting aluminum track.

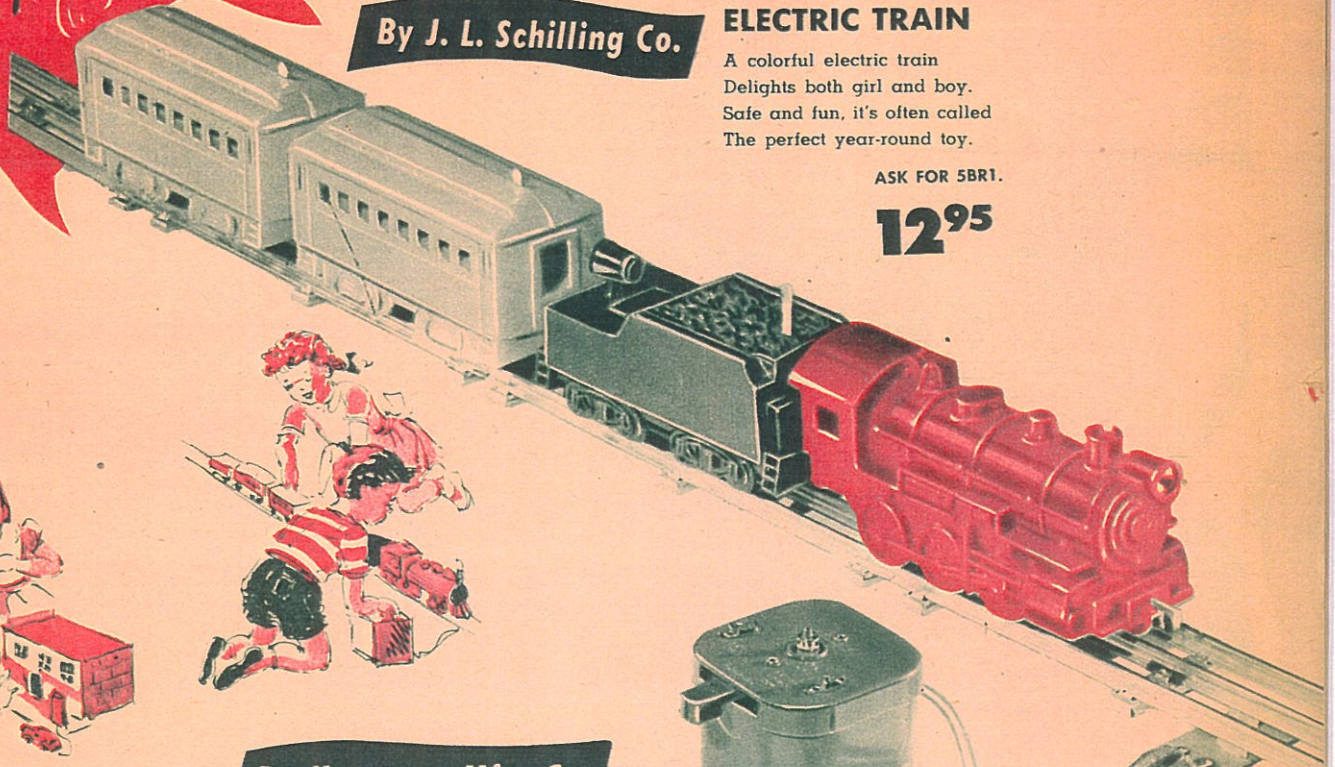
By J. L. Schilling Co.

### ELECTRIC TRAIN

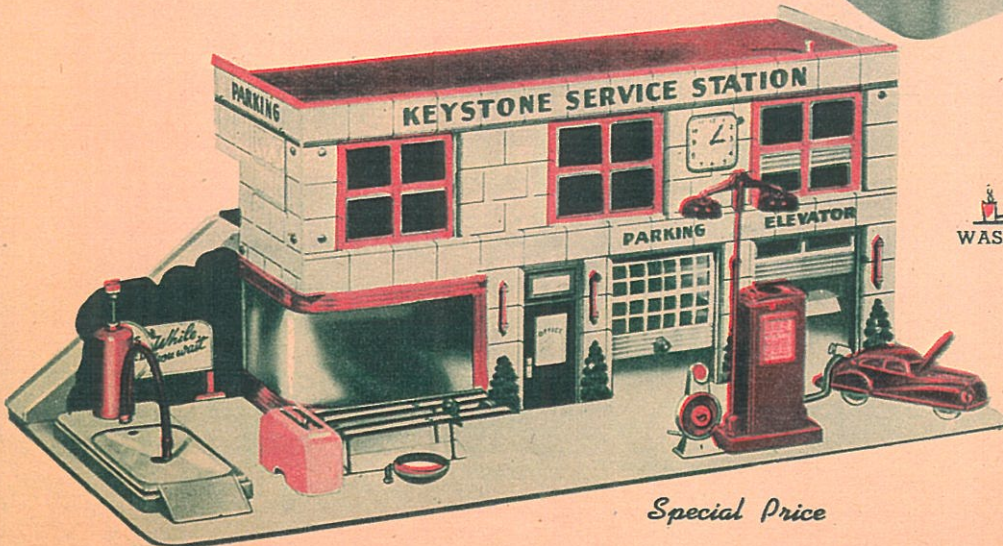
A colorful electric train  
 Delights both girl and boy.  
 Safe and fun, it's often called  
 The perfect year-round toy.

ASK FOR 5BR1.

**12<sup>95</sup>**



By Keystone Mfg. Co.

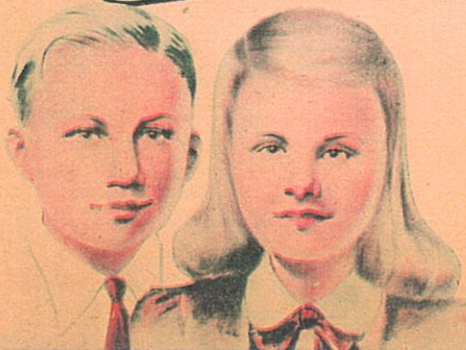


Special Price

### GAS STATION

This service station's tops for fun.  
 There's so much you can do—  
 Pump gas, wash cars, put air in tires  
 And there's roof parking too.

ASK FOR 5BR2.





By Cadaco-Ellis Co.

*A Super Dooper!*

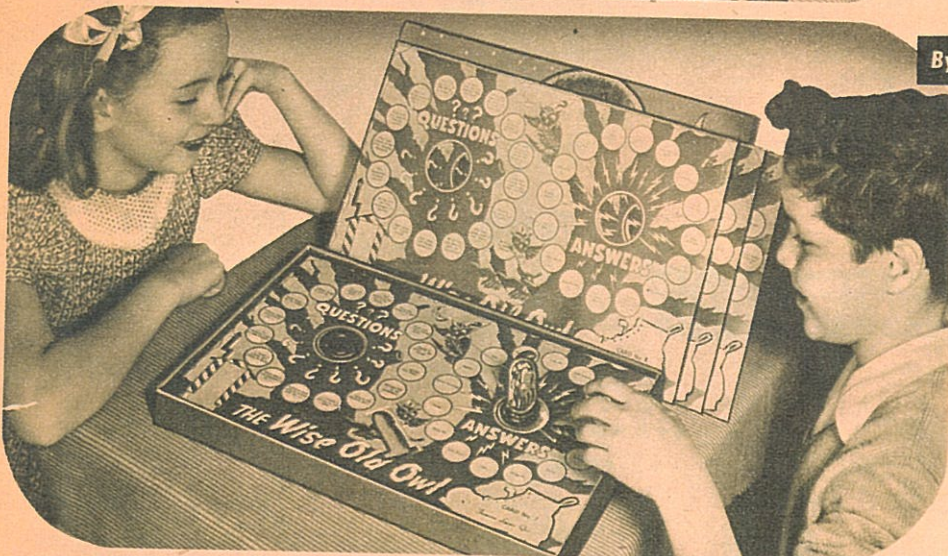
**DEVELOP SKILL  
AND COORDINATION**

**BAS-KET**

A nifty game of action,  
Bas-Ket means fun for all.  
It's played upon a court you  
see,  
Like real basketball.

ASK FOR 6BR1.

**375**



By Novel Toy Co.

*For Your IQ!*

**THE WISE OLD  
OWL KNOWS ALL  
THE ANSWERS  
WISE OLD OWL**

The Wise Old Owl knows  
everything.  
You'll learn from his quiz.  
He points right to each  
answer  
In fact, he is a whiz.

ASK FOR 6BR2.

**150**



By Cadaco-Ellis Co.

*Really Sharp!*

**ALWAYS POPULAR  
ALWAYS FUN**

**TRIPOLEY**

Tripoley's a favorite,  
Combines three games in one.  
A gift like this to boys and  
girls  
Means good times by the ton.

ASK FOR 6BR3.

**100**

**DEVELOP MUSCLE  
AND QUICK THINKING**

*A Hundinger!*

**TENNIS TABLE SET**

You'll spend many happy  
hours

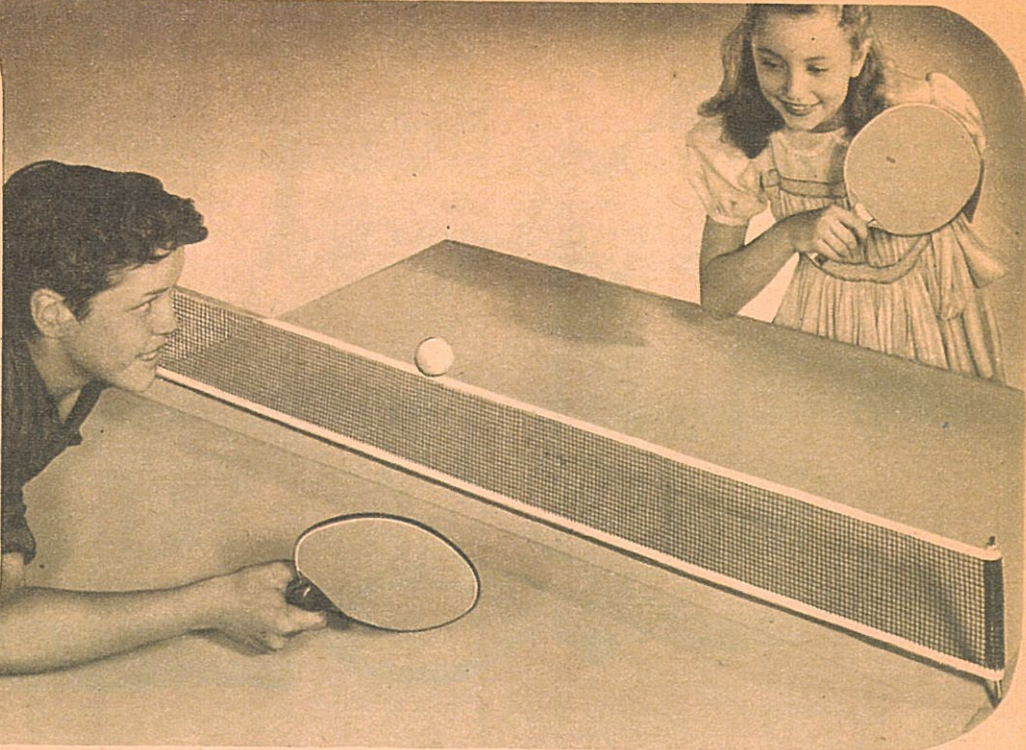
With this table tennis set,  
Complete with balls, two  
big bats

And a regulation net.

ASK FOR 7BR1.

**2<sup>95</sup>**

By Pressman Toy Corp.



**DEVELOP A KEEN  
EYE AND MIND**

*It's Terrific!*

**TABLE MODEL  
POOL TABLE**

This game of pool is just for  
you,

It really is a dandy,  
And the table model style  
Makes storing it quite  
handy.

ASK FOR 7BR2.

*Attractively Priced*

By C. G. Wood Co.



**U.S. OVERSEAS CAPS**

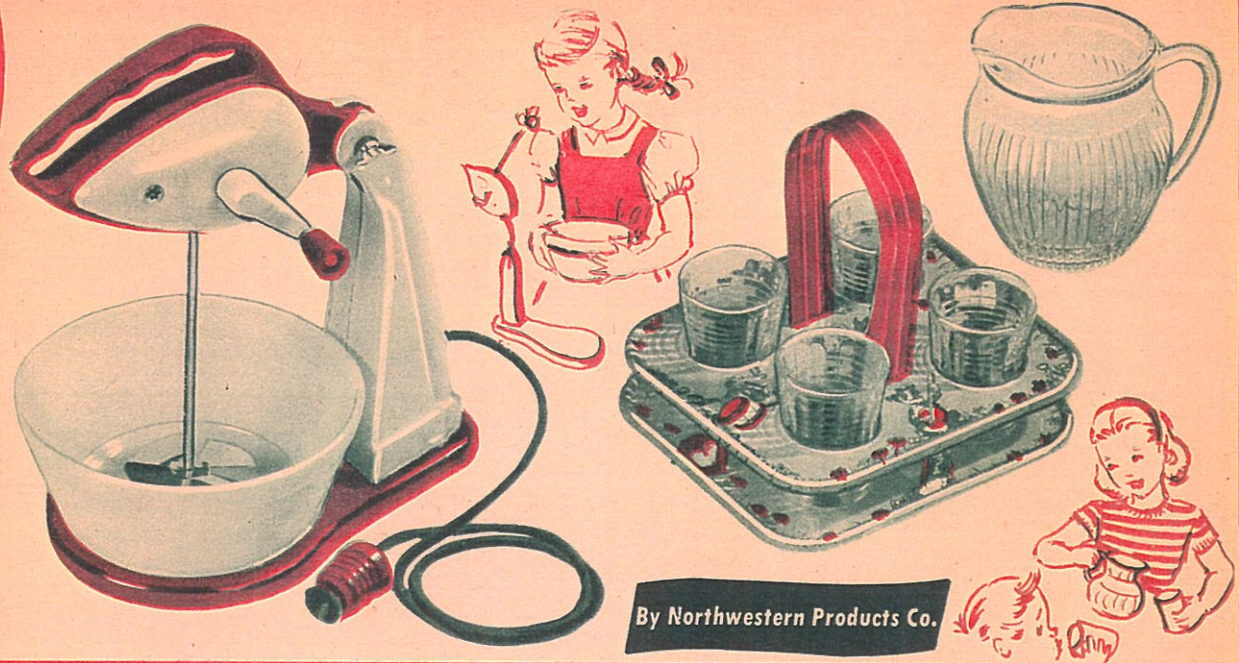
We bet you'd like one of these official U. S. Army caps. We have dark ones for boys and light one for girls in medium and large sizes. Send 25c in coin or stamps to Billy and Ruth Headquarters, Box 333, Phila., Pa.

**The Story of  
BILLY AND RUTH**

We'll send this swell story book free to all our pals who write to us and also send stamps or coins for another item. Send your letter to Billy and Ruth, Box 333, Philadelphia, Pa.



"to gladden the hearts of all



By Northwestern Products Co.

### MIXER-MAKER

The Mixer-Maker is a must  
For every little girl.  
Turn the handle, whip your cream  
And watch the beaters whirl.

**1<sup>98</sup>**

ASK FOR 8BR1.

### LEMONADE SET

A pitcher and four glasses  
In a pretty metal tray—  
It's a lemonade party  
And you're giving it today.

**1<sup>00</sup>**

ASK FOR 8BR2.

### WAFFLE IRON SET

This lovely metal waffle iron  
In the little housewife's joy  
And there's a pitcher, bowl and tray  
To complete this "grown up" toy.

**1<sup>89</sup>**

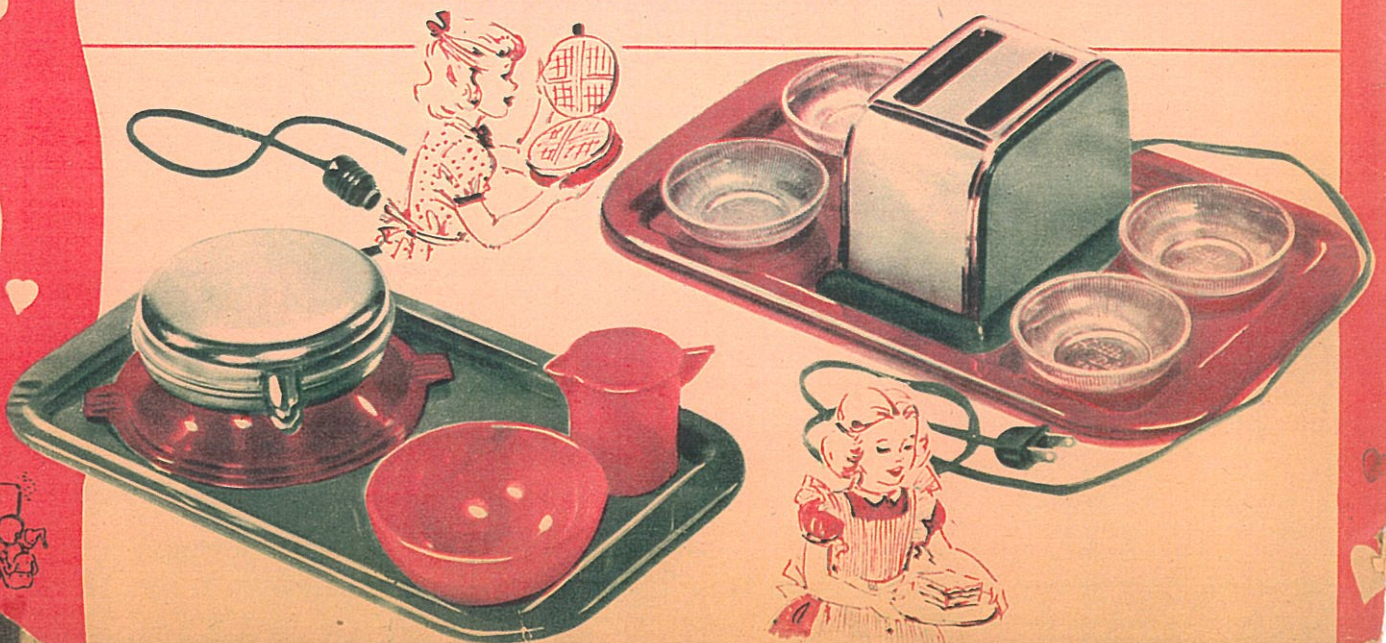
ASK FOR 8BR3.

### ELECTRIC TOASTER SET

An electric pop-up toaster,  
With tray and matching dishes,  
Will be the perfect answer  
To your Dolly's breakfast wishes.

**2<sup>29</sup>**

ASK FOR 8BR4.



80