

Billy and Ruth

PRESENT THEIR MASTERPIECES FROM
SANTA'S WORKSHOP

1948



Phone EV 2-8974

SHOP AT

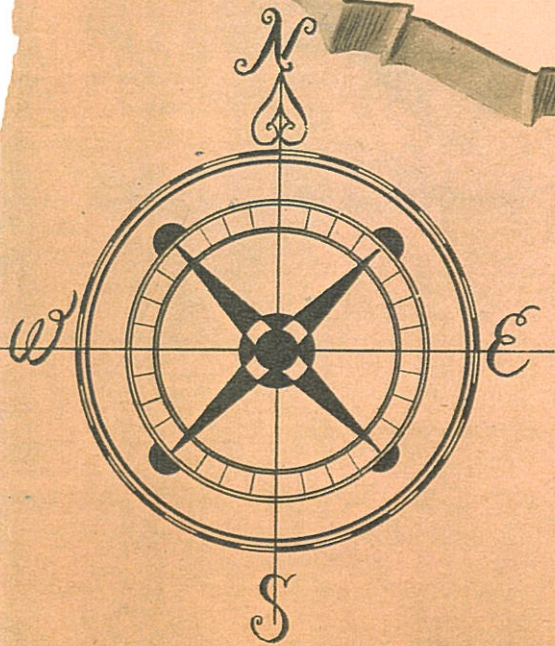
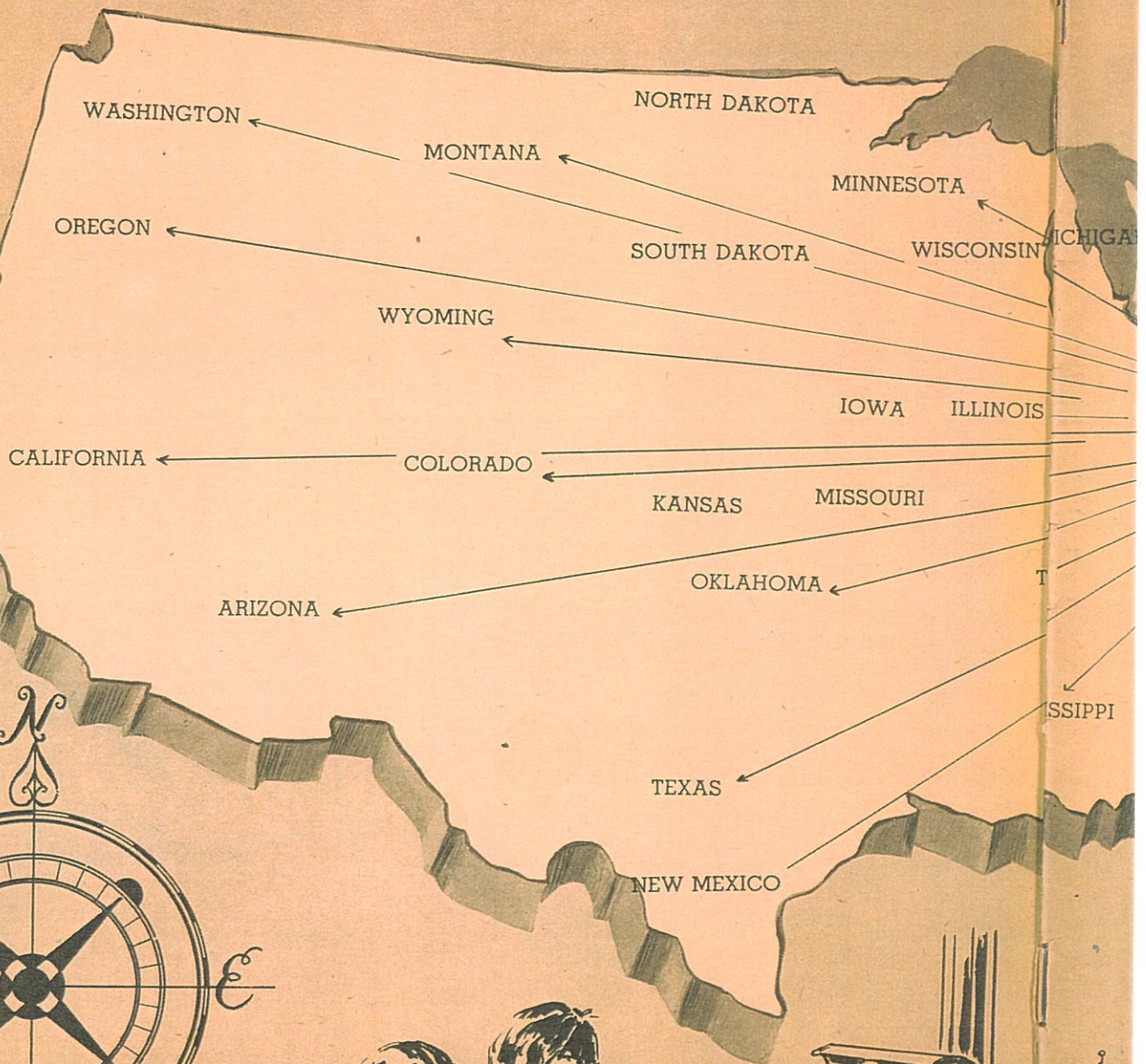
GELOBTER'S

Bicycles — Toys — Sporting Goods

60-31 MYRTLE AVENUE

RIDGEWOOD 27, N. Y.

FROM EVERY STATE IN THE 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

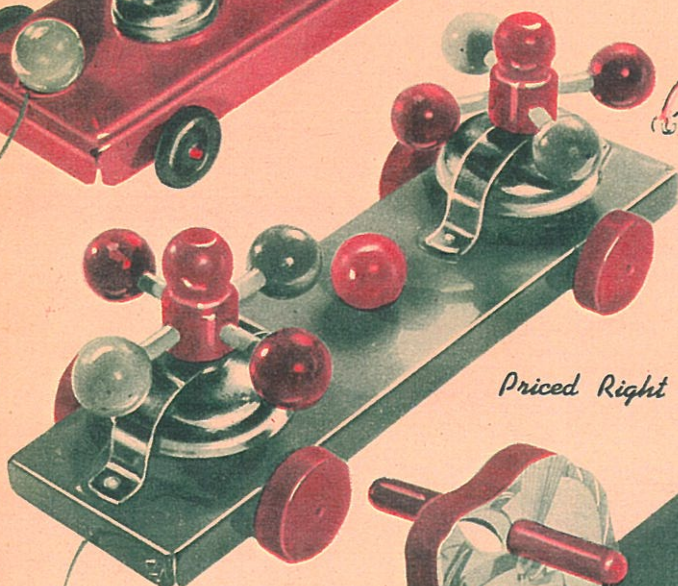
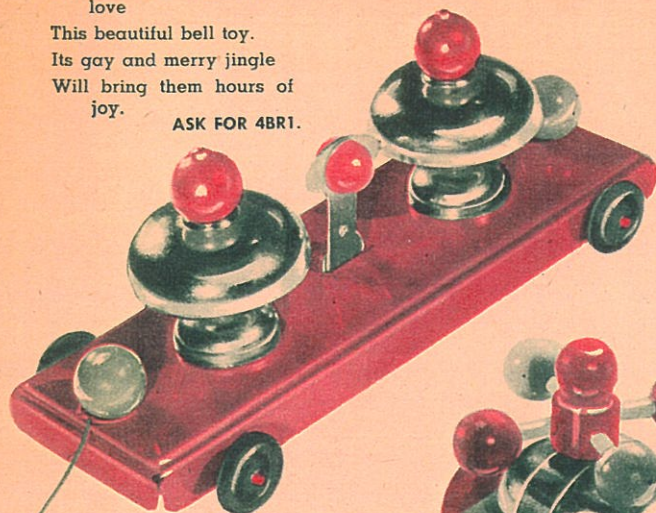
BELL TOY

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

Happiness



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.

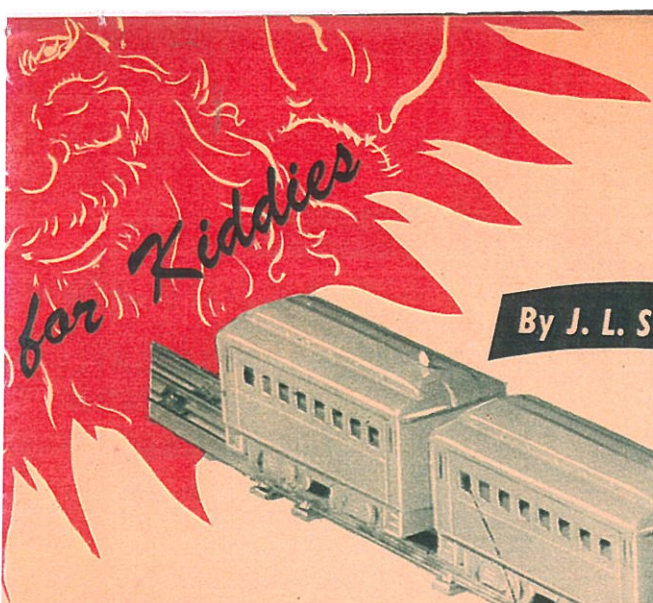
ASK FOR 4BR3.

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.

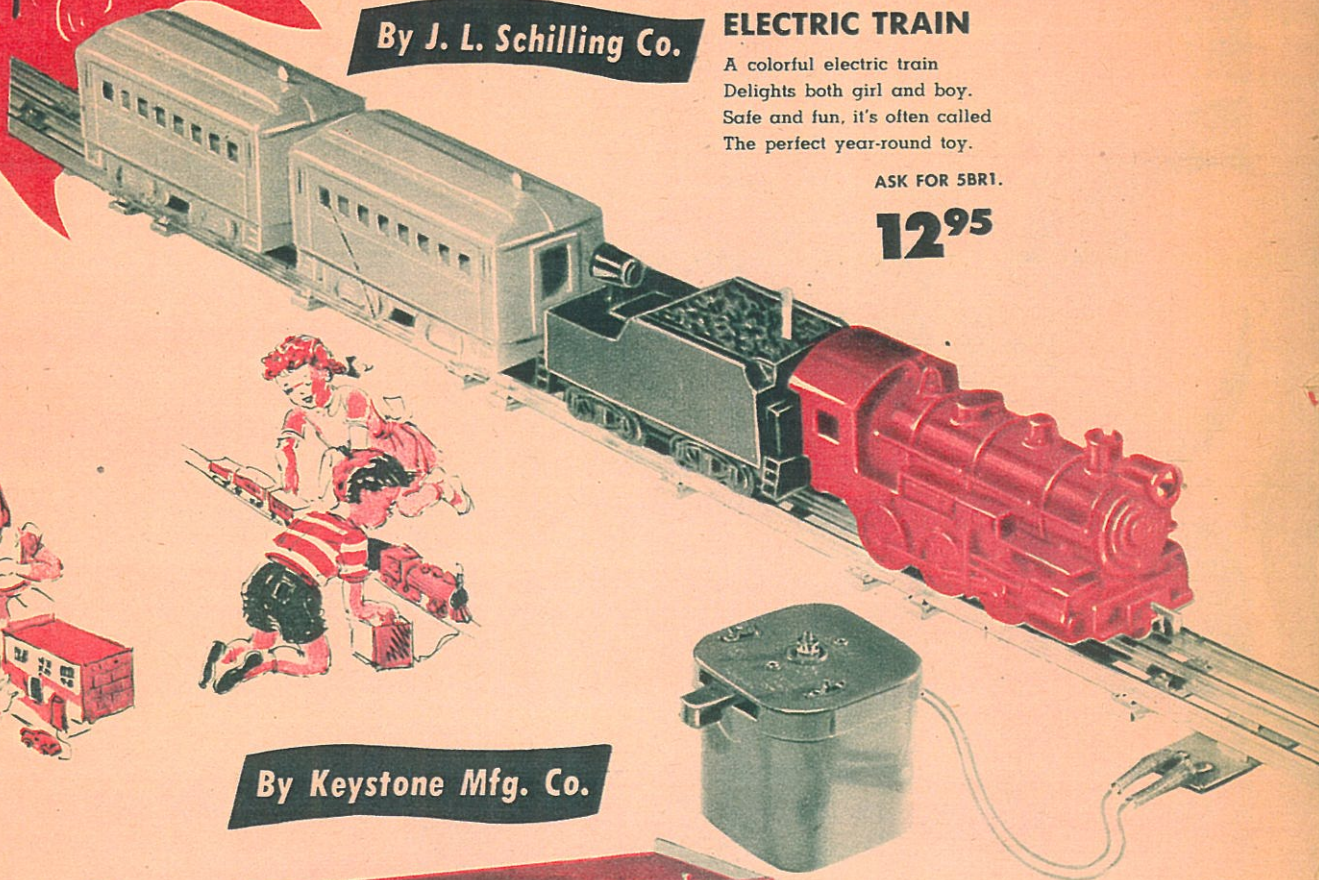
By J. L. Schilling Co.

ELECTRIC TRAIN

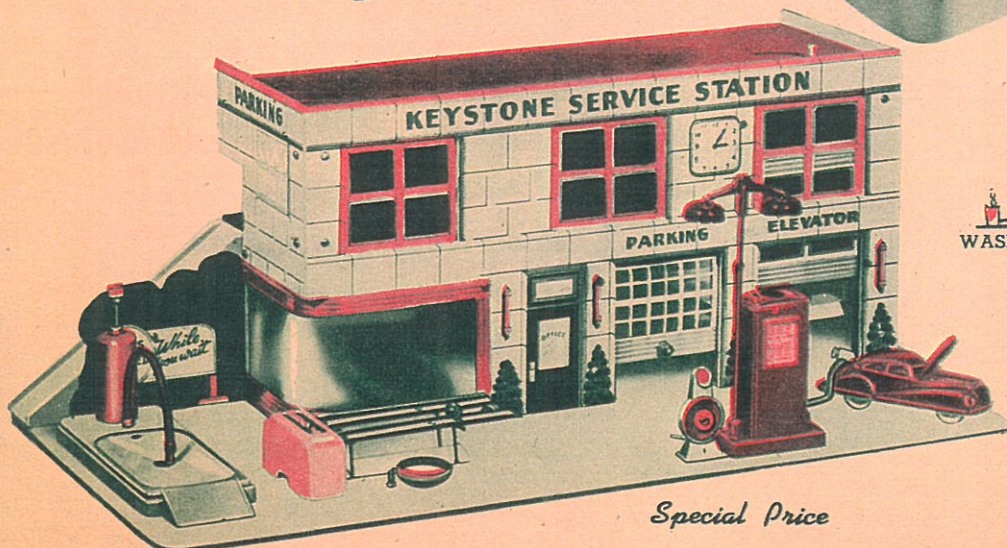
A colorful electric train
Delights both girl and boy.
Safe and fun, it's often called
The perfect year-round toy.

ASK FOR 5BR1.

12⁹⁵



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.



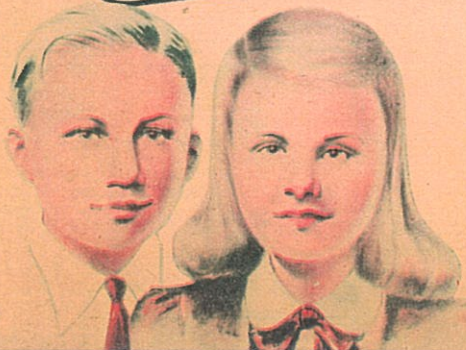
WASHES THE CAR



FILLS IT WITH GAS



RELEASES THE GAS





By Cadaco-Ellis Co.

A Super Dooper!

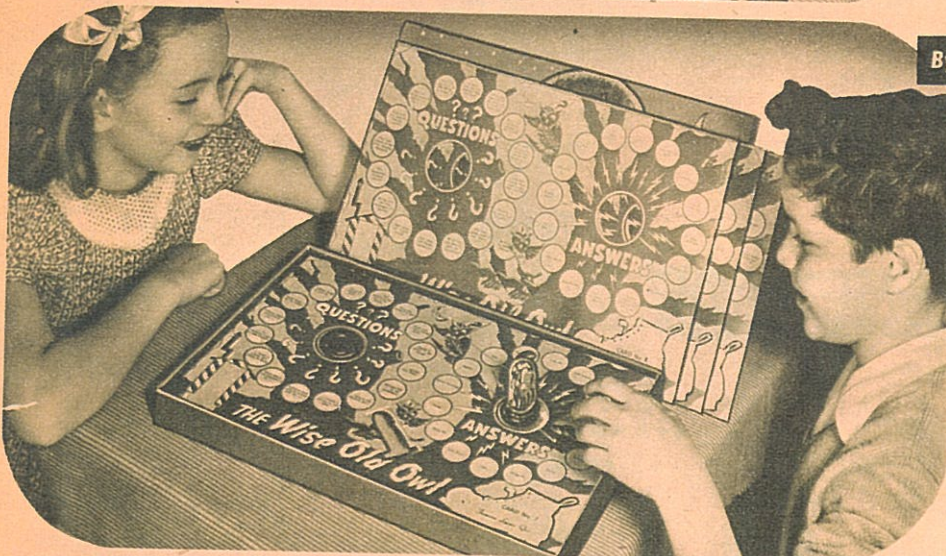
**DEVELOP SKILL
AND COORDINATION**

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 Humdinger!

TENNIS TABLE SET

You'll spend many happy
hours

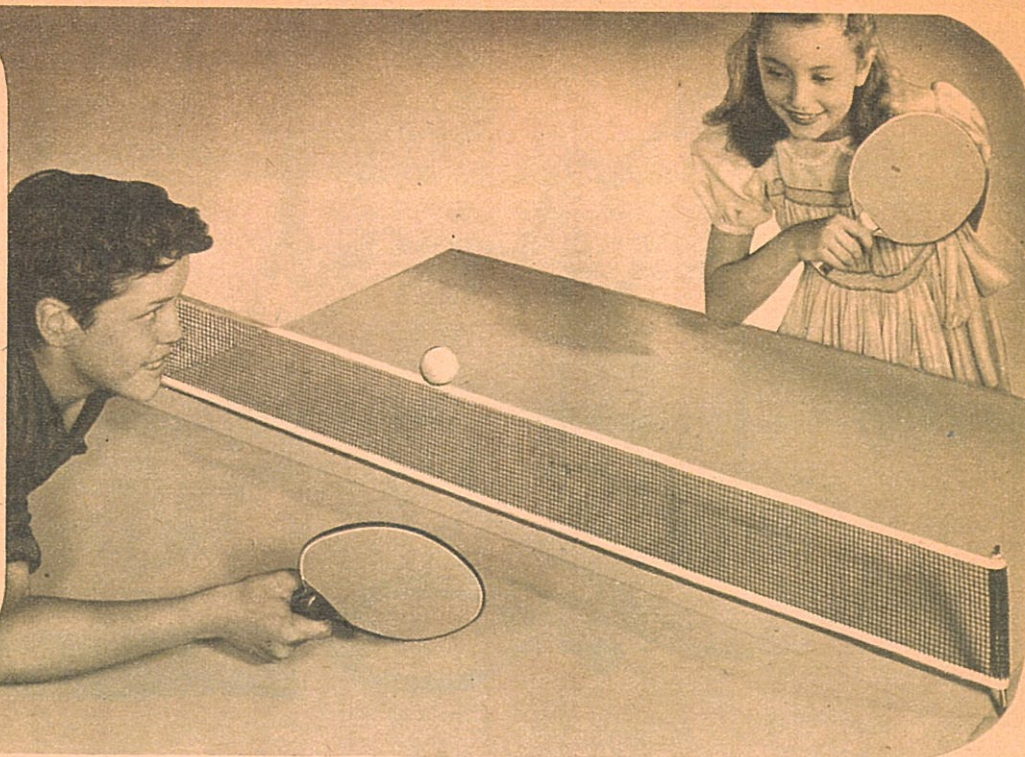
With this table tennis set,
Complete with balls, two
big bats

And a regulation net.

ASK FOR 7BR1.

295

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.

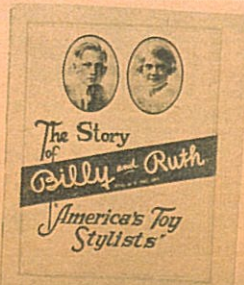


U.S. OVERSEAS CAPS

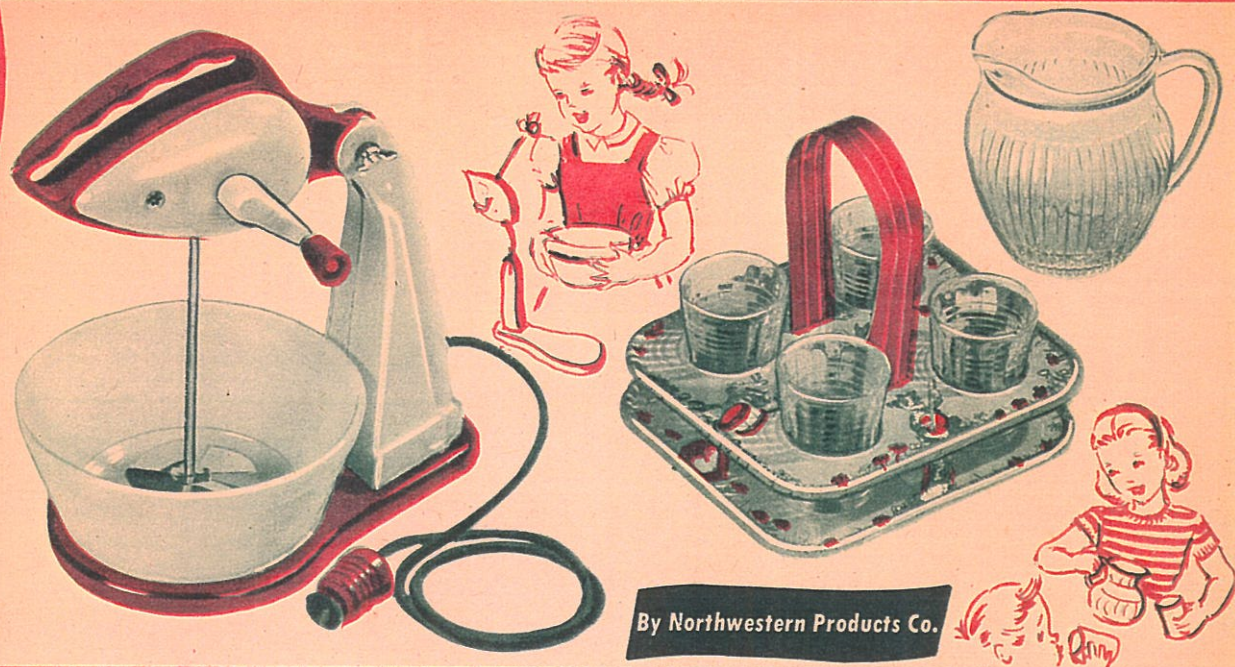
We bet you'd like one of these
official U. S. Army caps. We
have dark ones for boys and
light one for girls in medium
and large sizes. Send 25c in
coin or stamps to Billy and
Ruth Headquarters, Box 333,
Phila., Pa.

**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, Philadel-
phia, 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.

1⁹⁸

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.

1⁰⁰

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.

1⁸⁹

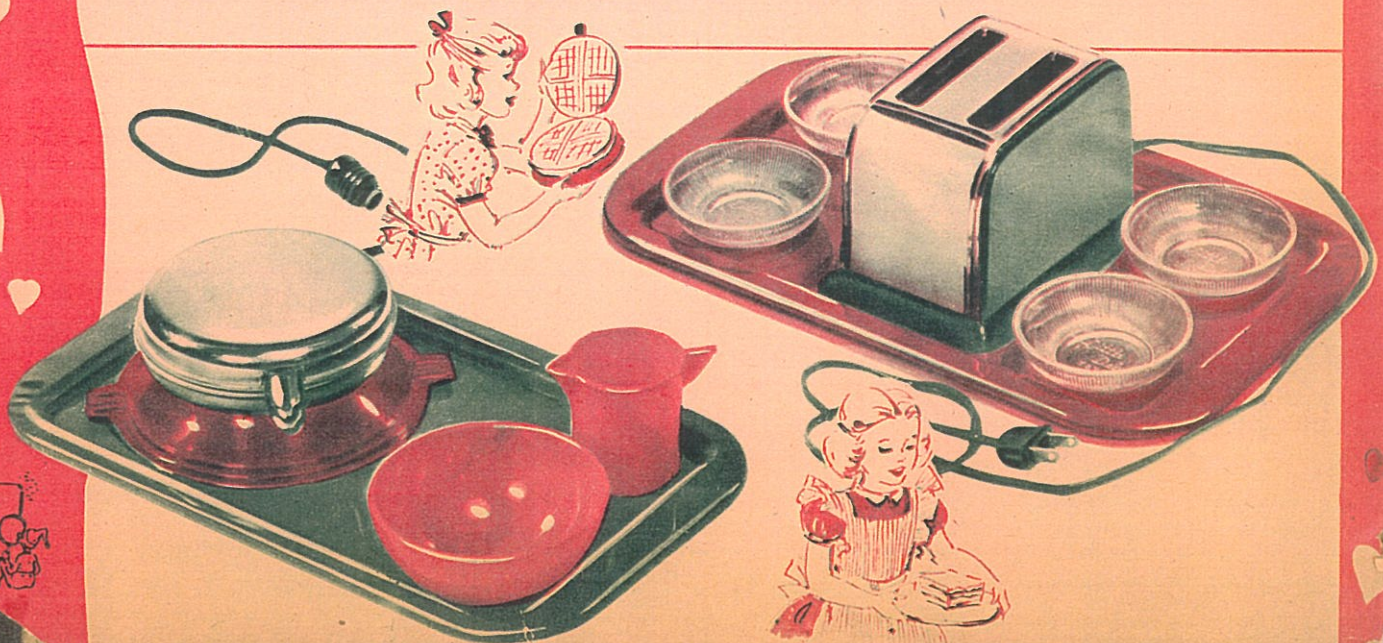
ASK FOR 8BR3.

ELECTRIC TOASTER SET

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

2²⁹

ASK FOR 8BR4.



Little housemothers" ... Billy and Ruth

Sparkle Plenty's Washing Machine

Sparkle Plenty's washing machine
Is like the grown-ups buy.
It washes Dolly's clothes and then
Rinses and spins them dry.

ASK FOR 9BR1.



4⁰⁰

By Kalon Radio Corp.



SUSY GOOSE CLEANING SET



3⁰⁰

It's fun to use this cleaning set
To tidy up your room.
Here's your own sweeper and dust pan
Hand duster, mop and broom.

ASK FOR 9BR2.

By Kiddie Brush & Toy Co.



SEWING SET

Make dresses for this tiny doll
With patterns made to fit.
There's needle, thread and
thimble too

In this lovely sewing Kit.

ASK FOR 9BR3.

98^c

By Transogram Co.



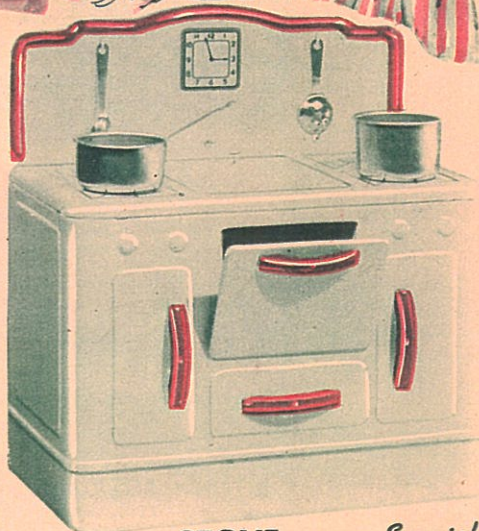
MOTHER HAS NOTHING ON US

—WHEN IT COMES TO
BAKING OR
COOKING



Real Value
REFRIGERATOR

This fine refrigerator
Contains imitation ice.
It's made of metal, gleaming white
And really very nice. ASK FOR 10BR1.



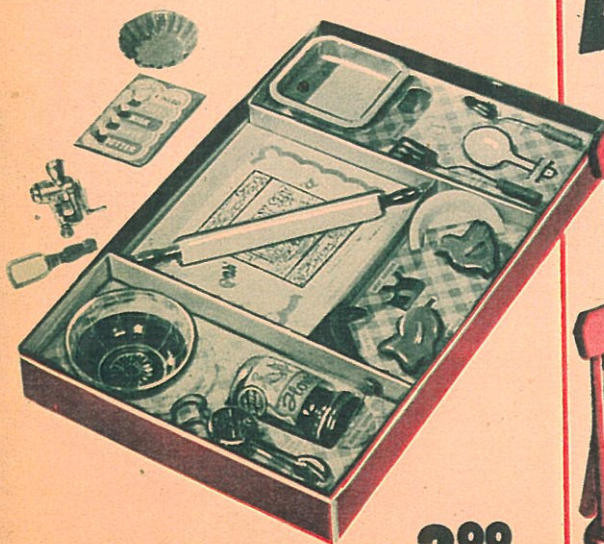
STOVE

Special Price

Four pots and pans come with this stove.
All big and real looking.
Your doll family's sure to like
Such very special cooking. ASK FOR 10BR2.

**BILLY
and
RUTH'S**
*Prize-Winning
Kitchen*

By Wolverine Supply & Mfg. Co.



PASTRY SET

2⁰⁰

Rolling pin, egg beater, molds and pans—
Just come and take a look.
Here's everything you need to be
An expert pastry cook. ASK FOR 10BR3.

By Transogram Co.



Attractively Priced
**TABLE AND
CHAIR SET**

This beautiful table
And the lovely chairs too.
Will mean for every little
girl
A Christmas dream come
true.

ASK FOR 10BR4.

By Milton Kane

