

MAGIC SKIN DOLL BABY Almost Real!

MAGIC SKIN DOLL

Golly, this doll has soft skin that feels like a real baby's. She is dressed in knit shirt and pants and has a layette of romper, bonnet, shoes and socks.

ASK FOR 31BR1.

5⁹⁸



She Drinks
She Sleeps

She's Unbreakable
She's Life-Like

She Bathes
She Wets

5⁹⁸



Betsy Wetsy

A LIFE-LIKE NURSING BABY

Here is every little girl's favorite nursing doll complete with dress, hat, diapers, safety pins, shoes and socks.

ASK FOR 31BR2.

By Imperial Crown Toy Corp.

By Ideal Novelty & Toy Co.

DOLL WITH REAL HAIR

This beautiful doll with her lovely real hair will be the darling of your heart. She wears a lace and ribbon-trimmed organdy dress and hat, slip, rubber panties, shoe and socks.

ASK FOR 31BR3.

5⁹⁸



31

"GIVE 'EM
WHAT THEIR
HEARTS MOST
WISH FOR"

4⁹⁸

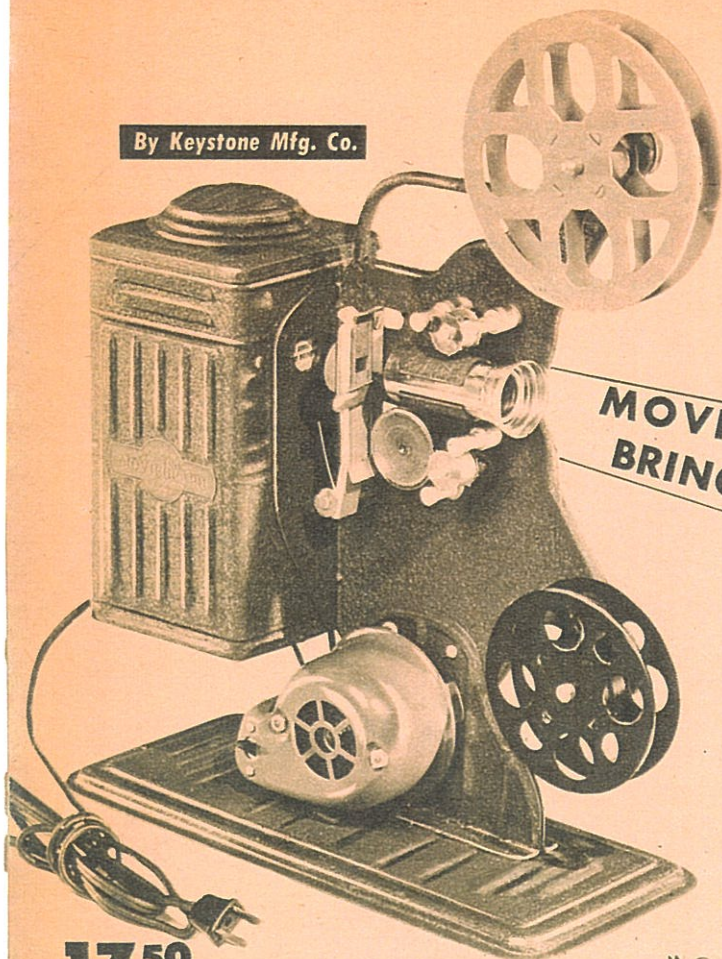
LOVELY BABY DOLL

Dressed just like her sister doll, this pretty baby has a plastic head and cuddly body. Both dolls have soft, life-like arms and legs and both cry "Mama" in lively voices.

ASK FOR 31BR4.

By Keystone Mfg. Co.

IS THERE A DOCTOR IN THE HOUSE?



17⁵⁰

MOVIES AT HOME - WILL
BRING SHOUTS OF DELIGHT

PROJECTOR

This swell projector's sure
to be
A family hit, you know,
For what could be more
wonderful
Than your own home movie
show.

ASK FOR 32BR1.



By Transogram Co.

DOCTOR KIT

Here is everything that
makes
A doctor's office tick.
Your pals will come right
to you
When their dogs and
dolls are sick.

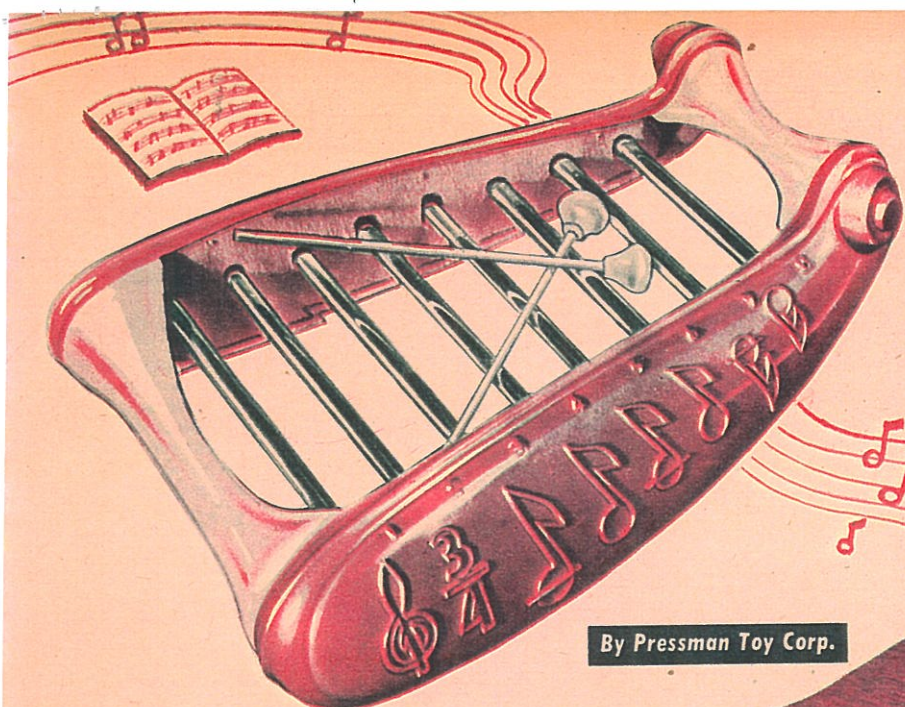
NURSE KIT

When Dolly has an accident
The nurse is right on hand
And with this kit you soon
will have
Your patient feeling grand.

ASK FOR 32BR3.

2⁰⁰

ASK FOR 32BR2.



ZELLOPHONE

It's easy and it's fun to play
This plastic zellophone.
It's colorful and you'll love
Its clear and bell-like tone.

ASK FOR 33BR1.

125



By Pressman Toy Corp.

FOR MANY HOURS OF FUN

By Carron Mfg. Co.



995

PHONOGRAPH

This "Carr-O-Tone" phonograph
Is an endless source of pleasure.
The hours of fun that music brings
Are joys you cannot measure.

ASK FOR 33BR3.

RECORDS

Here are swell big records
Of your favorite nursery rhymes.
You can't break them either
And that means more good times.

ASK FOR 33BR4.

105



By Bar-Zim Toy Mfg. Co.



PIANO

159

On this beautiful piano,
You can play most any tune.
It's just as easy as can be—
You'll be an expert soon. ASK FOR 33BR2.

By Music
You Enjoy, Inc.

33

AGE Boys

Billy and Ruth

CHEMCRAFT SET

Amazing is the word for the more than 580 experiments you can perform with this chemistry set. Includes fifty-one chemicals and pieces of apparatus in laboratory type cabinet. You'll have special fun with the Chemical Magic.

ASK FOR 35BR1.

595

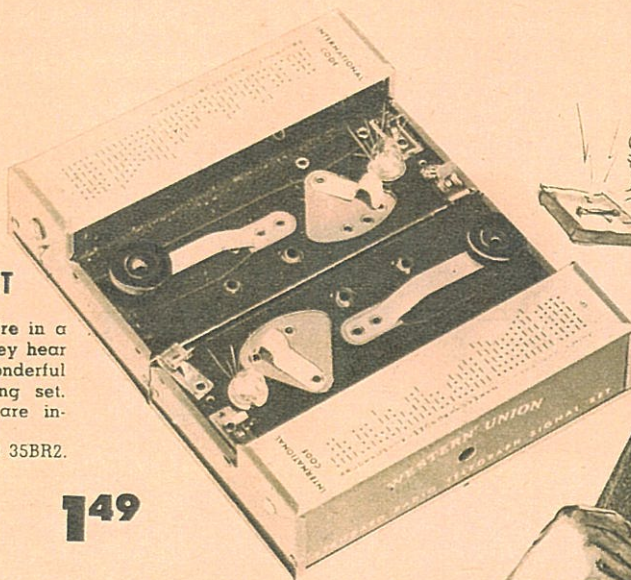
By Porter Chemical Co.



TELEGRAPH SIGNAL SET

Your friends will think they're in a real telegraph office when they hear the buzz and click of this wonderful double sending and receiving set. Miniature telegram blanks are included.

ASK FOR 35BR2.



149

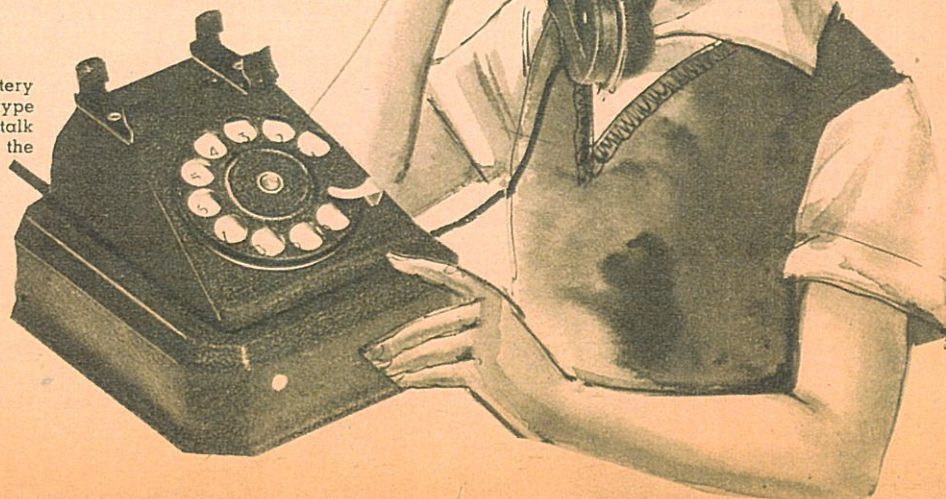
By S-B Mfg. Co.

TELEPHONE SET

Golly, kids, you'll love this nifty battery telephone set. There are two big dial-type phones and 50 feet of wire so you can talk to your pal in another room or even in the house next door.

ASK FOR 35BR3.

595



"WE'RE ENTERING THE SCIENTIFIC YOUR HOBBIES WILL HELP YOUR FUTURE!"

By Herbert George Co.

BINOCULARS with CARRYING CASE

You'll get a real close up view of everything from birds to ball players with these swell binoculars. Adjustable lenses offer wide fields of vision. Glasses are light weight and made to fit hands comfortably.

ASK FOR 34BR1.

329

WOODBURNING SET

Mother and Dad will be so pleased with the lovely things you make with this fine woodburning set. Includes electric "Wonder Pen," wood for book ends and salt and pepper set, paints and brush.

ASK FOR 34BR2.

200

By American Toy & Furniture Co.

AMERICAN TOOL CHEST

Hey, fellows, here's a swell tool chest that's just like Dad's. Contains big saw, hammer, screw driver, chisel and fifteen more well-made tools so that no carpentry job will be too much for you to handle.

ASK FOR 34BR3.

500

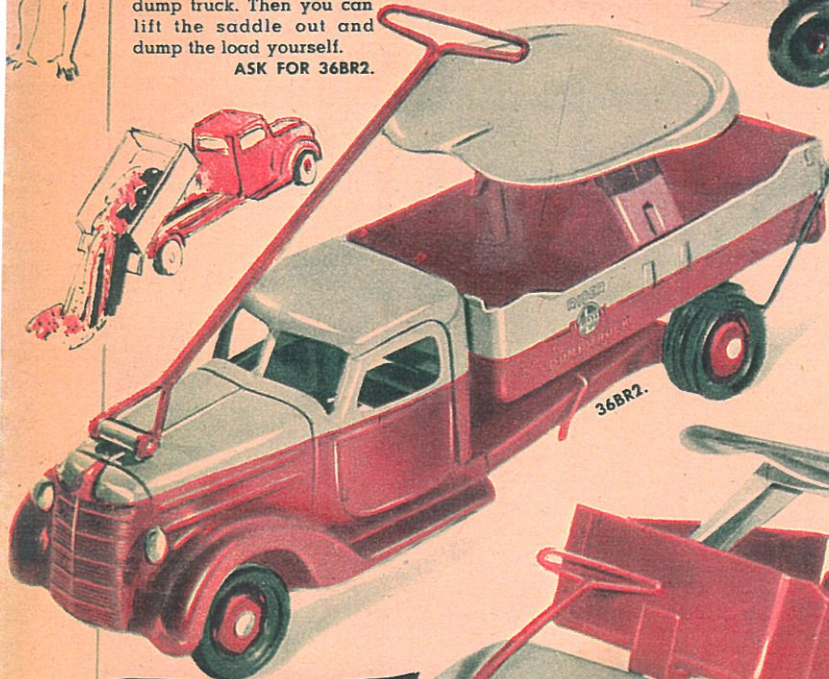
THEY'LL JUMP with JOY

RIDER DUMP TRUCK

You'll be right on hand to boss those big building jobs when you ride this neat dump truck. Then you can lift the saddle out and dump the load yourself.

ASK FOR 36BR2.

Real Value



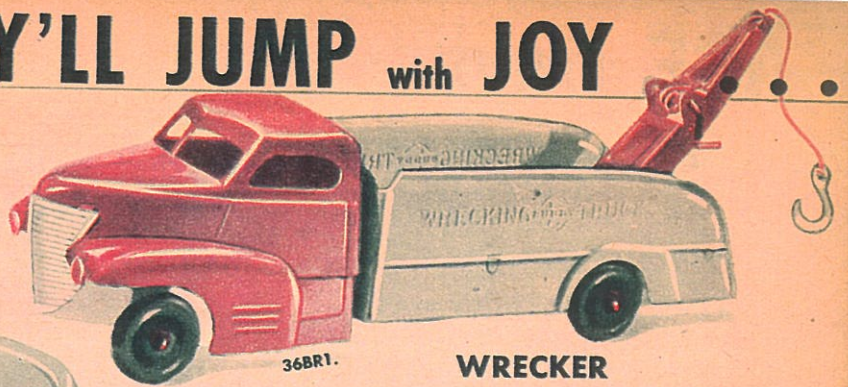
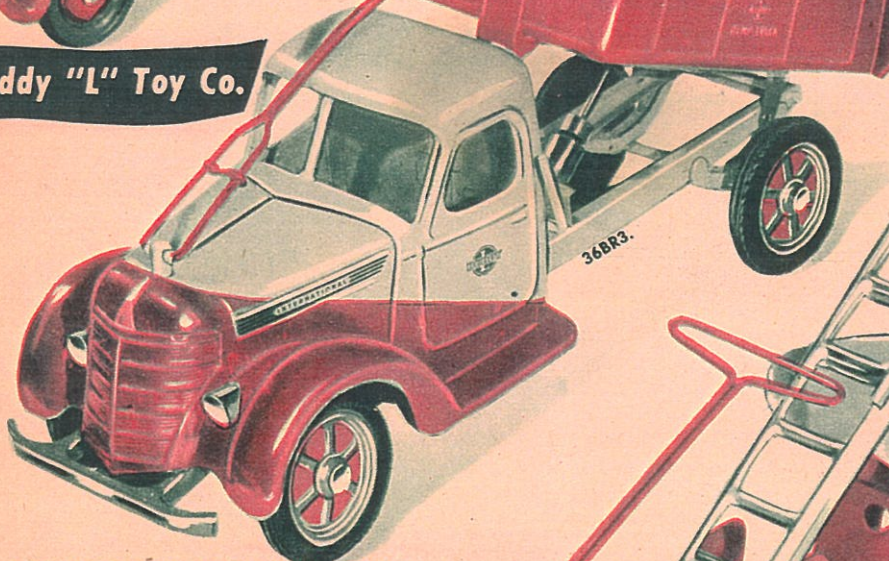
By Buddy "L" Toy Co.

DELUXE HYDRAULIC DUMP TRUCK

Golly, here's a really terrific toy! The body of this beautiful truck raises and dumps its cargo by action of a tiny hydraulic pump. It works just like a real dump truck.

ASK FOR 36BR3.

Priced Right

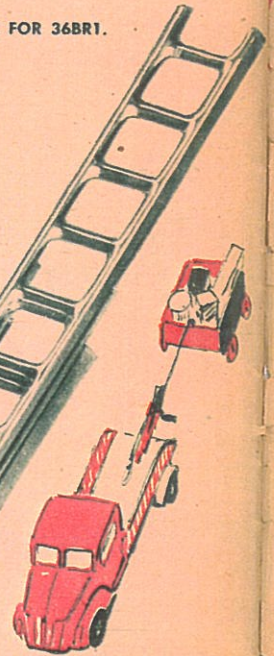


WRECKER

This swell model wrecker is just like the one they use to tow Daddy's car when it breaks down. There's even a crank on the back so you can make the tow rope different lengths.

ASK FOR 36BR1.

1⁹⁵



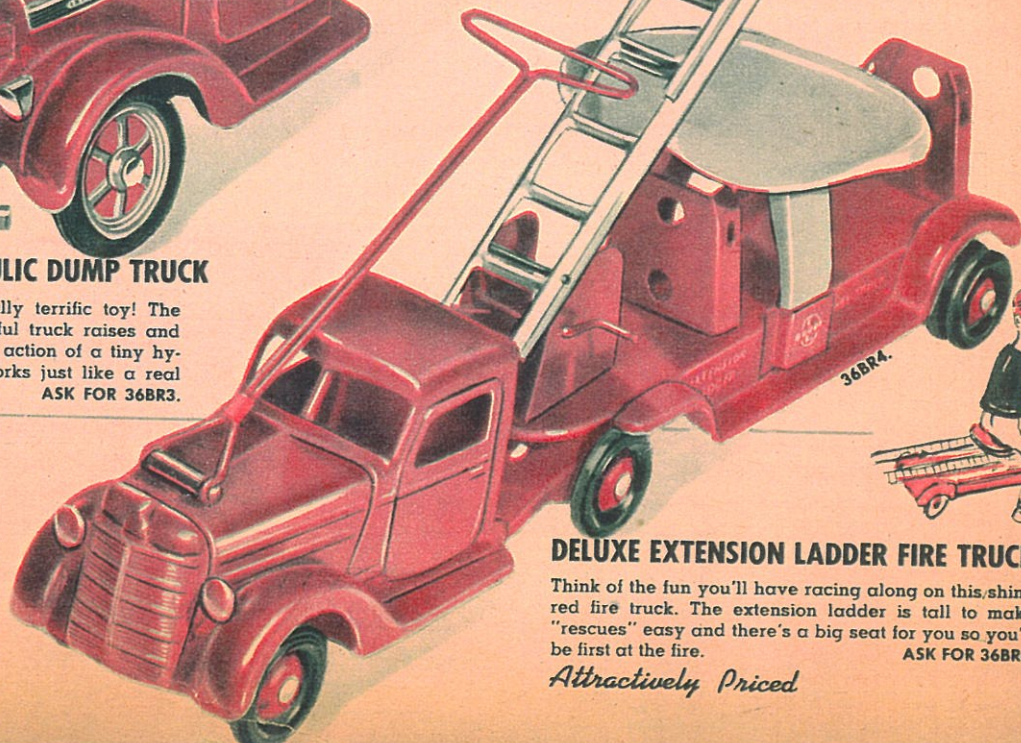
DELUXE EXTENSION LADDER FIRE TRUCK

DELUXE EXTENSION LADDER FIRE TRUCK

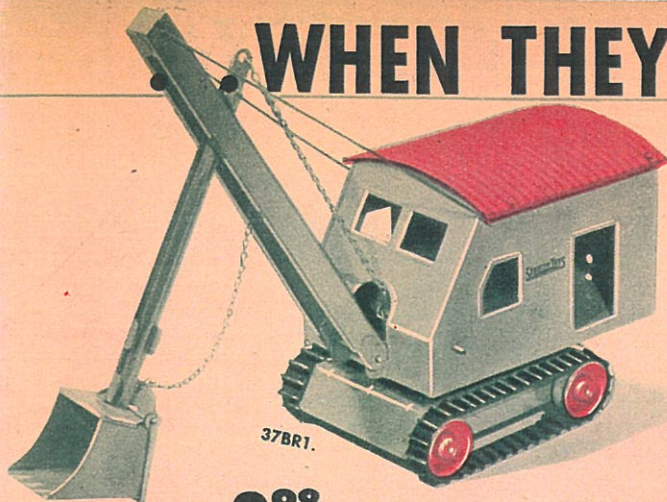
Think of the fun you'll have racing along on this shiny red fire truck. The extension ladder is tall to make "rescues" easy and there's a big seat for you so you'll be first at the fire.

ASK FOR 36BR4.

Attractively Priced



WHEN THEY SEE THESE

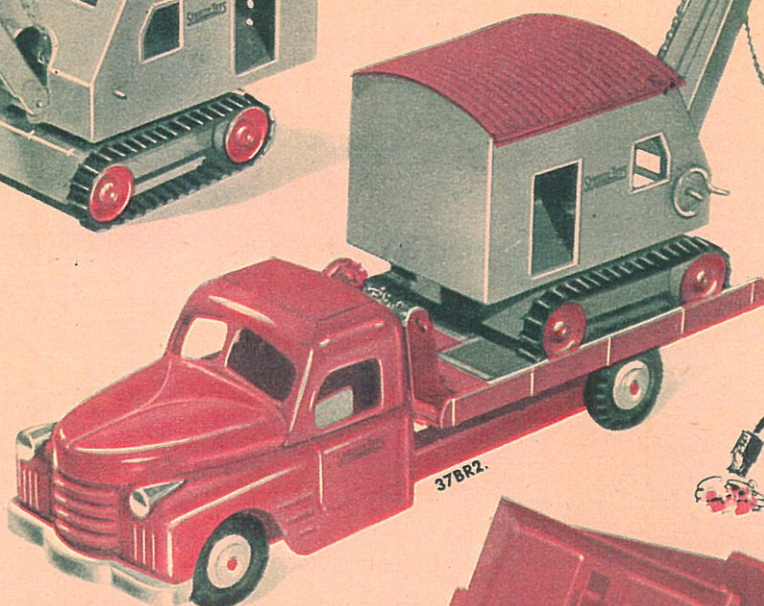


2⁹⁸

HEAVY-DUTY STEAM SHOVEL

What regular boy wouldn't go for this swell steam shovel! A perfect model, it has crank controlled unloading, revolving cab and rubber tractor tread.

ASK FOR 37BR1.

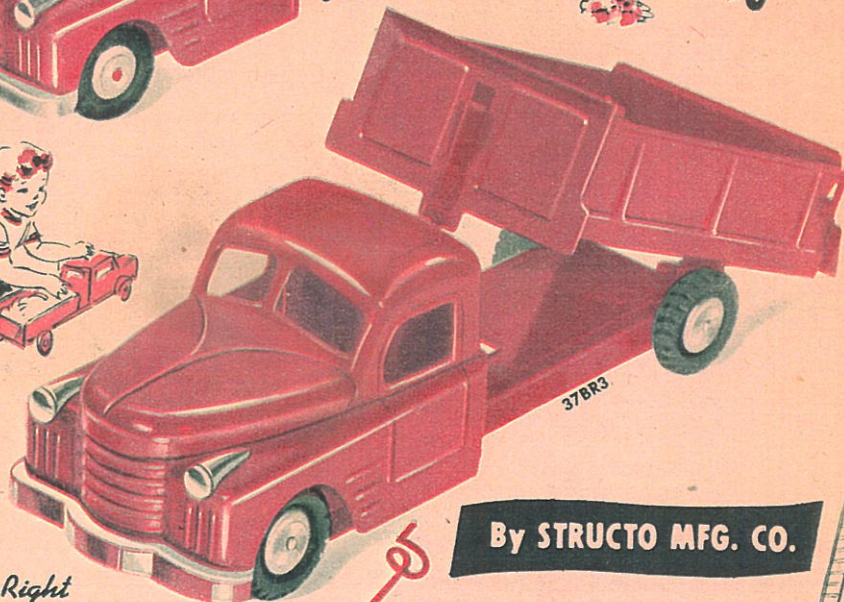


Special Price

MACHINERY TRUCK AND STEAM SHOVEL

Here's a great two-in-one toy that's tops for fun. The truck has removable loading skid, crank and steel chain for loading and unloading the steam shovel.

ASK FOR 37BR2.



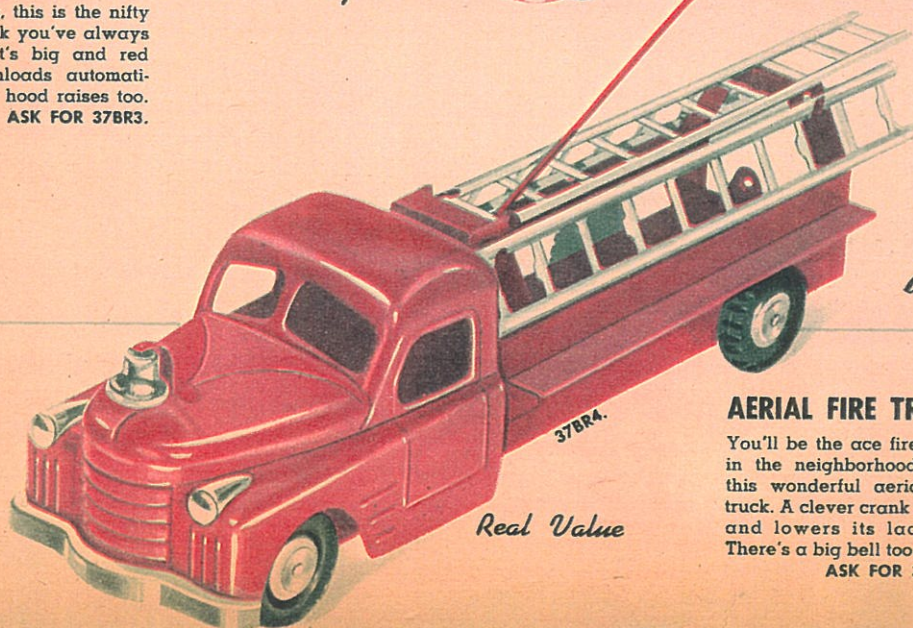
DUMP TRUCK

Hey, boys, this is the nifty dump truck you've always wanted. It's big and red and it unloads automatically. The hood raises too.

ASK FOR 37BR3.

Priced Right

By **STRUCTO MFG. CO.**



Real Value

AERIAL FIRE TRUCK

You'll be the ace fire chief in the neighborhood with this wonderful aerial fire truck. A clever crank raises and lowers its ladders. There's a big bell too.

ASK FOR 37BR4.



37

BILLY



It's Easy to

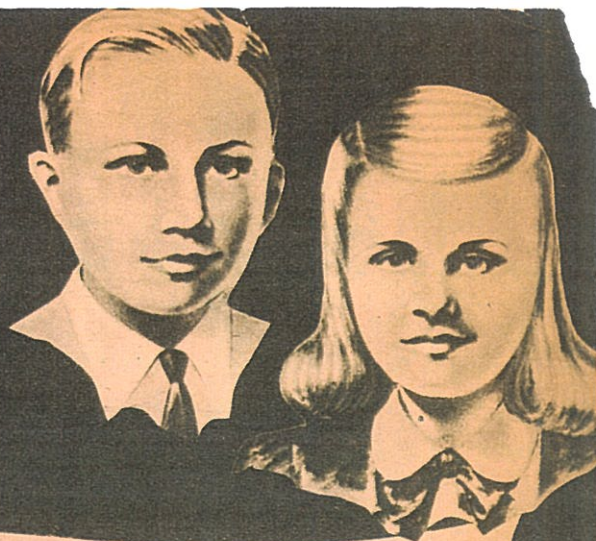
HERE'S THE JINGLE

Billy and Ruth toys are best,
They far outshine all the rest,
Get set now for hours and hours of fun

Be sure the last word of
your line rhymes with
"fun." For instance,
"sun", "begun", "ton",
"run", "son" and oh, so
many more.



AND RUTH'S BIG JINGLE CONTEST!



Win One of these 500 Grand Prizes!

Boys and Girls Bikes, table and chair sets, dolls and carriages, construction sets, Binoculars with case, roller skates, footballs, baseballs, table tennis sets, etc. etc. etc.

Follow these simple rules

1. Write the last line to complete the jingle shown
2. Be sure to fill in the entry blank correctly and completely with your name, age, address and the name and address of your dealer.
3. Entries will be judged for originality and neatness.
4. Mail your entry to Billy and Ruth Headquarters, Box 333, Phila. 5, Pa. You may send in as many last lines as you wish, but all entries must be postmarked no later than midnight, December 24, 1948. Prize winners only will be notified by February 24, 1949.
5. Anyone from 4 to 16 years of age may compete except employees of this store and their families. Contest limited to United States and subject to all federal, state and local regulations. This contest void in any state, county or municipality where such offer is taxed, prohibited or restricted.
6. No more than one person in a family can win a prize.
7. All entries become the property of Billy and Ruth Headquarters. None can be returned.
8. The decision of the judges is final. In case of ties, duplicate prizes will be awarded.

Please print all the information in the entry blank.

My Name

Street Address

City Zone No. State

My Age Date of Birth

My Billy and Ruth Dealer's Name

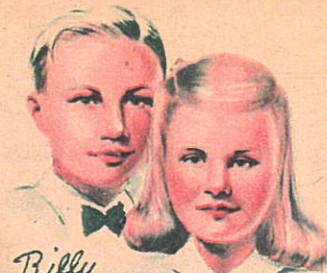
Address Year

City Zone No. State





OUR CHOICE



Billy
and Ruth

DECEMBER
1948

S	M	T	W	T	F	S
-	-	-	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	-