

BILLY AND RUTH

REG. TRADE

"America's Famous Toy Children"

1953

MT. BETHEL HARDWARE

MT. BETHEL ROAD

Mt. Bethel

Tel., Mill. 7-0966

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Dear Friends:

It's Christmas time once more and you
know what that means . . .

THE BILLY AND RUTH CONTEST

packed with fun and prizes.

Yes, here it is and it's swell. Read the
rules carefully and then go to it.

GOOD LUCK!

Your pals,
Billy, Ruth
and Jerry

PRIZES

PRIZES

PRIZES

Rules

1. Print carefully, your name, street address, city, state and age at the top of a white sheet of paper.
2. Now, leave a space, then print the store name of your favorite Billy and Ruth Toy Dealer.
3. Look through your Billy and Ruth book and pick out 5 of the toys you would like most to receive for Christmas. Print the name of the toy, the page number it is on and the name of the company that makes it.
4. Then tell us the reason why you would like to receive each toy. The best and most original letters will be the winners. There will be Bicycles, Wagons, Dolls and Doll carriages, Erector sets etc., etc.
5. Then send in your entry to Billy and Ruth Headquarters, Box 333, Philadelphia, Pa., and hurry . . . Contest closes midnight, December 24, 1953. Winners will be notified by February 24, 1954.
6. Any child from 4 to 12 years old may enter. No more than one child in a family can win.

P.S. Contest limited to United States and subject to all federal, state and local regulations. Contest void in any state, county or municipality where such an offer is taxed, prohibited or restricted. Decision of the judges is final and all entries and letters will become the property of Billy and Ruth Headquarters. Be sure to give us the name and address of your Billy and Ruth Dealer when you write us. (See rule number 2 and rule number 5.)

5⁹⁸3⁹⁸**SILVER SAXOPHONE**

Billy has formed his own band and he is the saxophonist. He's really hep, too, when he's playing on this heavy silver finish on break-resistant plastic sax, that is so real—over 17 inches long with 14 sturdy hand-tuned brass reeds. Complete with "luggage" carrying case. By Emenee Industries. Ask for 3BR1.

CLARINET

So you want to be a musician, huh? Now you can be one immediately and no lessons needed playing this Clarinet. Just follow the simple directions in the accompanying music book and you'll be the life of any party. Black plastic with silver trimmed keys and fittings with 14 strong hand-tuned brass reeds (full scale), engraved. Comes in "luggage" carrying case. By Emenee Industries. Ask for 3BR2.

4⁹⁸**FLAMINGO UKULELE WITH ARTHUR GODFREY UKE PLAYER**

Buch wants to be a musician some day and appear on television and he's practicing on his ukulele with a self tuner and uke player. It has beautiful tone and is pretty, too. It's fun at parties. By Emenee Industries. Ask for 3BR3.

(Self Tuner)

6⁹⁸3⁹⁸**TRUMPET (Looks Like a Real Cornet)**

Play a bugle call, march or just a popular tune on this beautiful heavy gold plating on plastic, engraved trumpet. Simply blow through the mouth-piece, press any of the four valves and you'll surprise even yourself. You'll have your own music stand and music book, too. Over 13 inches long with "luggage" carrying case. By Emenee Industries. Ask for 3BR4.

GOLDEN SLIDE TROMBONE

Learn to play in a matter of minutes—play any tune and play it well. The notes play as the slide is operated. You also have a music stand and music book. Made of beautiful heavy gold finish on break-resistant plastic, engraved, with solid brass metal tubing for the slide. 8 sturdy hand-tuned brass reeds, over 27 inches long. Handy "luggage" carrying case. By Emenee Industries. Ask for 3BR5.

MUSICAL

EMENEE

TOYS

AMERICAN
Plastic
BRICKS
by Halsam

AMERICAN
PLASTIC BRICKS

Build your own town with these realistic plastic interlocking bricks by using true bricklayers' methods. Set comes complete with doors and windows, that open and close. All 208 pieces come in handy tube container. By Halsam Products Company. Ask for 4BR1.

350

Sharon and
Butch build
and learn
with blocks



100

DOMINOES

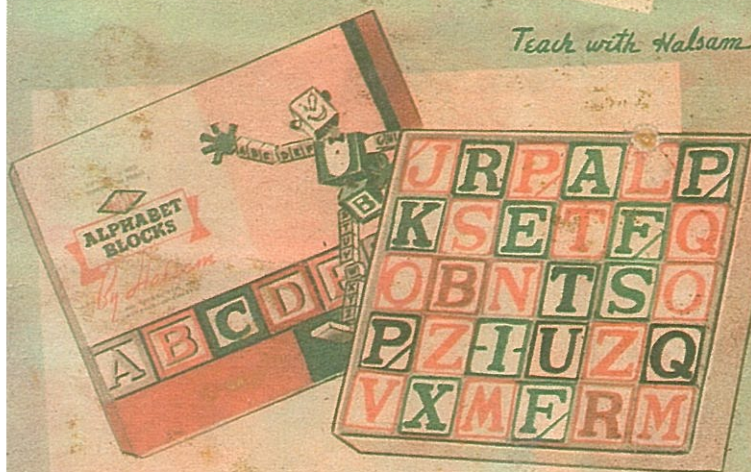
World-Wide Dominoes are recognized as the finest for Domino play. Butch and Chipper invite the gang over for "Domino Tournaments" every week. So far Billy is the champ but Butch is getting more expert all the time. By Halsam Products Company. Ask for 4BR3.

ROLLER CART

Sandra builds a tower on the roller cart with her gaily colored blocks, of pictures and alphabet, and then pulls it into the kitchen to show Mommy. The blocks interlock so they won't tumble down as the cart moves. By Halsam Products Company. Ask for 4BR2.

200

Teach with Halsam



ALPHABET BLOCKS

These brightly colored blocks with big, easy to read A-B-C's make it easy for Barbara Lee to learn the alphabet while playing. The rounded corners and edges and smooth finish make them safe, too! By Halsam Products Company. Ask for 4BR4.

100



103 pieces

AMERICAN LOGS

Chipper has a pioneer village of his own making. There's log cabins, houses, forts and stores—all built with these interlocking, smoothly finished, splinter free logs, and Mommy likes the new tube container for storing. By Halsam Products Company. Ask for 4BR5.

200

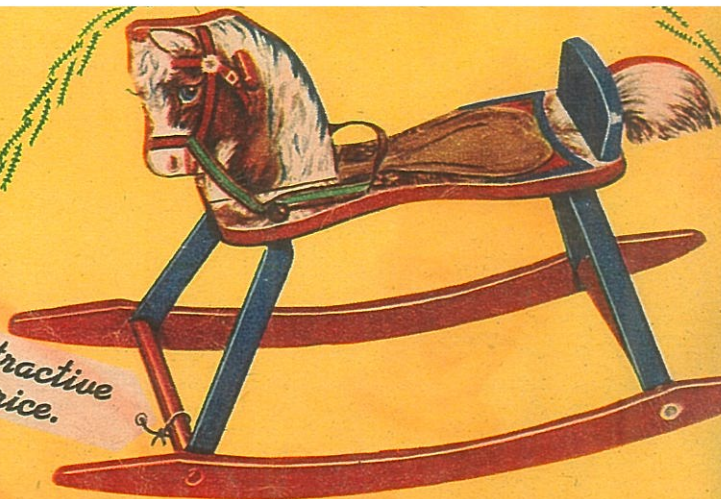
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Without notice, all prices subject to change. In some sections of the South and West, some items slightly higher.

Fine sturdy
toys for the
tots by
GONG BELL

THE
**GONG BELL
MFG. CO.**
EST. 1947
MADE IN U.S.A.

Attractive
Price.



ROCKING HORSE—BIG AND STURDY

Look how big he is! And strong! Butch won't have to be afraid to jump all his heart desires on this one—over rough range or the wide prairie—for hours of safe riding. 28 inches long. By Gong Bell Mfg. Co. Ask for 5BR1.



2⁹⁸

JINGLE STROLLER

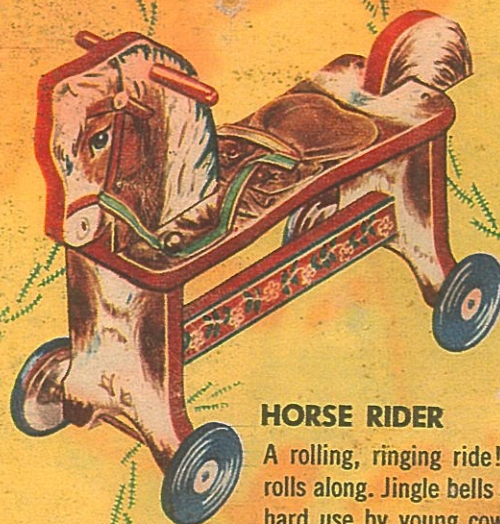
Sharon's the envy of all the girls with this colorful stroller made to hold her big doll or teddy bear. Shiny ringing songs in all four wheels let her friends know in advance that she's coming for a visit. 22 inches high. By Gong Bell Mfg. Co. Ask for 5BR2.



1⁴⁹

VOICE PHONE

Listen, Sharon—turn the dial—bells ring. Invert receiver—voice sounds. The realistic dials turn automatically. Size 6½ inches. Metal—bright enamel finish. Let's call Butch and your little friends and tell them all about our new phone. By Gong Bell Mfg. Co. Ask for 5BR3.



A LOT
FOR THE
MONEY

HORSE RIDER

A rolling, ringing ride! Shiny gongs ring merrily as he rolls along. Jingle bells on reins. It's extra strong for long hard use by young cowboys. Nearly 20 inches long. By Gong Bell Mfg. Co. Ask for 5BR5.



98c

NOAH'S ARK

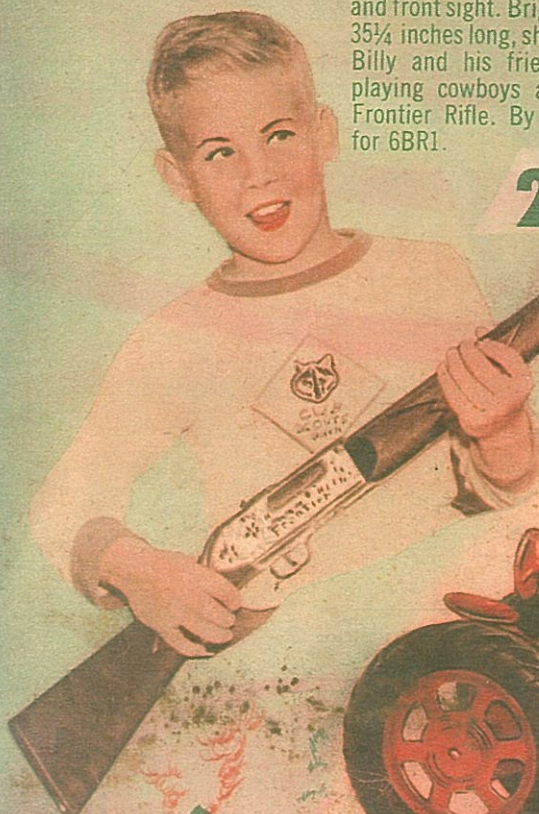
Barbara Lee is too little for most toys—but she isn't too young to laugh at Noah's Ark as it bobs gaily up and down over the waves to the music of merrily ringing songs. 14 inches long. By Gong Bell Mfg. Co. Ask for 5BR4



Without notice, all prices subject to change. In some sections of the South and West, some items slightly higher.

Completely safe—walnut colored butt and hand grip, decorated. Rear sight, trigger guard and all working parts bright metal. Blued metal barrel with red plastic choke and front sight. Bright gleaming magazine. 35¼ inches long, shoots standard roll caps. Billy and his friends have lots of fun playing cowboys and Indians with this Frontier Rifle. By Hubley Mfg. Co. Ask for 6BR1.

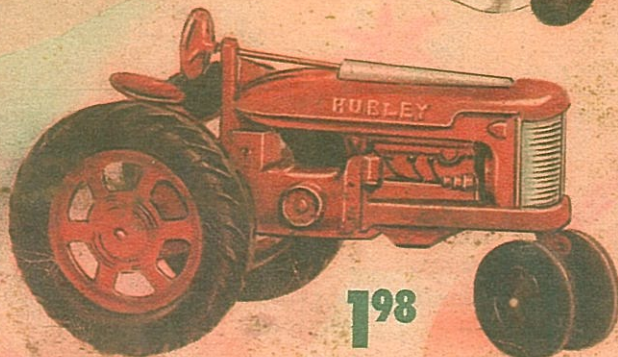
2⁹⁸



4⁹⁸

MOTOR EXPRESS

Shipments can be quickly loaded or unloaded with this motor express truck. Side door slides open and rear doors swing out. Rear wheels are independently mounted and the cab lifts off revealing motor. Retractable trailer support. Black rubber wheels, dual in rear. By Hubley. Ask for 6BR2.

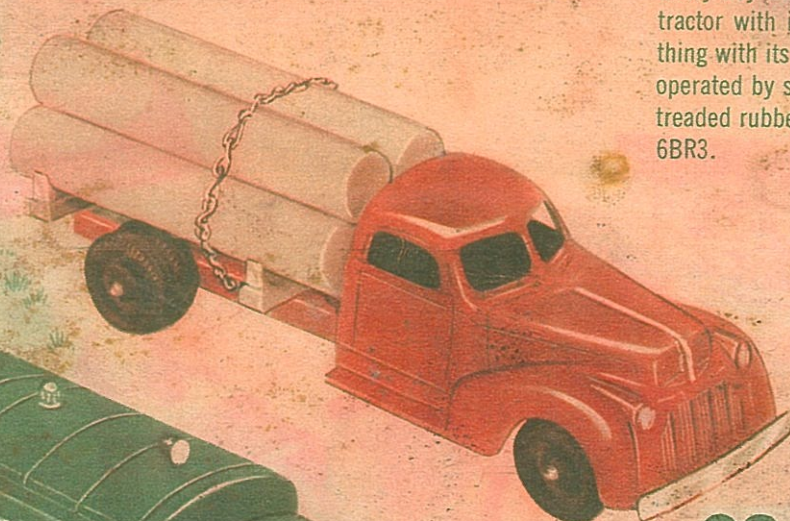


1⁹⁸

METAL TRACTOR

Every boy will get a thrill out of this fireman's red metal tractor with its shiny aluminum trim. Just like the real thing with its spring action driver's seat and front wheels operated by steering wheel. All metal wheels with black, treaded rubber tires. 9½ inches long. By Hubley. Ask for 6BR3.

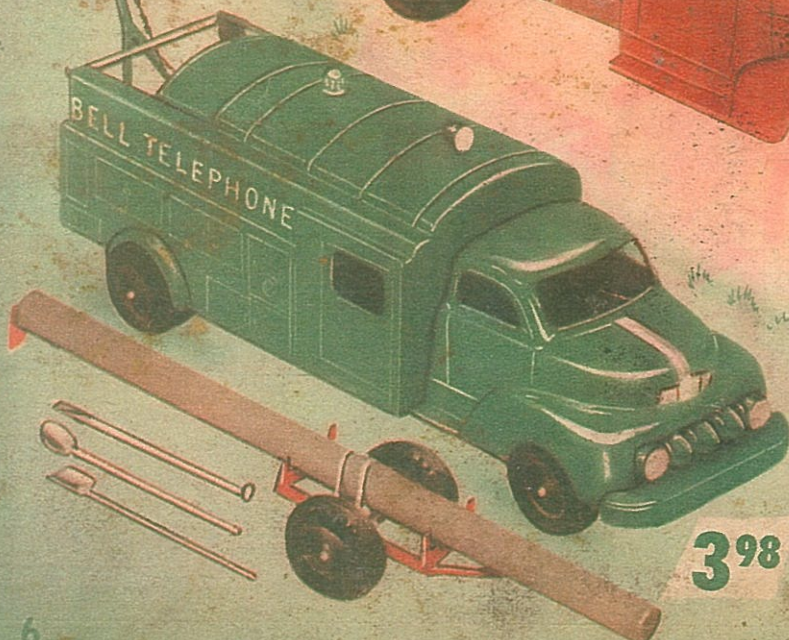
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98c

METAL LUMBER TRUCK

This miniature lumber truck carries five removable logs with chain to hold them in place. It's orange with aluminum trimming. Rubber wheels. 10 inches long. By Hubley. Ask for 6BR4.



3⁹⁸

TELEPHONE TRUCK

Chipper has one of these which is an absolute must for every telephone repairman. It has all the tools, telegraph poles, removable boom and ladder. 12½ inches long. By Hubley. Ask for 6BR5.

Realistic Boys' Toys By HUBLEY

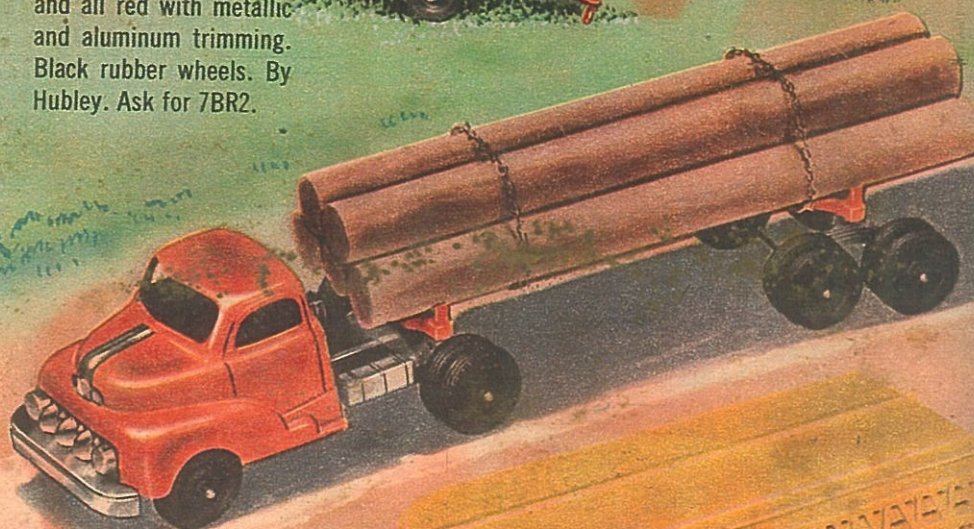
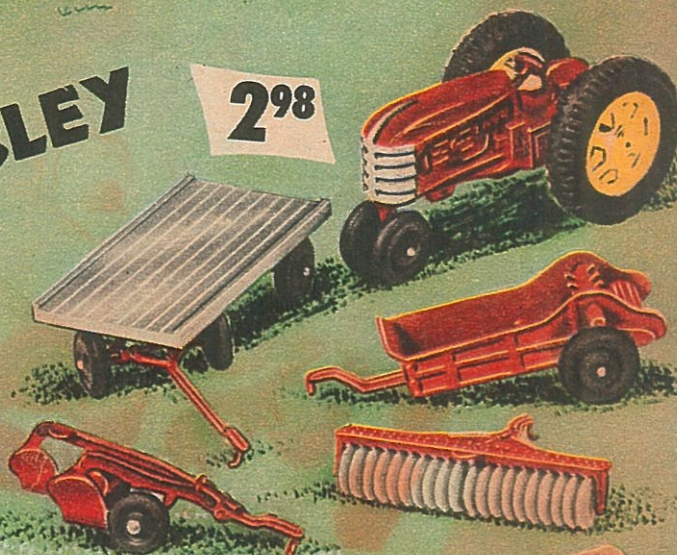


ROAD SCRAPER

Metal constructed. Yellow with bright scraper and trimming. Rear wheels mounted independently to roll over stones and obstacles. Adjustable scraper. Front wheels operated by steering wheel. Rubber wheels. 10 $\frac{3}{4}$ inches long. Perfect for "Junior Engineers." By Hubley. Ask for 7BR1.

METAL FARM SET

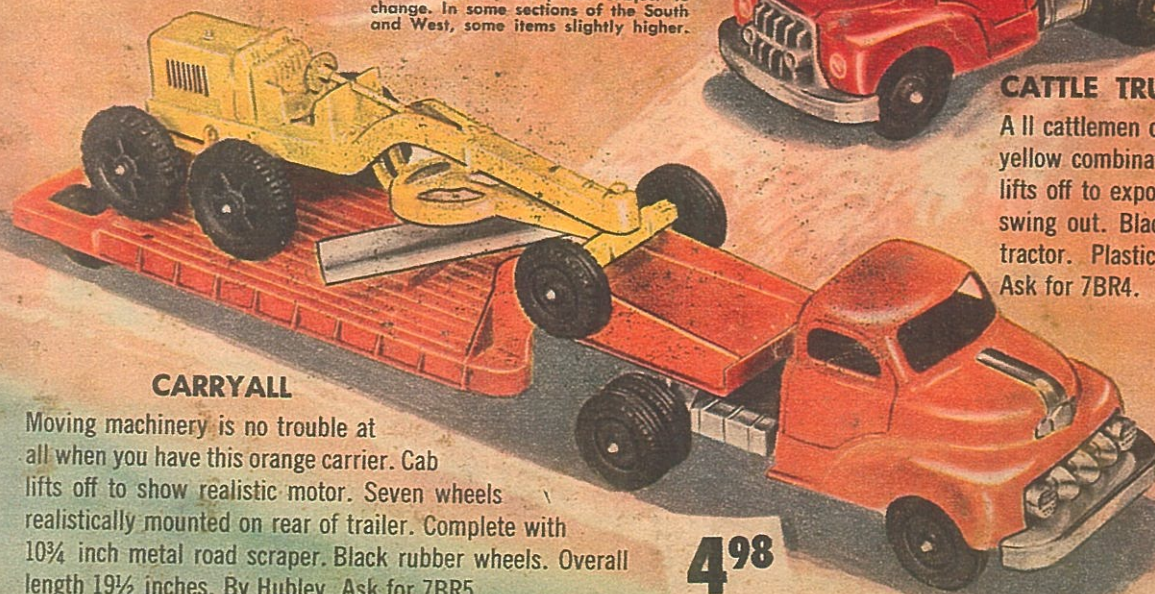
Everything to make work on the farm easier. There's a tractor, plow, culti-packer, spreader and farm wagon—all interlocking—and all red with metallic and aluminum trimming. Black rubber wheels. By Hubley. Ask for 7BR2.



METAL LOG TRUCK

Just right for all lumberjacks. The trailer carries five logs, each a foot long. The cab lifts off to reveal the motor and the wheels are independently mounted to roll over stones or obstacles. Two chains hold the logs in place. Black rubber wheels. 18 inches long. By Hubley. Ask for 7BR3.

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CATTLE TRUCK

All cattlemen consider this truck a must. Red and yellow combination with aluminum trimming. Cab lifts off to expose detailed V-8 engine. Rear doors swing out. Black rubber wheels, dual on rear of tractor. Plastic. 12 $\frac{1}{2}$ inches long. By Hubley. Ask for 7BR4.

CARRYALL

Moving machinery is no trouble at all when you have this orange carrier. Cab lifts off to show realistic motor. Seven wheels realistically mounted on rear of trailer. Complete with 10 $\frac{3}{4}$ inch metal road scraper. Black rubber wheels. Overall length 19 $\frac{1}{2}$ inches. By Hubley. Ask for 7BR5.

498





LITTLE MISS HOMEMAKER PLASTIC TEATIME DISHES AND TABLE

Everyone admires Sharon's beautiful new Tea Set of smooth colorful plastic. There's cups, saucers, plates, knives, forks, spoons, and well, 36 pieces in all, enough for Sharon and three of her little friends. The container box folds into a dining table. For little girls up to 7 years. By Plastic Art. Ask for 8BR1.

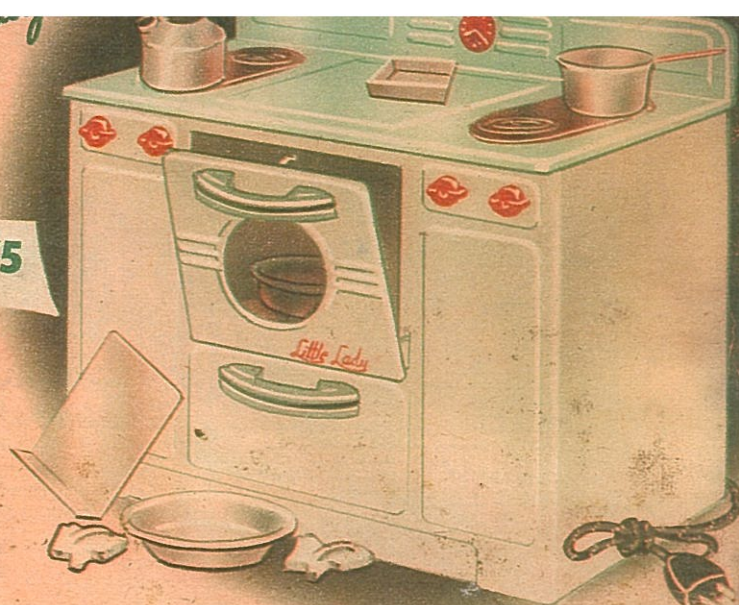


CHINA CABINET

"Hmm! Just what I need for my play kitchen," sighed Sharon—and she was right. This real looking 21 1/4 inch high all metal cabinet has a warmth of color and attractiveness complete with 40 piece plastic set including tea service for four with contrasting pottery colored dishes, pantry set and cooking utensils. Every little girl's need for baking and partying—like mother's. By Ideal Toy Corp. Ask for 8BR3.

Little Lady

975



LARGE TOY ELECTRIC RANGE

Now Ruth can prepare "treats" for her Tea Parties on this beautiful enameled white body with green top stove. The new feature of a clear window on the oven door allows her to see at a glance how her cake is coming along. 15 x 12 3/4 x 7 3/4 inches. Complete with practical utensils including a whistling tea kettle, cook book and many other utensils. U. L. Approved. By the Metal Ware Corp. Ask for 8BR2.

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KAY STANLEY CAKE MIX SET

Ruth takes over the kitchen every Wednesday and makes the family's dessert. It's easy with this Kay Stanley Cake Mix Set. She uses her own utensils which come with the set and follows the easy-to-understand cook book. She just adds milk to the ingredients and the results are so perfect that even Daddy can't tell whether Mommy or Ruth made the cake. By Model Craft, Inc. Ask for 8BR4.

*The most gorgeous,
lovable Beauties.*

SAUCY WALKER DOLL

Did you ever see a dream walking? Well Sandy did and you can too with this beautiful 22 inch Saucy Walker Doll—so charming. When you walk her, eyes roll and head turns. She has Saran hair that can be shampooed, waved and curled. Sits, stands, cries and sleeps. By Ideal Toy Corp. Ask for 9BR1.

15⁹⁸

Ideal

*Sharon
just
loves all her
little dollies.
Hours of real
enjoyment for
all her little
friends!*

HARRIET HUBBARD AYERS DOLL

Ruth spends hours beautifying this new Harriet Hubbard Ayers Doll—learning the magic of make-up with the beauty table and 8 piece harmless cosmetic kit included. Make-up is easily removed. For new ideas she refers to her book of instructions also included. New kind of fun with this big 14 inch doll. By Ideal Toy Corp. Ask for 9BR2.

11⁹⁵

MISS CURITY

Would you like to be a nurse? Practice now and have lots of fun at the same time. Miss Curity Doll dressed in her starched nurses' uniform is complete with Bauer & Black first aid kit. You can learn first aid the easy way following booklet of instructions included. 14 inch Doll. By Ideal Toy Corp. Ask for 9BR3.

11⁹⁵

TONI DOLL

Isn't this 14 inch Toni Doll beautiful with her soft hair and dainty clothes? And you can keep her that way, too. If her nylon hair gets "straggly" as usually happens it can be combed, washed, waved and styled with the accompanying permanent kit. A doll that lasts for years and years. You'll want a Toni, too. By Ideal Toy Corp. Ask for 9BR4.

11⁹⁸

BETSY McCALL DOLL

Wouldn't it be fun to have Mother and Daughter outfits for you and your dolly? Well that's what happens when you have one of these 14 inch Betsy McCall Dolls with apron pattern included. You can add to your wardrobe by using monthly bulletins published by McCall's magazine. It will be lots of fun to make clothes for Betsy. By Ideal Toy Corp. Ask for 9BR5.

7⁹⁸

Fluffy Cuddly Animals



SMOKY

Every boy and girl knows Smoky of the Forest Service. Here he is in his official Ranger uniform and a genuine badge. Plush and blue twill body, vinyl mask face, Forest Ranger hat and spade. Each owner of Smoky automatically becomes a Jr. Forest Ranger. Smoky wants everyone to be more careful of fires. By Ideal Toy Corp. Ask for 10BR1.

4⁹⁵

Ideal

I Growl!



4⁰⁰

GROWLER BEAR

Sharon loves this cute growler bear made of lustrous plush. Two tone—brown and tan—moving eyes—16 inches high. By Gund Mfg. Co. Ask for 10BR2.

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MUSICAL HURDY GURDY BEAR

Barbara Lee received one of these appealing bears and never enjoyed a toy so much. It's so cuddly and soft and plays a cute little tune, too. Every little child will just love this bear. By Gund Mfg. Co. Ask for 10BR3.

2⁹⁸

I Play Music
Gund

