

# BILLY AND RUTH

REG. TRADE

"America's Famous Toy Children"

1953



**MT. BETHEL HARDWARE**

MT. BETHEL ROAD

Mt. Bethel

Tel., Mill. 7-0966

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

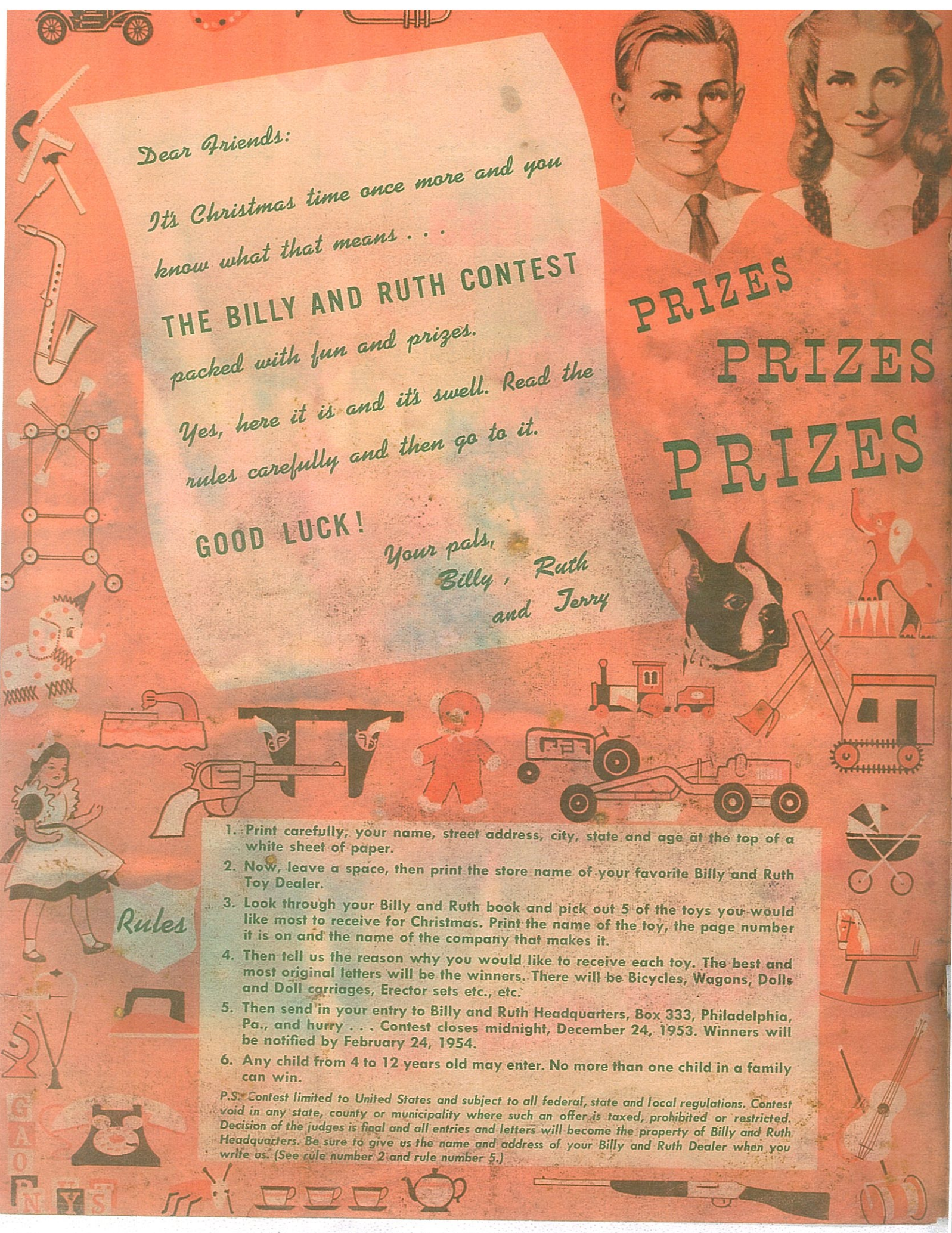
PRIZES

PRIZES

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.)

Rules



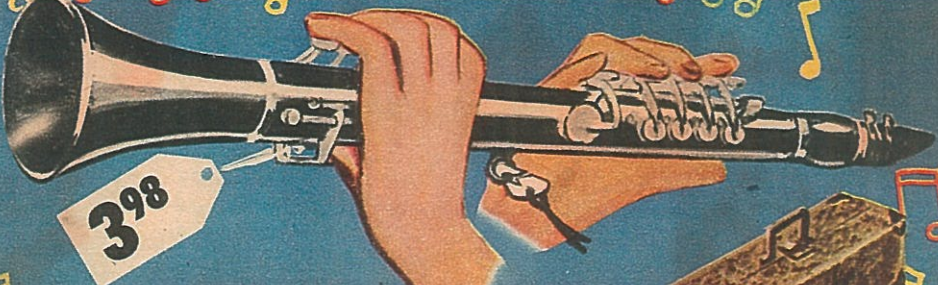
5<sup>98</sup>



### 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.

3<sup>98</sup>



### 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.

4<sup>98</sup>



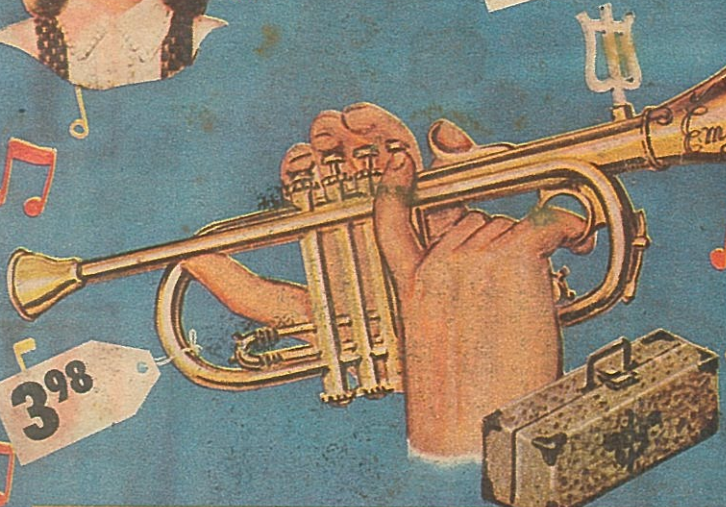
(Self Tuner)

### FLAMINGO UKULELE WITH ARTHUR GODFREY UKE PLAYER

Butch 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.



3<sup>98</sup>



### 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.

6<sup>98</sup>



### 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.



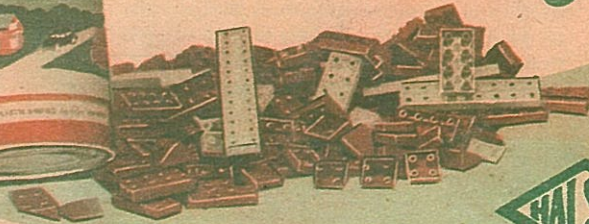
**AMERICAN  
Plastic  
BRICKS**  
*by Halsam*



**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*



**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**



**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.

**100**

*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**



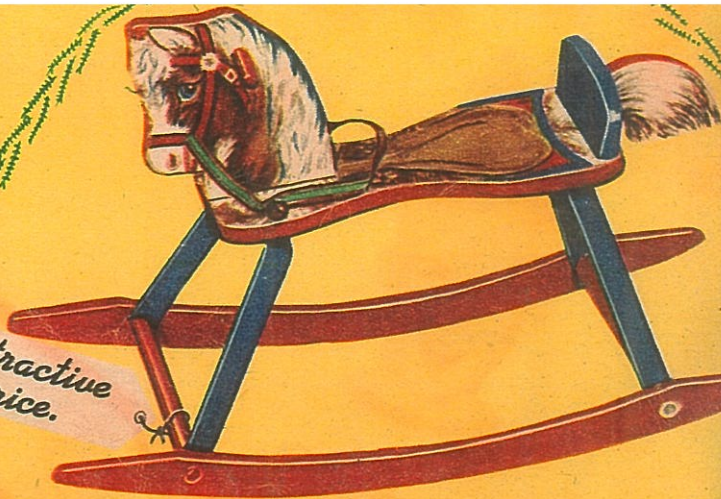
**B  
I  
L  
L  
Y  
&  
R  
U  
T  
H**

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**

Attractive  
Price.

THE  
**GONG BELL**  
MFG. CO.  
EST. 1907  
MADE IN U.S.A.



**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.



**2<sup>98</sup>**

**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**

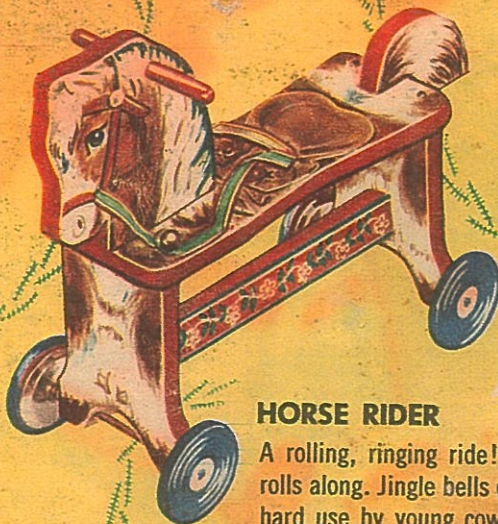
Listen, Sharon—turn the dial—bells ring. Invert receiver—voice sounds. The realistic dials turn automatically. Size 6½ inches. Metal—bright enamel finish. Let's call Butch and your little friends and tell them all about our new phone. By Gong Bell Mfg. Co. Ask for 5BR3.



**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



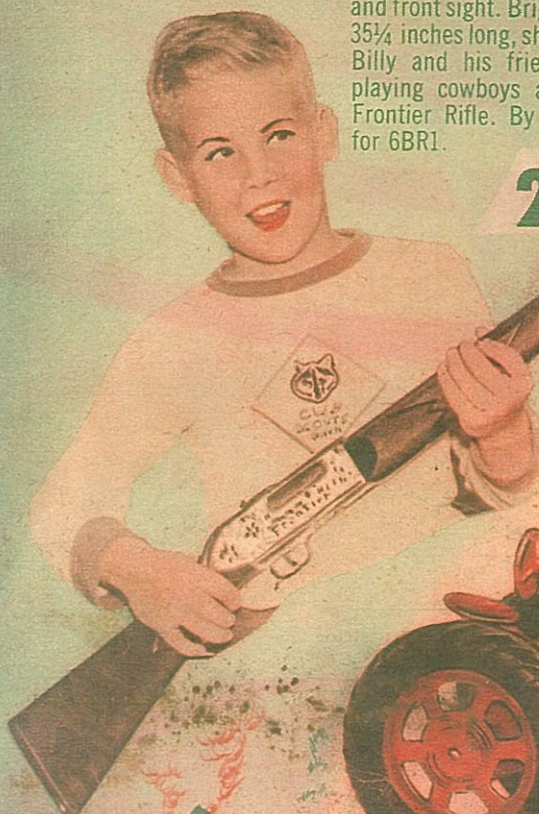
**A LOT  
FOR THE  
MONEY**

**HORSE RIDER**

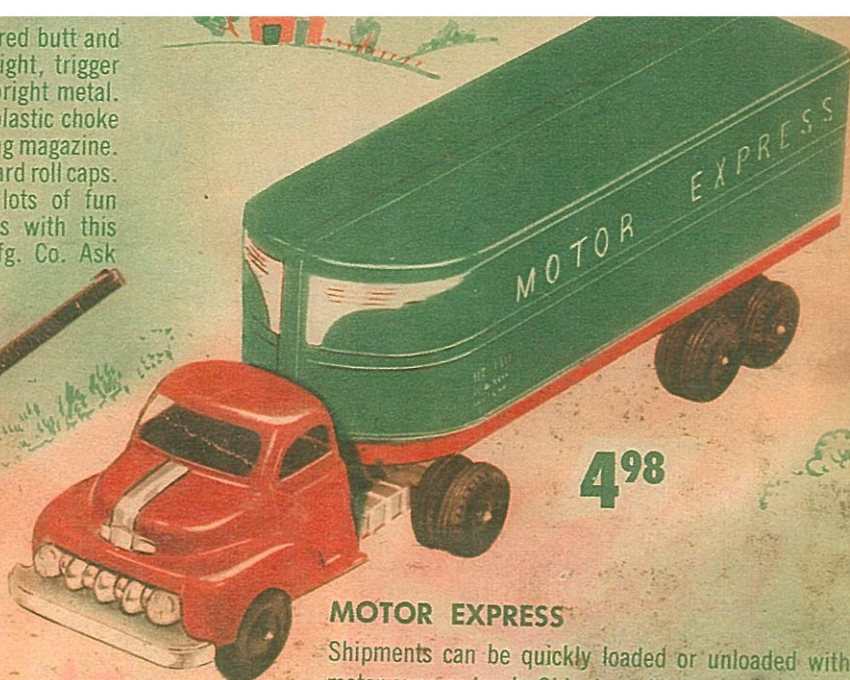
A rolling, ringing ride! Shiny gongs ring merrily as he rolls along. Jingle bells on reins. It's extra strong for long hard use by young cowboys. Nearly 20 inches long. By Gong Bell Mfg. Co. Ask for 5BR5.

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.



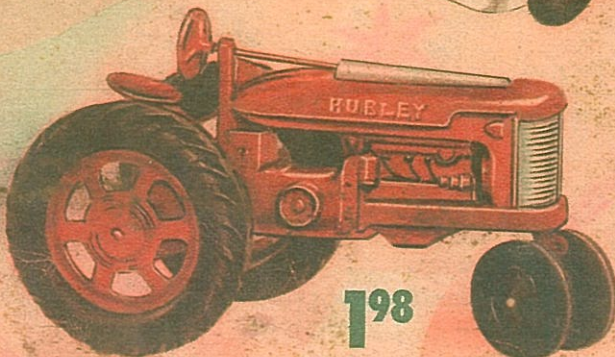
2<sup>98</sup>



4<sup>98</sup>

**MOTOR EXPRESS**

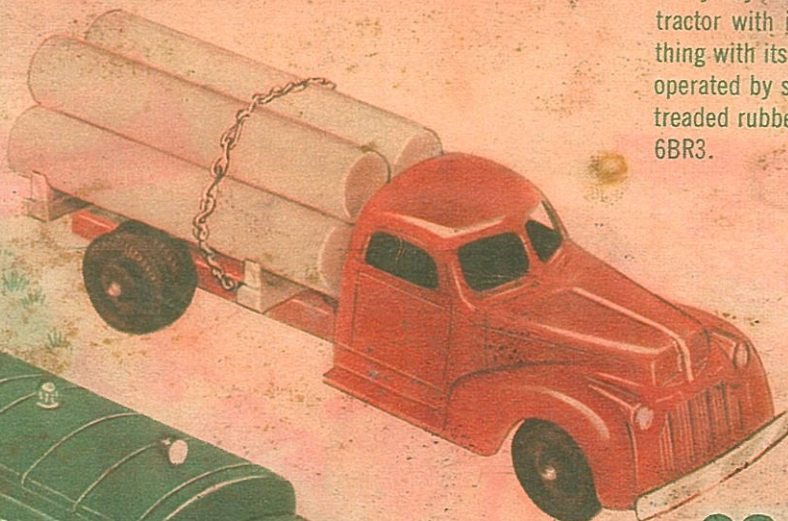
Shipments can be quickly loaded or unloaded with this motor express truck. Side door slides open and rear doors swing out. Rear wheels are independently mounted and the cab lifts off revealing motor. Retractable trailer support. Black rubber wheels, dual in rear. By Hubley. Ask for 6BR2.



1<sup>98</sup>

**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.

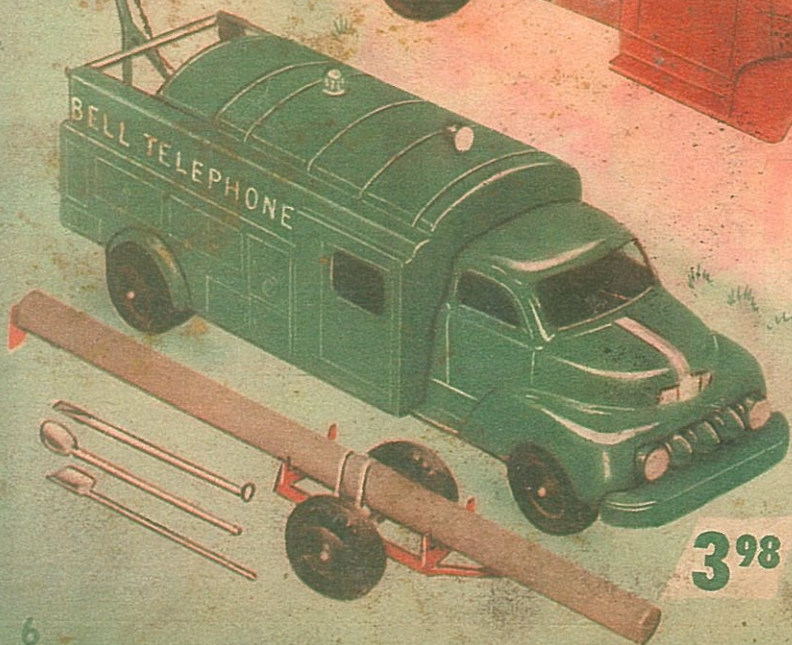


98c

**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.

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



3<sup>98</sup>

**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.

