

*America's Famous Toy Children*



*Billy*

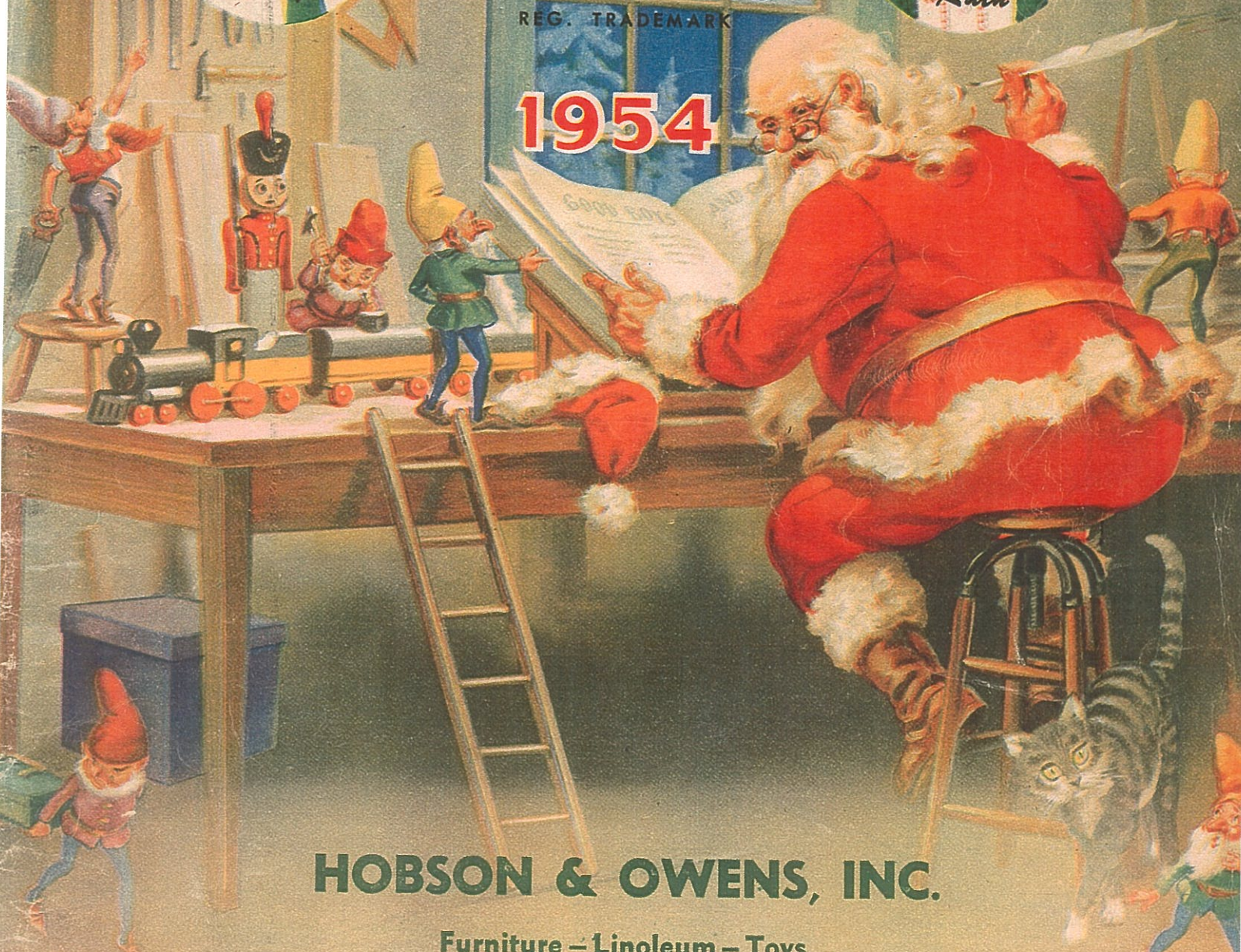
# BILLY AND RUTH

REG. TRADEMARK

## 1954



*Ruth*



### **HOBSON & OWENS, INC.**

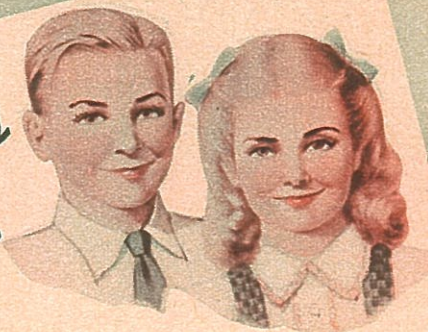
Furniture - Linoleum - Toys

1015-1019 LANCASTER AVE.

Phone: Lawrence 5-6120      Bryn Mawr, Pa.

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May our happiness  
spread from friend  
to friend



Our bubbling happiness that we have each year when we hop up to Santa's beautiful castle to give him our fabulous Christmas gift. Do you know what it is? The BILLY AND RUTH book!

Santa was so happy at getting this wonderful book he roared with laughter. Why, he laughed so hard he blew a little elf into a snow bank! He was a happy man, all right—here in this book were all the toys his young friends wanted for Christmas. All they had to do was write Santa a letter asking for the ones they'd love to have. And by golly, they would find them under their Christmas tree come Christmas morning!

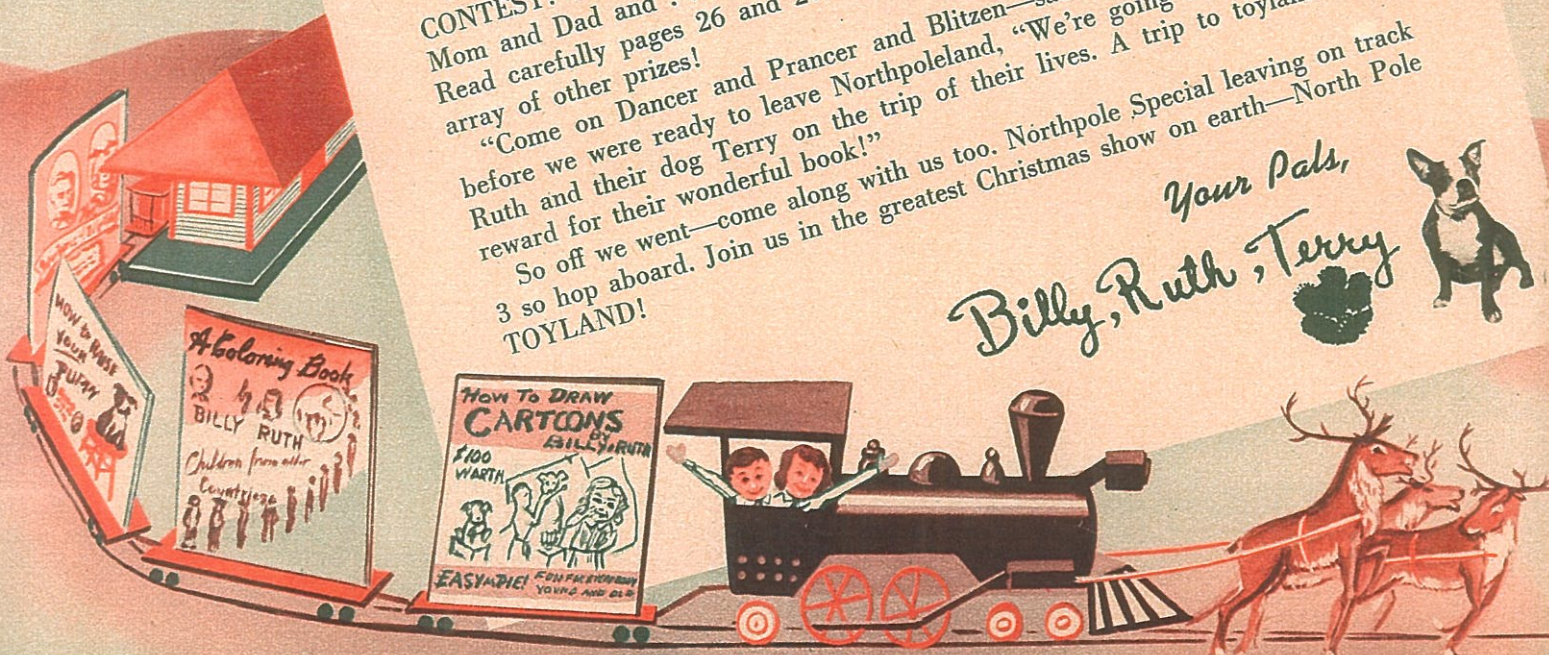
Ruth and I, we're proud as punch over our 1954 book 'cause it's really tops. And our other books are tops too! Our ADVENTURES OF BILLY AND RUTH, HOW TO RAISE A PUPPY book, SKETCH BOOK and COLORING BOOK — 4 super-duper books that you can get by sending 10¢ for any one or 25¢ for any three to Ruth and I.

And say—we'd like to hear from you anyway. Just drop us a line and tell us all about yourself and your friends. Write to Box 333, Phila., Pa. We almost forgot. The big secret is out! About the 1954 Billy and Ruth CONTEST! You can win the big first prize of a flying trip to Europe for your Mom and Dad and . . . YOU! All expenses PAID for 10 thrill-packed days. Read carefully pages 26 and 27. It's a cinch to enter, and what an exciting array of other prizes!

"Come on Dancer and Prancer and Blitzen—saddle up," Santa said right before we were ready to leave Northpoleland. "We're going to take Billy and Ruth and their dog Terry on the trip of their lives. A trip to toyland—as a reward for their wonderful book!"

So off we went—come along with us too. Northpole Special leaving on track 3 so hop aboard. Join us in the greatest Christmas show on earth—North Pole TOYLAND!

Your Pals,  
Billy, Ruth, Terry



GONG BELL FACTORY

Our trip through toyland began with a crash,  
To Gong Bell factory quick as a flash!  
Strange things we saw, but stranger we heard  
Instead of a clang, the bell spoke a word—  
**WELCOME!!!!**

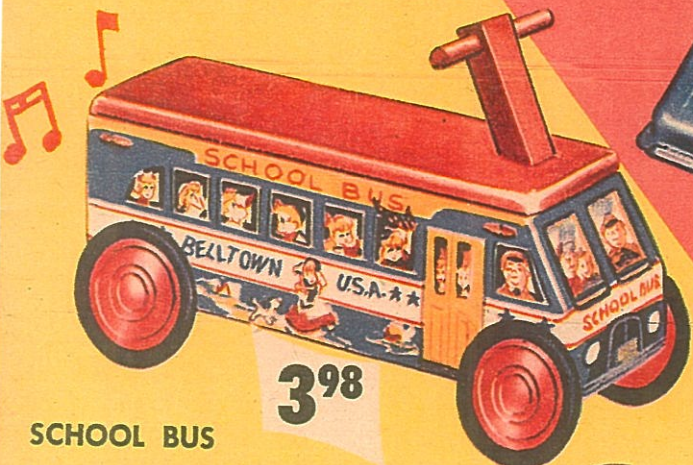


**VOICE PHONE**

"Hello!" Pick up this phone and hear a real voice in the receiver. Spin the dial and hear the shiny bells ring, just like a real phone. Metal-bright enamel. Entertaining with hours of playing fun! By Gong Bell. Ask for 3BR1.



**150**

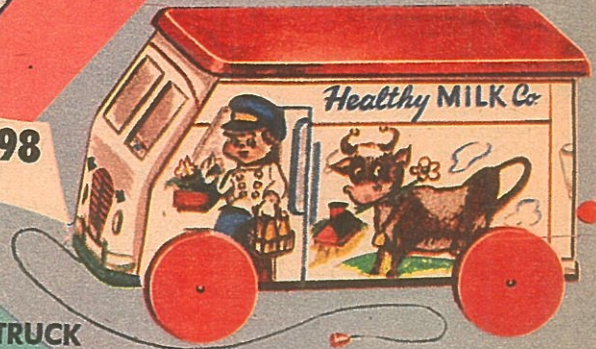


**398**

**SCHOOL BUS**

Push it! Pull it! Load and Unload it! What a good time you'll have with this gay school bus with real rubber tires and a removable top. It has merrily ringing gongs on all four wheels. Built for tough handling and miles of fun packed travel. Say—is that a picture of you in the window? 20 inches long. By Gong Bell. Ask for 3BR2.

**298**



**MILK TRUCK**

"All aboard for a ride to the milky way!" It's great! And packed with fun. A big colorful milk truck with gaily ringing gongs on its wheels. You can open and shut the door—and look at that miniature carrier with milk bottles! Remove the top off the truck and use it for loading. By Gong Bell. Ask for 3BR3.

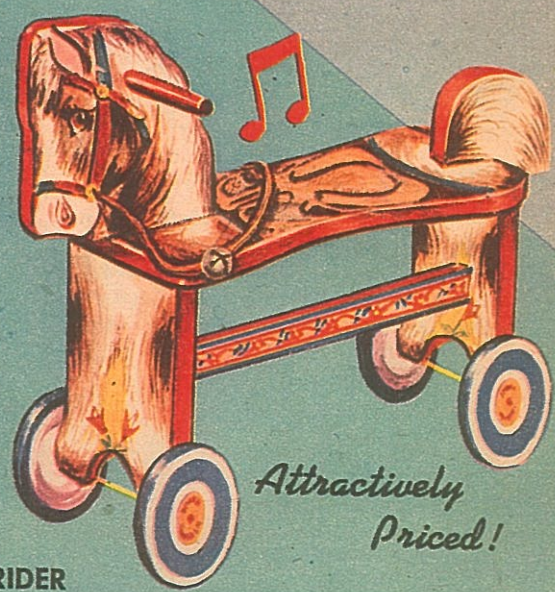


**298**

**SUPER MARKET CART**

"Let's play store!" A real shopping cart with shiny ringing gongs in all four wheels and a wood basket. Brilliantly lithographed to look chuck-full of Famous Brands groceries. Strongly constructed shiny steel legs—plated tubular axles. There's added fun too, in the miniature empty boxes of well-known merchandise. Handle height 20 inches. By Gong Bell. Ask for 3BR4.

**BY  
GONG  
BELL**

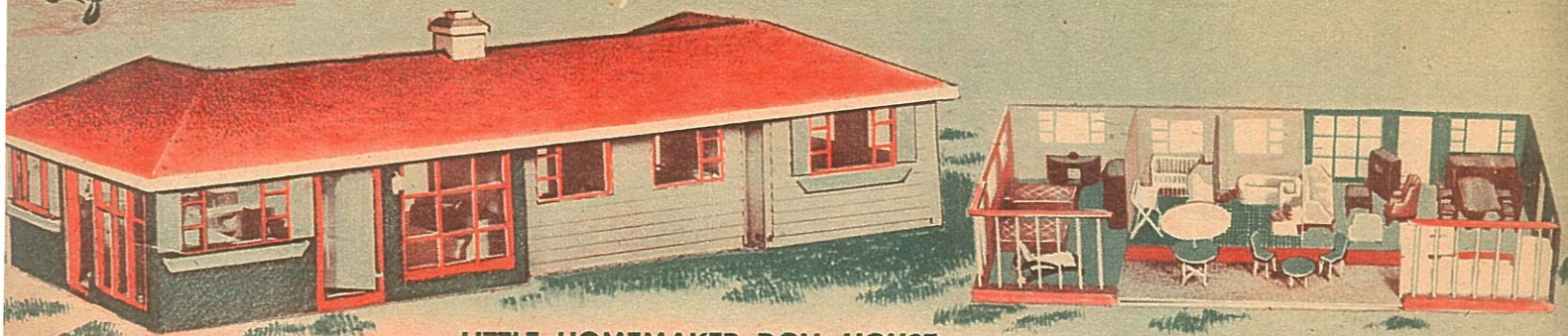


*Attractively  
Priced!*

**HORSE RIDER**

"Gidd-i-up!" Head for the last round-up! Ride on this sturdy steed made for young, daring cowboys. Look how handsome your horse is, he has reins and shiny jingle bells. There are gongs in his wheels that ring merrily as he rolls along too! Built extra strong for rough riders. Nearly 20 inches long. By Gong Bell. Ask for 3BR5.

"A wonderful smell. Says Santa's cat.  
"Sammy Elf's cooking Keeps the dollies fat."

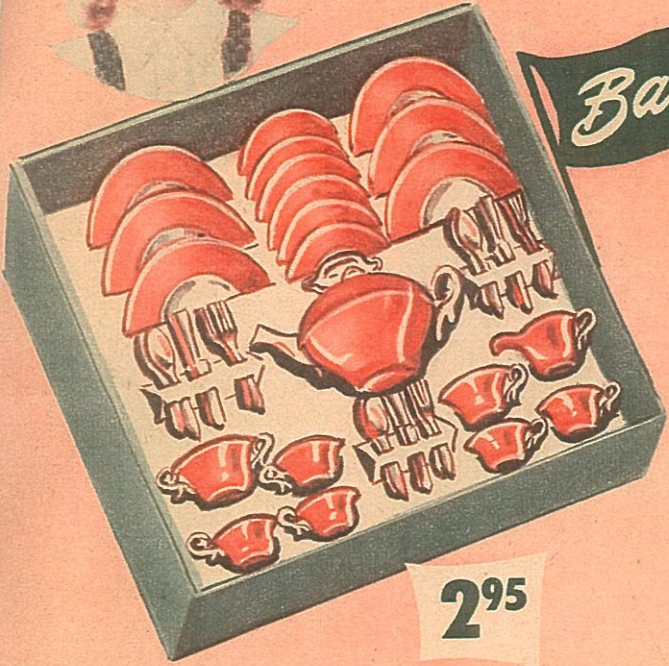


**LITTLE HOMEMAKER DOLL HOUSE**

A real, modern house in miniature—easily assembled with corner clips—realistically styled, roof, walls and base. Seven rooms furnished including a patio with shutters, window boxes and workable doors. In the nursery the sides of the crib move up and down, even the television set in the living room has a movable dial that shows colored pictures. 38 inches by 18 inches, it's really a place where you can hang your hat. By Plastic Art. Ask for 4BR1.



**995**



**198**

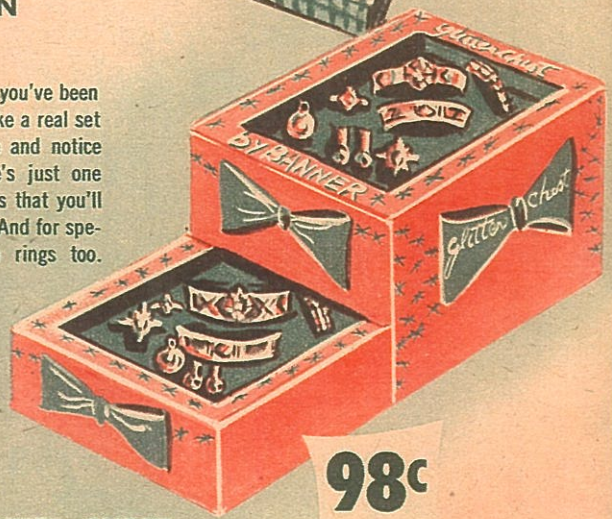
**METAL TONE KITCHEN CUTLERY**

Girls . . . here is the set of cutlery you've been looking for. It's sturdy and just like a real set of silverware. Look at it sparkle and notice the gaily-colored handles. There's just one word for it—be,oo,tiful. 24 pieces that you'll be proud to show to your friends. And for special company there are napkin rings too. By Banner. Ask for 4BR3.

**295**

**BANNERTONE TEA SET**

Tea for two—that's fun to do! Have all your friends in for tea, just like your Mommy does. This real-life 41 piece tea set is made of plastic with a 2 color design and golly, will all your girl friends rave over how beautiful it is! Knives, forks, spoons in silver like finish are included in this complete tea set. By Banner. Ask for 4BR2.



**98c**

**GLITTER CHEST**

Glitters, glitters like a star, sparkling jewelry made especially for little girls! There are 2 complete sets, 16 pieces in all, one in gold and one in silver. You can match them with any outfit you wear. Milady (smile, that's you!) will bedazzle all her admirers with her glistening jewels. They come in a convenient chest that keeps them safe from robbers. By Banner. Ask for 4BR4.

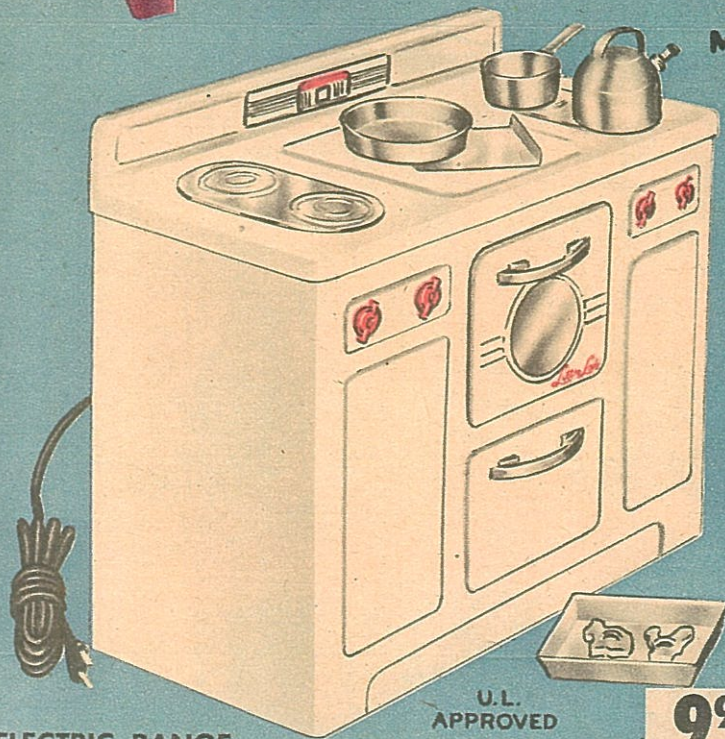


*What! You can win a trip to Europe by just naming a picture? Yup—see pages 26 & 27*

# Pies and cakes and a coffee ring From the Castle Kitchen for a hungry King



THIS IS  
METALWARE'S  
FINEST!

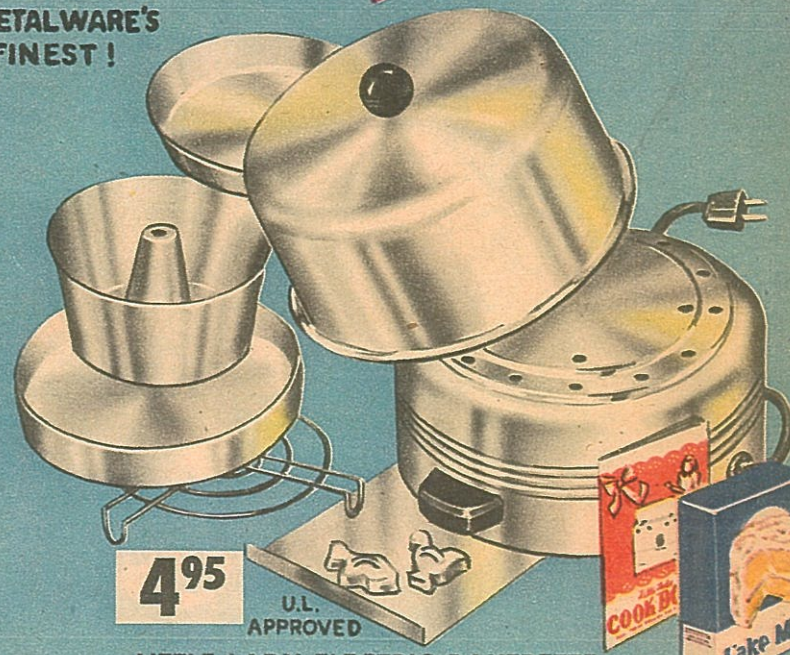


U.L.  
APPROVED

9<sup>95</sup>

## ELECTRIC RANGE

Like a real range in small fry size! Bakes the best cakes in fully insulated oven. Temperature-controlled, safety-tested. Beautiful white enamel with chrome trim, 15 inches long, U.L. approved. Has seven practical utensils and cook book. The elves in Santa's kitchen ran like thunder when they heard the whistling tea kettle, they thought it was a fire drill! By Metalware. Ask for 5BR1.



4<sup>95</sup>

U.L.  
APPROVED

## LITTLE LADY ELECTRIC BAKERETTE

It's fun to bake with this terrific baker, U.L. approved, that works like a charm! You can bake cakes, cookies and pies just like mother with the box of premix cake mix that's included. The bakerette comes with six practical utensils and packed in a kitchen cabinet, too! Try the many recipes that are in the cook book; it's exciting cooking fun. By Metalware. Ask for 5BR2.

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



2<sup>98</sup>

## KAY STANLEY'S CAKE MIX SET

You'll smack your lips in pure delight over the tasty, luscious cakes that you can bake with this real-life set! It's true—you use real food, Pillsbury cake mix and real icing—and you make a miniature size cake with the many utensils that's just as delicious as the ones Mom makes. Yum, yum, cakes fit for a king, baked by a cooking queen! By Model Craft. Ask for 5BR3.



2<sup>98</sup>

## KATHY ALLEN'S COOKIE SET

Lookie, lookie, golly what cookies! All the ingredients are there, Nestle's cookie mix, Chocolate morsels, Kellogg's Rice Krispies, and ever so many needs for a Junior Cook, in this complete set. Ruth whipped a few up at Santa's kitchen and they were liked by all the elves. Try it yourself and have oceans of fun! By Model Craft. Ask for 5BR4.



2<sup>98</sup>

## KAY STANLEY'S DESSERT SET

Pies that make your mouth water, puddings that will have them calling for more—these are the yummy things you can put together in a second yourself, from the packages of Pillsbury Pie Crust Mix, Jell-O and other cake decorations. Follow the cookbook using utensils and watch the smiling faces that greet your unbeatable desserts! Be the best little cook in the block. By Model Craft. Ask for 5BR5.



"LOOKIT, LOOKIT!"  
 "BILLY CRIED,  
 "THAT FUNNY SMOKESTACK  
 RIGHT IS IT A CLARINET,  
 FLUTE,  
 I WONDER IF IT  
 REALLY TOOTS!"

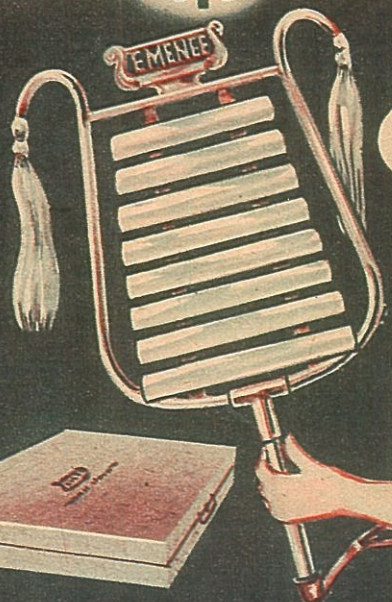
FOR THE **EMENEE** FACTORY



6<sup>98</sup>

**GOLDEN S-L-I-D-E TROMBONE**

Nothing sweeter in tones! Plays lazy tunes, fine for singing or rousing marches that send chills up your spine! Automatic slide indicator makes it simple to play, comes with tune-packed song book. A luggage type carrying case and detachable music stand. By Emenee. Ask for 6BR1.



3<sup>98</sup>

**GOLDEN GLOCKENSPIEL**

2-in-1 instrument! Play it as a Xylophone indoors, outdoors a marching band Glockenspiel. Over 25 inches long. Plays delightful tunes with its gay tones! Heavy gold and silver on break resistant plastic. Full scale perfectly tuned, polished metal bars. And say, look those snappy silk tassels. Carrying case, carrying pole, harness, mallets and fun-packed music book. By Emenee. Ask for 6BR2.



3<sup>98</sup>



**EBONY AND SILVER CLARINET**

Sweetest music this side of heaven! Play your favorite tunes. Beautiful ebony, break-resistant plastic with heavy silver finish on keys. You can play it without a lesson. Over 17 inches long, just about as big as the real thing. Full scale and hand tuned, luggage carrying case and music book. By Emenee. Ask for 6BR3.

98<sup>c</sup>



**HOWDY DOODY UKE**

Sure-fire hit at every party! Perfect for group singing! Picture of Howdy Doody on front along with the sturdy nylon strings make it a favorite. Break-resistant plastic in beautiful colors. You can strum a tune right off, with the easy instructions song book that comes with Tuning pegs, pick also included. By Emenee. Ask for 6BR4.

**EMENEE MUSICAL TOYS**

