

Original and Genuine... SHIRLEY TEMPLE DOLLS

Here she is! Here's America's sweetheart, the darling of millions in doll form. Such a true likeness—Shirley's winning smile and even her cute little dimple. Her dresses are exact copies of those worn by Shirley in her hit pictures. Every little girl will want the genuine Shirley Temple doll. Don't be misled by any low-priced, poor imitations.



"I LOVE MY DOLL AND I PLAY WITH IT ALL THE TIME. IT IS JUST LIKE ME."

SHIRLEY TEMPLE

13
INCHES
TALL

\$3.00

16
INCHES
TALL

\$4.00

18
INCHES
TALL

\$5.00

20
INCHES
TALL

\$6.00



*Girls - You can make a lovely
dress for your dolly from the*
RUTH DOLL DRESS PATTERN

RUTH

Box 333, PHILA., PA.

I enclose 10 cents for which send me postpaid a set of Ruth Doll Dress Patterns. I want to make my dolly some new dresses.

Name

Street and No.

City and State

Would you like to cut out and make a pretty dress, a pair of bloomers and a big sunbonnet hat for your best doll? Just fill in and clip the coupon at left and send with 10c in coin and Ruth will send you a complete set of patterns for a 12-inch doll.





Girls: You can help mother
sew with these - Ruth

MODERN DOLLIES' DRESS SHOPPE

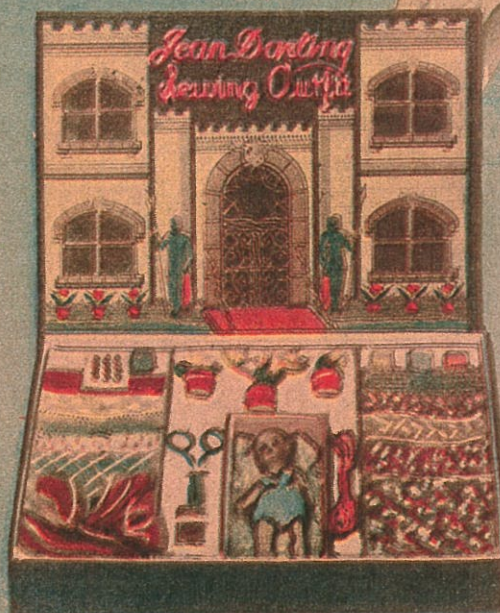
"Girls, look . . . a sewing set so complete," we heard Ruth exclaim. "There's a sweet 6½-inch dolly and, think of it, 10 dresses that fit her. Then embroidery hoop, scissors, a thimble, 4 skeins of silk and needles. Then, too, you can have fun playing with the cut-out lid of box that looks like the front of a dress shop."

50c

All the rage now - BASKET WEAVING

Ruth ran to her Mother. "Oh, Mother," she cried, "look at this pretty basket I made for you. It's so easy with this set for all pieces are cut, ready to weave into useful baskets of many colors—there's enough to make seven of them. My friends will like this."

\$1.00



Jean Darling SEWING SETS

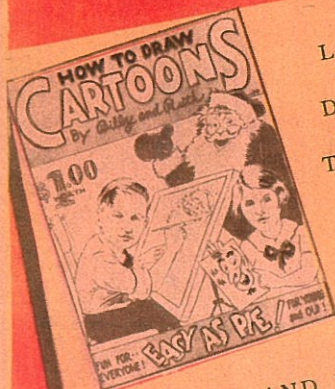
"See the pretty and colorful materials in this set of Jean Darling's, with which to make a complete wardrobe for Dolly," Ruth was telling Jane. "Yes, there's a dressed flapper doll, too, a 7½-inch one. And 6 dresses, 2 nighties, 2 rompers, apron, 5 balls of thread, yarn, buttons, scissors, needles and thimble. The box top, like a castle and 3 flower pots with flowers in set add extra play value."

98c

Here's a small Jean Darling outfit with 6-inch doll and about half the materials in set above

50c

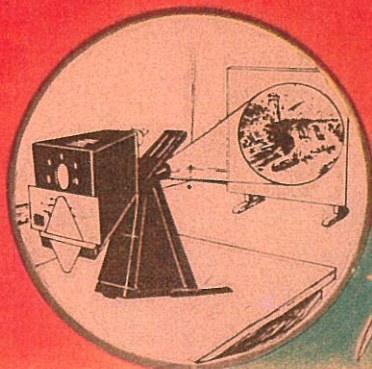
BOYS AND GIRLS FIND DRAWING EASY, with **JECTA-SCOPE**



LIKE
TO
DRAW
CAR-
TOONS?
IT'S
FUN
AND
EASY
AS
PIE
WITH

THE BILLY AND RUTH CAR-
TOON BOOK. SEE PAGE 2.

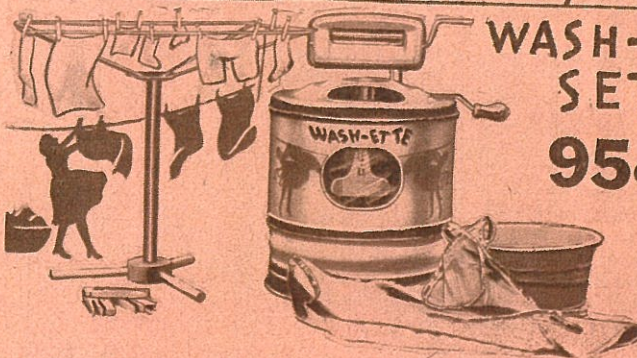
Billy and Ruth use the Jecta-Scope. "So easy" they say "to draw and color any clear picture, postcard, photograph, cartoon, newspaper or magazine illustration for the picture is reflected in natural color right before you." You can make picture larger or smaller than copy if you want. Jecta-Scope can be turned to project picture on wall or screen.



\$1.50

Ruth uses
Jecta-Scope for
her schoolwork,
drawing maps
right in her
notebook.

Things the Little Miss will need when she plays house - Ruth



**WASH-ETTE
SET
95c**

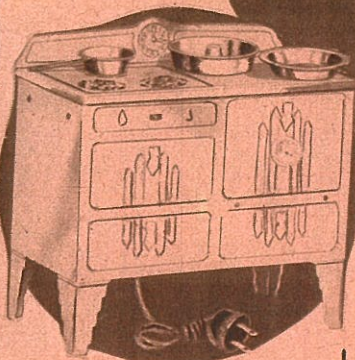
"I do all the wash for my little babies," Ruth tells us. "This wash set is just like Mother's. Washer action is just like a real one and you can see it work through celluloid window. There's a wringer on it and outfit has clothes reel, wash tub, rubber apron and 6 clothes pins, too."

CLEANING SET

"You can help Mother clean for there's nine pieces in this set," says Ruth. A real broom of broom corn, long handle metal dust pan, carpet sweeper with real bristle brush, cotton yarn hand duster and five play packages of cleaning products.



98c



"Girls, you'll just love this little white, three-burner electric range—it really cooks," Ruth tells her friends. Modern design with switch, glass heat indicator, imitation clock. Three utensils included. What fun you will have playing with this.

\$1.95

98c

Ruth says: "Won't some little girl be happy to receive this 21-piece set with which she can entertain three little guests at a tea party? In that rich blue glass like Mother uses. There are 4 plates, 4 cups, 4 saucers, 4 cereal bowls, cream pitcher, sugar bowl with lid, teapot with lid."

the Little AMERICAN MAID TEA SET



TWO DANDY ELECTRIC RANGES

Ruth says: "You can cook your own dinner on this four-burner white electric range with oven heat indicator." Surprise Mother. There a Cook

Book FREE with it, as well as frying pan, cake pan and muffin pan. Underwriter's Approved, so there's no danger.



\$2.69

ELECTRIC IRON



"A streamline real electric iron," shouted Ruth. For the modern Little Miss. Tip-up design in crinkled enamel finish, bright nickeled front and base, colored handle. Cord and plug, too.

98c

SEWING MACHINE CARPET SWEEPER

"Every little girl wants a sewing machine," says Ruth. You can make dresses for

your dolls. Even Mother could use this for it really sews. Drop

foot thread tension. Makes nice even stitches. Clamps to table.



\$1.00

"This has latest improvements," Ruth was heard telling a friend. "Streamline design in bright nickel plate, rubber tired wheels, bumper, bristle brush and dust pan that dumps.

Sweeper similar to above, but smaller and in walnut.

50c



\$1.00



*Ruth's friends
enjoy a tea party
with her...*

TABLE AND CHAIR SET

\$2.48

Ruth was smiling. "Won't some little girl be happy with this table and chair set, enameled in ivory? Table top, 13x19 inches, has rounded corners and a cute duck design in center. Beaded tapered wood legs. Two sturdy chairs with fancy scroll top backs, 19¼ inches high."



\$5.95

"It's such fun to entertain with my new table and chair set," says Ruth. "So modern. Made of beautiful maple with extra large table top, 18x24 inches and 19¾ inches high. Top is in two-tone effect with dark border and diamond design in center. Two strong, comfortable, curved-back chairs."



*Ruth says: Be sure your dolly
has one of these*
DOLL CARRIAGES

\$6.45

**HOLDS 24-INCH
DOLL**

"Look, girls," cries Ruth. "at this streamline 'pram'. Won't you be proud to take dolly out for a stroll in this? Its streamline body is finished in ebony with blue stripe. Extension front so even your big 24-inch dolly fits in. Three bow leather-like hood collapses so dolly gets the sunshine. Wire wheels with big rubber tires."



\$6.25

REVERSIBLE BODY

Ruth says, "This has features of a real baby carriage. Made of oval fibre just like the most expensive kinds. Body reverses and there are windows in hood. Finished in tan. Reclining back, too. A hand brake for safety. Artillery-type wood wheels with rubber tires."

DESK AND CHAIR

Ruth's friend Betty Lou writes a letter to Santa Claus on her desk of modernistic design. Top is 16½x22 inches with two rows of compartments at back for keeping papers, letters, etc.



\$5.95

Beautiful walnut finish trimmed in black with silver stripe. Desk Has Drawer. Height over all 23¼ inches.



\$3.45

CHAIR

A dandy hardwood chair in beautiful walnut finish trimmed in black. Seat 11x11 inches, 10¾ inches from floor. Height overall, 23 inches. Design on back. A practical chair for child's use in any room of the house. Many homes will have several.

ROCKER

This is Ruth's rocker. 22½ inches high. Made of woven round fibre with flared arms and high back. Finished in yellow with colored design woven in back. Padded, removable seat covered in colored cretonne.



\$1.29

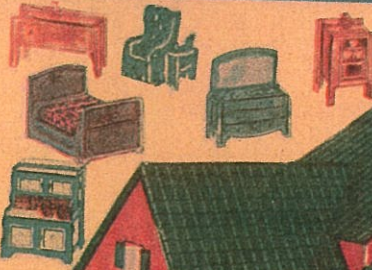
BUILT-RITE TOYS



ARMY CAMP

"Man alive! Is this a big set?" exclaimed Billy. "119 pieces. A fort—14½ ins. long, 10 ins. wide, 9 in. high. Then there are 6 olive drab pup tents, 4 modern trench stations and 108 uniformed soldiers of all ranks, 3 ins. high."

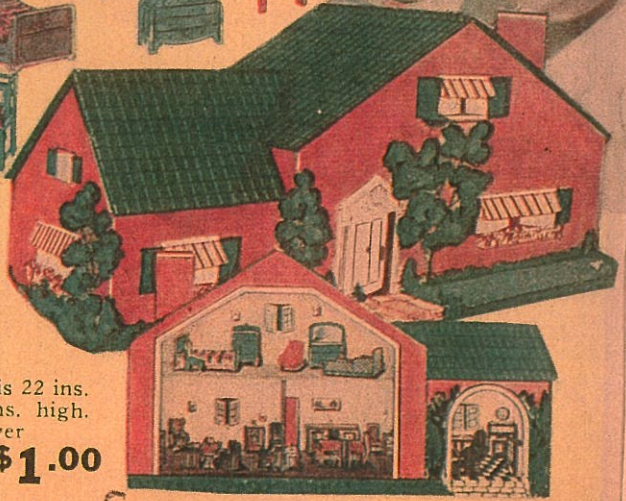
98c



4-ROOM DOLL HOUSE

Ruth was overjoyed with this big Colonial Cottage Doll House with its 57 pieces of furnishings. "Won't I have fun setting up and playing house? Look, each room is completely furnished. House is 22 ins. long, 12 ins. wide and 12 ins. high. The cutest awnings and flower boxes and shrubbery, too."

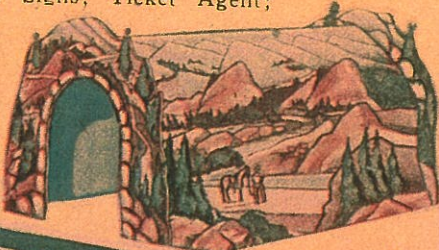
\$1.00



RAILROAD EQUIPMENT

"Add play value to your train set," advises Billy. 12 fine pieces—Railroad Station, 14 ins. long, 10 ins. wide and 8 ins. high; a Tunnel 13 ins. long; 2 modern Stop Signs; Ticket Agent; Baggage Master; 2 Red Caps; Conductor; Brakeman and 2 Passengers.

50c



ARCHERY SETS

"Archery is real fun", Billy and Ruth will tell you, for they both play. This big set has a 48-inch hickory bow made by experts to shoot true. Four nickeled, bullet pointed, feathered arrows. Set is mounted on a target card.

\$1.00



Children like this set because it has an Indian Brave elastic headress with 2 feathers. 30 inch bow of genuine hickory and two rubber tipped arrows mounted on a target card

50c

TAPPING SET

Billy and Ruth send you this word: "Boys and Girls—you'll want this—it's BRAND NEW! So easy and interesting. Make practical gifts such as book ends, plaques, etc., in metal with hammered relief effects that are all the rage. You can duplicate the ones that cost real money. Set is complete with all necessary tools, 4 stenciled pieces to tap and full instructions."

98c



UNCLE SAM'S CASH STORE AND SAVINGS BANK

"Now you can be 'Cashier' when you play 'Store'," says Billy. "You can have lots of fun collecting cash and ringing up sales. Besides, it's a savings bank—there's a slot in top to take coins. A key opens lock in back. With play money."

\$1.19



BILLY AND RUTH'S OWN DESK BLACKBOARD

with **HOBBY SEAT**

"We wanted our own Desk Blackboard to have everything—and this one has," said Billy and Ruth. Big 40¼ ins. high, 19½ inches wide. Painted in green. A 76-inch streamline scroll that moves right and left and has open alphabet and characters so they can be colored. "Now, let down the blackboard and you have a desk. A hobby seat is attached to blackboard. This folds up when not in use. Crayons, chalk and an eraser, too."

\$2.95

DESK TYPE

FREE PRIZES for YOU

from Billy & Ruth

Boys and Girls:

Billy and Ruth, you know, visited Santa's Castle at the North Pole, where he has his big workshop, and my, oh my, when they opened the door and saw the toys of all sorts they clapped their hands in glee and broad grins spread over their faces. WHAT DO YOU SUPPOSE THEY SAID?

Well, you figure it out—just what would you say if you had Billy and Ruth's experience?

When you have decided what they said, fill in the entry blank and take it or mail it to the store whose name is on the front cover of this book. You may win one of the local prizes—BILLY'S BIG STEEL COASTER WAGON or a dandy ELECTRIC SEWING MACHINE just like Ruth uses.

In fact, you have a chance to win one of the big National Prizes—A PONY, A BICYCLE, or one of the other ones, a genuine PARKER FOUNTAIN PEN AND PENCIL SET. The National Prizes are in addition, you know, to the Local Prizes.

Read every word of the Rules of Contest on page 18. Fill in on the entry blank, carefully, of course, just what you think Billy and Ruth said and write down what you want for Christmas. Cut it out neatly because you wouldn't want to spoil this beautiful book which is your very own and which many little boys and girls keep for ever so long, and when they are real good children, Mother and Dad will buy something else for them. This blank must go to the storekeeper from whom you received this book of toys.

Then, the storekeeper will pick out from all the entries received, the very best ones and these Local Prizes will go to the lucky boy or girl—Billy's Big Steel Coaster Wagon and the Sewing Machine from the store whose name is on the front cover of this book. Then, the storekeeper will send these two letters to Billy and Ruth and they will read them carefully along with letters from children all over the country and then, they will make their selections for the National Prizes.

The boys and girls who win National Prizes will receive them from Billy and Ruth with a nice letter signed by Billy and Ruth—America's Best Known Toy Characters.





100 BIG PRIZES

BY BILLY AND RUTH

LOCAL PRIZES

SEE PAGE 18
FOR RULES OF CONTEST

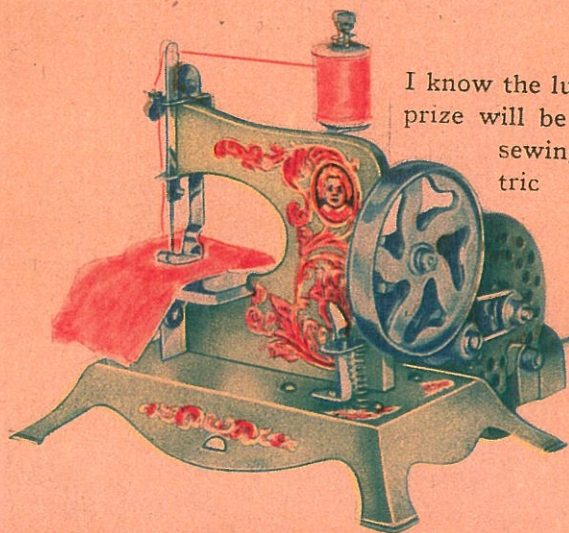
BILLY'S BIG STEEL COASTER WAGON



You'll be proud to win this big beauty finished in cream-colored baked enamel with red trim.

Built good and strong of heavy steel. Big, too—body is $33\frac{1}{2} \times 15$ inches. Disc steel wheels have those big hub caps and rubber tires.

GIRLS' PRIZE—ELECTRIC SEWING MACHINE



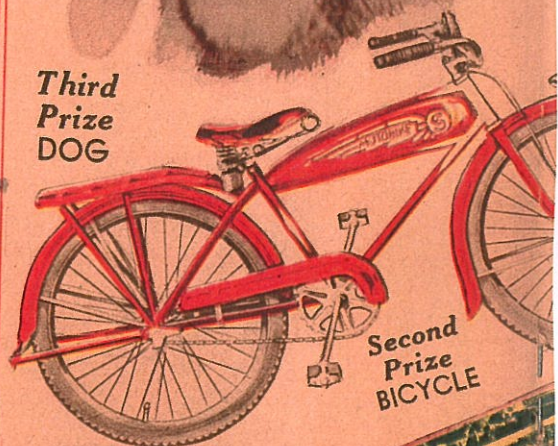
I know the lucky girl who wins this prize will be happy to have a real sewing machine with electric motor. So modern.

Takes but a few minutes to sew a complete dress for Dolly — I'm sure Mother will give you some material and you can use my own doll dress pattern that you will see on Page 10.

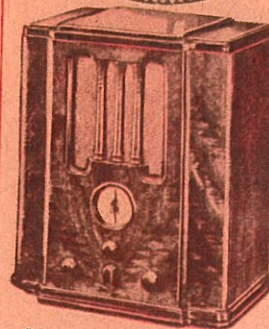
BOYS PRIZES



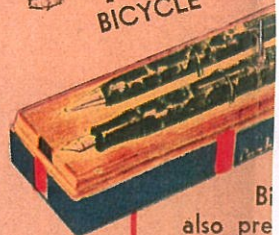
Third Prize
DOG



Second Prize
BICYCLE



Sixth Prize
RADIO



also pre
as Boys' I
43
PARKE
FOUNT
PEN
PENCIL

BILLY and RUTH'S GREAT

IZES GIVEN

AND RUTH

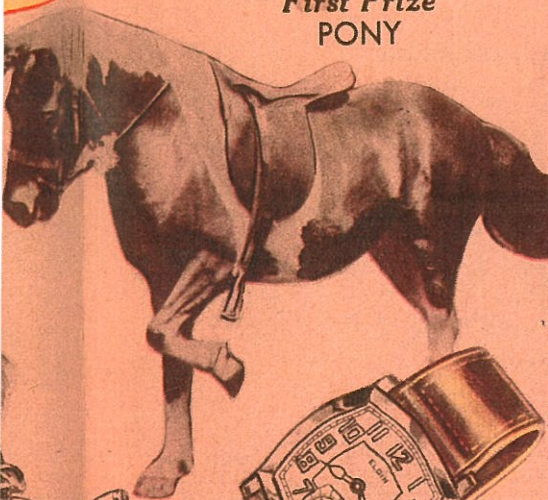


NATIONAL PRIZES

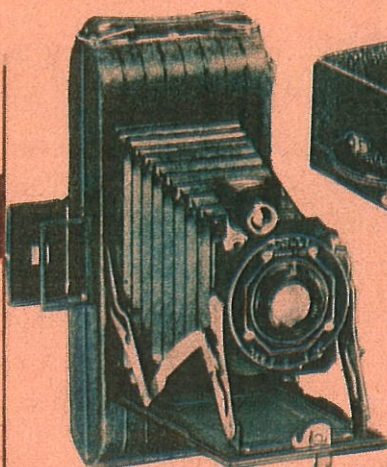
GIRLS PRIZES

SEE PAGE 18 FOR RULES OF CONTEST

First Prize
PONY

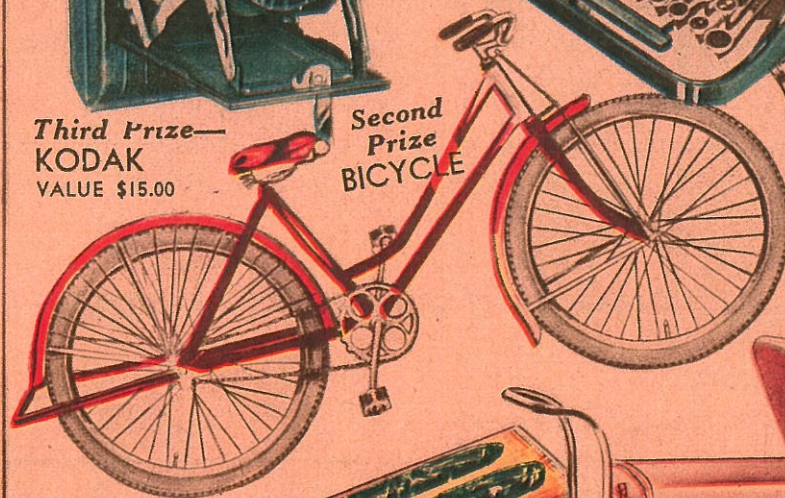


First Prize—Portable
TYPEWRITER



Third Prize—
KODAK
VALUE \$15.00

Second Prize
BICYCLE



Fourth Prize
ELGIN
WRIST
WATCH



Fifth Prize
SUIT

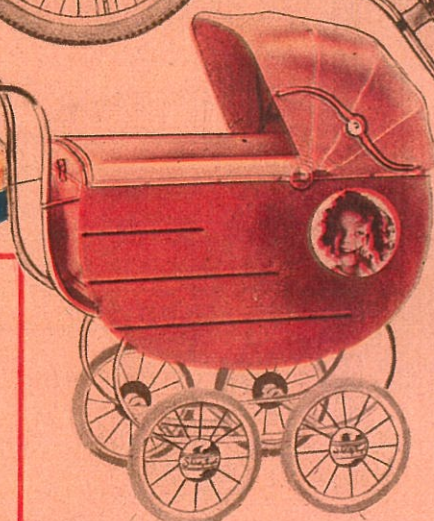
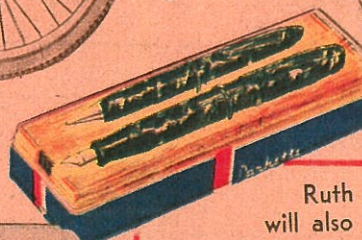


Billy will
also present
as Boys' Prizes
43
PARKETTE
FOUNTAIN
PEN &
PENCIL SETS

Sixth Prize
BIRTHSTONE
RING



Ruth
will also
present as
Girls' Prizes
43
PARKETTE
FOUNTAIN
PEN &
PENCIL SETS



Fifth Prize—
SHIRLEY TEMPLE DOLL COACH

NATIONAL PRIZE CONTEST

RULES OF BILLY and RUTH PRIZE CONTEST

- 1—Fill in on the coupon below, or write your entry on one side of a sheet of paper, what you think Billy and Ruth said in not more than 20 words. Then write below what toys you want for Christmas. Sign your name, address, date of birth.
- 2—Entries will be judged for best construction, neatness, spelling and penmanship. Your own words are most important. Fancy entries will not count.
- 3—The Local Prize contest for store whose name appears on cover of this book, will be judged by the management of that store and that decision will be final. Duplicate prizes will be awarded in case of ties. All entries and contents thereof become the property of Billy and Ruth Toy Headquarters. No entries will be returned.
- 4—The winning entries of the Local Prize Contest will be automatically entered in the Billy and Ruth National Prize Contest, the winners of which will be judged by Billy and Ruth and their decision will be final. Duplicate prizes will be awarded in case of ties.
- 5—Any one may compete except employees of this store or their families. Contest limited to United States only and subject to all Federal, State and Local Regulations.

CLIP NEATLY
AS RUTH'S
MOTHER
TAUGHT
HER TO

CLIP ALONG THIS LINE

ENTRY BLANK

I THINK BILLY AND RUTH SAID:

FOR CHRISTMAS I WOULD LIKE

NAME _____

ADDRESS _____

DATE OF BIRTH _____

