



*This was made up
especially for Ruth*

HANDKERCHIEF SEWING SET

Ruth knows her friends will like this sewing set. She says, "You can make ten colored handkerchiefs for gifts—not just ordinary hankies, but fine ones with cute appliques sewed on. Everything you need to make them is in the set—handkerchiefs, appliques, embroidery thread, needles and instructions."

\$1.00



*In
Smart
Airplane-
Type
Suitcase*

No. BR154



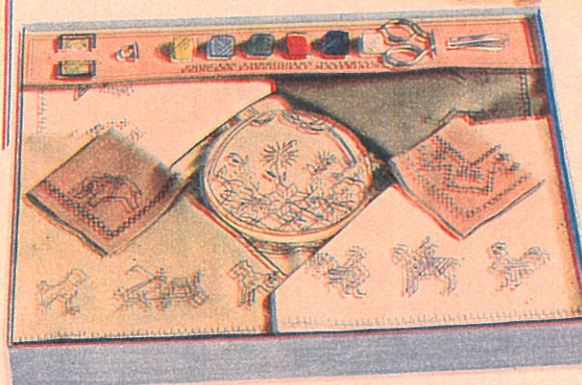
No.
BR155

DOLL'S CARRIAGE COVER AND PILLOW CASE SET

all ready for you to embroider!

"Here's a dandy new idea," says Ruth. "You'll be so proud to take your doll for a walk—to show your friends the fine organdy cover and pillow case you made for her carriage. And it's easy to embroider for all materials—even the pillow—are included in set."

\$1.00



EMBROIDERY SETS **\$1.00**

No. BR157

"When your little friends visit you, they can use these guest towels and wash cloth you made yourself," says Ruth. There are also 2 handkerchiefs. All pieces stamped for embroidery. Set includes yarn, needles, thimble, scissors and hoops are included."

EMBROIDERY LUNCHEON SET

When Ruth entertains, she uses the luncheon set she embroidered herself. "Easy to make—luncheon cloth, 4 napkins and a handkerchief are stamped with designs to follow and needles, yarn, thimble, scissors and hoops are included," she says. No. BR156.

50¢

For your doll...

DUCK SHOOFLY *With Music*

No. BR158

\$2.95

"Surely dolly will enjoy this 2½-inch enameled wood duck shoofly that plays a nursery tune as you rock her back and forth," says Ruth. "Just put her in and see the fun she'll have."

*Plays a
Nursery Tune*



37



Give a show to entertain friends!

MARIONETTES AND THEATRE

Ruth says, "Now all my friends can have a Marionette show of their own with a big theatre, for this is the first time a fine, complete set has been offered at such a low price. You can write your own play—these funny characters, all dressed up, will walk and dance and move about the stage as you guide them by the strings, while you stand backstage and do their talking. Have a swell show." No. BR159.

\$1.00

**10,000
PRIZES**

for the

**Boys and Girls of America
IN THE GREAT**

Billy and Ruth
NATIONAL PRIZE CONTEST

FOR RULES OF CONTEST AND

Boys and Girls Everywhere:

This is the greatest contest we have ever had. Think of it - 10,000 fine prizes, totaling in value many thousands of dollars.

And in addition to all these prizes, the store whose name appears on the cover of this book is giving some very fine prizes that are described on the next page.

Enter this contest at once - it's easy to win. Read carefully the rules on next page, then fill in the entry blank and take to the store whose name is on the front cover of this book. We wish you good luck and hope you win a prize.

Billy and Ruth

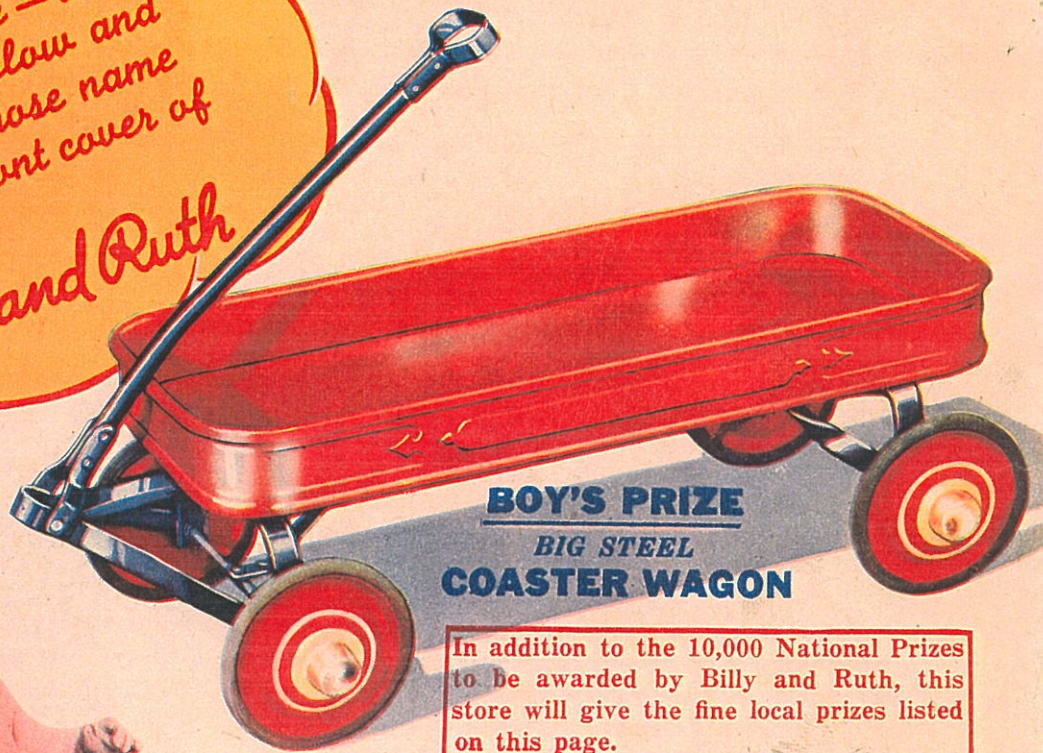


ENTRY BLANK—SEE NEXT PAGE.....

LOCAL PRIZES

Boys and Girls:
Read carefully the rules
of contest on this page — then
fill in Entry Blank below and
take to the store whose name
appears on the front cover of
this book.

Billy and Ruth



BOY'S PRIZE

BIG STEEL

COASTER WAGON

In addition to the 10,000 National Prizes
to be awarded by Billy and Ruth, this
store will give the fine local prizes listed
on this page.

**GIRL'S
PRIZE**

**27 IN.
BABY
DOLL**



HOW TO ENTER THE PRIZE CONTEST

ALL YOU DO IS COMPLETE THIS SENTENCE:

"My favorite Toy in the Billy and Ruth Book is _____

because _____ (write 20 additional words or less)
YOUR OWN WORDS. No fancy writing, nothing difficult. Just say what you
would if you were talking to a friend.
LIKE THIS. You might write, for instance, that your favorite Toy in the Billy
and Ruth Book is the Ruth Doll because she is so sweet and pretty with her
real curls and sleeping eyes. Or that you like the Polo Game because it is
played just like a real game of Polo against an opponent. Or of the Billy
Woodburning Set, you might say it's your favorite because with it you can
make so many fine plaques for gifts for Dad, Mother and your friends.
HURRY! Fill out an entry now. You can win! Just think of it—there are
10,000 fine prizes!

READ THESE EASY RULES:

1. Complete the sentence quoted above, using 20 words or less. Use the entry blank on this page or a plain sheet of paper, writing only on one side. Only one sentence will be considered.
2. Your entry must be original with you, in your own proper name and over your own signature with complete address, date of your birth, and the name and address of the dealer from whom you secured the Billy and Ruth Book.
3. Mail or take your entry to the dealer whose name appears on the cover of your Billy and Ruth Book.
4. All entries must be postmarked before midnight of December 23, 1938. Winners will be notified as soon as possible thereafter.
5. Entries will be judged for best construction, neatness, spelling and penmanship. Your own words are most important, fancy entries will not count.
6. The Local Prize contest for store whose name appears on cover of the 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.
7. The winners of the Billy and Ruth National Prize Contest will be judged by Billy and Ruth and their decision will be final. Duplicate prizes will be awarded in case of ties.
8. All entries and contents thereof become the property of Billy and Ruth Toy Headquarters. No entries will be returned.
9. 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.

ENTRY BLANK—BILLY AND RUTH PRIZE CONTEST

Cut out this entry blank carefully, fill in and take to the
store whose name appears on front cover.

My favorite toy in the Billy and Ruth Book is:

because _____

(Enter name of toy here)

(Write 20 additional words or less)

Name _____

Street and No. _____

City and State _____

Age _____

Dealer's Name _____

Dealer's Address _____

(Must be filled in)



Take this entry
to the store whose name is
on front cover of this book