



Billy and Ruth
REG. U.S. PAT. OFF.

1939
MARCH OF
TOYS

*Featuring Their
Friends*

HAROLD W. T. PURNELL

Georgetown, Del.

1939

THE CHRISTMAS GIFT STORE FOR THE ENTIRE FAMILY

*Your friends
Billy and Ruth*

*Billy and Ruth
present a few
of their
many
friends*



PEGGY



GEORGE



CLARA



JEAN



HOWARD



PEARL



DORIS



ELSIE



JACK



TOM



IDA



HELEN



FRANK



TED



ED

Dear friends:

We are sure happy to introduce to the boys and girls of America, these of our friends, who will have loads of fun playing with the swell toys we have helped Santa select this year. Be sure to tell Mother and Dad to look thru this toy book and visit the Dealer whose name appears on the front cover and then keep this copy for your very own. Don't forget to write us at Box 333, Philadelphia, Pa. We'll sure be glad to hear from you and will answer your letters quickly.

Your sincere friends,
Billy and Ruth

Buy early—a small deposit will secure any selected articles until Dec. 20th.
Do your Christmas Shopping at the Store whose name appears on the front cover of this book.



PHIL



GLADYS



MARY



BOB



BERT



ALICE



DOT



RALPH



HARRY



SARAH



CHARLEY



BETTY



BEN



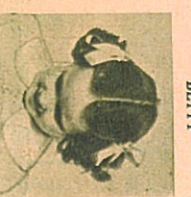
ETHEL



DAVE



ANN



MARGIE



MAY



FRED



MILDRED



FLORENCE



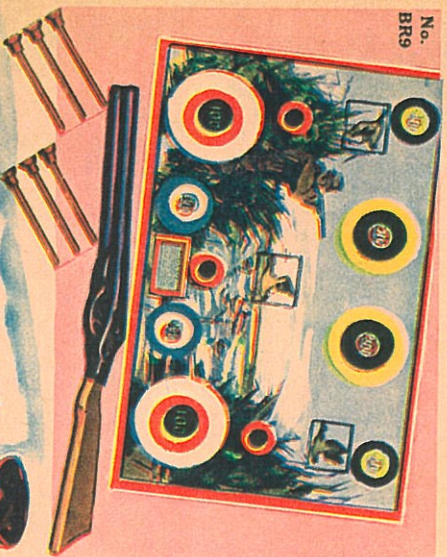
ARTHUR



**Billy's
Friend, Ed,
Hits a Moving
Target on his
MECHANICAL
SHOOTING GALLERY**

\$2.00 "Watch me knock off one of those moving ducks," shouted Ed. "Think it's easy?—well, you just try it. When you hit a moving duck, it falls over and a number appears. This shooting gallery is just like the one I saw at the carnival." Made of metal, finished in bright colors. 15 ins. long, 12 ins. high. With it you get a double-barrel target gun and 6 suction cup darts. No. BR10

No. BR9

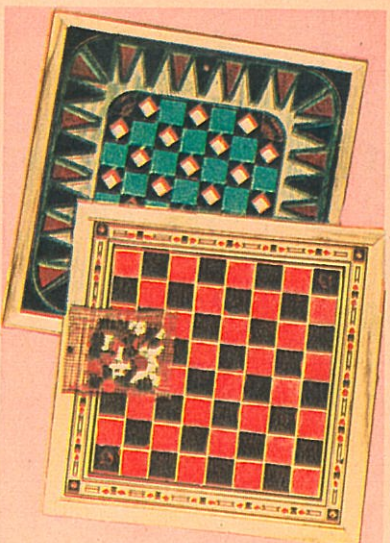


**"DUCKING DUCKS"
TARGET GAME**

\$1.00 When you hit one of the 3 ducks it displays a number. Then in its place a number appears. Then add to this score by hitting bull-eyes on target. Made of metal, 14" x 23". A double-barrel target gun and 6 rubber suction cup darts included.

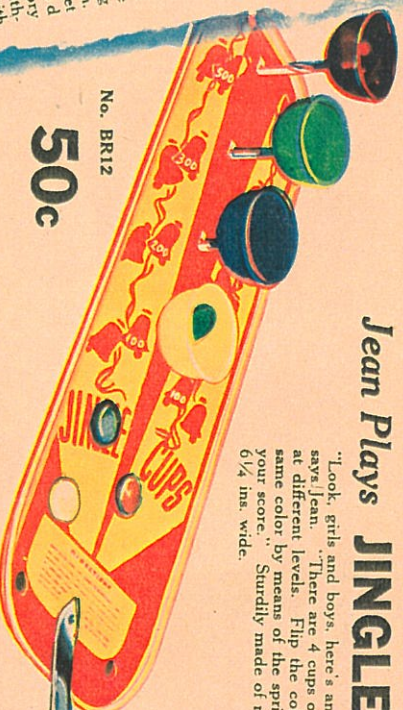
CHEKANNON BOARD

\$1.00 Five games (Checkers, Chess, Chalk and Yumpp) can be played on the 2 sides of this big 19 1/2 in. square plywood board with heavy wood frame. Complete with checkers and chess men.



**Jean Plays
JINGLE CUPS**

"Look, girls and boys, here's an entirely new game," says Jean. "There are 4 cups of different colors and at different levels. Flip the colored discs in cup of same color by means of the spring shooter to double your score." Sturdily made of metal, 18 1/2 ins. long, 6 1/4 ins. wide.



No. BR12

50c

**Fifteen Games at the
Price of One!**

**WALT DISNEY'S
GAME PARADE**

Games for All Ages

\$1.00

There's a whole parade of Walt Disney's characters (Seven Dwarfs, Donald Duck, Mickey Mouse, the Three Pigs, etc.) on the four brightly colored playing boards and two peg game platforms. Fifteen games for all ages may be played, from simple Tic-Tac-Toe to Chess. Complete with checkers, chess pawns and



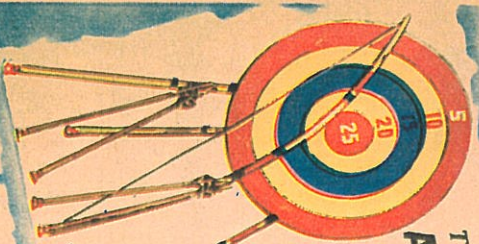
No. BR11

**Test Your Skill
ARCHERY
SET**

\$2.00

Ed likes Archery, too. "It's all the rage," he says. This big set has a 24-in. target Masonic stand, a tripod on a tripod and 4 feathered arrows with rubber suction cups.

No. BR13B



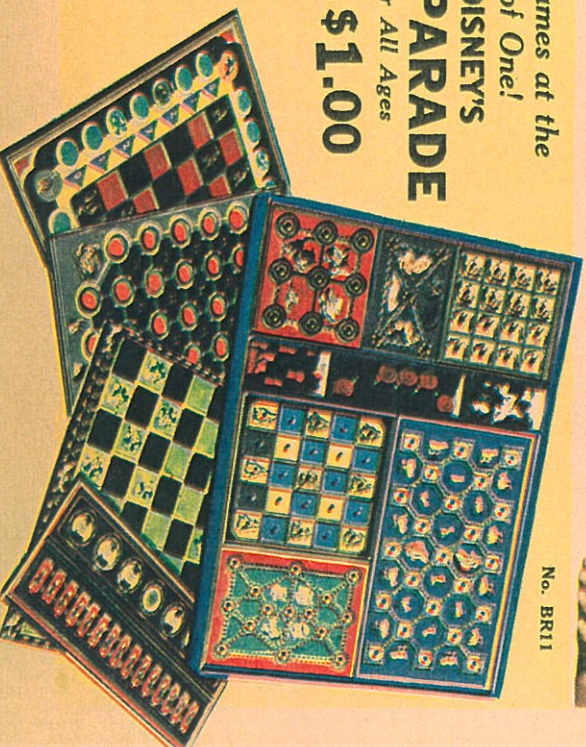
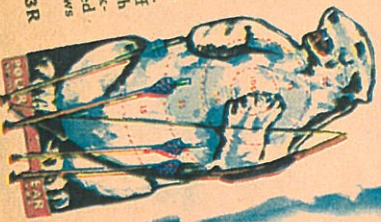
**Another Thrilling
Game**

**ANIMAL
ARCHERY**

\$1.00

Choice of several animals on targets, 16" x 36". Each target is marked off into scoring zones and with a 36-in. Hickory bow and 4 feathered arrows with rubber suction cup darts included.

No. BR13R





No. BR14

MILTON BRADLEY Games

Billy and Ruth's
friends Bob and Ann
play

GO TO THE HEAD OF THE CLASS

Bob's ten years old, Ann is twelve. They say this is great fun for all you boys and girls their age or older, who like to play games that test your knowledge of things learned in school.

"Bueh" and "Dimples," "Skinny" and "Red" are some of the pupils (you can take your choice). You move your favorite from desk to desk, according to how correctly you answer teacher's questions in spelling, history, geography, etc. The winner, of course, is the one who gets to the head of the class first. Two to eight can play.

\$1.00

The new "What-d'ye Know" radio
game that's all the rage

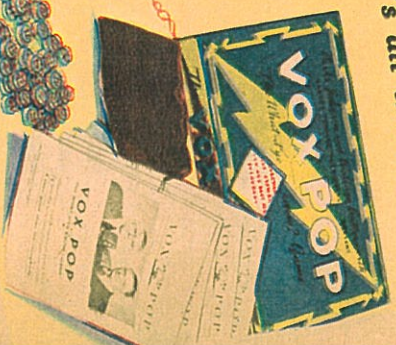
VOX POP

Another question and answer game for the older boy and girl. You and your friends (any Vox Pop her) can play Vox Pop as they do on number a drawing by forming a question from the bag and scoring points for your answer.

50c



No. BR17



● CINDERELLA

● THREE LITTLE KITTENS

● GINGERBREAD BOY

Story games that little folks know and will love. 2, 3 or 4 can play. Bright colored playing board, spinner and playing pieces.



No. BR18

Your Choice **25c**

THREE FINE GAMES FOR BOYS AND GIRLS

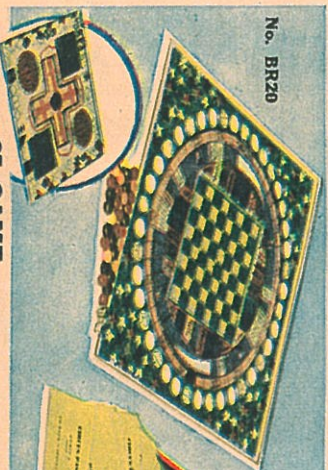
"Facts worth knowing" games, each with 100 questions and answers, for older boys and girls. Your choice of "Science," "Government" and "Fine Arts." Cards ask the questions — hard ones count 5 points, easy ones 2 points. A book contains all the answers.



No. BR18

Your Choice **25c**

No. BR20



25 GAME COMBINATION BOARD

Think of it—25 different games—every one lots of fun—can be played on the two brightly colored sides of this board. There are games for every age. Playing pieces and dice included. You'll enjoy Ghost, Flight, Hippity-Hop, Zigzag Trail, Seven-Eleven, Checkers, Whiz, Clean Up, Rocket Trip, All Stars, Put and Take, Game of Fate, Crokinole, Speed Boy, Game of India, Cannon-ade, Smoke Screen, Bee-Na, Go-Bang and all the others.

25c

No. BR16

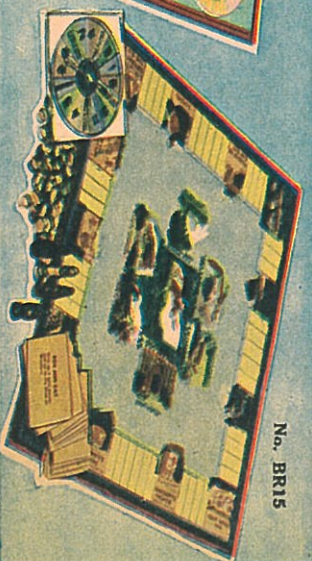


PECK'S BAD BOY

You all know the story of "Peck's Bad Boy" With the Circus, and no doubt, you've seen the movie, too. Well, here's the game of Peck's Bad Boy that is a scream. You remember how Bill and his friends got into the circus and all his adventures inside. Well, it's just like going to the circus with Bill when you play this game—there are hot dogs, and the strong man, clowns and elephants, too. And the trouble Bill gets into. You'll enjoy this game for 2, 3 or 4 players. Large, colored playing board and playing pieces.

\$1.00

No. BR15



PINOCCHIO

This game is based on the story of Pinocchio, the Merry Puppet, who was created by Gepetto, from a piece of wood found in a carpenter's shop. As soon as Pinocchio was made, he decided to run away so that he would not have to go to school and study. In the game, the 2, 3 or 4 players take Pinocchio through his adventures with Fire Eater, the Fox and Cat, the Fairy, and the 3 Doctors. Familiar places in the story such as the Gray Goose Inn, the Fairy's House, Field of Wonders, Village of the Busy Bees are all in the game. Moving around the large, colored, playing board, player reaching the Cottage of the Talking Cricket first wins the game.

\$1.00

Billy and Ruth 5

