

# EVERYONE AS

*Ruth says*



## THE NEW RUTH DOLL

### RUTH DOLL

"Of course, she's my favorite," says Ruth. "She looks like a real girl, and she stands alone, on her adorable, dimpled chubby legs. She wears a lovely coat and bonnet of chinilla cloth. Her beautiful curly hair is worn in the latest fashion. Her large, flashing glass-like eyes have long, lovely lashes. She can tilt and turn her head. Her saucy little mouth is open to show lovely white teeth and cute little tongue. She's also wearing a pretty dotted organza dress and underwear to match, silk socks and little tied shoes with buckles.

ASK FOR 10BR1  
**4.95**

### BABY DIMPLES

"You'll cuddle her close to your heart and never let her go," says Ruth. "Turns her head around to look at you, with her lovely big eyes and long, silky lashes. Her soft body is shaped so that she can sit alone! She wears a beautiful fine quality net and organza dress and bonnet, lace and rosebud trimmings, satin-sook slip, rubber panties, silk socks and dainty tied shoes. She's, oh, so huggable, so lovable.

ASK FOR 10BR2  
**4.29**



Really  
Lovely



10

### THE "MAGIC SKIN" BABY WITH-SUIT- CASE AND LAVETTE. "Oh, gosh," says Ruth,

"she's so real you'll think you are holding a live baby. She will actually get warm in your arms! You can move her toes and fingers. You can wash her. Her body, legs and arms are made of soft, magic skin. Her head is hard-to-break plastic. She has large, brilliant sleeping eyes and silky lashes. Dressed in baby pants and shirt. She comes in a gorgeous wood frame suitcase with leather handle and her lavette includes a hat, dress, petticoat, shoes, stockings and other things.

ASK FOR 10BR4

### "MAGIC SKIN" BABY AND LAVETTE

"Very charming and appealing," says Ruth. "She is made just like the other magic skin baby, but she is smaller and does not have a suitcase. She, too, is dressed in baby pants and shirt. She has a lavette of embroidered rompers, a bonnet and booties. You'll just love the feel of these adorable babies."

ASK FOR 10BR5



Beautiful  
Cuddling  
Cute

10BR4



10BR5

Feels like  
a real  
baby

### ATTRACTIVE FASHION PRICED IN A MOST

So sweet  
and  
delicate

ASK FOR 10BR3

This glorious new baby is made of soft "magic skin" that life-like touch, smooth and velvety. She can clasp her hands. Her face is comely position and she has lovely sleeping eyes and silky lashes. Her skin wrinkles like a real baby's. Just squeeze her legs and she will cry. Put her down and she will cry and go to sleep. She is dressed in fancy organza baby dress with ribbon trim, and lace-trimmed lilly bonnet, rubber pants, shoes and socks.

### MAGIC SQUEEZE

Magic Skin Dolls by Ideal are the greatest forward step in making baby dolls since Santa Claus started making little girls happy! There is a real thrill in the feel of these little sweateaters.



# PRETTY AS A PICTURE!

## MISS SPIRIT OF AMERICA

Like eyes with real lashes and her sweet rosebud mouth, opened a bit to show lovely white teeth and little red tongue. She's wearing a lovely silk coat and bonnet with a crisp, organdy ruffle trim to match. Under her coat she wears a dress of organdy, slip, rubber panties, silk socks and booties. When she cries (oh, yes, she does sometimes) you can put her to sleep.

4.75

ASK FOR 11BR3

## BABY JOAN

3.75

ASK FOR 11BR4



an ill or fun  
and. Comes in  
beautiful trunk  
carrying case.



ASK FOR 11BR2

non arms, legs and head. showing snowy white teeth and little long lashes, lovely parted mouth. She has pretty eyes that sleep, with adorable mittens to match her outfit! bon trim. And guess what? She wears a flannel snow suit and hooded cap, tied with ribbon, to match. Her mother go out with you. She wears a beautiful pretty. And she's always ready to go. "Oh, goah," says Ruth, "she's so

2.39

## OUTDOOR SALLY



ASK FOR 11BR1

hands. ASK FOR 11BR1  
Her soft, cuddly body is shaped so she can sit up alone. She has lovely sleeping eyes with lashes. Her cute mouth is parted to show her lovely white teeth and little tongue. She's dressed in fine organdy dress with ruffled face and rosette trim. Ruffled cap to match, slip, rubber panties, rayon socks and pretty, red baby shoes. Has dimpled knees and

2.49



ASK FOR 11BR8

2.39

"No one can help loving you, Mary Lou," says Ruth, "with your lovely, long-bridled hair, pretty eyes and real lashes and your sweet mouth." Her dress and matching bonnet are of beautiful dotted, rayon silk with braid trim. She wears a combination underwear (you know, slip and panties together) with lace trim, silk socks and tied shoes with buckles.



ASK FOR 11BR7

and cries".  
has soft cuddly body  
ringlets of hair frame  
mouth and lovely  
real lashes, darling  
sleeping eyes and  
casina. She has  
on socks and moc-  
rubber panties. ray-  
dy dress, slip and  
match, pretty orga-  
baby bonnet to  
chinchilla coat and  
wears an adorable

2.39

## SUELEN



ASK FOR 11BR6

buckles".  
socks, little tied shoes with  
gandy underwear, rayon  
with braid trim. Wears or-  
little ruffled sleeves, all  
skirt with many ruffles and  
jacket-effect and a chiclet  
of organdy has a sort of  
tongue. Her lovely dress  
white teeth and little red  
showing a row of lovely  
saucy mouth is open,  
have long lashes. Her  
ly sparkling glass eyes  
you," says Ruth. Her love-  
walk right along with  
"Take her hand and she'll

3.95

## MISS CONGA

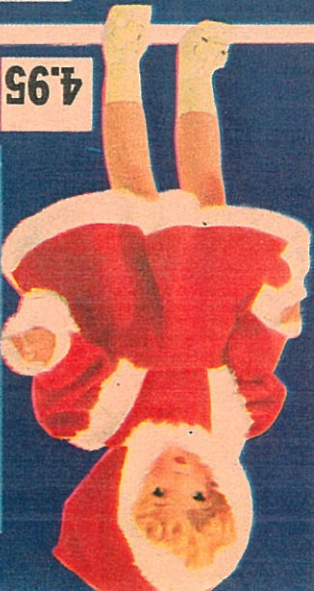


4.95

ASK FOR 11BR5

with buckles".  
ing little tied shoes  
silk socks and dar-  
her dainty feet wear  
can stand alone and  
with white fur. She  
to match, trimmed  
panties and snood  
full, wide skirt and  
skating outfit with its  
look at her yellow  
ringlets. And, oh,  
ered with adorable  
and turns and is cov-  
lashes. Her head tilts  
eyes with real  
lovely glass-like  
Ruth says, "She has

## MISS CHARMING



# The Talk of the Town

**DOLL CARRIAGE**  
 You will enjoy your daily stroll and dolly will feel so proud to be in her new buggy. This good-looking carriage has a reclining back so dolly may sleep when she is tired. Dolly will adore looking out the little side windows.

ASK FOR 12BR3



UNUSUAL VALUE!

A REAL VALUE!

LOW PRICE!

## DOLL COACH

"It is a beautiful day to take dolly visiting. When baby wants to sleep and needs more room, this coach has a foot extension. Smartly styled... You'll be so proud and what a thrill for dolly to be out for an airing in this lovely coach. ASK FOR 12BR2

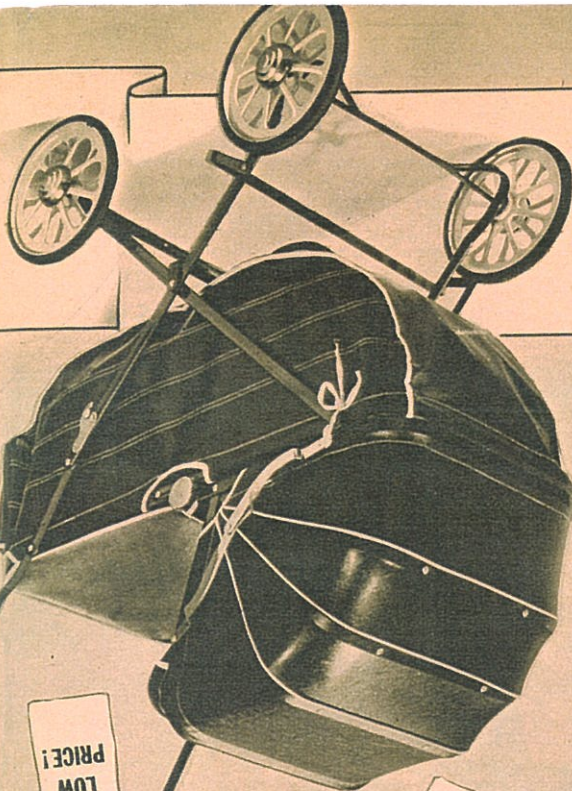
## DOLL COACH

"Oh, don't you just love my new Coach? It's collapsible, too. It is made of high-grade leatherette and hood has a shield to keep the sun out of dolly's eyes. It is darling looking," says Ruth. "You'll be so proud to be its owner."

ASK FOR 12BR1

## DOLL COACH

"This one is gorgeous", Ruth tells us. "Just look, it has a foot extension, storm shield, hand brake, and sun shield. It's collapsible, too. Gosh, it's like a real baby's coach. Your dolly will be the happiest in the whole world, and you'll be the luckiest, when you own this lovely coach. ASK FOR 12BR4



### DRESS PATTERNS

Ruth's own Doll Dress Pattern for 10c in stamps or coin, obtainable only from Billy and Ruth, Box 333, Philadelphia, Pa.



The STORY of BILLY and RUTH Sent FREE to every child writing a letter to Billy & Ruth who also sends coins or stamps for any other item. Write to Billy and Ruth, Box 333, Phila., Pa.

**G-A-PEG** have lots of making designs of desks," says Ruth. There are over 100 different things. As a Daily Diary you can keep "behavior" . . . included. Has a seat—sturdy action. **1.19**

**TO LIFT** some real ac- for you! Cars start run-way, speeds each track to bot- where it is picked and taken to top ng point where it agn. Strong g motor runs a time on one wind- **1.00**

**BENCHER'S BENCH WITH TOOLS** real thrill to own "set", says Billy. It's sturdy Bench is smoothly finished. Comes with driver, screw driver, pliers, ruler, a saw, a tool fer, and a metal w vise. **1.48**

FOR 13BR1  
FOR 13BR2  
FOR 13BR3



**16 M.M. MOVIEGRAPH**  
"It's easy to show good clear pictures with this Billy." "You can turn your fun into making real money for you, too." Has A. C. motor with switch, two 100-ft. reels, 125-Watt lamp, tilting device. **7.49**

**ASK FOR 13BR8**

**EXTRA FILM**  
Box of 3  
**25¢**

ASK FOR 13BR9  
etc.

**SUPERMAN KRYTO-RAY GUN**  
Just like the one used by Superman in his constant war on criminals! Complete with bulb, battery, lenses and seven 28-frame Superman picture stories. A real electric projector. **1.00**

**ASK FOR 13BR11**

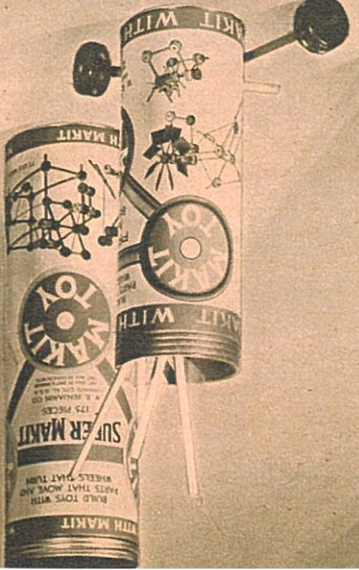
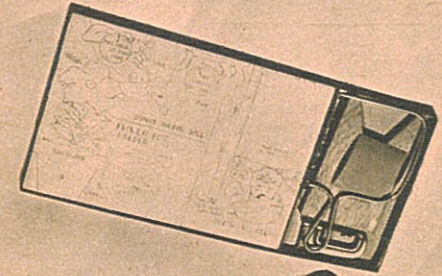
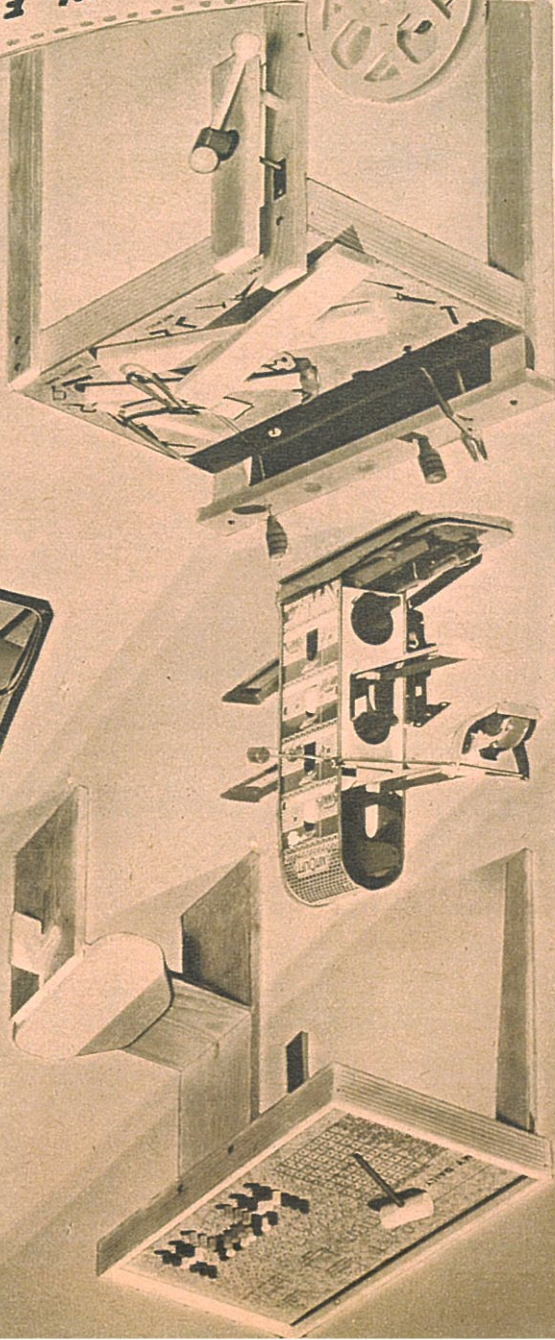


**Own a PICTURE PISTOL**  
Fun? You bet! . . . Comes complete with a 28 frame film, bulb, battery and lens. Sturdily made of heavy blued steel. Carry your "movies" with you. **50¢**

**ASK FOR 13BR10**



**REEL FUN \* \* AND NOW FOR SOME**



**3.00**  
ASK FOR 13BR7  
5 foot cord.

**BENCH JIG SAW**  
(operates on 110-120 volt, 50 to 60 cycle alternating current, no oiling.) Billy says, "Fella's, you don't have to be an expert to work it. It's as easy and safe as cutting paper with a pair of scissors." Plated. Study steel construction. Finger-tip control switch. Saw mounted on wood base. 3 extra blades and 5 foot cord.

**1.00**  
ASK FOR 13BR6

**JIG SAW OUTFIT**  
Contains a real Jig Saw with extra blades, sawing board, clamp, supply of Plywood, carbon paper and sand paper, full instructions and sketches on tracing paper. Make many useful articles.

**50¢**  
ASK FOR 13BR5

**PRIMARY MAKIT SET, 85 pieces**  
Includes 17 wheels in 3 colors, 2 sizes of rods in 5 lengths, brass and rubber fittings, press-board windmill blades. Builds airplanes, trucks, merry-go-round, etc.

**1.00**  
ASK FOR 13BR4

**SUPER MAKIT SET, 175 pieces**  
With many more pieces than the Primary Makit, including pulleys, a ball with 17 holes and six lengths of rods, this set is a real construction toy. Builds moving crane, boat, swing, etc.

**New Active Motion Toys**

"Never a dull moment when Oscar is around." Mother says this will give you the healthful exercise needed to help build strong, firm bodies. Sturdily constructed with steel frames, mounted on rubber tired heavy steel spoke wheels. Attractive too.

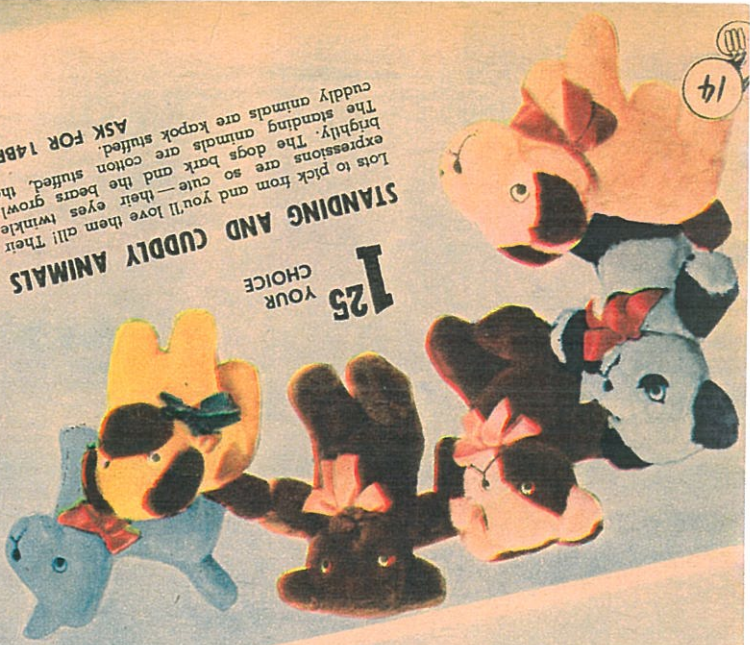
**HORSE ON WHEELS**  
ATTRACTIVELY PRICED



**OSCAR**  
*Introducing the Children's Pet*

Lots to pick from and you'll love them all! Their expressions are so cute and their eyes twinkle brightly. The dogs bark and the bears growl. The standing animals are kapok stuffed. Cuddly animals are kapok stuffed.

**STANDING AND CUDDLY ANIMALS**  
1.25 YOUR CHOICE



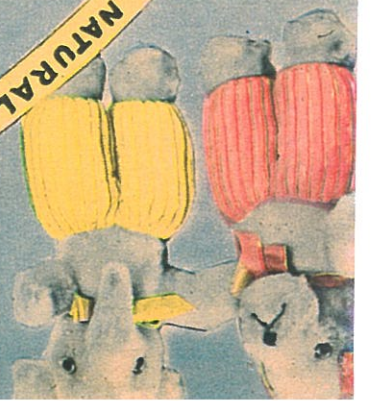
Huggable and lovable with their shining twinkling eyes. They have a pretty ribbon around their necks. Full of fun. Cotton stuffed. Dogs bark, cats squeak, bears growl!

**STANDING ANIMALS**  
59¢ YOUR CHOICE



All dressed up in Push & Chentille Balloon Pants and they're headed straight for your heart! Part features, adorable rolling eyes. Kapok stuffed and wearing a pretty ribbon. Voice in body.

**BALLOON PANTS ANIMALS**  
1.25 YOUR CHOICE



Big and beautiful. His "fur" feels so fine and soft, you'd think he were real. You'll love him on sight. Cotton stuffed and he grows. Has big, shining, rolling eyes. Made of Brown and Gold plush. Wears a pretty ribbon around his neck.

**STANDING BEAR**  
2.49



"Lovable Teddy. You'll want to just cuddle him," says Ruth. "He has adorable port features. Movable head. Eyes. Cotton stuffed. Arms and legs. Grows when you squeeze him. Ribbon around his neck."

ASK FOR 14BR4

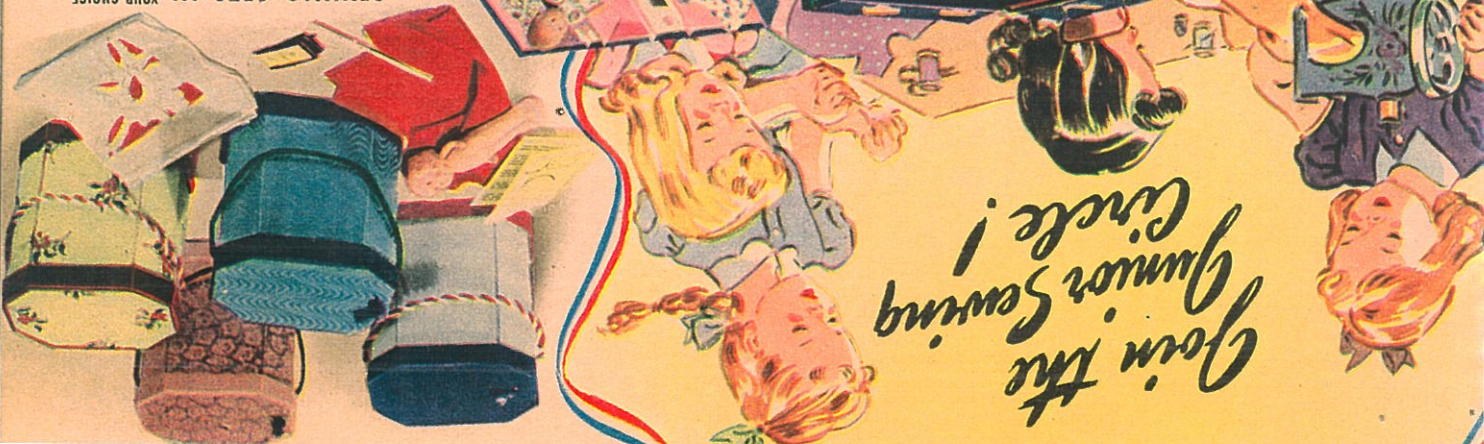
**1.25**  
**TEDDY BEAR**  
BIG 16-INCH



*They're alive!*  
*You'd think*

**THEY ARE SO NATURAL-LOOKING**

Join the Junior Sewing Circle!



**SEWING SETS IN YOUR CHOICE CARRYING BOXES 25¢**

"Aren't these adorable boxes? They're really 'smart' looking," says Huh. Handkerchief Applique Set—Contains needles, embroidery thread, Hosiers Sewing Set—contains table cloth and 4 napkins, embroidery thread, needles Doll Dressmaking Set—contains doll, cut-out dresses, needles, thread. Boys' Rose Flag Set—contains colored cloth, stars, needles, thread. ASK FOR 15BR4



**DOLLY TRUNK SEWING SET 59¢**

This adorable Dolly Trunk has a snap-lock drawer in which you can put away dollies' clothes and a compartment to hang dollies' clothes, with card-board hangers included. There are five cut-out dolls, five cut-out pinned dresses for you to sew, needle, scissors, card of different colored threads. ASK FOR 15BR2



**JEAN DARLING SEWING SET 1.00**

Goah, your dolls will have a candy assortment of good-looking clothes and it's easy, too. Look at all you get—a doll, 6 dresses, 2 nighties, 2 rompers, 1 apron, 5 balls sewing thread, 1 skein yarn, 1 card of 12 buttons, 1 pair scissors, needles, thimble. ASK FOR 15BR3



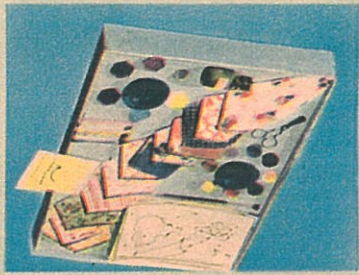
**PAINTING SET 1.00**

"Top's" says Huh. You can use luggage type suitcase for carrying books, or clothes. This set contains a big assortment of colored crayons, wood cups of paint, bottles of paint, water pans, pictures to color, a color hint sheet, brush and an artist's palette. ASK FOR 15BR5



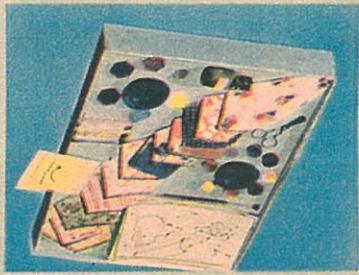
**PAINTING SET 59¢**

This luggage style paint set is most attractive. It contains an artist's palette, wax crayons, cups of paint, water pan, brush and pictures for you to paint. ASK FOR 15BR6



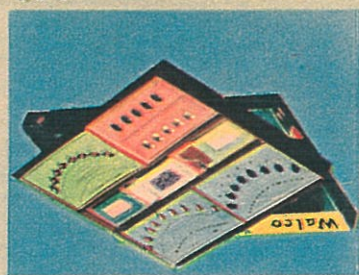
**COLOR WITH CLOTH 1.00**

"At last a brand new idea in coloring sets. Along with the usual paints and crayons", explains Huh, "this set contains a gay assortment of cloth. Just see how easy it is to make novel things". ASK FOR 15BR7



**LOOM WEAVE TAPESTRY SET 1.00**

You'll have great fun actually making useful articles with the colorful materials in this set. Contains a tapestry loom, a weaving frame with wooden needle, 4 assorted designs (ap- erty outlines, 8 wool skeins, 4 colored sketches to help you. ASK FOR 15BR9



**JEWELCRAFT 98¢**

"It's easy to do and so much fun. Just think, you can make your own beaded tobs, belts, bags, rings, etc. Includes hundreds of colored beads, frame, thread, needles, loom, easy-to-follow instructions and designs. ASK FOR 15BR8

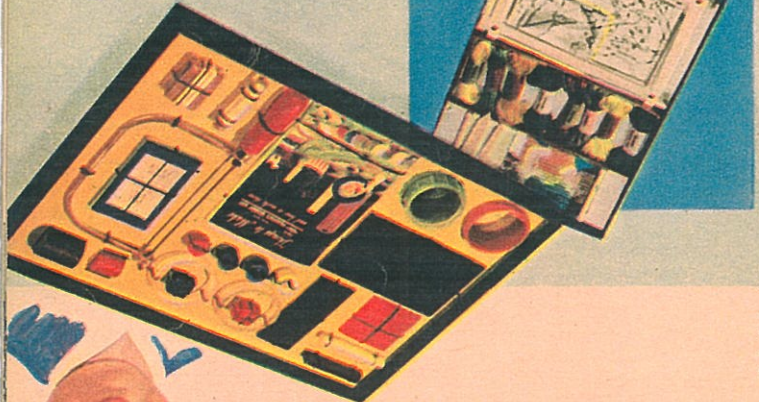


**BEADCRAFT 98¢**

ASK FOR 15BR10

**PLASTIC HOBBY KITS 3.00**

"Everybody is talking about it! What? Plastics!" Billy tells us. Boys and Girls and grown ups too. You'll want to make useful and ornamental things. It develops your creative ability. You have enough plastic in many different shapes and color in this set to make jewel boxes, bon-bon baskets, cigarette and ash trays sets and a large variety of smaller articles. Tools and supplies and complete instructions for working the plastic are included. ASK FOR 15BR11



**ASK FOR 15BR12**

You've enough plastic to make many beautiful and worthwhile articles, such as ash trays, rings, bracelets, dress clips, shade pulls and lots of other things. You'll be the envy, and pride of your friends. ASK FOR 15BR12

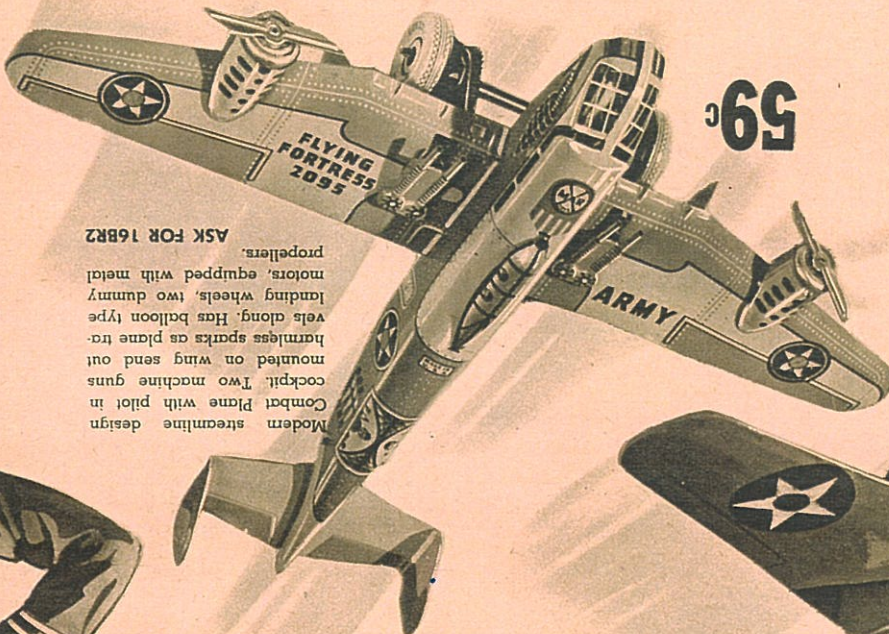
# WE Salute THE AIR-BRAND NEW



SPARKLING MILITARY AIRPLANE

Modern streamline design  
 Combat Plane with pilot in  
 cockpit. Two machine guns  
 mounted on wing send out  
 harmless sparks as plane tra-  
 vels along. Has balloon type  
 landing wheels, two dummy  
 motors, equipped with metal  
 propellers.

ASK FOR 16BR2



59c

"You'll get the enemy  
 down with this  
 plane," says Billy. It  
 is made of steel and  
 shoots 5 bullets in  
 rapid order. Comes  
 complete with 7 tar-  
 gets, with wooden  
 stands, to shoot at,  
 and 10 wooden bul-  
 lets.

ASK FOR 16BR1



59c

RAPID FIRE PURSUIT PLANE

Billy says "You'll look and feel  
 like a real Flight Commander in  
 this neat uniform of dark blue drill.  
 Coat has 4 pockets trimmed with gold buttons  
 and gold braid, with an Ace Aviator's Badge  
 on the left breast and 'Billy Flight Commander'  
 design on the upper left pocket. Long trousers  
 with gold braid side stripes and an overcoat  
 style hat. White leatherette belt and shoulder  
 straps complete military appearance of this  
 outfit."

ASK FOR 16BR3



1.00

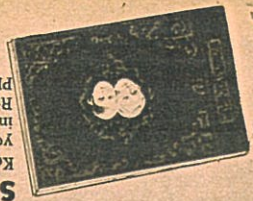
## YOUNG AMERICA

ARMY SET This thack! colored suitcase that looks just like a soldier's knapsack, contains a complete set of cloth chevrons and epaulettes from private to general. Also a set of metal insignias and a book with educational information and interesting facts about our Army. Organize your army and play soldier with added pep—for now you can look the part.

ASK FOR 16BR4

## SCRAP BOOK

Keep a record of all the things you do and see. Send only 25c in stamps or coin, to Billy and Ruth Headquarters, Box 333, Philadelphia, Pa.



16

## ARTILLERY SET

"A real mechanized Army. Now you're all set for the march on the enemy," says Billy. Set contains 1 each howitzer, motor scout, color bearer, army truck, large tank, anti-aircraft gun, officer, signal man, observer and 2 charging soldiers. Made of rubber, safe and sanitary.

ASK FOR 16BR5



1.00

GIRLS! Wear your favorite Beaul's picture in this lovely PHOTO BRACELET. Set in 14K gold. Send snapshots or photo and 25c in coin or stamps to Billy and Ruth, Box 333, Philadelphia, Pa.

