

REG. TRADEMARK

BILLY AND RUTH

"America's Famous Toy Children"



*Merry
Christmas!*

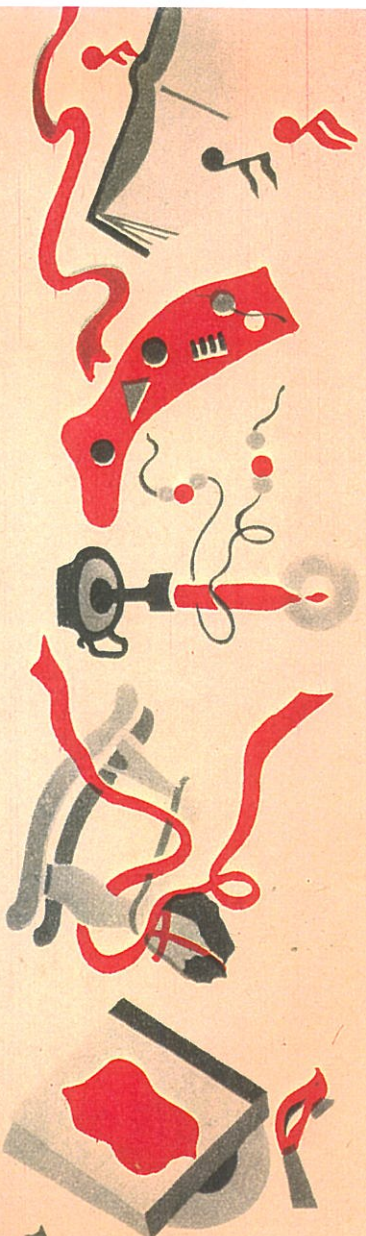
THE ROYAL

"The Christmas Store"

ROCKVILLE

1949

1949



TO ALL OUR FRIENDS

OF course, when you join the BILLY and RUTH Club, you've got to live up to the rules and regulations like helping Mother around the house and studying hard in school and quite a few other things. You can become an active member of the club for a whole year just by sending ten cents to us at BILLY and RUTH Headquarters, Box 333, Philadelphia 5, Pa. Then we'll send you a swell membership card and a big shiny button and put your name on our list for all the things we're planning for members in the coming year.

SAY, our big 1949 Jingle Contest is really terrific! It's easy and it's fun and there are 2500 wonderful prizes waiting for the lucky winners. All you have to do is to write a last line for our little verse. We've thought of ever so many lines and we know you will too. The contest is open to boys and girls from four to sixteen. We hope you're going to enter it. Those first-prize bikes sure are beauties that you'd be thrilled to own! And there's everything else from skates and construction sets to dolls and sewing machines.

WE went to the seashore for our vacation again this past summer and we had heaps of fun swimming and fishing in the ocean and the bay. We went out in a big motor boat and had a wonderful ride. We went pretty far out and the waves were sort of big, but boy, it sure was neat.

OUR dog Terry loves the seashore. He likes to run along the beach and bark at the waves and the seagulls too. We think he didn't want to come home. Neither did we.

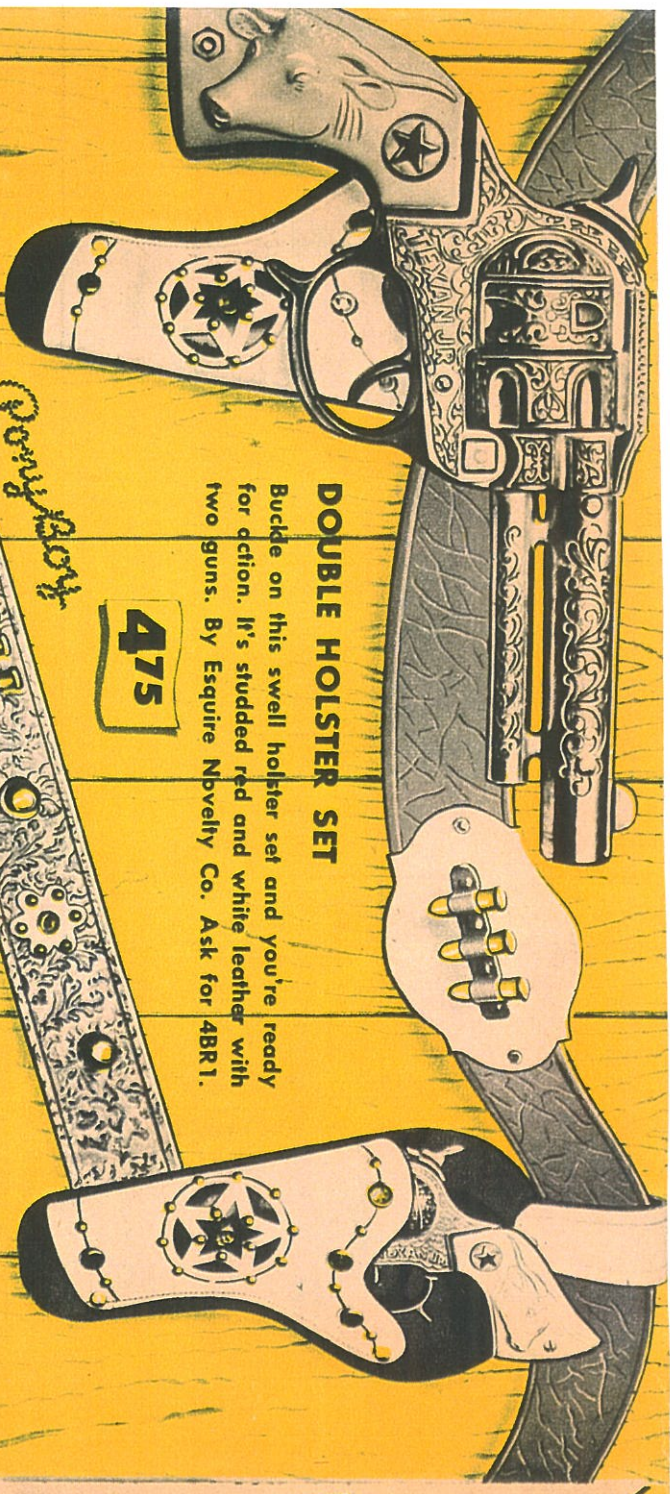
BUT now that it's school time again, we're glad because we have a good time in school too. How about you? We'd sure like it if you would write and tell us about yourselves. We'll be watching for your letters!

Your pals,

Billy and Ruth

As the final proof of the famous Billy and Ruth Book, was passed, all prices indicated were correct. However, if the dealer who represents Billy and Ruth receives word of price changes either up or down, he will make changes accordingly. You will always buy toys featured by Billy and Ruth at the very best and lowest price.





DOUBLE HOLSTER SET

Buckle on this swell holster set and you're ready for action. It's studded red and white leather with two guns. By Esquire Novelty Co. Ask for 4BR1.

475

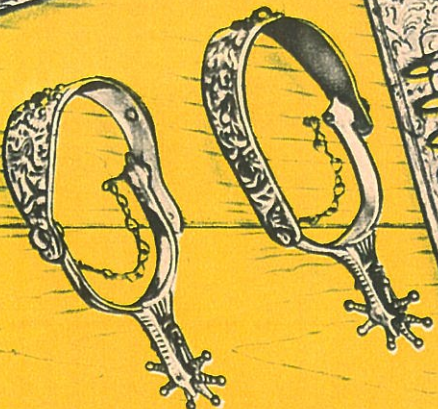
Boy's Boy



CLUSTER SET WITH SPURS & CUFFS

is gold and white leather holster with Texan Jr. gun has spurs and cuffs match. By Esquire Novelty Co. Ask 4BR2.

595

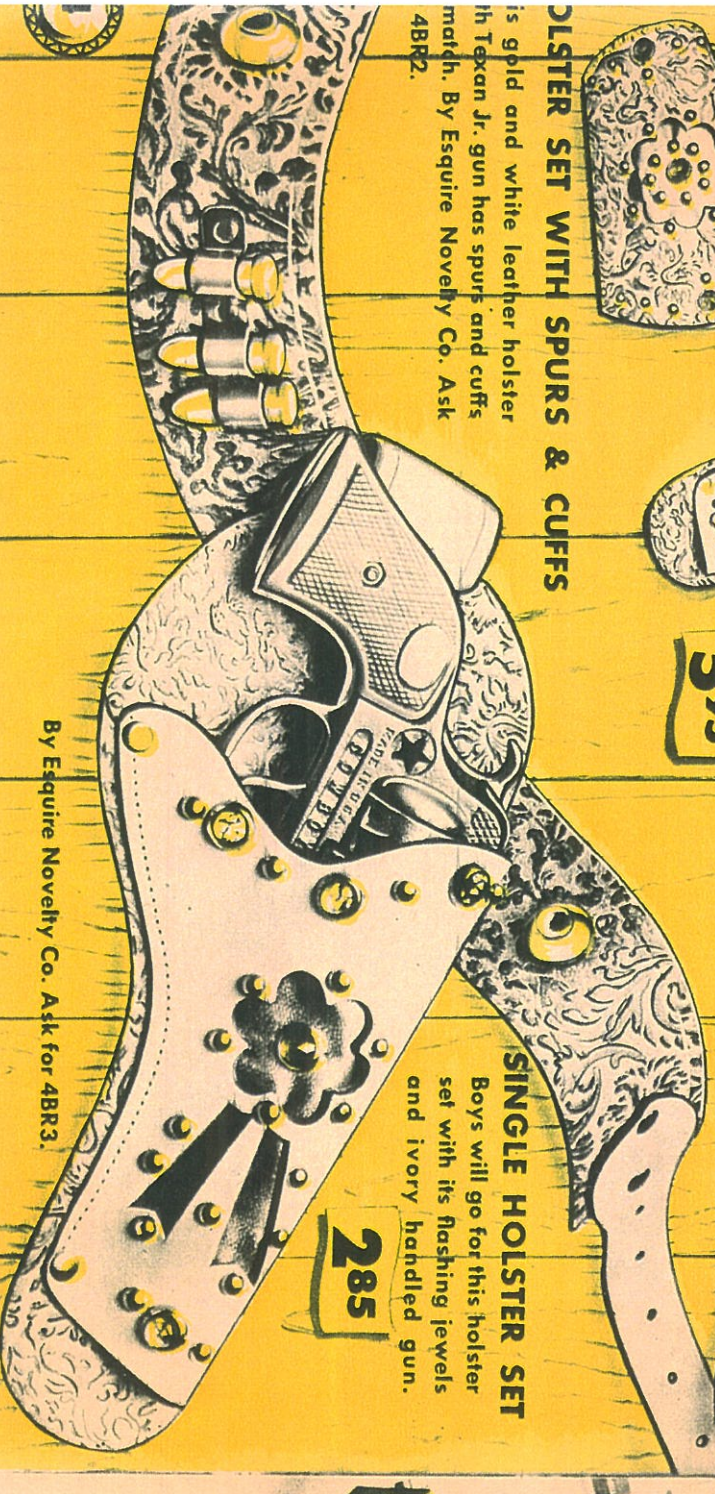


**RODDEO
TODAY**
at the Billy
and Ruth Ranch

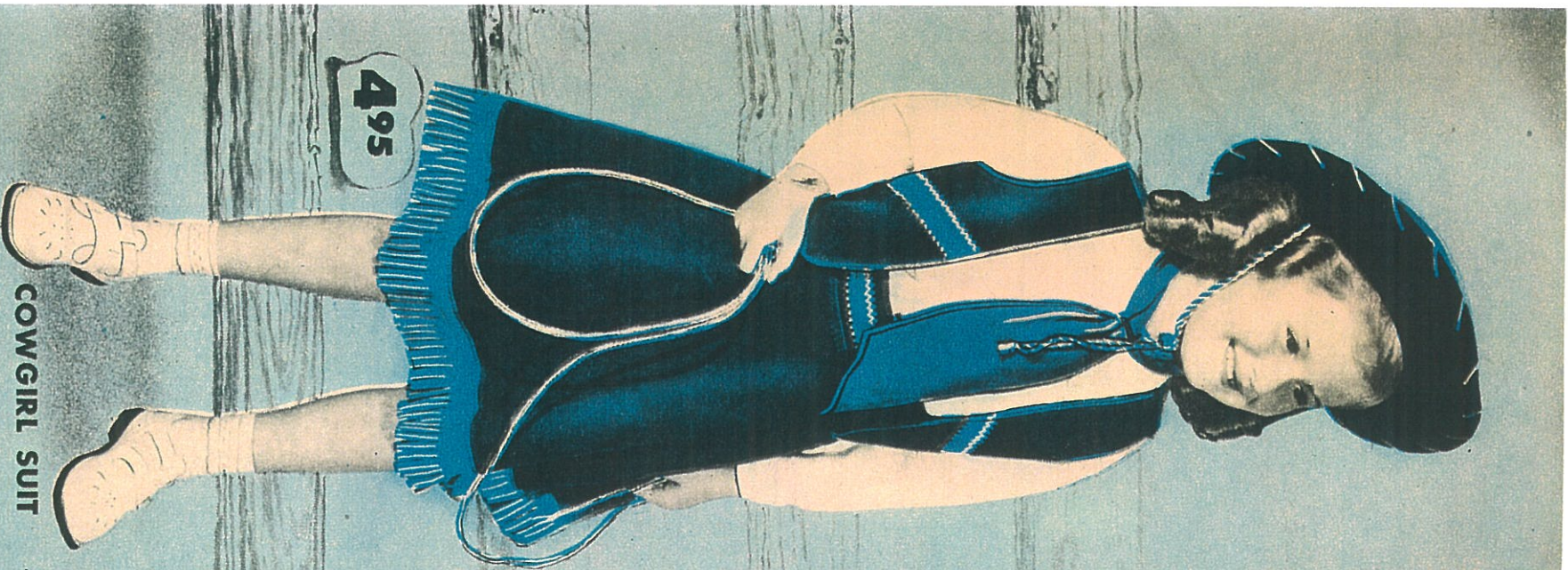
SINGLE HOLSTER SET

Boys will go for this holster set with its flashing jewels and ivory handled gun.

285



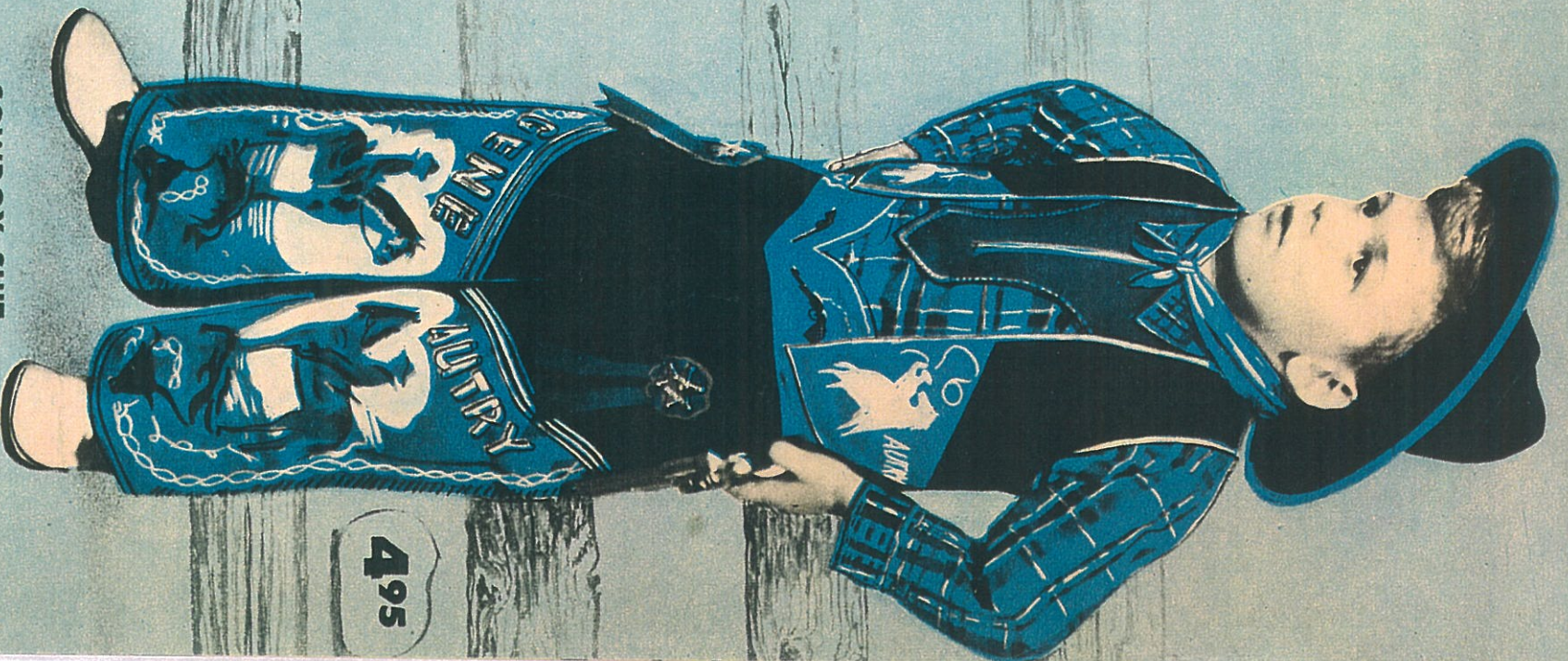
By Esquire Novelty Co. Ask for 4BR3.



495

COWGIRL SUIT

Here's a cowgirl outfit that's sure to capture the heart of any little "Sagebrush Sal." There's a brightly trimmed suede skirt, vest, bandanna, lariat and hat. By M. A. Henry Co. Ask for 5BR1.



495

COWBOY SUIT

Any boy becomes a junior Gene Autry in this nifty suede suit with Gene's name right on the front. It's complete with pants, shirt, vest, bandanna, lariat and hat. By M. A. Henry Co. Ask for 5BR2.

5

ELECTRIC IRON
 A shiny red electric iron is a miniature of the real thing. It does a good pressing job. By Wolverine Supply & Mfg. Co. Ask for 68R1.



GIRLS

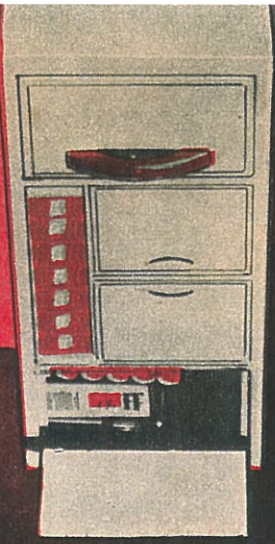


"You'll have loads of fun playing house with these wonderful toys."

210

LAUNDRETTE

You're sure to love this copy of a modern washing machine. The window in front lets you watch the wash as you turn the crank. By Wolverine Supply & Mfg. Co. Ask for 68R2.



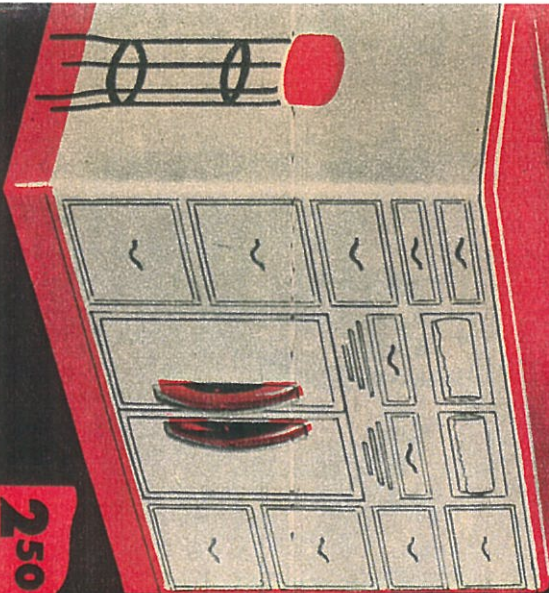
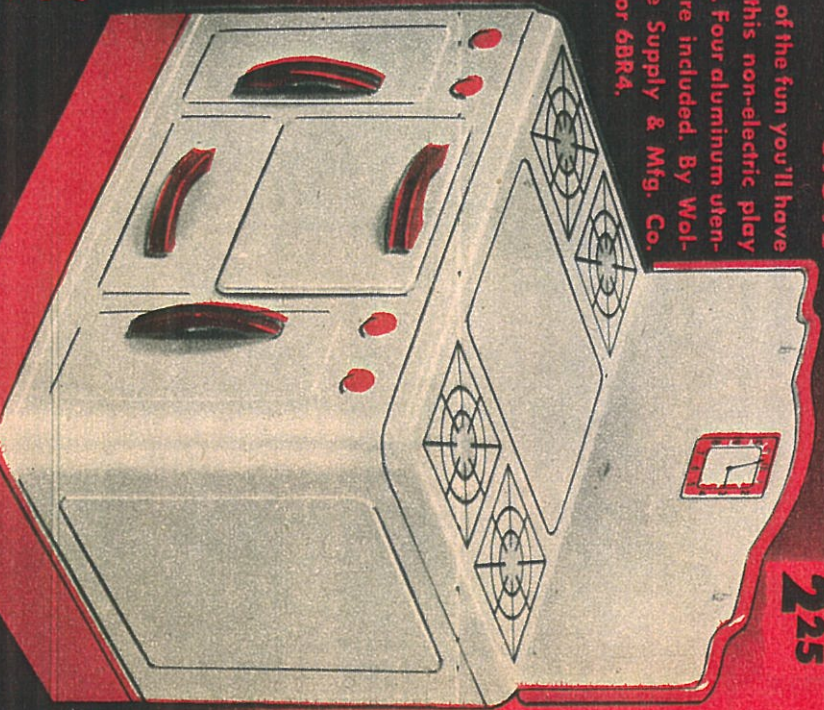
210



STOVE

Think of the fun you'll have with this non-electric play stove. Four aluminum utensils are included. By Wolverine Supply & Mfg. Co. Ask for 68R4.

225



250

KITCHEN CABINET

No playtime kitchen is quite complete without this handy cabinet. It's ivory metal, trimmed with red and it comes complete with food packages. By Wolverine Supply & Mfg. Co. Ask for 68R3.

"Here are some
swell toys I picked
out just for you."

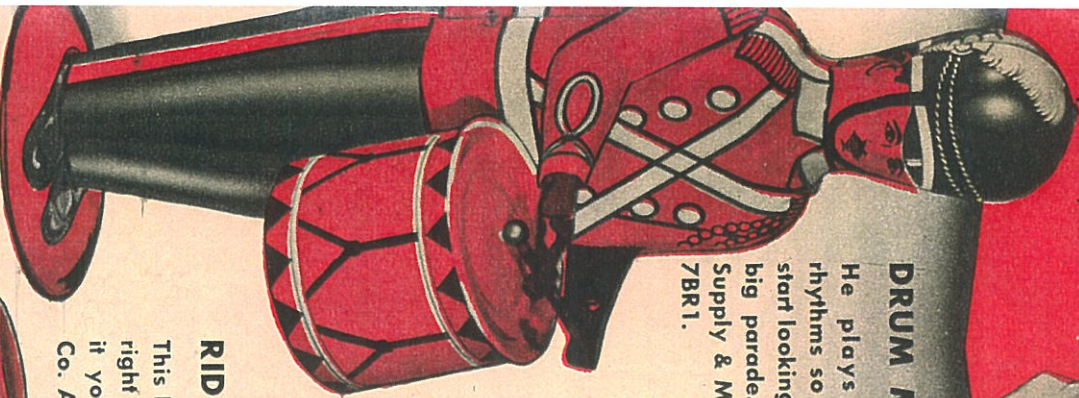


BOYS

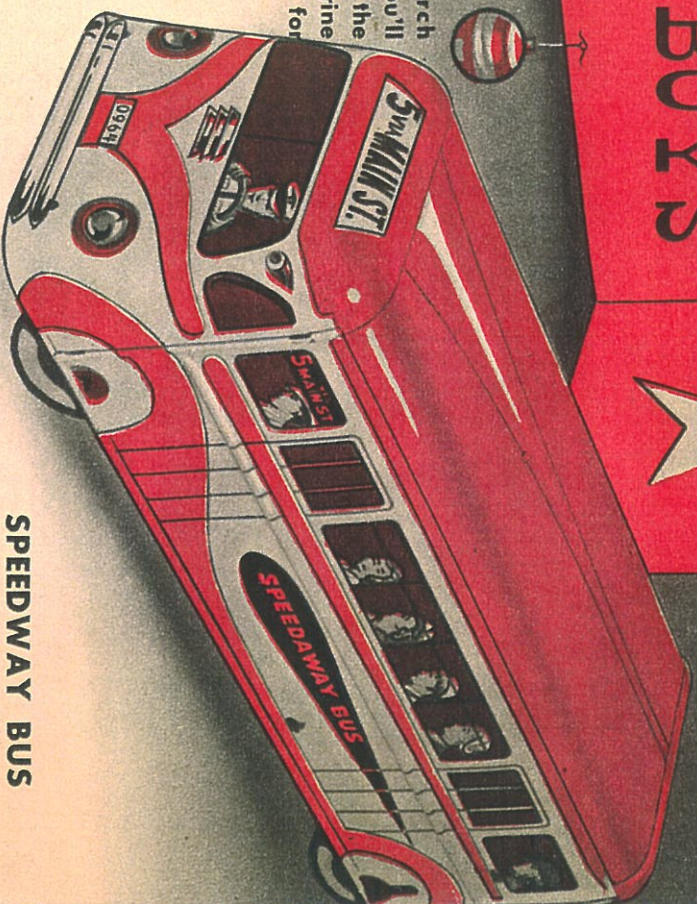


DRUM MAJOR

He plays clear march
rhythms so real that you'll
start looking around for the
big parade. By Wolverine
Supply & Mfg. Co. Ask for
7BR1.



225



SPEEDWAY BUS

Just press the top of the metal body
and the mystery motor sends it whir-
ring on a long run. By Wolverine
Supply & Mfg. Co. Ask for 7BR

120

RIDER FIRE TRUCK

This big-shiny fire truck has a siren
right on top. You can ride and steer
it yourself. By All-Metal Products
Co. Ask for 7BR3.

850

