

# BILLY AND RUTHY TOY



*Butch and Billy spend hours  
whizzing thru the park!*

Every boy and girl should have one of these wonderful sturdy 3 wheelers! Swell for outdoor exercise and for joining in the fun as you ride around the park every day! Tell Dad you want one!



**NEW!** REAL TOY TELEVISION  
with Sound and 7 inch screen

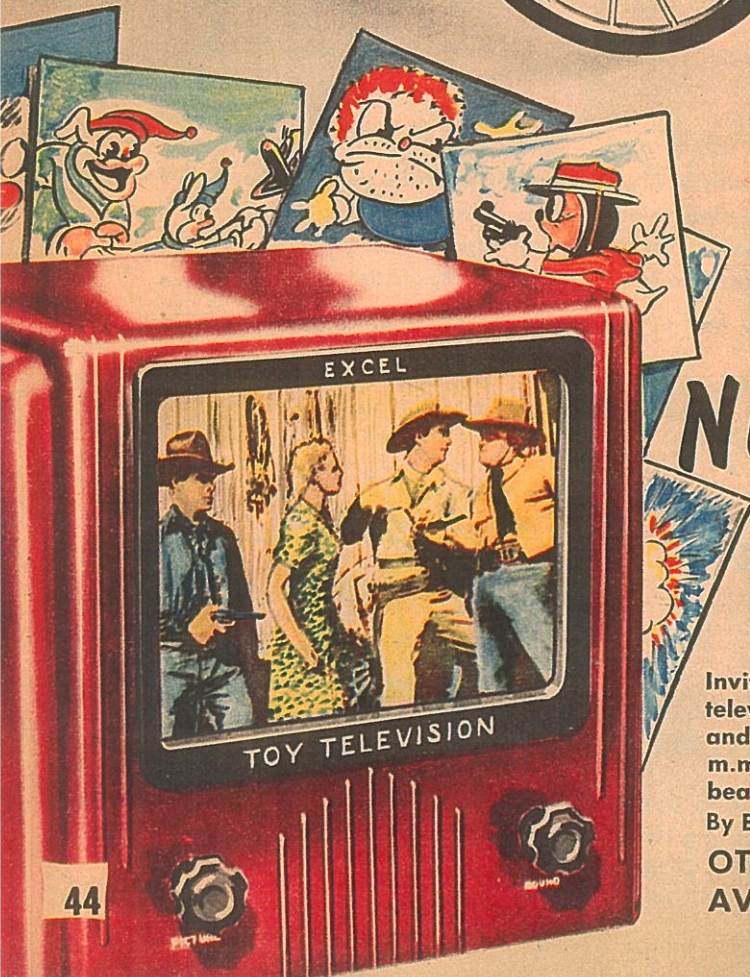
**19<sup>95</sup>**

COMPLETE WITH ONE FREE 50-FT.  
BLACK AND WHITE WESTERN FILM

Invite the kids in! Imagine your very own television set that shows westerns, cartoons, and comedies WITH MUSIC! Just insert 16 m.m. film, fix with 2 knob control! It's a beauty!

By Excel Movie Products, Ask for 44BR1.

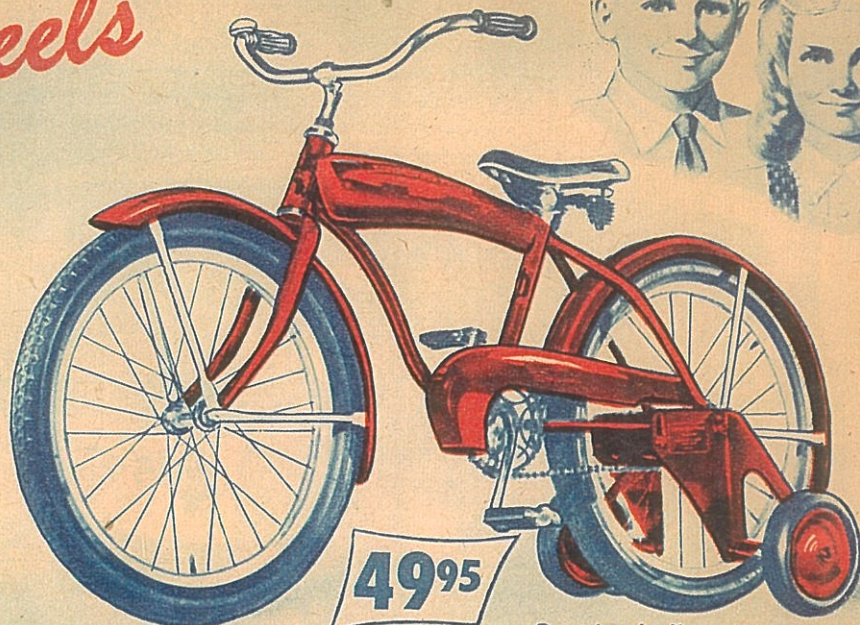
OTHER BLACK AND WHITE FILMS  
AVAILABLE AT \$1.75 AND \$2.75





# Fun on 4 Wheels 3 Ways

## HUFFY-CONVERTIBLES



Genuine balloon tires.

MODEL No. 66—20 inches. For boys from 5 to 9. Ask for 45BR1.

MODEL No. 67—20 inches. For girls from 5 to 9. Ask for 45BR2.

Now even a 3 year old can ride safely thanks to Huffy-Convertible. Later on, after years of 4-wheel fun, merely remove convertible ball bearing wheels and you'll have a 2 wheeler! Seat and handle bars can be raised to keep pace with growth. Available boys' and girls' models. By Huffman Mfg. Co.

Bikes come complete with tank and wonderful chrome bell!

ADVERTISED IN  
**LIFE**

16-inch wheels.



MODEL No. 82—16 inches. For boys from 3 to 6. Ask for 45BR3.

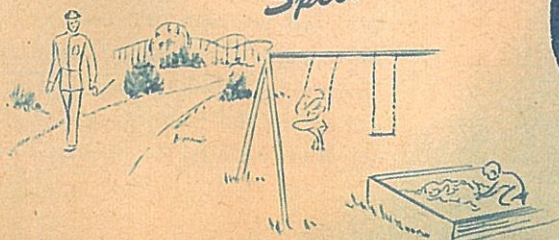
MODEL No. 83—16 inches. For girls from 3 to 6. Ask for 45BR4.

## COASTER WAGON

For hours of outdoor fun, Billy's friend, Stan, rides this peach of a wagon! It's in sparkling red color and will stand plenty of wear and tear when all your young friends start to "pile in." Ask for 45BR5.



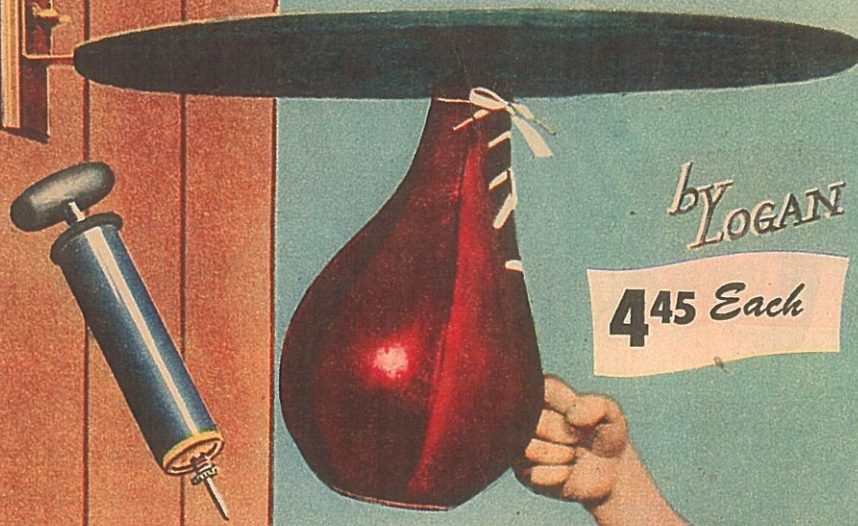
"Special Value"





## JUNIOR PUNCHING BAG AND PLATFORM

Hey, fellows! Here's a real training quarters punching bag! Improve your muscles and train your eye with this complete outfit. 18" platform and 11" ready laced bag can be mounted indoors or out and comes complete with heavy rubber bladder, bracket and screws. You get a needle and hand pump too, to keep it inflated and punchable. By Logan Specialty Mfg. Co. Ask for 46BR1.



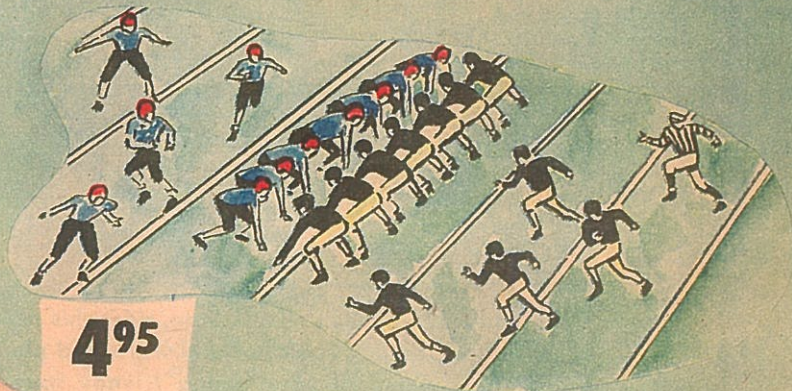
by LOGAN

445 Each

Be a Sport

Let's go in training and be the  
"Real Athletes"!

KING



495

## 3 PC. FOOTBALL OUTFIT

Dress like a member of a big college football team! Wait till you see this colorful, genuine leather 3-piece outfit. You get a helmet, shoulder pads, and football with Billy's very own picture on each. Let's get out on the gridiron and practice with this super set. By King Mfg. Company. Ask for 46BR2.



# 5,000 Big Prizes

IN THE Billy and Ruth QUIZ CONTEST!

## Billy and Ruth

Dear Pals:

We'll certainly never, no never, forget the thousands of letters we received from you last year—there were so many of them, in fact, that even the postman had to get three extra helpers! Santa, too, was very pleased.

This year we have decided to change our contest a bit. We want to see how good a detective you are—how well you notice things! Our contest will be centered around the beautiful cover. You know, we asked Santa Claus to pose for the cover of our book this year and even though he is always so busy, he finally consented! Just look at the little elves sorting the mail in the bags, and look at Mrs. Santa Claus getting everything ready for the Big Night Ride through the sky!

### Just Follow These Simple Rules!

1. Write on a plain sheet of paper, in 25 words or less, why you like our beautiful toy cover this year.
2. Answer the questions at the bottom of the page neatly and clearly and fill all information in on the coupon.
3. Take your entry to the store where you got your Billy and Ruth Book. Tell the merchant whose name is on the front cover that you have entered the contest and are mailing your entry to Billy and Ruth. Tell him you are looking forward to our 1951 book.
4. Send along description of cover, coupon and questionnaire to Billy and Ruth Headquarters, Box 333, Philadelphia 5, Pa.
5. Anyone from 4 to 16 years of age may enter. Contest limited to U. S. and subject to all federal, state and local regulations. This contest void in any state, county or municipality where such offer is taxed, prohibited or restricted.
6. No more than 1 person in a family can win a prize and entries will be judged for originality and neatness.
7. Contest closes midnight, December 24, 1950. Winners will be notified by February 24, 1951.
8. Decision of the judges is final and all entries become the property of Billy and Ruth Headquarters.

CLIP AND MAIL TO BILLY AND RUTH HEADQUARTERS AT BOX 333, PHILA. 5, PA.

Dear Billy and Ruth:

My letter is attached telling about Santa's cover in 25 words or less. Here are my answers to your big Quiz Contest.

1. Santa's stockings are.....colored.
2. His kitten's name is.....
3. There are.....letters in all the bags.  
(Number of)
4. His desk is colored.....
5. Mrs. Santa Claus is wearing a.....  
colored dress.
6. There are.....elves in the picture.  
(Number)
7. How many good girls are on the blackboard?.....

Please print all the information in the entry blank.

My name .....

Street Address .....

City ..... Zone No. .... State.....

My Age ..... Date of Birth ..... Year.....

My Billy and Ruth  
Dealer's Name .....

Address .....

City ..... Zone No. .... State.....



