

REG. TRADE MARK

BILLY AND RUTH

"America's Famous Toy Children"



Save This: Advertising Material

CROWN FURNITURE & RADIO

1950

2752-54 W. DIVISION ST.

AR 6-0200

"WE HONOR ALL DISCOUNT CARDS"

1950



Billy



Ruth



Terry



Dear Pals:

Here it is another year and we're back again with another wonderful book full of toys that, we are sure, will make your very best dreams come true!

It's so swell to know that our book goes into so many, many homes all over the country. Just think, almost three million boys and girls from coast to coast are looking at these pages and planning their lists for Santa Claus.

Golly, we just have to tell you how large our Billy and Ruth Club is getting to be. Many hundreds of new members joined last year and we just love receiving these letters. We hope that you've been getting our news letters and enjoy reading them as much as we do writing them.

Gosh, is our pen pal list growing—it makes us feel so important to think that all those letters are flying back and forth across the United States among our pen pals! Won't you be one of our pen pals—we'll put your name on the list and then you'll make lots of new friends.

Our dog, Terry, wants us to remember him to all his friends and hopes that you will all join our club. All you have to do to be an active member for a whole year is to send 10c to us at Billy and Ruth Headquarters, Box 333, Phila. 5, Pa. We'll send you a swell membership card and a big shiny button! We'll also put your name on our list for all the things we are planning for club members this year.

We wish you the happiest Christmas ever and let's hear from you real soon.

As the final proof of our 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.

Your pals,

Billy, Ruth, Terry





GENERAL ALARM—CALLING ALL BOYS

Say, kids, do you have a volunteer fire department in your town? We have one nearby our house, and Ruth and I run out every time we hear the fire bell! If you have a volunteer fire department in your town—won't you write and tell us about it? Let's be firefighters all!

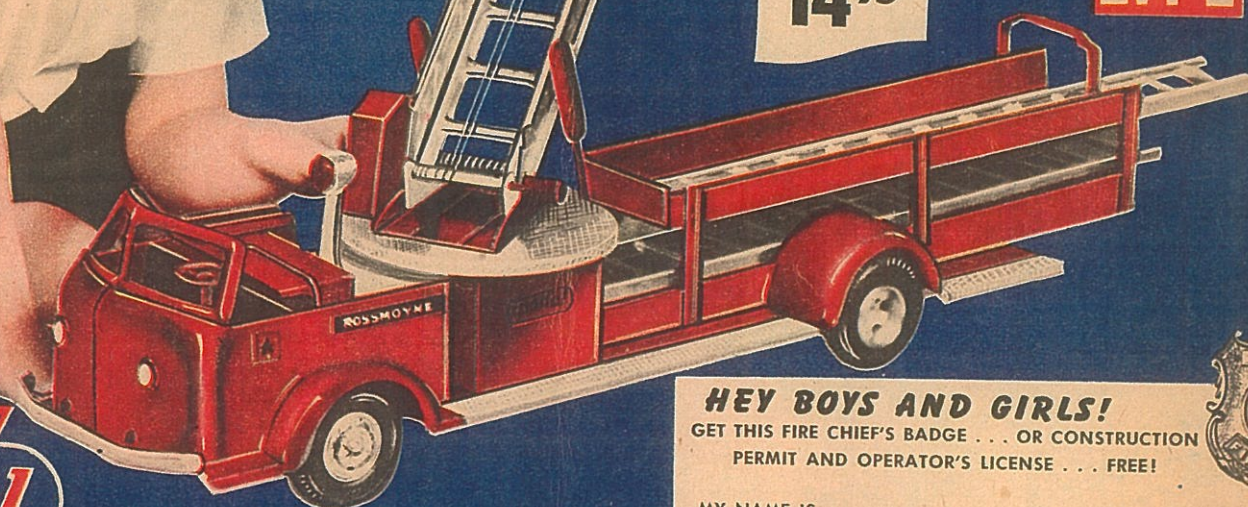


AERIAL LADDER TRUCK

Gee, fellows, just look at this terrific fire truck! It's a realistic model of the world-famous American-LaFrance aerial ladder, with aluminum ladders nearly four feet tall! The 33-inch truck has a wailing siren to speed you to the fire. By Chas. Wm. Doepke Mfg. Co. Ask for 3BR1.

14⁹⁵

AS ADVERTISED IN
LIFE



HEY BOYS AND GIRLS!

GET THIS FIRE CHIEF'S BADGE . . . OR CONSTRUCTION
PERMIT AND OPERATOR'S LICENSE . . . FREE!



MY NAME IS _____ (Please Print) _____ AGE _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

I HAVE A: ☐ Crane ☐ Bucket Loader ☐ Road Grader ☐ Euclid Truck
Mail to: THE CHAS. WM. DOEPKE Mfg. Co., Inc., ROSSMOYNE, OHIO

FELLOWS, THESE TRUCKS
LOOK JUST LIKE THE
KIND YOU SEE
ON THE ROAD!



EUCLID TRUCK

Exact working miniature of a real "bottom-dump" hauler, this rugged 27-inch truck, loads and dumps with a flick of a lever. Trailer unhitches so tractor can be used to tow other MODEL toys. By Chas. Wm. Doepke Mfg. Co. Ask for 4BR1.

12⁹⁵

UNIT CRANE

Interchangeable hook and clam shell provide plenty of varied lifting power for this swell model crane. It's all-steel with a big 19½-inch boom. By Chas. Wm. Doepke Mfg. Co. Ask for 4BR2.

12⁹⁵

Billy's friend, Chipper, can operate these trucks like a real "grown-up" workman! Billy and he often get together in his yard and set up a real truck workshop!



12⁹⁵

Model
TOYS

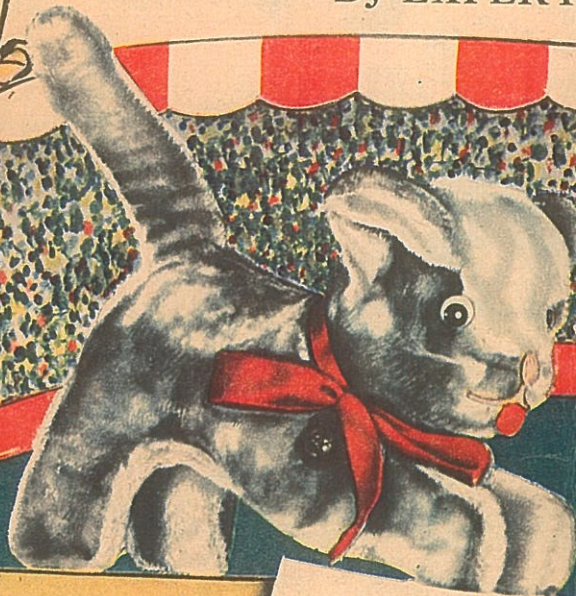
ROAD GRADER

Here's a really super reproduction of a road grader! It's all steel, 26 inches long and has an adjustable scraper blade just like its big brother machine. By Chas. Wm. Doepke Mfg. Co. Ask for 4BR3.

ANIMAL ANTICS

All the little girls and boys on our street have one of these adorable, cuddly animals. When they all get together to have a tea party, they put the animals around in a little group and it looks just like a circus!

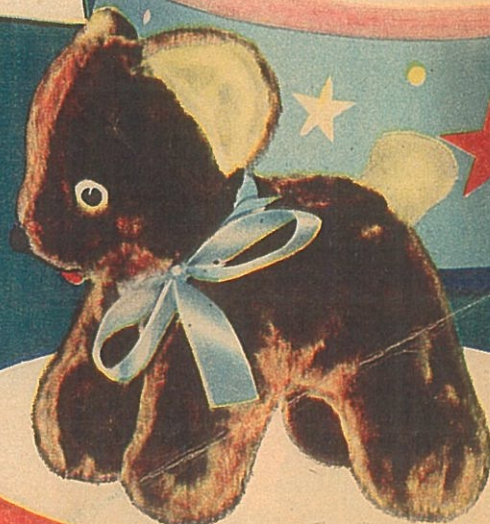
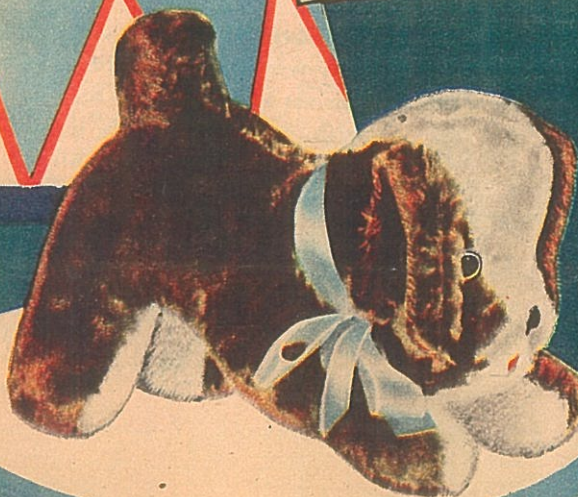
By EXPERT



CUDDLY STUFFED ANIMALS

You'll love the frisky donkey with its big ears—the honey bear with its sad eyes—the perky cat with its cunning whiskers—the cuddly lamb—and the snappy, pert dog! What a colorful menagerie you can have. By Expert Doll and Toy Company. Ask for 5BR1.

1⁹⁵ Each



GIVE YOUR DOLL A Toni

Girls, here's the Toni Doll! Imagine, it's the only doll in the world whose hair you can shampoo and play wave! It's the doll with the magic "nylon hair." My friends have Toni Doll parties—why don't you!



DOLL

The lovely Toni Doll comes complete with play-wave kit and pretty nylon hair. You can set and re-set the hair in any style you wish. She's beautifully dressed and comes either 14 or 16 inches tall. By Ideal Toy & Novelty Co.

16 inches. Ask for 6BR2.

11⁹⁸

ADVERTISED IN
LIFE

14 inches. Ask for 6BR1.

9⁹⁸



It's Alive!

It's a darling—it looks just like a new-born baby. Wait till you hold it in your arms!



5⁹⁵

"TYNIE" BABY DOLL

Wait till you feel this true-to-life baby—its flesh is almost real! It has bright, large, painted eyes and delicate, soft ears. Comes completely wrapped in a cotton flannel sleeping robe and blanket. 20 inches tall. By Horsman Dolls, Inc. Ask for 7BR1.



"SOFTEE" DOLL

Here's a little miss, dressed in an adorable polka dot dress and hat. She has large bright sleeping eyes—she cries and she'll even open her mouth and show you her teeth and tongue! She's 21 inches tall. By Horsman Dolls, Inc. Ask for 7BR2.

6⁹⁵



by horsman



Let's Travel

Yes, they're going on a trip — my little Baby Coo Sister and my Baby Coo Brother! They're all dressed in their traveling outfits—aren't they cute? Wait till you see their matching outfits, topped with pert berets.

BABY COO

Brother and Sister Coo with the magic voices! They coo when you hug them, cry if you squeeze them, and squeal if you pinch them! Magic skin bodies, arms and legs. Feels soft — life-like! Unbreakable plastic head, sleeping eyes, dressed like twins. 14" tall. By Ideal Novelty and Toy Co. Brother Coo. Ask for 8BR1.

5⁹⁵ Each



Ideal



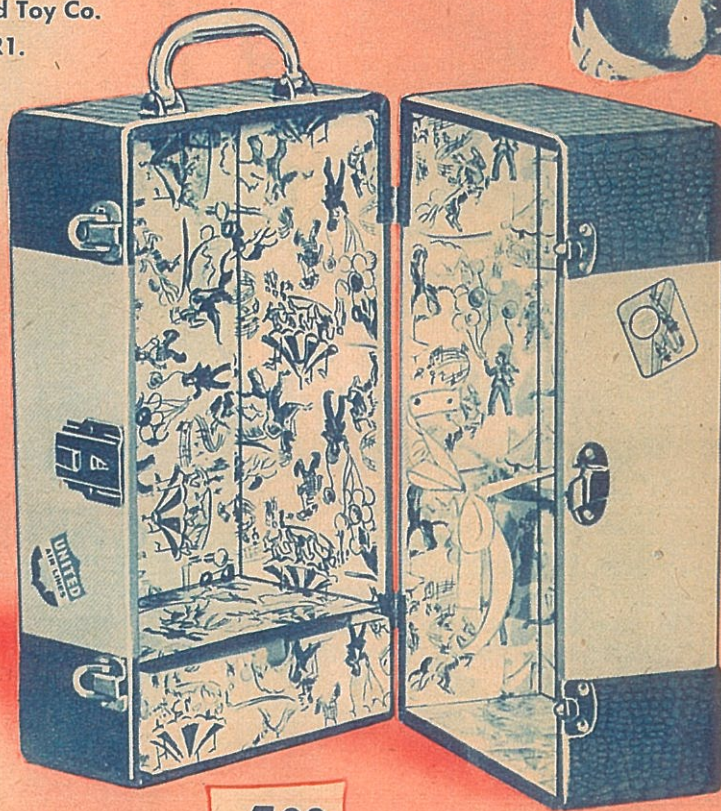
Sister Coo. Ask for 8RB2.

5⁹⁵ Each



DOLL TRUNK

You'll be proud to take Dolly traveling when you carry her wardrobe in this fine leatherette trunk. It's 16 inches high and comes in red and white. The inside is roomy and decorated with a gay circus print. By U. S. Travelware Corp. Ask for 8BR3.



4⁰⁰

BY TRAVELWARE



Every day, Sandy, Linda and I go for a stroll in the park. We wheel our doll babies in these wonderful coaches that look just like Mother's! What fun we have rocking our babies back and forth so that they don't cry.



FIBRE DOLL CARRIAGE

Little mothers will really go for this pretty rose fibre doll carriage in a big way. Gay, two-color woven decoration. 23-inch handle, 18-inch body. By South Bend Toy Co. Ask for 9BR2.



SOUTH BEND Toys



FOLDING DOLL CARRIAGE

Here's a beautiful blue leatherette doll carriage that every little girl is sure to love. Folds compactly for easy storage. 26-inch handle, 21½-inch body. By South Bend Toy Co. Ask for 9BR1.

Unusual low price

by
MUSKIN



SUBURBAN STROLLER

Dolly will look forward to her daily outing in this smart-looking Town and Country style stroller. Upholstered seat and back, hood with sun visor. 26-inch handle, 15-inch body. By Muskin Mfg. Co. Ask for 9BR3.

STROLLETTE

This attractive stroller has quilted blue plastic seat, back and footwell. Adjustable reclining back and footrest means more comfort for Dolly. Reversible 21½-inch handle. By Muskin Mfg. Co. Ask for 9BR4.

