

BILLY AND RUTH

REG. TRADE

"America's Famous Toy Children"

1953



MT. BETHEL HARDWARE
MT. BETHEL ROAD
Mt. Bethel Tel., Mill. 7-0966

Dear Friends:

It's Christmas time once more and you know what that means . . .

THE BILLY AND RUTH CONTEST

packed with fun and prizes.

Yes, here it is and it's swell. Read the rules carefully and then go to it.

GOOD LUCK!

Your pals,
Billy, Ruth
and Jerry

PRIZES

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1. Print carefully, your name, street address, city, state and age at the top of a white sheet of paper.
2. Now, leave a space, then print the store name of your favorite Billy and Ruth Toy Dealer.
3. Look through your Billy and Ruth book and pick out 5 of the toys you would like most to receive for Christmas. Print the name of the toy, the page number it is on and the name of the company that makes it.
4. Then tell us the reason why you would like to receive each toy. The best and most original letters will be the winners. There will be Bicycles, Wagons, Dolls and Doll carriages, Erector sets etc., etc.
5. Then send in your entry to Billy and Ruth Headquarters, Box 333, Philadelphia, Pa., and hurry . . . Contest closes midnight, December 24, 1953. Winners will be notified by February 24, 1954.
6. Any child from 4 to 12 years old may enter. No more than one child in a family can win.

P.S. Contest limited to United States and subject to all federal, state and local regulations. Contest void in any state, county or municipality where such an offer is taxed, prohibited or restricted. Decision of the judges is final and all entries and letters will become the property of Billy and Ruth Headquarters. Be sure to give us the name and address of your Billy and Ruth Dealer when you write us. (See rule number 2 and rule number 5.)

Rules