

*America's Famous Toy Children*



*Billy*

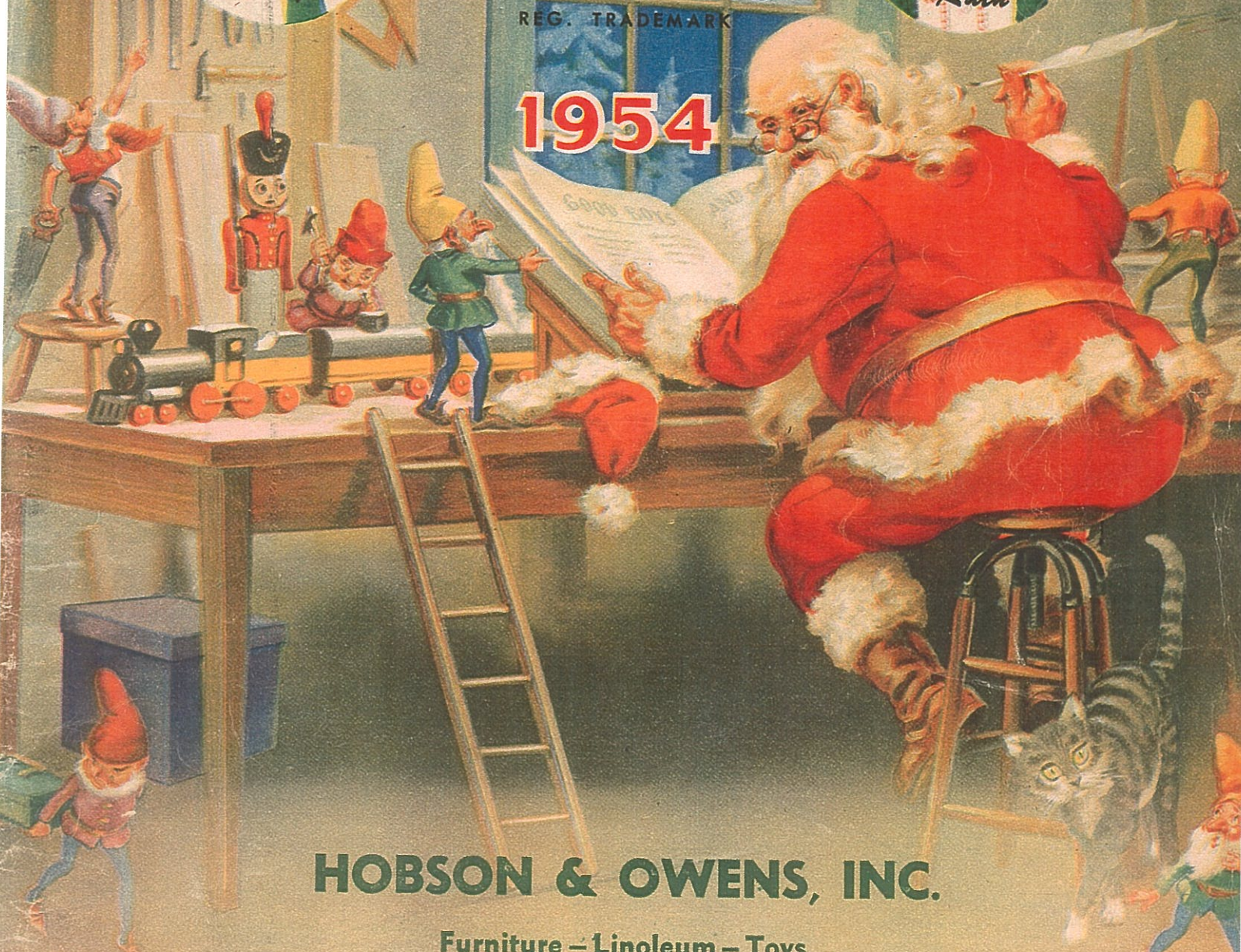
# BILLY AND RUTH

REG. TRADEMARK

## 1954



*Ruth*



### HOBSON & OWENS, INC.

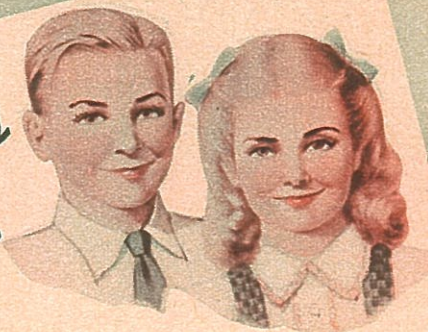
Furniture - Linoleum - Toys

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May our happiness  
spread from friend  
to friend



Our bubbling happiness that we have each year when we hop up to Santa's beautiful castle to give him our fabulous Christmas gift. Do you know what it is? The BILLY AND RUTH book!

Santa was so happy at getting this wonderful book he roared with laughter. Why, he laughed so hard he blew a little elf into a snow bank! He was a happy man, all right—here in this book were all the toys his young friends wanted for Christmas. All they had to do was write Santa a letter asking for the ones they'd love to have. And by golly, they would find them under their Christmas tree come Christmas morning!

Ruth and I, we're proud as punch over our 1954 book 'cause it's really tops. And our other books are tops too! Our ADVENTURES OF BILLY AND RUTH, HOW TO RAISE A PUPPY book, SKETCH BOOK and COLORING BOOK — 4 super-duper books that you can get by sending 10¢ for any one or 25¢ for any three to Ruth and I.

And say—we'd like to hear from you anyway. Just drop us a line and tell us all about yourself and your friends. Write to Box 333, Phila., Pa. We almost forgot. The big secret is out! About the 1954 Billy and Ruth CONTEST! You can win the big first prize of a flying trip to Europe for your Mom and Dad and . . . YOU! All expenses PAID for 10 thrill-packed days. Read carefully pages 26 and 27. It's a cinch to enter, and what an exciting array of other prizes!

"Come on Dancer and Prancer and Blitzen—saddle up," Santa said right before we were ready to leave Northpoleland, "We're going to take Billy and Ruth and their dog Terry on the trip of their lives. A trip to toyland—as a reward for their wonderful book!"

So off we went—come along with us too. Northpole Special leaving on track 3 so hop aboard. Join us in the greatest Christmas show on earth—North Pole TOYLAND!

Your Pals,  
Billy, Ruth, Terry

