

REG. TRADEMARK

BILLY AND RUTH

"America's Famous Toy Children"



*Merry
Christmas!*

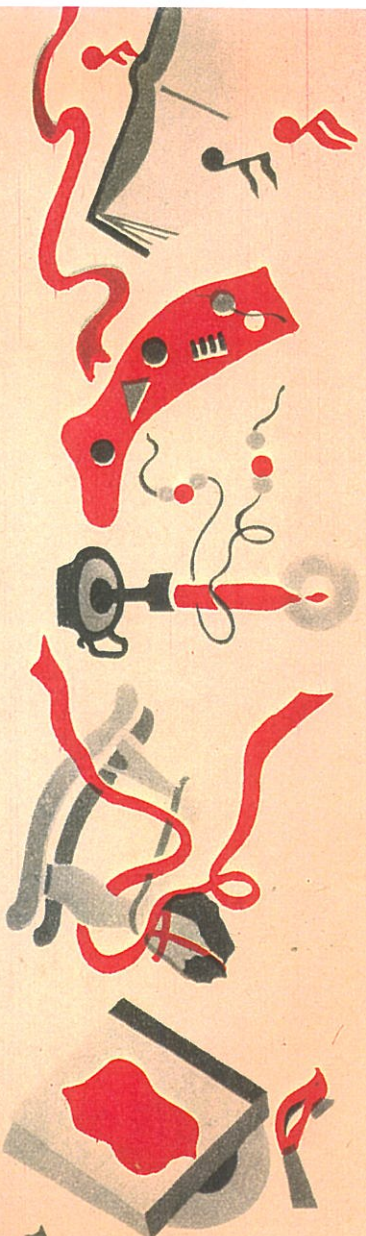
THE ROYAL

"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.

