

REG. DEMARK

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

