

# EVERYONE AS

*Ruth says*



## THE NEW RUTH DOLL

### RUTH DOLL

"Of course, she's my favorite," says Ruth. "She looks like a real girl, and she stands alone, on her adorable, dimpled chubby legs. She wears a lovely coat and bonnet of chinilla cloth. Her beautiful curly hair is worn in the latest fashion. Her large, flashing glass-like eyes have long, lovely lashes. She can tilt and turn her head. Her saucy little mouth is open to show lovely white teeth and cute little tongue. She's also wearing a pretty dotted organdy dress and underwear to match, silk socks and little tied shoes with buckles.

ASK FOR 10BR1  
**4.95**

### BABY DIMPLES

"You'll cuddle her close to your heart and never let her go", says Ruth. "Turns her head around to look at you, with her lovely big eyes and long, silky lashes. Her soft body is shaped so that she can sit alone! She wears a beautiful fine dress and bonnet, lace and rosebud trimmings, nain-sook slip, rubber panties, silk socks and dainty tied shoes. She's, oh, so huggable, so lovable.

ASK FOR 10BR2  
**4.29**



Really  
Lovely

### THE "MAGIC SKIN" BABY WITH-SUIT- CASE AND LAVETTE. "Oh, gosh," says Ruth,

"she's so real you'll think you are holding a live baby. She will actually get warm in your arms! You can move her toes and fingers. You can wash her. Her body, legs and arms are made of soft, magic skin. Her head is hard-to-break plastic. She has large, brilliant sleeping eyes and silky lashes. Dressed in body pants and shirt. She comes in a gorgeous wood frame suitcase with leather handle and her lavette includes a hat, dress, petticoat, shoes, stockings and other things.

ASK FOR 10BR4

### "MAGIC SKIN" BABY AND LAVETTE

"Very charming and appealing," says Ruth. "She is made just like the other magic skin baby, but she is smaller and does not have a suitcase. She, too, is dressed in baby pants and shirt. She has a lavette of embroidered rompers, a bonnet and booties. You'll just love the feel of these adorable babies."

ASK FOR 10BR5



Beautiful  
Cuddling  
Cute

Feels like  
a real  
baby

### ATTRACTIVE FASHION PRICED IN A MOST

So sweet  
and  
delicate

ASK FOR 10BR3

This glorious new baby is made of soft "magic skin" that life-like touch, smooth and velvety. She can clasp her hands. Her face is comely position and she has lovely sleeping eyes and silky lashes. Her skin wrinkles like a real baby's. Just squeeze her legs and she will cry. Put her down and she will cry and go to sleep. She is dressed in fancy organdy baby dress with ribbon trim, and lace-trimmed lilly bonnet, rubber pants, shoes and socks.

MAGIC SQUEEZE  
Magic Skin Dolls by Ideal are the greatest forward step in making baby dolls since Santa Claus started making little girls happy! There is a real thrill in the feel of these little sweateaters.



# PRETTY AS A PICTURE!

## MISS SPIRIT OF AMERICA

Like eyes with real lashes, flashing glass-eyes you can put her to sleep. **3.75** ASK FOR 11BR4

Just look at her flirting, flashing glass-eyes with real lashes and her sweet rosebud mouth, opened a bit to show lovely white teeth and little red tongue. She's wearing a lovely silk coat and bonnet with a crisp, organdy ruffle trim to match. Under her coat she wears a dress of organdy, slip, rubber panties, silk socks and booties. When she cries (oh, yes, she does sometimes) she stands alone. **4.75** ASK FOR 11BR3

Lovely real-like girl, with 3 outfits. Colonial Miss with her lovely rayon taffet dress with a jacket and pan-tions. Has an adorable bonnet. A true belle of the Old South with her beautiful organdy dress with silk bow trim and flowered design bodice and flounces with ruffle trim and bonnet to match. Has petticoat with wide with red, plaid skirt, saucy belt, two-tone rayon socks, her little shoes have heels. She stands alone. Has soft curling hair, beautiful glass-like eyes with long lashes, adorable mouth.

## BABY JOAN

ASK FOR 11BR2

non arms, legs and head. showing snowy white teeth and little long lashes, lovely parted mouth. She has pretty eyes that sleep, with adorable mittens to match her outfit! bon trim. And guess what? She wears tied with ribbon, to match, with mar-riannel snow suit and hooded cap, go out with you. She wears a beautiful pretty. And she's always ready to go. "Oh, gosh," says Ruth, "she's so

## OUTDOOR SALLY

ASK FOR 11BR1

hands. ASK FOR 11BR1

Her soft, cuddly body is shaped so she can sit up alone. She has lovely sleeping eyes with lashes. Her cute mouth is parted to show her lovely white teeth and little tongue. She's dressed in the organdy dress with ruffled face and rosette trim. Ruffled cap to match, slip, rubber panties, rayon socks and pretty, red baby shoes. Has dimpled knees and

**2.49**



**4.95**

ASK FOR 11BR5

with buckles." She has lovely glass-like eyes with real lashes. Her head tilts and turns and is covered with adorable ringlets. And, oh, look at her yellow skating outfit with its full, wide skirt and panthes and snood to match, trimmed with white fur. She can stand alone and her dainty feet wear silk socks and darling little tied shoes with buckles." **4.95**

**3.95**

ASK FOR 11BR6

buckles".

"Take her hand and she'll walk right along with you," says Ruth. Her lovely sparkling glass eyes have long lashes. Her saucy mouth is open, showing a row of lovely white teeth and little red tongue. Her lovely dress of organdy has a sort of jacket-effect and a chic skirt with many ruffles and little ruffled sleeves, all with braided trim. Wears organdy underwear, rayon socks, little tied shoes with buckles". **3.95**

**2.39**

ASK FOR 11BR7

and cries".

wears an adorable chin-chilla coat and baby bonnet to match, pretty organdy dress, slip and rubber panties. Ray-casins. She has sleeping eyes and real lashes, darling mouth and lovely ringlets of hair frame her pretty face. She has soft cuddly body and cries". **2.39**

**2.39**

ASK FOR 11BR8

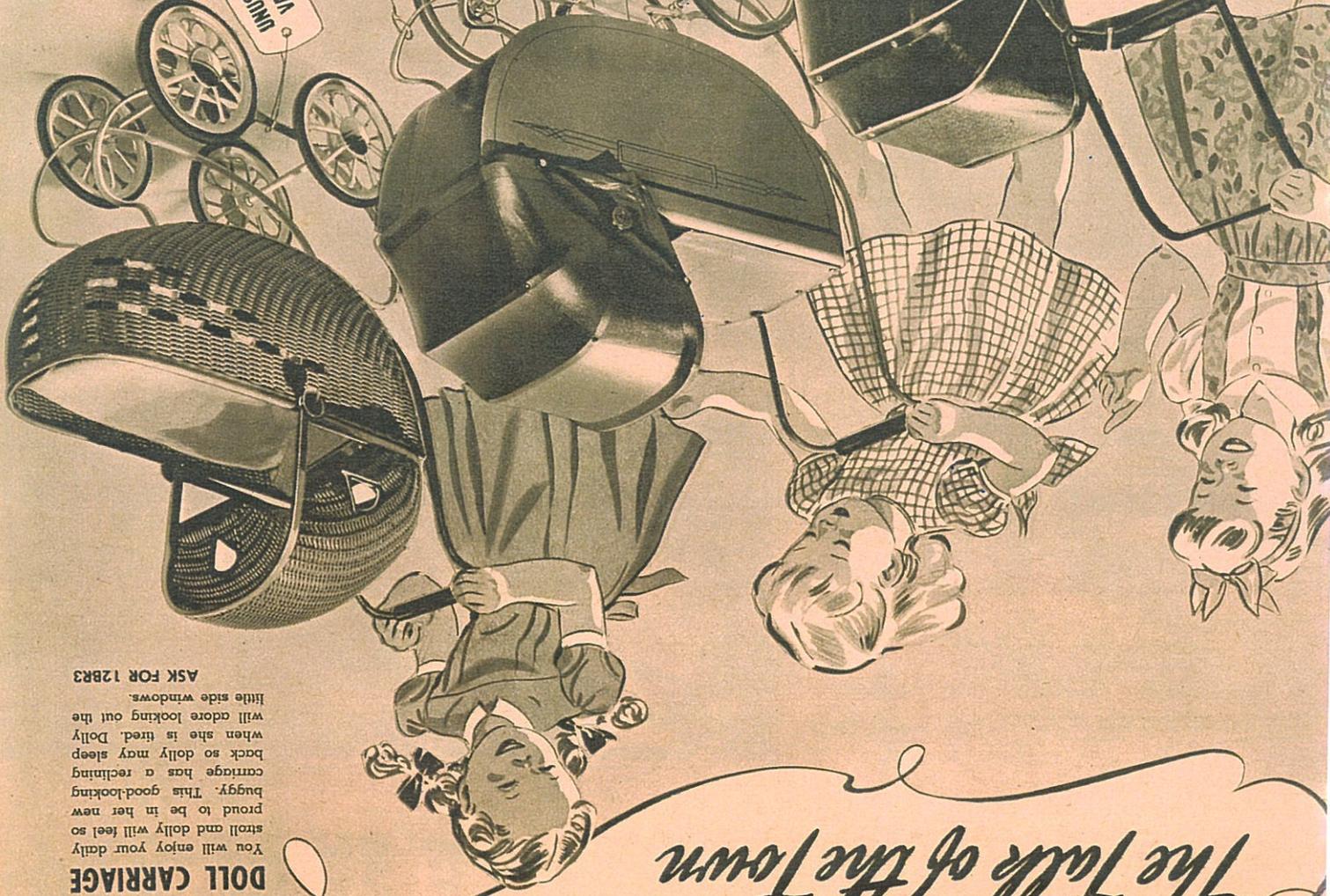
"No one can help loving you, Mary Lou", says Ruth, "with your lovely, long-braided hair, pretty eyes and real lashes and your sweet mouth". Her dress and matching bonnet are of beautiful dotted rayon silk with braided trim. She wears combination underwear (you know, slip and panties together) with lace trim, silk socks and tied shoes with buckles. **2.39**



# The Talk of the Town

**DOLL CARRIAGE**  
 You will enjoy your daily stroll and dolly will feel so proud to be in her new buggy. This good-looking carriage has a reclining back so dolly may sleep when she is tired. Dolly will adore looking out the little side windows.

ASK FOR 12BR3



UNUSUAL VALUE!

A REAL VALUE!

LOW PRICE!

## DOLL COACH

"It is a beautiful day to take dolly visiting. When baby wants to sleep and needs more room, this coach has a foot extension. Smartly styled... You'll be so proud and what a thrill for dolly to be out for an airing in this lovely coach. ASK FOR 12BR2

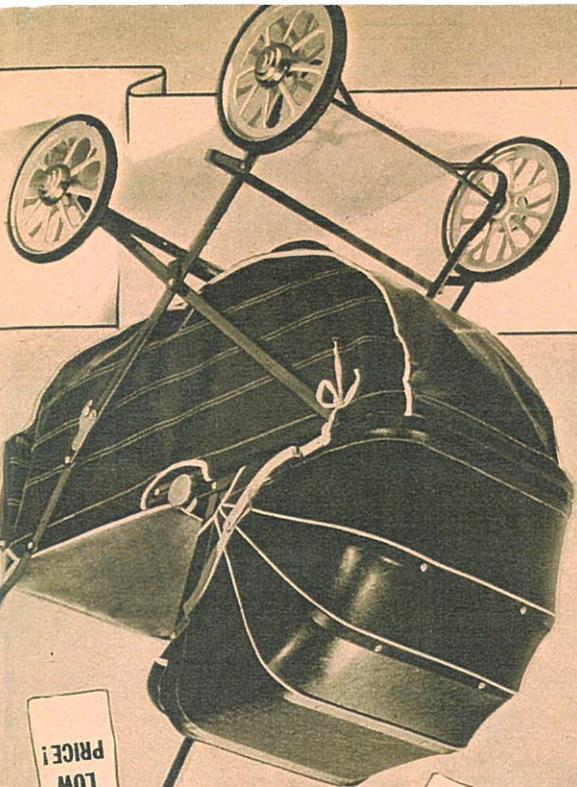
## DOLL COACH

"Oh, don't you just love my new Coach? It's collapsible, too. It is made of high-grade leatherette and hood has a shield to keep the sun out of dolly's eyes. It is darling looking," says Ruth. "You'll be so proud to be its owner."

ASK FOR 12BR1

## DOLL COACH

"This one is gorgeous", Ruth tells us. "Just look, it has a foot extension, storm shield, hand brake, and sun shield. It's collapsible, too. Gosh, it's like a real baby's coach. Your dolly will be the happiest in the whole world, and you'll be the luckiest, when you own this lovely coach. ASK FOR 12BR4



### DRESS PATTERNS

Ruth's own Doll Dress Pattern for 10c in stamps or coin, obtainable only from Billy and Ruth, Box 333, Philadelphia, Pa.



**THE STORY OF BILLY AND RUTH**  
 Sent FREE to every child writing a letter to Billy & Ruth who also sends coins or stamps for any other item. Write to Billy and Ruth, Box 333, Phila., Pa.

**G-A-PEG** have lots of interesting designs of plates and a lot of brightly colored pegs to make different things. As a Daily Diary you can keep your behavior... included. Has a seat—sturdy action. **1.19**

**TO LIFT** some real action you! Cars start run-way, speeds each track to bottom where it is picked up and taken to top. Instantly starts again. Strong motor runs a time on one wind- **1.00**

**BENCH WITH TOOLS** real thrill to own it! Billy. "set", says Billy. Billy's Bench is smoothly finished. Comes with driver, screw driver, pliers, ruler, saw, a tool box, and a metal vise. **1.48**

FOR 13BR3



**EXTRA FILM**  
Box of 3  
**25¢**

ASK FOR 13BR9

**16 M.M. MOVIEGRAPH**  
"It's easy to show good clear pictures with this Billy Projector," says Billy. "You can turn your fun into making real money for you, too." Has A. C. motor with switch, two 100-ft. reels, 125-Watt lamp, tilting device. **7.49**

ASK FOR 13BR8

**SUPERMAN KRYPTO-RAY GUN**  
Just like the one used by Superman in his constant war on criminals! Complete with bulb, battery, lenses and seven 28-frame Superman picture stories. A real electric projector. **1.00**

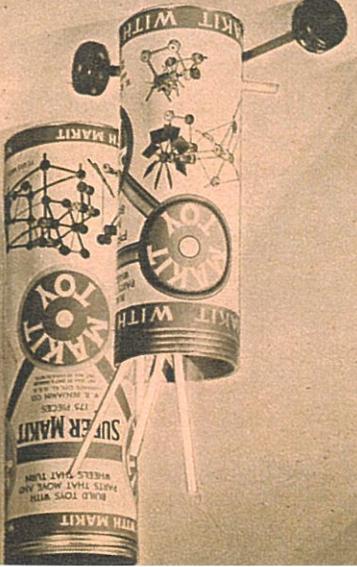
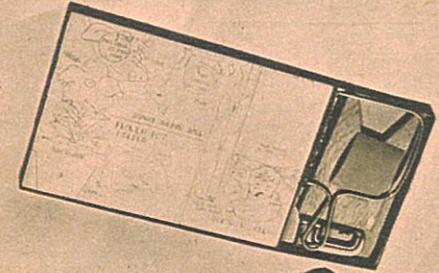
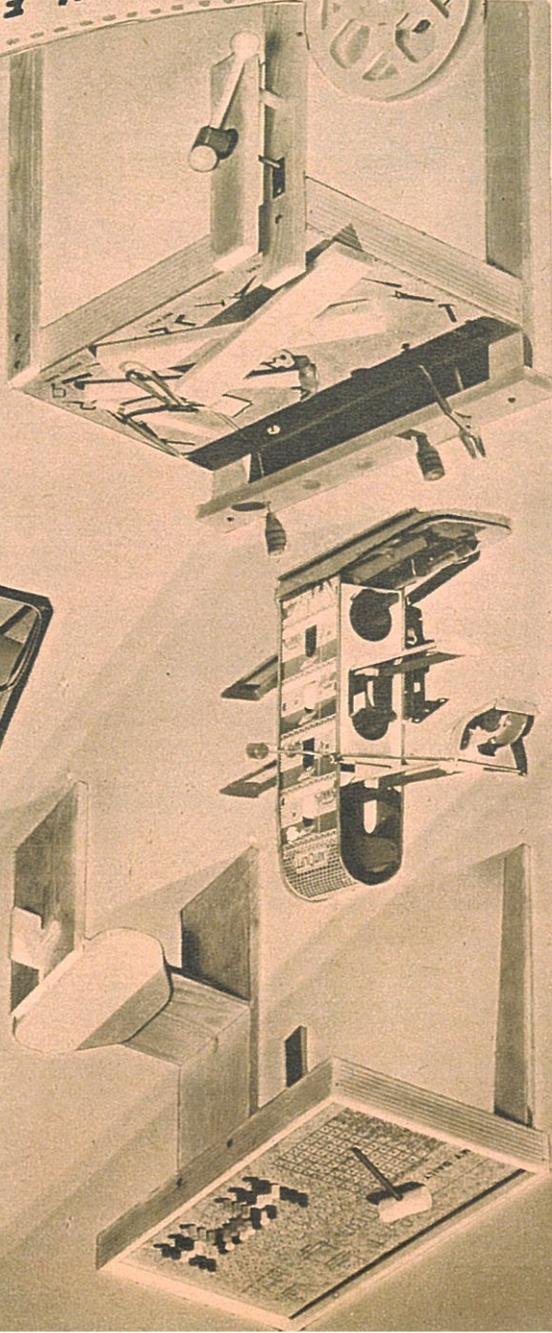
ASK FOR 13BR11

**Own a PICTURE PISTOL**  
Fun? You bet... Comes complete with a 28 frame film, bulb, battery and lens. Sturdily made of heavy blued steel. Carry your "movies" with you. **50¢**

ASK FOR 13BR10



**REEL FUN \* AND NOW FOR SOME**



**3.00**  
ASK FOR 13BR7

**BENCH JIG SAW**  
(operates on 110-120 volt, 50 to 60 cycle alternating current, no oiling.) Billy says, "Fella's, you don't have to be an expert to work it. It's as easy and safe as cutting paper with a pair of scissors." Plated. Study steel construction. Finger-tip control switch. Saw mounted on wood base. 3 extra blades and 5 foot cord.

**1.00**  
ASK FOR 13BR6

**JIG SAW OUTFIT**  
Contains a real Jig Saw with extra blades, sawing board, clamp, supply of Plywood, carbon paper and sand paper, full instructions and sketches on tracing paper. Make many useful articles.

**50¢**  
ASK FOR 13BR5

**PRIMARY MAKIT SET, 85 pieces**  
Includes 17 wheels in 3 colors, 2 sizes of rods in 5 lengths, brass and rubber fittings, press-board windmill blades. Builds airplanes, trucks, merry-go-round, etc.

**1.00**  
ASK FOR 13BR4

**Super Makit Set, 175 pieces**  
With many more pieces than the Primary Makit, including pulleys, a ball with 17 holes and six lengths of rods, this set is a real construction toy. Builds moving crane, boat, swing, etc. **1.00**

**New Active Motion Toys**



**HORSE ON WHEELS**  
 ATTRACTIVELY PRICED  
 "Never a dull moment when Oscar is around."  
 says Ruth. "Mother says this will give you the  
 healthful exercise needed to help build strong,  
 firm bodies." Sturdily constructed with steel  
 frames, mounted on rubber tired heavy steel  
 spoke wheels. Attractive too.  
 ASK FOR 14BR6

**OSCAR**  
*Introducing the Children's Pet*

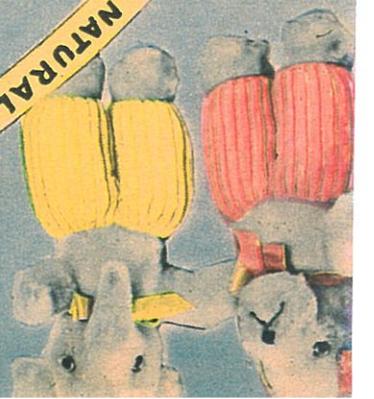
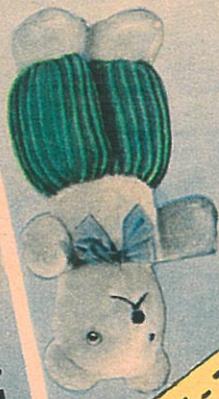
**STANDING AND CUDDLY ANIMALS**  
 1.25 YOUR CHOICE  
 Lots to pick from and you'll love them all! Their  
 expressions are so cute and their eyes twinkle  
 brightly. The dogs bark and the bears growl.  
 The standing animals are kapok stuffed.  
 ASK FOR 14BR3



**STANDING ANIMALS**  
 59¢ YOUR CHOICE  
 Huggable and lovable with their shining  
 twinkling eyes. They have a pretty ribbon  
 around their necks. Full of fun. Cotton stuffed.  
 Dogs bark, cats squeak, bears growl!  
 ASK FOR 14BR2



**BALLOON PANTS ANIMALS**  
 1.25 YOUR CHOICE  
 All dressed up in Push & Chenille  
 Balloon Pants and they're headed  
 straight for your heart! Part fer-  
 tures, adorable rolling eyes. Kapok  
 stuffed and wearing a pretty rib-  
 bon. Voice in body.  
 ASK FOR 14BR1



**TEDDY BEAR**  
 1.25  
 BIG 16-INCH  
 "Lovable Teddy."  
 You'll want to just  
 cuddle him," says  
 Ruth. "He has ador-  
 able part features."  
 Movable twinkling  
 eyes. Cotton stuffed.  
 Movable head,  
 arms and legs.  
 Grows when you  
 squeeze him. Rib-  
 bon around his  
 neck.  
 ASK FOR 14BR4



**STANDING BEAR**  
 2.49  
 Big and beautiful. His "fur" feels  
 so fine and soft, you'd think he  
 were real. You'll love him on  
 sight. Cotton stuffed and he  
 grows. Has big, shining, rolling  
 eyes. Made of Brown and Gold  
 plush. Wears a pretty ribbon  
 around his neck.  
 ASK FOR 14BR5



**THEY ARE SO NATURAL-LOOKING**  
*You'd think they're alive!*

Join the Junior Sewing Circle!



**SEWING SETS IN YOUR CHOICE 25¢**  
CARRYING BOXES

"Aren't these adorable boxes? They're really 'smart' looking," says Huh. Handkerchief Applique Set—Contains needles, embroidery thread, Hosiers Sewing Set—contains table cloth and 4 napkins, embroidery thread, needles, Doll Dressmaking Set—contains doll, cut-out dresses, needles, thread. Boys' Rose Flag Set—contains colored cloth, stars, needles, thread. ASK FOR 15BR4

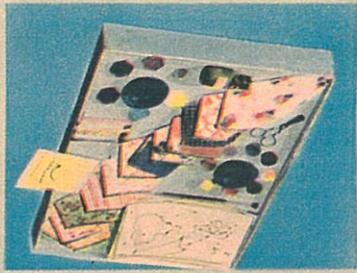


**JEAN DARLING SEWING SET 1.00**

Goah, your dolls will have a candy assortment of good-looking clothes and it's easy, too. Look at all you get—a doll, 6 dresses, 2 nighties, 2 rompers, 1 apron, 5 balls sewing thread, 1 skein yarn, 1 card of 12 buttons, 1 pair scissors, needles, thimble. ASK FOR 15BR3

This adorable Dolly Trunk has a snap-lock drawer in which you can put away dolls' clothes and a compartment to hang dollies' clothes, with card-board hangers included. There are five cut-out dolls, five cut-out pinned dresses for you to sew, needle, scissors, card of different colored threads. ASK FOR 15BR2

**DOLLY TRUNK SEWING SET 59¢**



**COLOR WITH CLOTH 1.00**

"At last a brand new idea in coloring sets. Along with the usual paints and crayons", explains Huh, "this set contains a gay assortment of cloth. Just see how easy it is to make novel things". ASK FOR 15BR7



**LOOM WEAWE TAPESTRY SET 1.00**

You'll have great fun actually making useful articles with the colorful materials in this set. Contains a tapestry frame, a weaving frame with wooden needle, 4 assorted designs (ap- erty outlines, 8 wool skeins, 4 colored sketches to help you. ASK FOR 15BR9



**JEWELCRAFT 98¢**

"It's easy to do and so much fun. Just think, you can make your own beaded tobs, belts, bags, rings, etc. Includes hundreds of colored beads, frame, thread, needles, loom, easy-to-follow instructions and designs. ASK FOR 15BR8



**BEADCRAFT 98¢**

ASK FOR 15BR10



**1.00**

**PAINTING SET**

"Tops", says Huh. You can use luggage type suitcase for carrying books, or clothes. This set contains a big assortment of colored crayons, wood cups of paint, bottles of paint, water pans, pictures to color, a color hint sheet, brush and an artist's palette. ASK FOR 15BR5



**59¢**

**PAINTING SET**

This luggage style paint set is most attractive. It contains an artist's palette, wax crayons, cups of paint, water pan, brush and pictures for you to paint. ASK FOR 15BR6

**1.00**

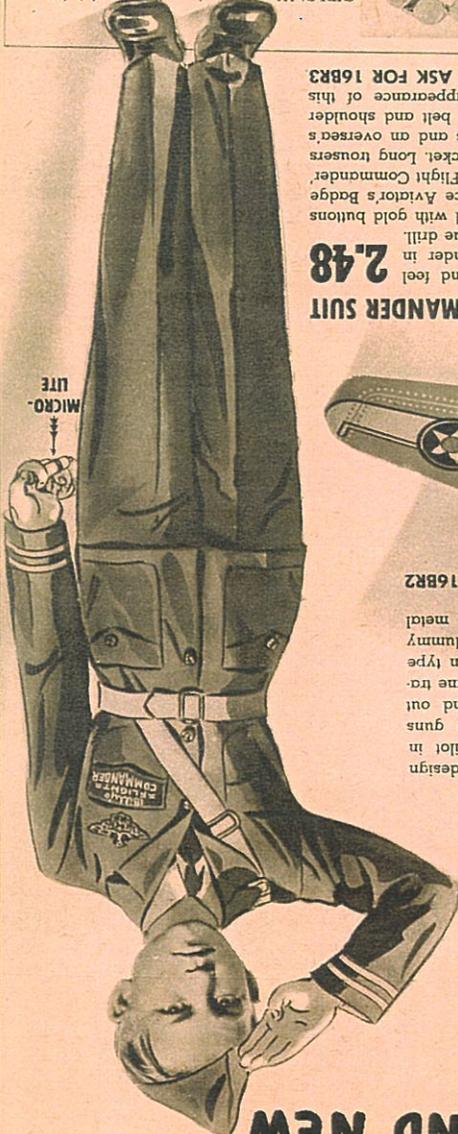
ASK FOR 15BR11

What? Plastics! Billy tells us: Boys and Girls and grown ups too. You'll want to make useful and ornamental things. It develops your creative ability. You have enough plastics in many different shapes and color in this set to make jewel boxes, bon-bon baskets, cigarette and ash trays and a large variety of smaller articles. Tools and supplies and complete instructions for working the plastic are included. ASK FOR 15BR12

**PLASTIC HOBBY KITS 3.00**

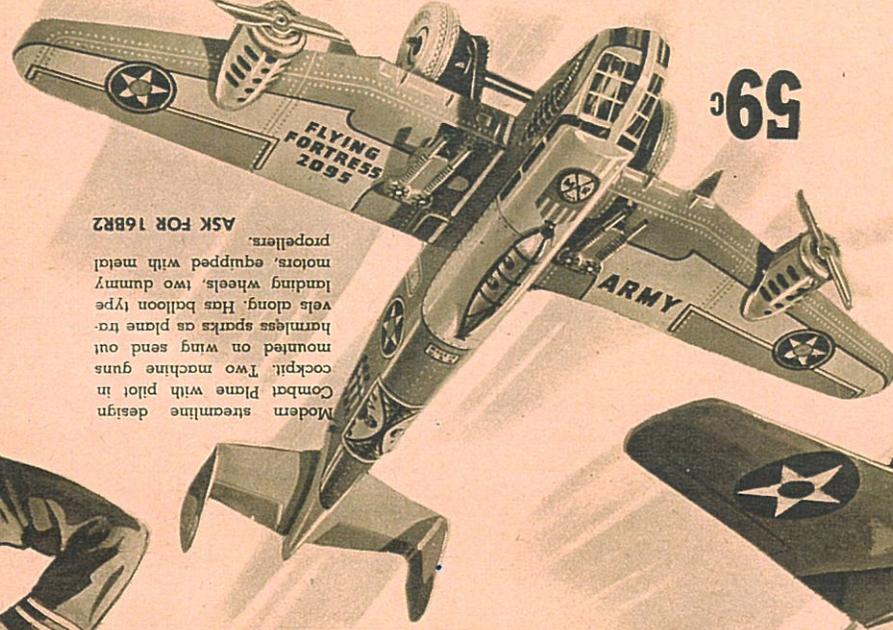
You've enough plastic to make many beautiful and worthwhile articles, such as ash trays, rings, bracelets, dress clips, shade pulls and lots of other things. You'll be the envy, and pride of your friends. ASK FOR 15BR12

# WE Salute THE AIR-BRAND NEW



**RAPID FIRE PURSUIT PLANE**

**59c**



**59c**

**SPARKLING MILITARY AIRPLANE**

Modern streamline design  
 Combat Plane with pilot in  
 cockpit. Two machine guns  
 mounted on wing send out  
 harmless sparks as plane tra-  
 vels along. Has balloon type  
 landing wheels, two dummy  
 motors, equipped with metal  
 propellers.

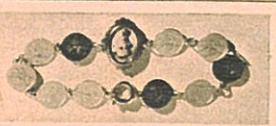
ASK FOR 16BR2

"You'll get the enemy  
 down with this  
 plane," says Billy. It  
 is made of steel and  
 shoots 5 bullets in  
 rapid order. Comes  
 complete with 7 tar-  
 gets, with wooden  
 stands, to shoot at,  
 and 10 wooden bul-  
 lets.

ASK FOR 16BR1

Billy says "You'll look and feel  
 like a real Flight Commander in  
 this neat uniform of dark blue drill.  
 Coat has 4 pockets trimmed with gold buttons  
 and gold braid, with an Ace Aviator's Badge  
 on the left breast and 'Billy Flight Commander'  
 design on the upper left pocket. Long trousers  
 with gold braid side stripes and an overcoat  
 style hat. White leatherette belt and shoulder  
 straps complete military appearance of this  
 outfit."

ASK FOR 16BR3



GIRLS! Wear your favorite Beag's picture  
 in this lovely PHOTO BRACELET. Sale-  
 ty clasp. Send snapshot or photo and 25c  
 in coin or stamps to Billy and Ruth, Box  
 333, Philadelphia, Pa.



**1.00**

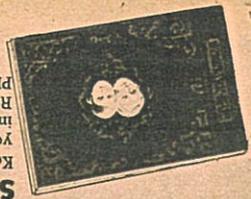
## YOUNG AMERICA ARMY SET This thack!

colored suitcase that looks just like a soldier's knapsack, contains a  
 complete set of cloth chevrons and epaulettes from private to general.  
 Also a set of metal insignias and a book with educational information  
 and interesting facts about our Army. Organize your army and play  
 soldier with added pep—for now you can look the part.

ASK FOR 16BR4

## SCRAP BOOK

Keep a record of all the things  
 you do and see. Send only 25c  
 in stamps or coin, to Billy and  
 Ruth Headquarters, Box 333,  
 Philadelphia, Pa.

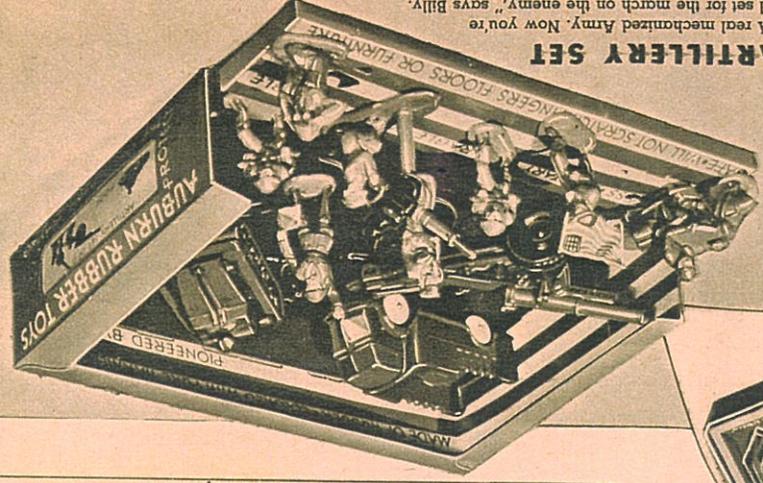


16

## ARTILLERY SET

"A real mechanized Army. Now you're  
 all set for the march on the enemy," says Billy.  
 Set contains 1 each howitzer, motor scout, color bearer,  
 army truck, large tank, anti-aircraft gun, officer, signal man,  
 observer and 2 charging soldiers. Made of rubber, safe  
 and sanitary.

ASK FOR 16BR5



**1.00**

# BLIND BOY WITH THESE ROLLERS!



**SUPERMAN PLANE**  
 "Wind'er up and see 'Supeman' turn the plane completely over in a barrel roll!" "Gosh, he's strong," says Billy. It's a pursuit type plane and has a pilot in the cockpit. Has a strong clock-spring motor.

ASK FOR 17BR1

**59¢**

## AIRPLANE HANGAR WITH PLANE

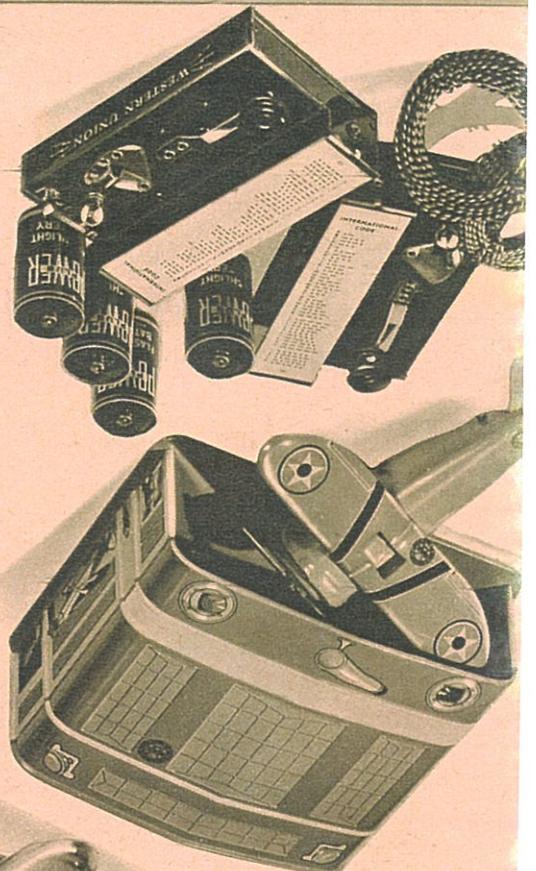
"Here's a dandy steel Hangar with a pursuit type plane included. In case of a storm, your plane will be well protected in the Hangar. This nifty outfit gives you double fun," says Billy.

ASK FOR 17BR2

## RADIO TELEGRAPH SIGNAL SET

"Gosh, fellows, this set is just ideal. It's complete with 2 signal sets each wired for sending and receiving, four Eveready Batteries and 25 feet of wire and instructions. Learn to receive and send messages in the International Code and you'll never have a dull day in your life," says Billy.

ASK FOR 17BR3

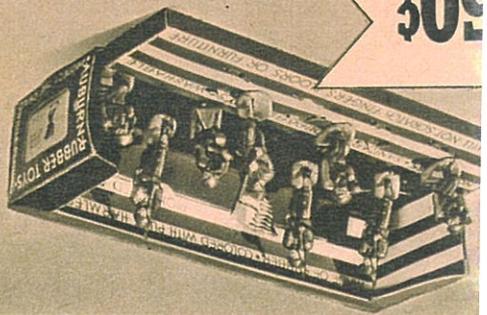


## COLOR GUARD SET

"These soldiers will make a dandy addition to your army. I trench mortar, 3 firing Squadrons, Torpedo Squadron and Observation Squadron." Pick from the Fighting Squadron, Patrol Squadron, Torpedo Squadron, and Observation Squadron.

ASK FOR 17BR4

**50¢**



## MICRO-LITE

The All American Pocket Flashlight. "Now we'll have some light on the subject," says Billy. Air Squadron Inspectors, carry your favorite with you. Pick from the Fighting Squadron, Patrol Squadron, Torpedo Squadron, and Observation Squadron.

**29¢**

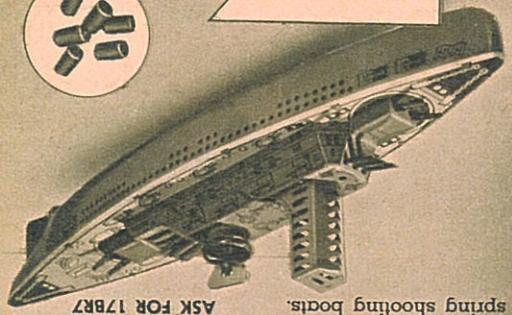


## BATTLESHIP

"Golly, gee," says Billy, "this Battleship will leave you breathless. Watch it as it plows through the water—so graceful, so red-looking. But, best of all, notice how the three guns in the rear turret are sending out explosions of fire, harmless of course, as the ship speeds ahead. Battleship has easy to wind motor which also operates the harmless gun-fire."

ASK FOR 17BR9

**1.00**

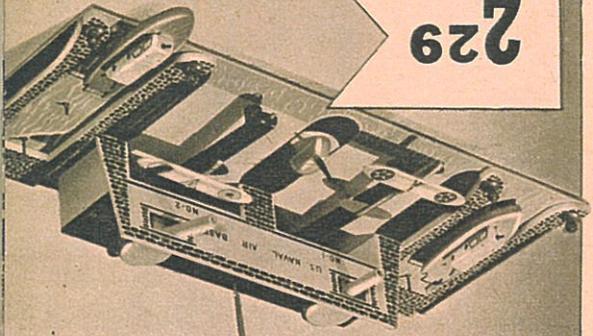


You are Commanding Officer in the Navy and you're ready for your country's defense. This dandy, big Coast Defense is nicely painted and is equipped with 2 shooting turret cannons, 1 anti-aircraft gun, with 2 flying airplanes in spring catapults and 2 spring shooting boats.

ASK FOR 17BR7

## NAVAL BASE

**2.29**



It really performs! Fit the Plane into slot against the spring, press your finger on top of plane tail and it rises in air. Fitted with two flying planes propelled by spring concealed in deck with release, cabin, mast pennants, side & head lights and 2 anti-aircraft guns.

ASK FOR 17BR6

## AIRCRAFT CARRIER



**1.19**

ASK FOR 17BR9

You can get extra Flints when these wear out. Packed two in envelope and easy to fit in.

2 for 1.00



ASK FOR 17BR8

**HALSAM**

**A Banner Name in Safety Blocks . . .**

**ROUNDED CORNERS  
HARMLESS COLORS**

**THE BLOCKS WITH THE GROOVES!**

**PYLOK PLASTICS . . .**

**The Most Beautiful Blocks  
Ever Made . . . And Useful Too**

Lots of play value  
and still practical. Baby  
can use:

- for teething
- for drinking cups
- for play in the sand box
- for play in bath tub
- as colorful feeding sets

**Odorless and taste-  
less and beautiful col-  
ors are harmless in  
every respect. Rounded  
corners and edges for  
safety. Blocks pile and  
interlock! Keep these  
moisture-proof blocks  
sanitary by washing in  
water.**

**SET OF 100**  
SIX . . .  
**SET OF 50**

ASK FOR 18BR1 | ASK FOR 18BR2



Each block  
has a beautiful  
cameo illustra-  
tion of a well-  
known animal.

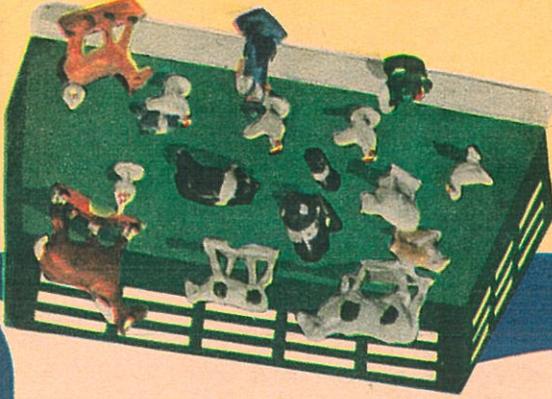


*Build 'em "Hi" . . . Build 'em "Lo"*

**HI-LO BUILDING BLOCKS**

**36 LARGE 100**  
**18 LARGE 50¢**  
**18 SMALL 25¢**  
ASK FOR 18BR3  
ASK FOR 18BR4  
ASK FOR 18BR5

No nails to hurt little fingers. No splinters to worry you. Non-poisonous enamel. Just think, you can build them up as high as you want and they won't tumble. Blocks fit together in ways never before possible for these blocks have grooves in two sides that lock together, two sides have an animal or article, embossed in color, with corresponding name and remaining two sides have the first letter of animal or article.



**FARM ANIMALS 100**

Oh for the fun of life  
on a farm. Made of  
rubber and are wash-  
able. Will not scratch  
fingers, floors or furniture. Set  
contains a Horse, Cow, Colt,  
Call, Milkmaid, dog, turkey,  
duck, goose, sheep, 2 hens, 2  
roosters, 2 pigs, 2 piglets, and  
a real-looking cardboard fence.  
ASK FOR 18BR8

**CHIME HOBBY HORSE**

Helps build sturdy mus-  
cles while providing  
hours of real enjoy-  
ment. Toys will love this  
good looking horse. At-  
tractively painted with  
a natural varnish seat.  
Has chime bells on rear  
wheels. ASK FOR 18BR7



**LOTS OF  
HAPPINESS  
AT A LITTLE  
COST!**

**DIAL-VOICE-FRENCH PHONE**  
Dial your number and hear the  
bell ring and then hear the  
voice say "hello". Has the new  
square base. ASK FOR 18BR6  
*Much better than usual type*

