



You are
now entering
Billy and Ruth's
DOLL TOWN
The
home of America's
most gorgeous
dolls!



MARY LOU and SUELLEN

"Loveliest babies you've ever seen," says Ruth... "Their great big sparkling eyes roll! They wear long flowing organdy dresses, petticoats, diapers and socks, and have a big satin ribbon bow on head. Soft, huggable bodies. They are the same except one is white and the other colored. You'll simply adore them."

Mary Lou
ASK FOR 19BR1

Suelen
ASK FOR 19BR2

GOO-GOO DOLL

"Great, big, gorgeous eyes that roll from side to side," says Ruth. "Her cuddly body is made of percale. She wears a percale coat to match. She wears a ribbon on her head, and matching ribbons on her feet. She can sit up by herself. She's really lovely."

ASK FOR 19BR3



JANE

"A demure little Miss," says Ruth. "She looks shy, but she'll soon make up to you. She wears a pretty dress, with bonnet to match, shoes and socks. You'll love keeping her hair tidy."

ASK FOR 19BR5

BABY PEGGY

"Oh, so adorable," says Ruth... "You'll love her. She has a soft, huggable body and big painted eyes... Wears a pretty dress, with a bonnet to match. She wears baby socks."

ASK FOR 19BR6



DOLLTOWN'S MOST LOVED PETS

CUDDLY BEAR

"A great big cunning fellow, with his great big rolling eyes," says Ruth. "His mouth and nose are made of yarn. He wears a big, perky bow. And he can sit up by himself. He's adorable and Baby will love him forever."

ASK FOR 19BR4

HORSE

"Colossal" says Ruth "He's so proud looking, too. He has a cotton stuffed body, leatherette saddle, bridle and reins... Nicked stirrups. You'll love his flashing big rolling eyes."

ASK FOR 19BR7



**go slow—
or you'll miss
the greatest
doll values
in the land!**

**By order of
*Billy and
Ruth***

"MISS RITZI" DOLLS

"Three little sisters," says Ruth, "and each one so cute you'll have a hard time picking one . . . Each one is wearing a lovely dress, slip, shoes and socks. Two of them are wearing bonnets and one is wearing a ribbon bow in her hair. They have hair, hard body, arms and legs." **ASK FOR 20BR2**



MISS CUTIE

"A baby doll who is really sweet from the top of her head to the tip of her feet," says Ruth . . . "Under her beautiful coat and bonnet to match, she's wearing a lovely dress, slip and undies. She wears shoes and socks. Her beautiful, sparkling eyes go to sleep. She can cry too."

ASK FOR 20BR3



MISS DIMPLES

"She's a heart-snatcher," says Ruth, "tho she looks quite demure . . . She has big, flashing eyes and saucy rosebud mouth, and she can cry. She's wearing a lovely dress, lace trim, bonnet to match, slip, undies, moccasins and socks."

ASK FOR 20BR4



PLUSHY

"So soft and cuddly, you can't resist her," says Ruth. "She has a saucy expression and her big painted eyes give her face a sparkle you'll love. She sits up. She's wearing a lovely bonnet with ribbon tied bow, and she has pretty yarn hair."

ASK FOR 20BR5

By Acclamation! **Miss Ruth of 1943**

"She's so beautiful and so like a real baby," says Ruth. "When she rolls those enchanting eyes of hers, you just won't be able to resist her. She can cry like a real baby too. You'll want to cuddle her soft body close to you and never let her go. She's wearing a beautiful dress with bonnet to match, slip and undies, shoes and socks."

ASK FOR 20BR1





MISS DEBBIE-SUIT

"So pert and saucy and she waves to you," says Ruth. "Her beautiful suit (with pants to match) has long sleeved jacket with fur trim, she wears a tricky hat with fur trim and an adorable fur muff. Wears a lovely blouse." ASK FOR 21BR1



PLAYMATE

"Oh, the winds blowing her dress," says Ruth, "and you can see her lovely legs. Her lovely rosebud mouth is parted in a lovely smile. She has pearly teeth, gorgeous eyes and hair. Wears lovely dress, bonnet to match, undies, shoes and socks." ASK FOR 21BR4

SQUEEZUMS

"This pert little miss was made to love," says Ruth. "Her rosebud mouth is open showing pearly teeth and little red tongue. She's wearing a beautiful dress with bonnet to match, undies, slip, shoes and socks." ASK FOR 21BR2

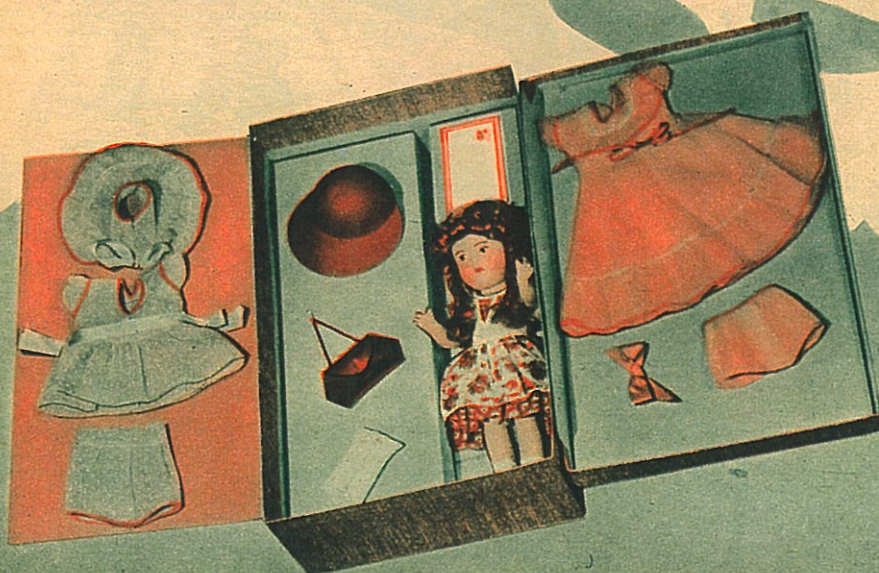


PINAFORE BABE

"Gosh, she's lovely," says Ruth. "She has a soft huggable body. Her big sparkling eyes can sleep. She can cry, too. Wears an adorable pinafore dress, with bonnet to match, undies, shoes and socks." ASK FOR 21BR5

You are now
leaving lovely
DOLL-TOWN
Thank you!

Billy and
Ruth



LITTLE SISTER AND HER WARDROBE

"The sensation of the season," says Ruth, "with her 3 complete outfits. She looks real glamorous in her long, pretty dress, with panties to match and hair bow. She is demure in a lovely street dress with bonnet, and panties, to match. Her every day dress is a pretty one with pinafore, and undies to match, shoes and socks. Has a bonnet, pocket book and extra socks." ASK FOR 21BR3



For Youngsters
who show special
TALENT



1¹⁹

59¢

UNITED NATIONS FORCES

"Lifelike plaster models of Allied Armies," says Billy. "You'll have fun painting them." This set contains 6 standing soldiers, 2 machine gunners, 1 tank, 1 palette with 6 water colors, 1 camel's hair brush, 1 color chart, and complete directions for coloring.

ASK FOR 22BR1

This set contains 4 standing soldiers, 1 palette with 6 water colors, 1 brush, 1 color chart, and complete directions for coloring.

ASK FOR 22BR2



1⁰⁰

50¢

SLATE AND CHALK OUTFITS

"Always a lot of fun," say Billy and Ruth. "You can use chalk or wax crayons on the blackboard." This set contains a big slate blackboard in wooden frame, a large assortment of wax crayons, white and colored chalk sticks, very large quantity of stencils, colored cardboard, 2 printed ABC charts and a big eraser.

ASK FOR 22BR4

This set contains a slate blackboard in wooden frame, an eraser, a lot of colored and white chalk, wax crayons and stencils, quantity of white paper and a printed ABC chart.

ASK FOR 22BR5

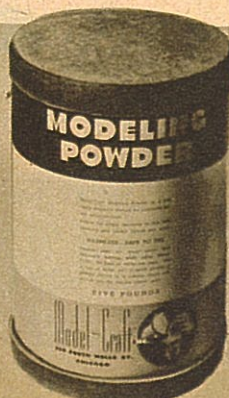


2⁰⁰

This set contains 5 Animals, Brer Rabbit, Penquin, Brownie the Bear, Ducky Wusky and Sheep, palette and paints, mixing dish, paint brush, spoon, can modeling powder and puff.

ASK FOR 22BR3

*Easy —
and Safe
to Use!*



50¢

5 POUND CAN OF MODELING POWDER

You'll need extra powder, after you once get started making these various models

ASK FOR 22BR6



1⁵⁰

This set contains 4 molds, Drummer Boy, Little Girl . . . "Toby" the Cat, "Bingo" the Peke, mixing dish and spoon.

ASK FOR 22BR7

for young Americans with
that **PIONEER** spirit



AMERICAN BRICKS

Bricks are grooved so that they fit together easily. Easy instructions come with each set.

OVER 400 PIECES **250**

OVER 200 PIECES **125**

OVER 100 PIECES **65¢**

Dear Pals:

Maybe your storekeeper won't have any American Brick and American Log Sets when you visit him. Just in case he hasn't, why, don't be sore about it. We aren't going to get all we'd like to, but we kids are going to show the grown-ups that we can "take it" too, and be satisfied with whatever we can get.

Your pals forever,
Billy and Ruth

AMERICAN LOGS

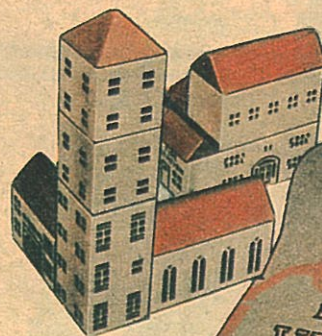
These logs are rough stained in natural, harmless colors. Easy instructions come with each set.

200 PIECES **250**

86 PIECES **125**

63 PIECES **65¢**

Young
Builders!
**MAKE YOUR
OWN**
Dream Town



119

VILLAGE BLOCKS

Young Builders will have a grand time making realistic houses, churches, and other Buildings with these blocks. The white pine blocks have entrances, windows, etc. marked in blue with bright finished roof pieces of many shapes and permits the building of our own little village of many buildings.

ASK FOR 23BR1



A Real

KIDDIE FASHION SHOW

"You can have a real fashion show of your own," says Ruth. "The doll has a beautiful hand painted face. Her hair is made of cotton. She has a silk evening gown, cotton party dress, sports costume with arms attached, and different neckpieces and head wear. You'll have lots of fun with this outfit."

200

ASK FOR 23BR2

**YOU CAN'T HAVE TOO
MANY BOOKS! Billy**



**THERE'S HAPPINESS IN
EVERY BOOK! Ruth**

REALLY TRULY PAPER DOLLS

Set of four lovely Paper Doll Books. Just think, you have 15 Dolls and ever so many pretty dresses and things for them, all in beautiful colors.

ASK FOR 24BR1

29¢ A SET

RUB-A-PENCIL BOX

Here's a set of three clever books. Rub a pencil on the "blank" pages and surprise pictures will appear. Books also contain pages for you to color.

ASK FOR 24BR2

29¢ A SET



PICTURE STORY BOOKS

For the Tots. Large, colorful, cloth-like story books the kiddies all love. 12 beautifully colored pages in each Book.

ASK FOR 24BR3

YOUR CHOICE **10¢** EACH



BOOKS

Fast-moving, thrilling, inspiring stories for boys and girls. Written by famous authors. Encourages the habit of good reading. Cloth bound, printed in large, clear type, attractive bright colored covers. Some of the titles: Flying the Coast Skways, Wings Over England, Doris Force at Barry Manor, etc., etc.

ASK FOR 24BR4

YOUR CHOICE **35¢** EACH



Inform



YOUR CHOICE

BOOKS

These stories have been loved by children for generations... They are exciting, inspiring, beautiful stories. They're cloth bound, printed

ESS PATTERNS
his own Doll Dress
tern for 10c in
amps or coin.
ainable only from
ly and Ruth, Box
Philadelphia, Pa.

**BOOKS ARE CHRISTMAS
GIFTS THAT LAST!** *Billy*

**YOU NEVER FORGET
CHILDHOOD TALES!** *Ruth*

STORY BOOK BOX

Set of five adorable story books with picture illustrations, and the front and back covers are in colors. You can color the illustrations. Each book has 16 pages and cover.

ASK FOR 25BR1

29¢ A SET



WET THE BRUSH BOOKS

Just dip the brush in water, go over the pictures and you'll bring out all the lovely colors. Works like magic. Set contains 4 Books.

ASK FOR 25BR2

29¢ A SET

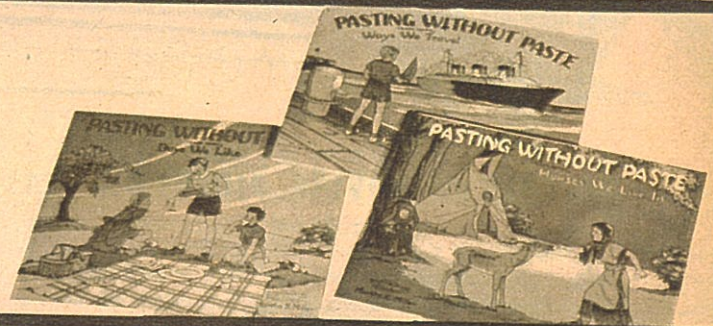


PASTING WITHOUT PASTE BOOKS

Set of three Books. An easy way to make beautiful colored pictures, using only a wet sponge or cloth. NO Paste. Really amusing and kiddies will love it.

ASK FOR 25BR3

29¢ A SET



ACTIVITY BOX

And it's just that! Everything a child wants: books to paint, dot games, puzzles, and oh, so many things to keep little hands busy and hearts happy. Ten big books in an attractive gift box.

ASK FOR 25BR4

59¢ A SET



*ation
Please!*

59¢ EACH

on excellent paper in large, clear type. Colorful, attractive covers. Well-known authors. Some of the titles: An Old Fashioned Girl, Black Beauty, Jo's Boys, Treasure Island, etc.

ASK FOR 24BR5



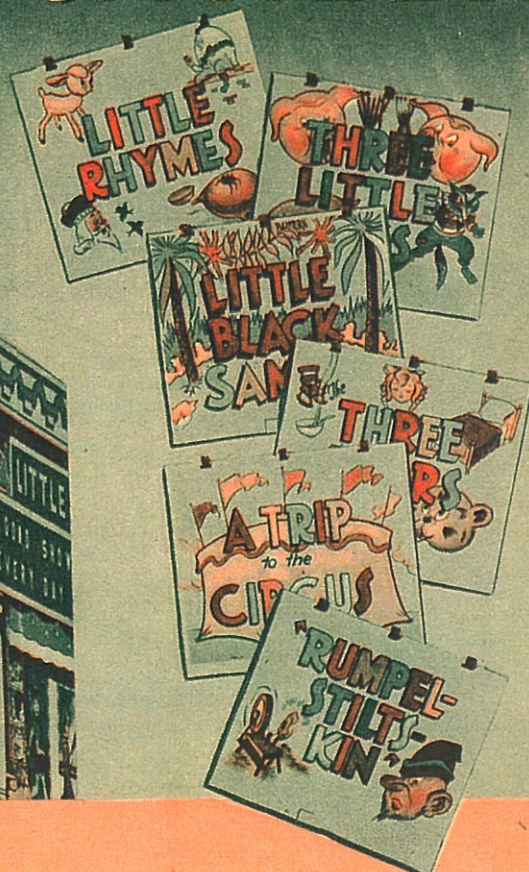
You'll want this BILLFOLD. A dandy wallet with your name on it for only 25¢ in stamps or coin. Write to Billy and Ruth, Box 333, Philadelphia, Pa.



give 'em a "CAREER"



**PUSH THE STICK –
and THE PICTURES
CHANGE!**



PLAYETTE MOVING PICTURE THEATRE

Presto! Push the lever to and fro, Story Pictures come and go! What fun! Your favorite story books in color moving pictures. Theatre comes complete with "double feature" story book, cut-out, standup characters, admission tickets and easy instructions.

ASK FOR 26BR1

1.49

EXTRA "DOUBLE FEATURE" BOOKS

Your Theatre will prove such fun that you'll want to get extra features for it. You and your friends will be delighted with your own movies.

ASK FOR 26BR2

1.00

See your favorite comics
come to life before
your eyes!



98¢

TINYTOWN THEATRE

"Gosh, is this awful cute," say Billy and Ruth. "You take your favorite comics from the daily paper, paste them up on cardboard and put them in the slots in the back of the theatre and then you pass them across the screen." The inside of theatre is filled with cut-out patrons.

ASK FOR 26BR3



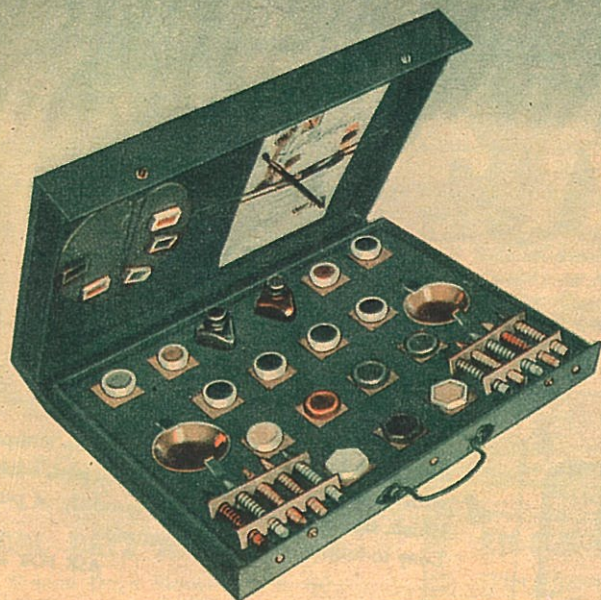
98¢

BIG TOP CIRCUS AND CARNIVAL

"Oh, gee, kids, will you have a time with this!" say Billy and Ruth. "Just think, there's a large animal cage that rolls, merry-go-round that revolves, ferris wheel that turns, acrobatic platform with acrobats that swing, two animal freak cages that roll, and clown, and animals."

ASK FOR 26BR4

For Christmas - say Billy and Ruth



PAINT SETS

"Not only is this a dandy paint set . . . but look at the beautiful carrying case it comes in," says Ruth. "There's a wide assortment of paints, palette with paints, brush, 2 water pans, pictures to color and color hints sheet". Illus.

ASK FOR 27BR1

"This set is like the big one, excepting, of course, you get less materials," explains Ruth. "It's just grand for the 'beginner'".

ASK FOR 27BR2



PAINT SET

"You need this beautiful, complete Paint Set, to bring out all your talent for the arts," say Billy and Ruth. "There's ever so many paints, crayons, stencils and assorted pictures. Then you also get 2 glass mixing jars, a mixing tray and 2 camel's hair brushes."

ASK FOR 27BR4



COLOR-ART

"The Magic No Brush Paint Set", exclaim Billy and Ruth. "Color-Art can be used on paper, glass, wood, and so many things. The colors are washable . . . You can create ever so many beautiful and artistic designs. Hard? Not at all. It's as simple as A-B-C"

ASK FOR 27BR3

CLAY MODELING SETS

"For hours of real enjoyment," say Billy and Ruth, "you must own a modeling set. You can make ever so many things, and you can remould the clay over and over." Set contains 12 very large colored bars of modeling clay, 11 moulds, plastic pieces in cellophane bag, large clay roller, 2 sculpture sticks, quantities of wood dowels and instruction sheets. Illustrated.

ASK FOR 27BR5

This set has 12 large, colorful bars of modeling clay, 9 moulds, 1 wooden clay roller, large sculpture stick, quantity of wood dowels and instruction sheet.

ASK FOR 27BR6

