

America's Famous Toy Children"

BILLY

REG. TRADEMARK

AND

RUTH

1957

Billy

Ruth



Our Dear Little Friends,

This is truly your toy book! In it we put pictures of all the toys we thought you'd like best after reading the letters you sent to us. We described each toy, too, and then sent it on (with your letters) to Santa.

Was he tickled! He decided to publish it—and here it is, sent to you by your good friend, and ours, your Billy and Ruth dealer!

The toys are the "last word"! They're made by America's most famous manufacturers!

So that grown-ups like Mom and Dad will know whether they're "just right" for you, we marked each toy for the age group that usually likes it best.

Your good friends,
Billy and Ruth

P. S. BE SURE TO FILL IN THE COUPON ON PAGE 2 AND SEND IT BACK TO US SO THAT WE CAN BE GOOD FRIENDS AND WRITE TO EACH OTHER.

FENSTERMACHER'S TOYLAND

Use Our Lay-Away Plan

Phone OV 3-6241

KUTZTOWN, PA.



*An Open Letter to
Our Thousands of
Friends Everywhere*

Dear Little Friends:

For many years we have been receiving letters from you and just love writing back to you. We hope you will join our friends and send in the coupon below.

When you write to SANTA CLAUS send it to us at Box 333, Phila. 5, Pa. and we'll send it to him right away.

If you want to receive the first three issues of our new BILLY and RUTH MAGAZINE send 25¢ in coin or postage to us and we will make sure you get them.

Your good pals,
Billy and Ruth



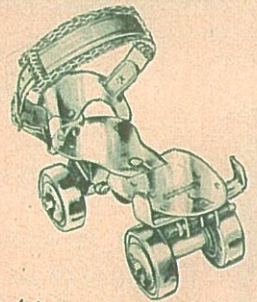
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Every boy will want to use the same glove Billy uses!

BILLY GLOVE (5 years and up)

Wow! A real neat top grain cowhide leather fielder's glove. Built in moulded pocket inner greased. Hinged pad, wide web, inner laced at fingers. Ask for 2BR1

The first love of boy and girl!



ROLLER SKATE (4 years and up)

For boys and girls! Ruggedly constructed for smooth speed! Extra high heel back hugs heel. Two-piece leather strap. Almost like flying! Ask for 2BR2



You'll want one!

19.95

TYPEWRITER (7 years and up)

A nifty typewriter for junior businessmen. Type your school compositions and letters! Takes standard size letterhead. 84 letters and numbers. Ask for 2BR3

Dear Santa:

I sure would love to have you leave these under my tree:

_____ page _____
 _____ page _____
 _____ page _____
 _____ page _____
 _____ page _____
 _____ page _____
 _____ page _____
 _____ page _____
 _____ page _____

Send to us at Box 333, Phila. 5, Pa., before December 10, and we'll send it to Santa by special messenger!
BILLY & RUTH

Cut out and send to Billy & Ruth, Box 333, Phila. 5, Pa.

My Name Age

Address

Name of Dealer

Address