



"America's Famous Toy Children"

BILLY AND RUTH

REG. TRADEMARK

1958

FENSTERMACHER & SON

270 WEST MAIN STREET

PHONE OV 3-6241

KUTZTOWN, PA.



Member Liberty Retail Stores, Inc.

NEW! EXCITING! BILLY AND RUTH'S FIND THE WORDS CONTEST!



WIN A PERSONAL TELEPHONE CALL FROM BILLY OR RUTH AND A MYSTERY PRIZE TOO!

FUN AND EXCITEMENT!

THROUGHOUT OUR 1958 BILLY and RUTH BOOK THESE WORDS ARE HIDDEN

Always - Buy - Toys - Approved by - Billy and Ruth

The first word, *Always* is on page 33. Now—you find the rest!

HERE'S ALL YOU DO TO ENTER!

- 1 Look over each page carefully. Find the words of our slogan.
- 2 After finding each word, print it carefully and plainly on a white sheet of paper and give page number where it was found.
- 3 Include your name, address, city and state and dealer's name and address on your letter and mail to: BILLY AND RUTH "FIND THE WORDS" CONTEST, BOX 5737, OLNEY STATION, PHILADELPHIA 20, PA.

Look at These Prizes You Can Win

1. A personal telephone call from Billy or Ruth to congratulate the 100 winners.
2. An exciting mystery prize too!

RULES—All entries will be judged on correctness, neatness and originality of presentation. Decision of the judges will be final. Entries must be postmarked no later than Dec. 30, 1958 and they become the property of Billy and Ruth Promotion,

Inc. Entries limited to residents of the continental United States (including Alaska and Hawaii) and is void in any state, county or municipality where such an offer is prohibited or taxed.

Don't Miss the Billy and Ruth GRAND DRAWING!
See pages 23, 24, 25!

BILLY AND RUTH'S SPECIAL "TREATS" FOR THEIR FRIENDS

When you're entering our contest you might like to send for these exciting "TREATS"! Here's how you can get them. Simply mark down the names of the "TREATS" you want, and enclose 25¢ (no stamps) for each one. Print your name and address,

city and state, and your dealer's name and address and mail to: BILLY AND RUTH "TREATS," BOX 5737, OLNEY STATION, Philadelphia 20, Pa.



ADDRESS BOOK AND PEN SET
A real address book, with plenty of room for your friends' names PLUS a genuine ball point pen!



CARTOON BOOK
Billy and Ruth's own Cartoon Book, check full of exciting things for you to do!



DRAWING BOOK
An easy way to learn how to draw. Shows you how to draw figures, dogs, cats, etc. Will help with your school work!



RUTH'S RAIN BONNET
All plastic—will keep your head and neck dry!