



AMERICA'S FAMOUS TOY CHILDREN

1961

Billy and Ruth



SHUCKER

Fenstermacher & Son

270-274 W. MAIN STREET

Phone: OV 3-3541

KUTZTOWN, PA.

Member *Liberty Retail Stores, Inc.*
FRIENDLY AND COURTEOUS SERVICE

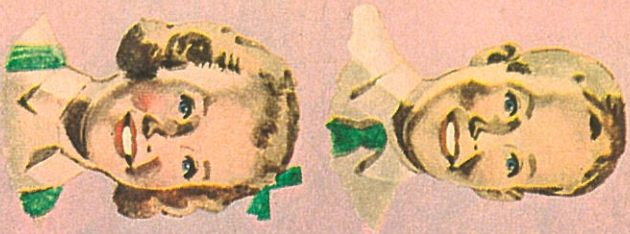


1961

Bulk Rate
U. S. Postage
PAID
Permit No. 15
KUTZTOWN, PA.

STAR ROUTE BOXHOLDER
P. O. BOXHOLDER
RURAL BOXHOLDER, LOCAL
ONE FOR EACH FAMILY

**A MESSAGE TO
YOU FROM YOUR
FRIENDLY
BILLY AND RUTH
DEALER!**



Dear Friend:

Shopping at home for the little people in your life can be fun and easy. We've tried to show every toy in our 1961 Billy and Ruth toy selection as clearly as possible and to keep the description brief and factual. Once you've looked through the book, feel free to come in and browse and see the toys in three dimension. We are here to help you make your selections should you want suggestions, or to let you "look around" alone, if you'd rather.

Ask for a copy of our free Toy Buying Guide. It will tell you the age groups for which a toy is suited and offer gift ideas for the child you have in mind. Ask, too, about our current prices. The prices in this book, in most cases, are those suggested by the manufacturers. In some places of the South and West prices may be slightly higher.

Our 1961 Billy and Ruth contest is outstanding (see pages 20 and 21)! I would like to point out that if your child sends in an entry blank obtained from our store, rather than the one in this book, we will have forwarded to him two vinyl bicycle flags. So take an entry blank home — or send your child in for one.

Read all about the free letter from Santa below. Ask us for an official SANTA'S LETTER coupon. When you see the joy a letter from Santa, personally addressed, brings to a youngster, you'll know it was worth the effort.

Our highest aim is to be of service to you — our customer, friend and neighbor. We hope you enjoy this shopping guide as much as we enjoyed bringing it to you.

Sincerely,

Your Billy and Ruth Dealer

**SANTA CLAUS WILL SEND A LETTER
TO HIS LITTLE FRIENDS
from his home in Santa Claus Land, Ind.**

Your Billy and Ruth Dealer asked Santa to write to each of his little friends whose names are sent to him. Ask your Billy and Ruth Dealer for an official Santa's Letter coupon, paste onto Government postcard, fill in all required information and mail to:

Billy and Ruth
Santa Claus Land
Box 36, Santa Claus, Ind.

Or, take a Government postcard and print clearly on it the following information: Child's name, address, city, zone, state, dealer's name, address. Send to the address above. No letters will be accepted. Only one child's name may be put on each postcard and coupon.

Ask Mom and Dad to take you to Santa Claus Land for your vacation! It's a gay funland for children, open from Easter Sunday to New Year's Day.

