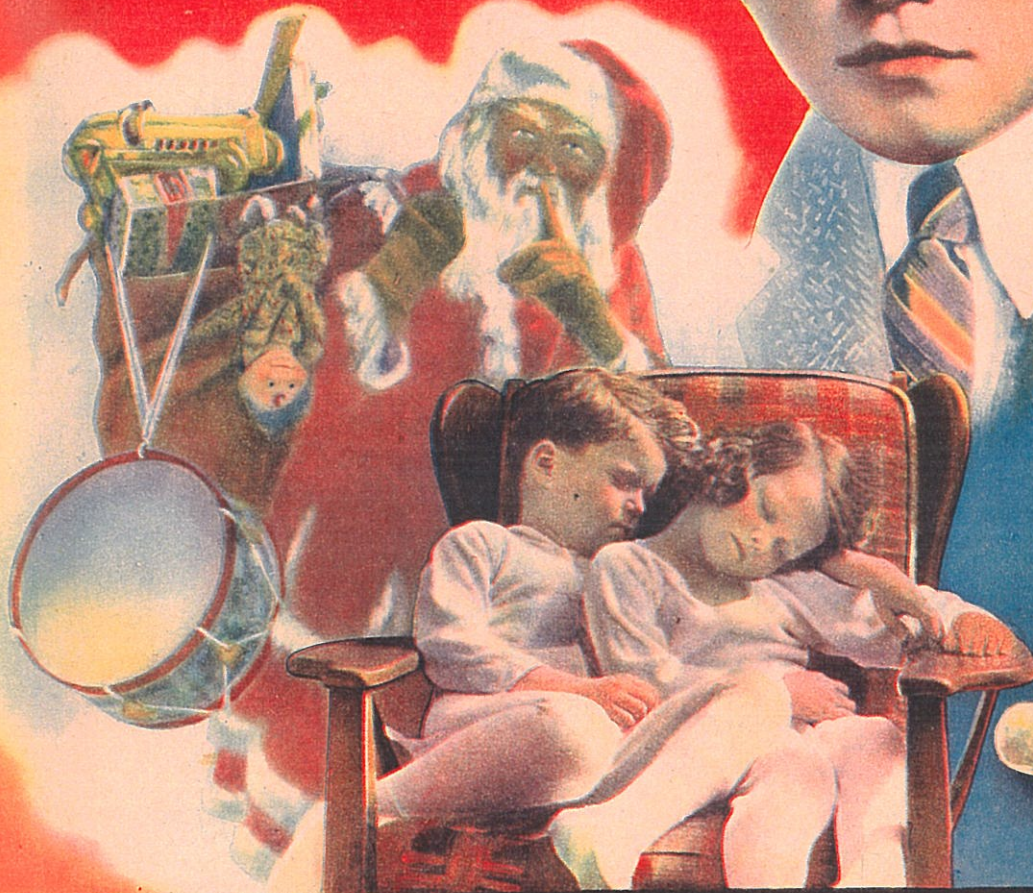


# Billy and Ruth

REG. U.S. PAT. OFF.

## 1938 BOOK OF TOYS

MAKES THE DREAM OF EVERY  
BOY AND GIRL COME TRUE!



**10,000  
PRIZES**  
for Boys and Girls  
of America  
SEE DETAILS  
**BILLY AND RUTH  
PRIZE CONTEST**  
PAGES 38-39-40

1938

# KIEWEG-PETERS COMPANY

## Kewaunee and Luxemburg



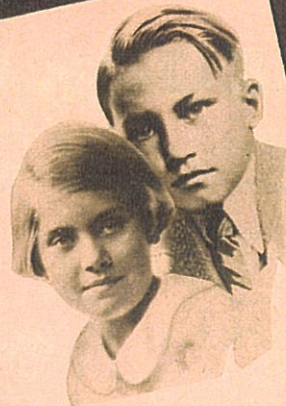
**CHRISTMAS GIFTS FOR THE ENTIRE FAMILY AT THIS STORE**

# Boys and Girls, HERE'S A PERSONAL MESSAGE FROM . . .

## Billy and Ruth

Reg. U. S. Pat. Off.

BOX 333  
PHILADELPHIA, PA.



To all our friends,  
Everywhere.

We have the best news for you.  
It's about our trip to Santa's North  
Pole Workshop. We wish you could have  
been with us to see all the swell toys  
Santa is getting ready for all you girls  
and boys to make this the best Christmas  
ever.

Santa knew you'd want to know all  
about the new toys and games and dolls  
and things he's making, so we're show-  
ing them here in our book.

Pick out those you like best and  
show the pictures of them in this  
book to Mother and Daddy. The  
store whose name is on the cover of  
this book wants you to come in  
and see these and all the other toys  
they have.

Your friends,  
Billy and Ruth

P.S. Be sure to enter our big  
Prize Contest. See pages 38, 39, 40

