

"America's Famous Toy Children"

BILLY AND RUTH

REG. TRADEMARK

1955



FENSTERMACHER'S TOYLAND

Use Our Layaway Plan

Phone 6241

Kutztown, Pa.



Dear Pals,

Gee willikers! Do we have a double header for you this year — a super Billy and Ruth Book, chock full of toys you'll love — and the best contest ever! Over 1000 prizes!

Want to take your Mom and Dad on a trip? Well, you can because the first prize is a trip by Pan American World Airways to Puerto Rico and the Virgin Islands. And all expenses are paid for the three of you!

And there are PONIES, and BURROS, and BICYCLES and 1000 other fun-packed toy prizes. And boy — what an easy contest! See the back cover and enter now.

Golly, you should see the letters and postcards we got from Connie Hensley when she was in Paris and London. Connie won first prize in last year's contest and we waved goodbye to her, her Mother and her Aunt Ruth when they left Idlewild Airport for their big trip. We were almost as excited as they were! Connie lives in Baltimore, Md.

We love the letters we got from the other prize winners too. And what a thrill when we get those letters that you write to us all through the year! We read every one of them and save them too. Don't forget to write to us this year!

Your friends,

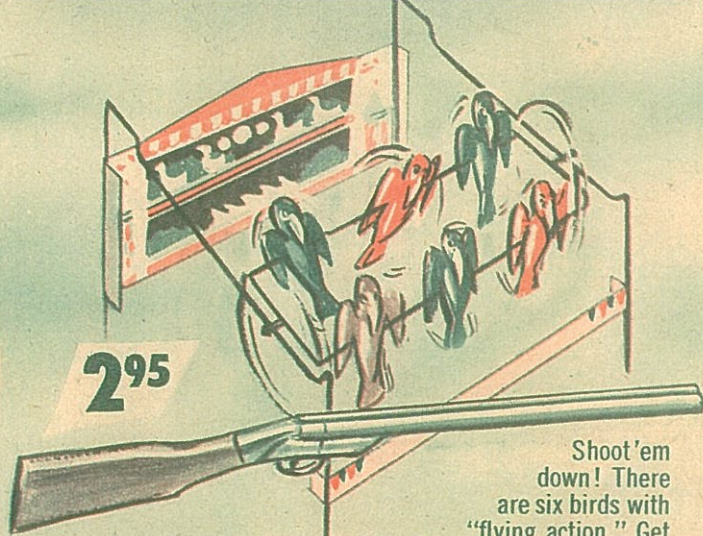
Billy and Ruth



395

AUTOMATIC SUPER SMOKER

Man alive! Harmless "man-size" 35 inch rifle shoots smoke and loudest noise yet but never needs ammunition. Air rifle styling, lever-action. "Don't miss it," says Billy. By Daisy. Ask for 2BR3.



295

DOUBLE GUN ACTION SHOOTING GALLERY

Shoot 'em down! There are six birds with "flying action." Get 'em with your 21 inch steel double barrel target gun, 10 corks. Colorful steel gallery. By Daisy. Ask for 2BR1.



695

"PROSPECTOR" HOLSTER SET

Something brand new in Junior cowboy gear! Detachable unbreakable canteen in special holster. Genuine leather adjustable belt, holsters, bullets, "Texan Jr." pistol. By Daisy. Ask for 2BR2.



295

"ANNIE OAKLEY" HOLSTER SET

Be Annie Oakley's deputy! Something brand-new for girls—holster set in blue leather with suede leather fringes on holster and bullet holder. Annie Oakley design on adjustable belt. Tex pistol. By Daisy. Ask for 2BR4.