

"America's Famous Toy Children"

BILLY AND RUTH

REG. TRADEMARK

1956

Billy

Ruth



FENSTERMACHER'S TOYLAND

USE OUR LAYAWAY PLAN

PHONE 6241

KUTZTOWN, PA.

HEY KIDS! 10,000 PRIZES IN OUR BIGGEST CONTEST EVER!

**TWO GRAND PRIZES! FOR A BOY WINNER, A GIRL WINNER
AND ONE PARENT OF EACH . . . ROUND TRIP FLIGHTS TO
TUCSON ABOARD A FAMOUS AMERICAN AIRLINES FLAGSHIP
AND SEVEN EXCITING DAYS AT THE 49er's RANCH**

A Real Dude Ranch . . . All Free!

And 10,000—yes, ten thousand other prizes including bicycles, pool tables, dolls, trucks, roller skates, games, holster sets . . . every toy imaginable!

Fly by **AMERICAN AIRLINES**

OH BOY! Friends, this is our greatest Billy and Ruth Contest ever. And easy as ABC. All you do is read the list of toys below and turn to the pages on which each is found in this book. Study each one and decide which one you would like to trace and color.

FOLLOW THE EASY RULES ON PAGE 41. There are so many prizes you can hardly lose!

And there are **TWO GRAND PRIZES!** One for a boy and one for a girl and each winner can take one parent free! Imagine yourself on a big, four engine, 365 mile-an-hour American Airlines Flagship headed for the Old West! Next thing you know you'll be leading the life of a real cowboy and cowgirl at the 49er's RANCH (Route 2, Box 811, Tucson, Arizona) for 7 thrilling, fun-packed days and nights. Sleep in a bunk house, eat on a chuck wagon and ride the range on a horse! There will be 'round the fire singing too, accompanied by a cowboy strummin' a guitar. Can't you taste those marshmallows now?

And look at all the other prizes you can win!

HERE'S THE LIST OF TOYS. TRACE AND COLOR ONE

	PAGE		PAGE
International Airport Set	47	Rocketribe	41
Pool Table	36	Humpty Dumpty and Clown Pop-A-Part Targets	36
Golden Banjo	10	Suburban Pumper	18
Wyatt Earp Double Holster Set	12	Toy Electric Iron	44
"Baby Sandy" Doll	5	Indian Chief Combination Set	12
Special Delivery Motor Scooter	17	Electronic Cannon	25
Mr. and Mrs. Potato Head and Pets	29	"Highball" Train Game	8
Navy Fighter Bomber	7	Billy Butts	22
Automatic Skeet Shooting Game	8	Pops and Lolli Pops	17
Slinky	39	Thimk	24
Toy Violin	39	Mr. Wiggles Cowboy	34

Write to Billy and Ruth Club, Box 333, Philadelphia and learn all about our Billy and Ruth Club.

