

BILLY AND RUTH

REG. TRADEMARK

"America's Famous Toy Children"

1952

24

December



Billy

FENSTERMACHER & SON

Kutztown's Toyland

270-274 W. MAIN STREET

Kutztown, Pa.

Phone 6241



Ruth

HI KIDS!



We have the most wonderful selection of toys that you've ever seen this year.

There's something we want you to remember. Our government has had to put price controls and regulations on everything, including toys; all through our book, prices were correct when we started to print it, there may be some that are changed by now . . . or your dealer may not have a certain toy in stock at present. But, shucks, we know you'll understand. Your dealer is only trying to be a good American, and with all the toys we've packed in our new book you'll have fun making two or three choices anyway.

Thank you for your thousands of letters, have a wonderful Christmas and New Year, and go to see your dealer whose name is on the front cover, he'll be happy to see you.

Yours truly,

Billy, Ruth, Terry

PLASTIC DOLLS

Made of washable plastic, in combinations of solid colors, with decorative designs screened in brilliant colors which will not rub or flake off. Paints are not injurious to children. Seams are sewed with overlocking stitch. The clown doll and the four-legged elephant have clown hats and ruffles. The Pirate is complete to boots, hat and scarf. By Rushton. Ask for 2BR1.

195
Each



PLUSH DOLLS

Soft, cuddly, lovable, plush animals. Bright as sunshine colors and cute as the dickens. They are all real "friends" for any little tot. By Rushton. Ask for 2BR2.

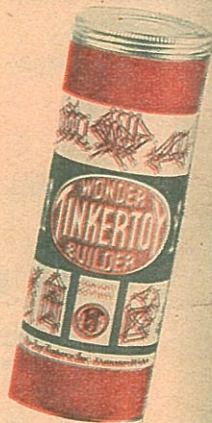
195
Each



TINKER TOY

With this grand building toy you can spend many happy hours. There are lots of different and interesting things to make, and it's easy with the ninety smooth white birch parts. 8 windblades, 1 direction sheet. By The Toy Tinkers, Inc. Ask for 2BR6. "Other numbers too."

118



THREE LITTLE KITTENS THE THREE BEARS THE THREE LITTLE PIGS

149

Made of soft durable plastic. Squeeze 'em and they squeak! Gayly colored, just like in the story books. Absolutely harmless. By Plastic Art. *Each set of 3*



ASK FOR 2BR3

ASK FOR 2BR4

ASK FOR 2BR5

IF YOU HAVE ANY PROBLEMS, PLEASE WRITE US AT P. O. BOX 333, PHILA. 5, PA. WE'LL ANSWER YOU RIGHT AWAY.

The Famous Ruth Doll



Just made for you!
with miracle hair—20 inches tall

*pitter-patty
heart beat*

Now you can have your own Famous Ruth Doll. The absolute ultimate in realism. In addition to her soft, flexible realistic Vinyl plastic body, head, arms and legs, her "Miracle Hair" of Saran is the nearest thing to growing hair that could be imagined. Each single fibre of hair actually penetrates the scalp and is firmly anchored in the head. This new and revolutionary method of attaching doll's hair not only makes the doll look more real—but is permanently attached and lends itself to a vast variety of hair-dos. Of course, it can be washed, combed, curled and waved, put up and taken down time after time without hurting it. "Ruth" can be washed with soap and water, powdered and perfumed. She has lustrous sleeping eyes with real lashes. Coo voice. Arms jointed at the shoulders and a swivel head which can be tilted or turned in any direction. Her hair is tied up with a large satin hair ribbon. She is dressed in luscious crisp ninon with lace or embroidery trimming. Has knitted cotton panties, cotton slip, shoes and stockings. She comes complete with plastic curlers for putting up her hair. And that's not all! She has a Pitter-Patty heartbeat. No wind-up, no electricity, no batteries, nothing mechanical, just an adorable heartbeat which makes Ruth the nearest thing to a living companion that a little girl could have. The heartbeat device is built into the doll. It makes a rhythmic, tick-tock sound which can be heard plainly. The slightest movement of the doll keeps the device working indefinitely. There are practically no working parts to wear out. Ask for Ruth. 3BR1.

Miracle Hair

All Vinyl

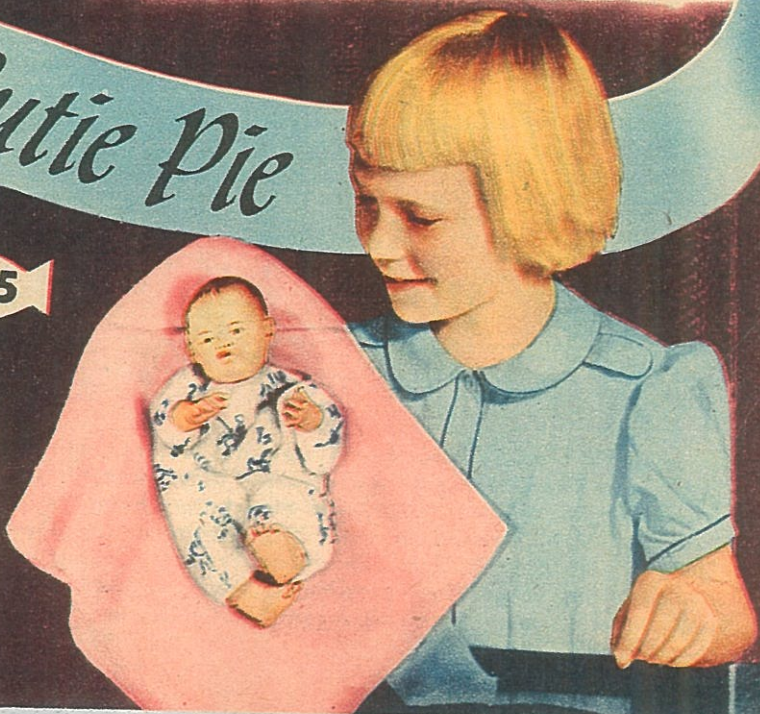
Full 20 inches

995

Cutie Pie

195

A lovable, "live" baby WITH REAL VOICE. "Finger tip" action. Cries. Each "Cutie Pie" comes with its own blanket, beautifully embroidered, soft and washable head, hands, and legs made of vinylite material, just like real skin. Hand painted, non-toxic. By National Mask & Puppet. Ask for 3BR2.



On Mommy...

**THEY LOOK
SO REAL!**

Gorgeous
18 inch
REAL BEAUTY

4⁹⁵

Sharon chooses this one and takes "oh such perfect care" of her. She's made of a fine latex material, filled with foam rubber and she coos like a real baby. Her head is a hi-grade vinyl product and watch her moving eyes and lashes!

She has the sweetest two-tone ninon dress with ruffled bottom and a corresponding color yoke and front of cap. Dress and bonnet are lace and ribbon trimmed. Her Merrowed petticoat is white percale. Rubber panties, shoes and stockings. Any girl will love her. By Associated Doll. Ask for 4BR1.

**FAMOUS CHARACTER
DOLLS**

by **Goldberger**

**EACH
LOVEABLE
DOLL ONLY**

3⁶⁹ *Each*

11 inches high

**HANSEL
and
GRETEL**

HANSEL AND GRETEL

**JACK
and
JILL**

JACK AND JILL

Once upon a time there were two little children named Hansel and Gretel. You remember them — they got lost in the woods but finally were returned to their happy home. Well, here they are! Dressed in their bright colored costumes. Sharon keeps them by her side whenever she's reading her book of fairy tales. They're made of VINYL so they won't break. Plastic shoes. By Goldberger. Ask for Hansel 4BR2. Gretel 4BR3.

"Jack and Jill went up the hill to fetch a pail of water." Well, they are here . . . 11 inches high and just as lovable as the nursery rhyme Jack and Jill. If they're dropped, no matter . . . they're made of VINYL. Plastic shoes. By Goldberger. Ask for Jack 4BR4. Jill 4BR5.

All prices subject to change without notice. Some items slightly higher in some sections of the South and West.

Christmas Dreams OF LITTLE GIRLS

FAMOUS *Toni* DOLL

Ideal

TONI DOLL

"Gosh Sharon, isn't it fun to give our Toni Dolls a shampoo and play wave," says Ruth. With her "Magic" Nylon Hair it's easy. She comes complete with a wave set, 12 plastic curlers and 72 end tissues, cream shampoo and a bottle of Toni play wave solution. Yes, now you can comb, wash and style your Toni doll, but remember only use the play wave solution, never the home permanent solution. She's pretty too and is 14 inches tall. By Ideal. Ask for 5BR1.

14 INCH

A REAL
PLAY WAVE
TO FIX YOUR
DOLLY'S HAIR

11⁹⁸



"FAIRY SKIN" DOLL WITH SARAN HAIR

Ruth loves this all-vinyl doll with the life-like "FAIRY SKIN" and SARAN hair — it can be shampooed, curled, waved and combed. It can be brushed and done up in many different styles to suit each little mother's whim. There's a supply of vinyl curlers too. Coo voice and shiny large glassine sleeping eyes with real lashes, and turning head. Ruth and her friend Sharon take care of her as if she were real. 18 inches tall. By Horsman. Ask for 5BR3.

18 INCH 6⁹⁵



by
Horsman

THE "BABY" WITH THE MAGIC FLESH

18 INCH

"Oh Ruth, feel the skin of my new 'baby.' It's as soft and smooth as a real baby's. It's made of Vinylite," says Sharon. "And look at the lustrous Saran hair. I can comb it, wash it, wave it. Give her as many different 'hair styles' as I want." When you lay her down she goes off to sleep. She is wearing the sweetest style dress and bonnet and they just match her brown hair and soft blue eyes. Listen to her say "Mama," doesn't she sound life-like! 18 inches tall. By Ideal. Ask for 5BR2.

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THE PERFECT "BABY"

19 INCH



by
VALENTINE
DOLLS

a very
great
value

Ruth was thrilled with this "Baby" when she saw it.

Her whole body is made of soft, skin-like Latex. Looks and feels like real baby skin and the head is of Vinyl, a brand new material which is the most life-like ever discovered for a doll head.

She has sleeping eyes. Her hair is of real Saran (which is the closest thing to real hair that there is). She has her own little curlers and you can curl and comb the hair to your heart's content.

Dress and bonnet are made of Ninon which is almost like real silk, and has a little apron worked into the body of the dress. 19 inches tall. By Valentine Dolls. Ask for 5BR4.

GONG
BELL

TOYS...RING IN HAPPINESS

for the Kids



5⁰⁰

BIG WELL MANNERED ROCKING HORSE

28 inches long, strong steel and wood construction. Hours of safe fun; galloping along like the wind. Handsome lithographed horse's head with bells on the reins. Long rockers; steel legs. Bell rings when it rocks. Length overall 28 inches, width 13 inches; height 17¾ inches. By Gong Bell. Ask for 6BR1.



1⁶⁹

HELLO
THERE!
HOW
ARE
YOU!



VOICE PHONE

Real thrills, hear your own voice: brightly enameled metal toy telephone with voice in the receiver. Spring return dial. Shiny plated bells. Base 6½ inches X 4 inches. Revolve the dial, bells ring; invert the receiver, voice sounds. High play value: By Gong Bell. Ask for 6BR2.



HORSE RIDER

For young riders: hours of fun; plated gongs in all four of its extra strong enameled steel wheels ring merrily as this sturdy horse rolls along. Beautifully lithographed, jingle bells on reins. Length overall 19¼ inches width 8½ inches, height 16¾ inches. By Gong Bell. Ask for 6BR3.

2⁹⁸



"I'M JUMPY GONG BELL"

STROLLER CHIME

Made to hold a doll or teddy bear, this brightly lithographed stroller has nickel plated arm rests and sturdy enameled wheels; two plated gongs. Hardwood push handle 18½ inches long. A leg keeps it upright when at rest. 10 inches high, 24 inches long, 7½ inches wide. By Gong Bell. Ask for 6BR4.

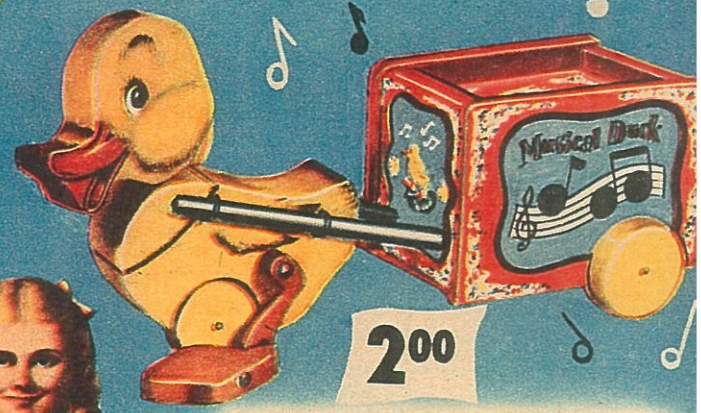
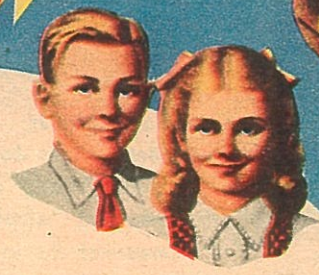
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TOYS

**FISHER
PRICE
TOYS**



LOVABLE MUSICAL DUCK

Isn't this the cutest duckling you ever saw! Sure! Our friends will love the musical tunes and the way his bright orange feet go 'round and 'round "flip-flap, flip-flap." His head turns, too. 12¼ inches long, wood construction. By Fisher Price. Ask for 7BR1.



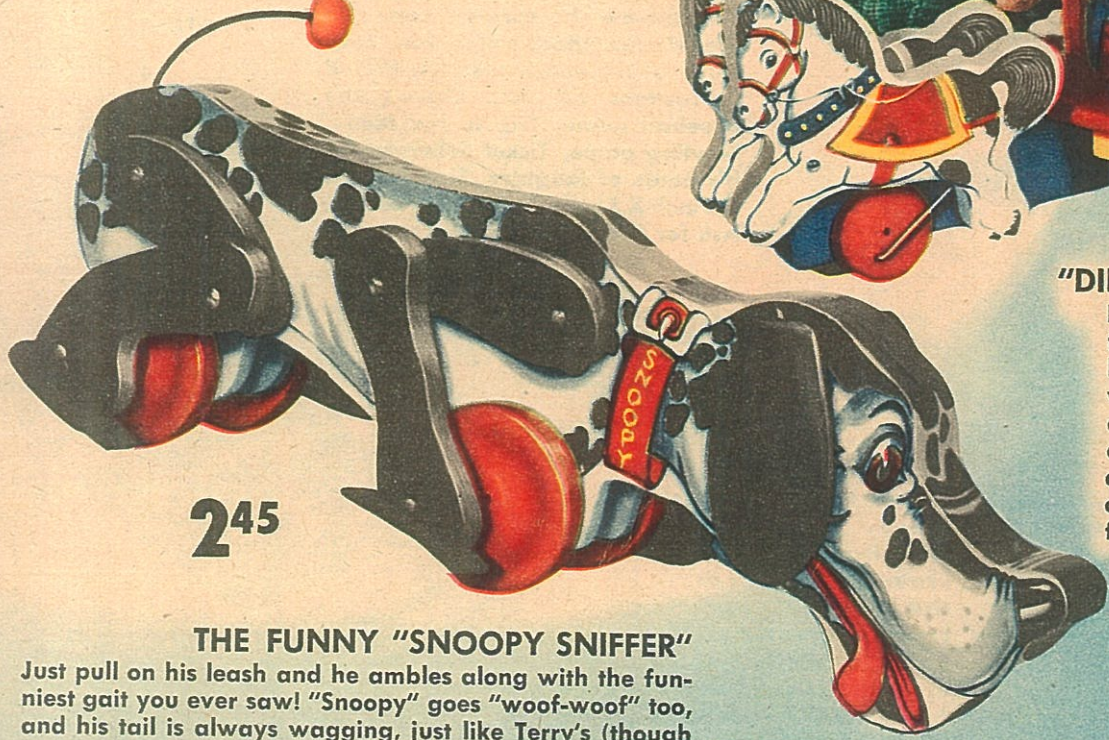
MUSICAL PUSH CHIME

"Ring a ding ding" goes a merry tune as you see all your colorful nursery rhyme friends go round and round on the musical drum. You can push or pull it by the bright wooden handle. 7½ inches wide. Push stick 18½ inches long. By Fisher Price. Ask for 7BR2.



"DING-DING" TOY WAGON

Ruth loves this toy, too, 'cause there's room for her dolls and blocks in the 'big wagon. I like to watch the ponies prance up and down and the driver's head turn around. A big bell goes "ding, ding" too! 17½ inches long, wood construction. By Fisher Price. Ask for 7BR3.



THE FUNNY "SNOOPY SNIFFER"

Just pull on his leash and he ambles along with the funniest gait you ever saw! "Snoopy" goes "woof-woof" too, and his tail is always wagging, just like Terry's (though it's much longer!). 16½ inches, solid wood. By Fisher Price. Ask for 7BR4.

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JUNIOR STEWARDESS

13 piece plastic DINNER SET

Ruth Loves it

This is inspired by
UNITED AIR LINES
Mainliner
Dining
Service



Ruth is a Jr. Stewardess for United Air Lines! While everybody is playing "airplane", she serves the passengers with her new set. Set includes Tray, Cup, Plate, Salad Bowl, Dessert Bowl, Three pieces of plated tableware, Hat and Pin, Flight Packet, Two napkins. Size: 22½ inches X 9½ inches X 4 inches. It's really good fun. By Banner Plastics. Ask for 8BR1.

1.98

BANNER
PLASTIC TOYS

CAPTURE THE CARNIVAL SPIRIT!

24
pieces
silverlike
finish

METALTONE TABLE WARE

Billy and Ruth use this when they set the table for that "extra special" dinner. It's really beautiful and looks like a real silver place setting. There's six knives, six forks, six spoons, one cake server, Salt and Pepper shakers and so many more that your "household" can't afford to be without a set. By Banner Plastics. Ask for 8BR2.



CARNIVAL CARAVAN

1.98

4 games
within a
game!

Whe-e-e-e the carnival comes to life! It's just chock full of fun. Each truck is a game in itself with full instructions on box. There's the Baseball game, Trip to the Moon, Bowling game, Ticket Seller game. It's hours of laughter. Size 28 inch X 6 inch X 3 inch. By Banner Plastics. Ask for 8BR3.

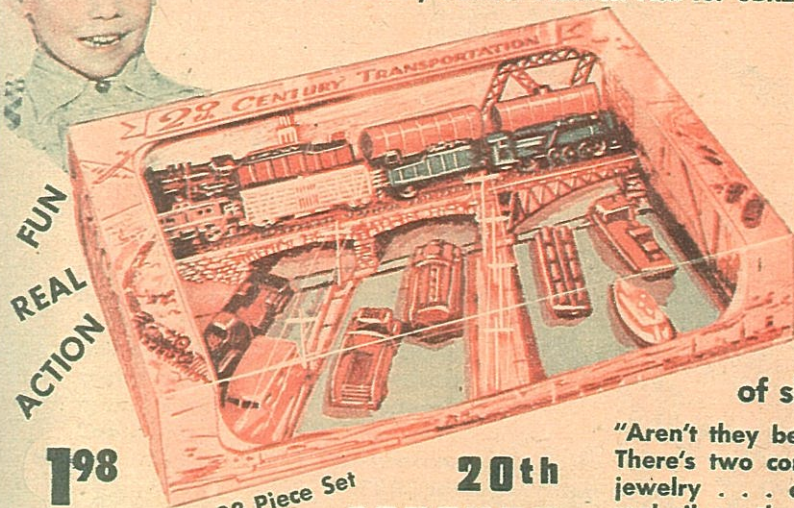
The GLITTER CHEST with 16 pieces of shining jewelry

"Aren't they beautiful Ruth?" There's two complete sets of jewelry . . . one looks like real silver, the other like real gold. Look at the bracelets, earrings, clips, rings. Come on let's get dressed up! Chest size: 6 inches X 6 inches X 2¾ inches. By Banner Plastics. Ask for 8BR5.



1.69

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23 Piece Set

20th CENTURY TRANSPORTATION SET

"Let's build a city," says Billy. "I'll take the freight yard part with my two locomotives, two tenders, four freight cars, six telegraph poles and two lamp posts. Three boats and four trucks. This is going to be fun! Size: 19 inch x 12½ inch x 4 inch. By Banner Plastics. Ask for 8BR4.

1.98

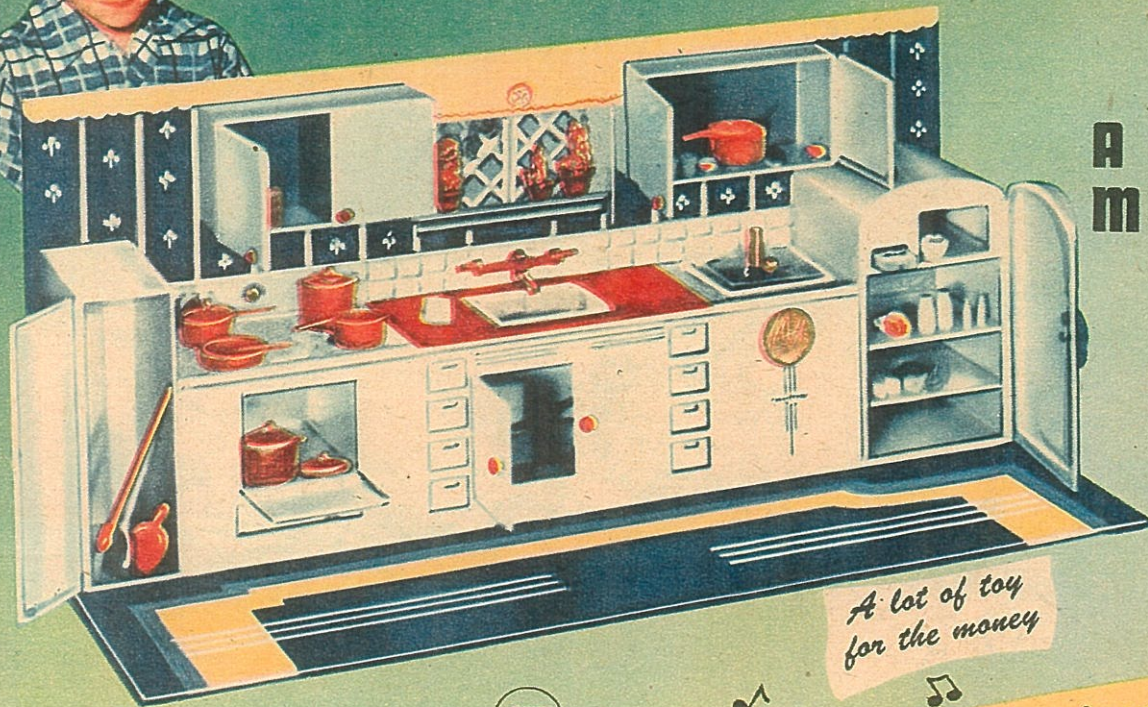
FUN
REAL
ACTION

A REAL KITCHEN WITH JUST EVERYTHING
YOU NEED FOR HOURS OF FUN



A COMPLETE METAL KITCHEN

This is the one wanted by Ruth and all her little friends. There's a refrigerator with everything in it, Dishwasher, Washing Machine, workable Sink, Stove, Broom Closet, and so many more there isn't room to mention them. It is complete in every respect to add to your fun when playing house. By T. Cohn. Ask for 9BR1



*A lot of toy
for the money*



"this is the way we iron our clothes
so early in the morning"



JUST LIKE
MOMMY'S



FOLDS UP
AS EASY AS PIE

METAL IRONING BOARD

by
BARRY TOYCRAFT



198

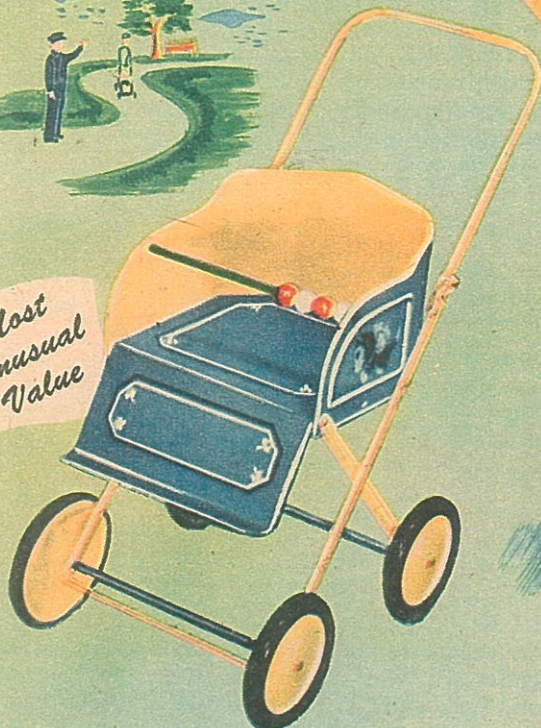
Ruth says, "this is the board you need when you're busy ironing dolly's clothes. Almost 22 inches high and made of good strong metal. It's the board that will help you do as good a job as Mommy does and you'll have fun doing your ironing together." By Barry Toycraft. Ask for 9BR3.

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*Most
Unusual
Value*

A STROLLER FOR YOUR "BABY"

Take your "baby" strolling in the sunshine. All metal construction, to last and last. You'll love the beautiful ivory and blue decorations and the cute pictures. This will make you "proud as punch" when all the other children rave about how lucky you are. 20 inches high. By T. Cohn. Ask for 9BR2.



Ruth says:

"Everything we need
to take care of our dollies"



DE LUXE DOLL-E-BATH with famous brand accessories

Sharon especially loves this. She says, "It's just like Mommy's 'cause it has everything . . . safety strap, drain hose, hammock, soap, washcloth, bathbrush and oh, so many other things you need to keep dolly clean." 27 inches high. By American Metal Specialties Corp. Ask for 10BR1.



DOLL-E-DO DISH

EVERYTHING to do the dishes and just like Mommy and Daddy have. Now you can wash all of dolly's dishes after her "feeding" with all the things that Mommy uses . . . Vel, Brillo, Ajax, Dish Rack and so many others, we don't have room to list them. By American Metal Specialties Corp. Ask for 10BR2.

with famous
cleaning
products



DOLL-E-BED With Mattress All Steel (20 inches)

Just perfect for dolly and it has bedsprings, panel headboard, hard rubber swivel casters, colorful decals. Tuck dolly in her own bed and see how she loves it! By American Metal Specialties Corp. Ask for 10BR3.



DOLL-E-NURSETTE Gayly packed formula making set

Girls! This wonderful set has the basic needs you must have to be a good "Mother" to your dollies. You can have loads of fun with the 4 bottles and brush, bottle rack, spoon and other utensils. By American Metal Specialties Corp. Ask for 10BR4.



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