

BILLY AND RUTH

1951

REG. TRADEMARK

*"America's Famous
Toy Children"*



FENSTERMACHER & SON

TOYLAND

KUTZTOWN, PA.





Billy Ruth Terry

Dear Friend of Ours:

We wanted you to have the very best Toy Book ever this year, so we went to work almost as soon as Santa Clause drove his Reindeer back to his Palace at the North Pole. Billy and I were so excited—we had to pack our suitcases early in March (that's when it is generally held) and go to New York City to the Toy Fair. And there we went with the dealers to all the most gorgeous Toy exhibits and picked out the finest toys we could find. And nicest of all. We have put every one of them in beautiful colors right here in our toy book—48 pages of them.

Of course that took a lot of work. There were artists and women and men to help make it. Then there were printers and rotogravure operators and lots of other specially trained people—and it took months and months to get all the work done before it was ready for you to see.

And just about the time Ruth and I saw the first pages of our book our Government decided to make new rules and controls over the prices of everything in our whole country, including Toys, and we wanted you to have the correct prices, so when our book was ready for its very last printing, we had the prices all down exactly right. But shucks, since then some of the prices have been changed, so we right away sent word to the dealers so they'll know about it and still be able to give you the very best prices possible. We do keep things strict with Government regulations.

Many of you may have a fine Dad, a big brother, somewhere in the Army camps and Billy, and I know that the best is not too good for the fightin' men and the girls in the Waves and Wacs who help them, and we know that little boys and girls who have been good expect Toys for Christmas, and we know you'll understand about the dealer's problems when he's doing the very best he can about every regulation. Why some of the items may be just completely off the market—but boy, that makes it so you can go right through our Toy Book and make a second and third choice and that's a lot more fun than just one choice.

Ruth and I have been fixing up this nice Toy Catalog for you every year for a long time. We've had many thousands of letters and just to show you how much we think of you, our 1951 book has the finest and best Toys we could find, and we're proud of the dealer whose name is on the front of it—he's a swell guy and he'll treat you just as if you were every bit grown up—just like Mother and Dad.

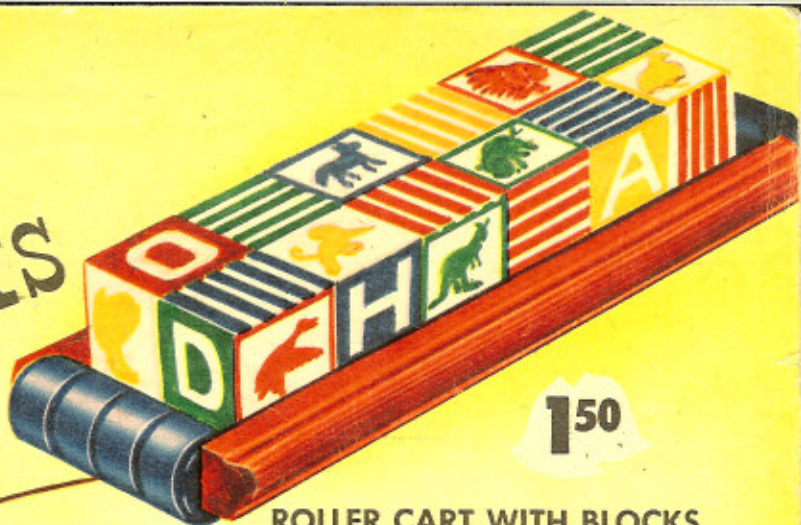
We want to have a very Merry Christmas and a Happy New Year with each one of you. We certainly do like your nice letters, so please write us. Have fun, you kids—our friends—all over America!

Yours truly,

Billy, Ruth, Terry

Please
write us
at Post Office
Box 333, Phila., Pa.
if you should have
any problems, and
we will forward an
immediate reply
to you.

GROW UP with BLOCKS



150

ROLLER CART WITH BLOCKS

Fun to pull, fun to build with—here are two toys in one for hours of play. Twelve colorful picture blocks that interlock in a handy pull toy holder. By Halsam Products Co. Ask for 3BR1

HI LO BLOCKS

Our pal Sharon is learning the alphabet playing with these blocks. She likes to build them up and knock them down, and they stay just like new. By Halsam Products Co. Ask for 3BR2.



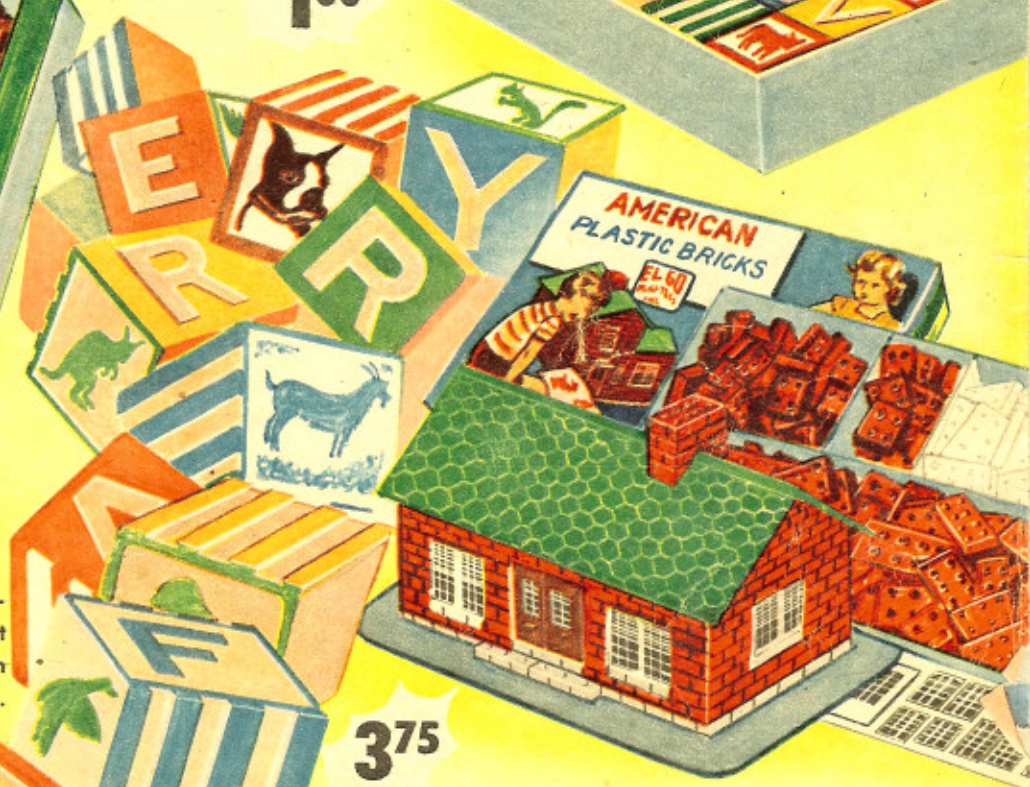
100



250

AMERICAN LOGS

Billy can build a log cabin just like the pioneers had with American logs! And just wait 'til you see how many other things you can make from your set. By Halsam Products Co. Ask for 3BR3



375

PLASTIC BRICKS

We love these bricks and you will too—'cause they interlock and stay where you place them even if you build a big tall house. They look just like real bricks and you'll have enough to build your own little town. By Halsam Products Co. Ask for 3BR4



FISHER PRICE TOYS



200

JUMBO ROLO

He's more fun than a circus! Cuddly-looking Jumbo has the time of his life showing off for his friends. As he pedals his tri-cycle, six bright wood balls rattle around in the cage rolling behind him. By Fisher-Price Toys, Inc. Ask for 4BR1.



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. By Fisher Price Toys, Inc. Ask for 4BR2.

125

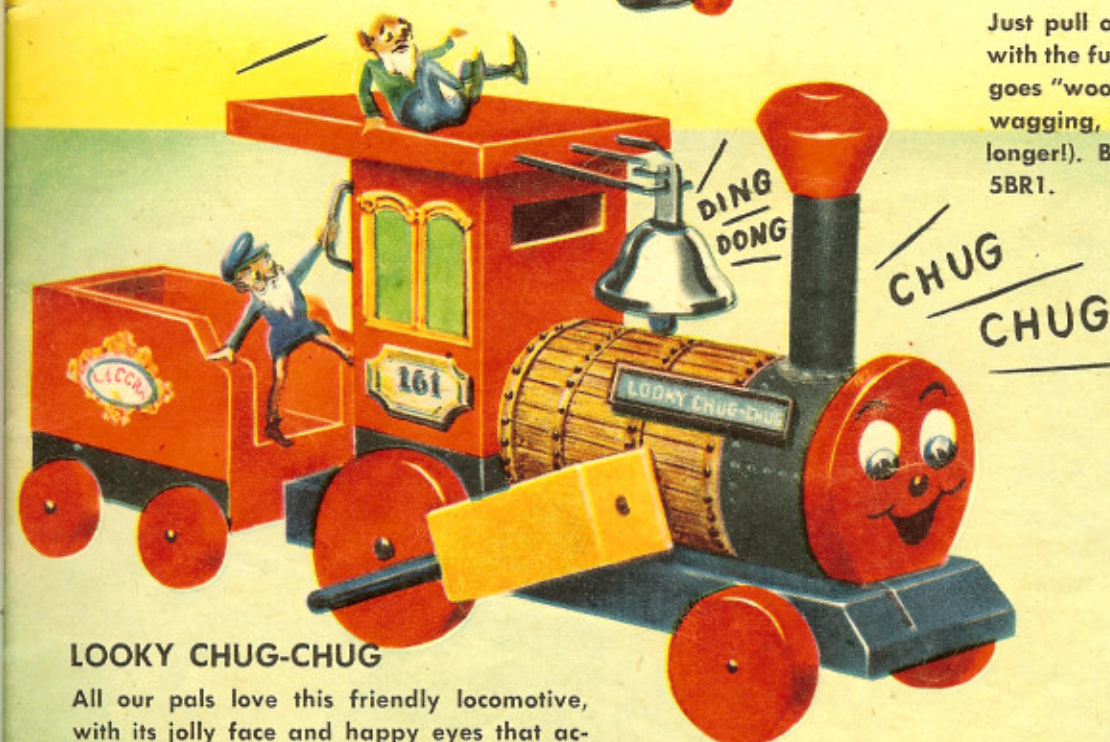




245

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!). By Fisher-Price Toys, Inc. Ask for 5BR1.

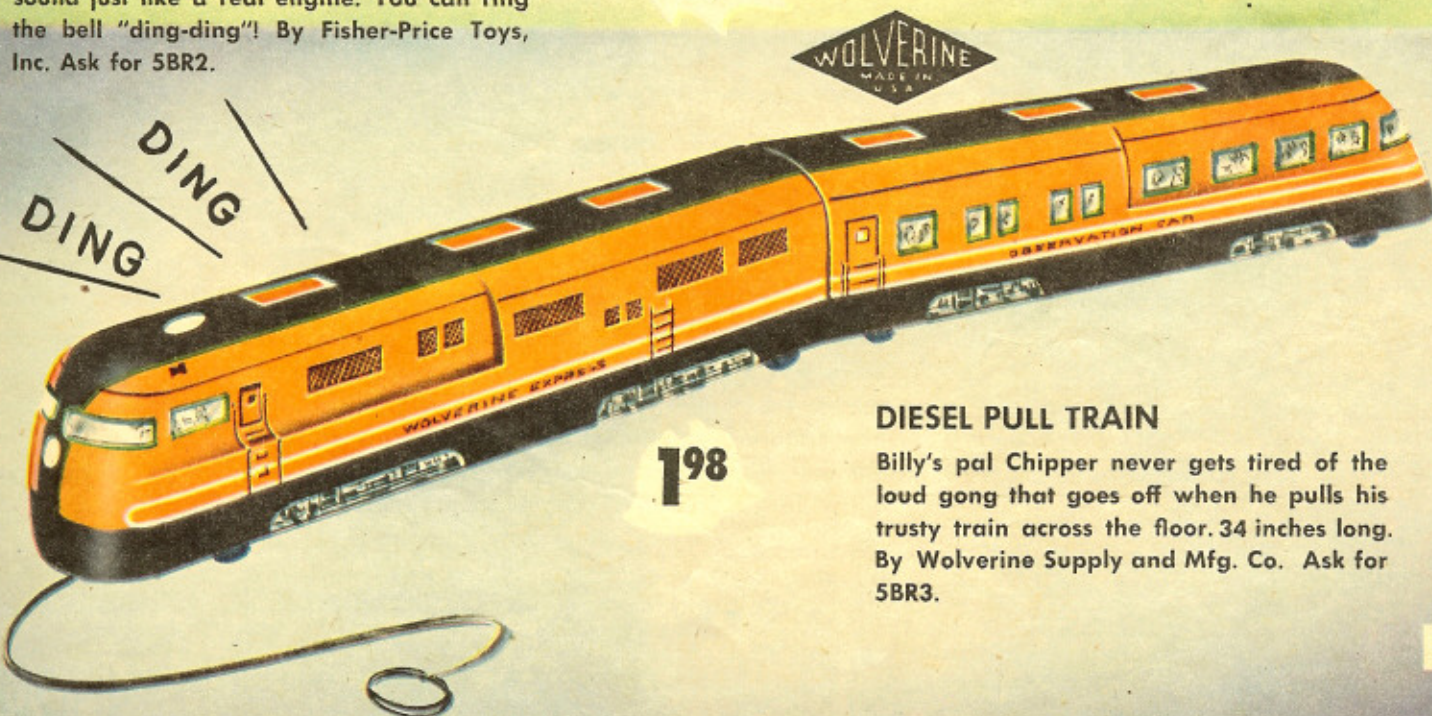


245

LOOKY CHUG-CHUG

All our pals love this friendly locomotive, with its jolly face and happy eyes that actually roll up and down. The pistons go round and round, making a "chug-chug" sound just like a real engine. You can ring the bell "ding-ding"! By Fisher-Price Toys, Inc. Ask for 5BR2.

FISHER
PRICE
TOYS



198

DIESEL PULL TRAIN

Billy's pal Chipper never gets tired of the loud gong that goes off when he pulls his trusty train across the floor. 34 inches long. By Wolverine Supply and Mfg. Co. Ask for 5BR3.



Billy Chooses

ERECTOR®

The World's Greatest Construction Toy!



No. 6 1/2 ERECTOR SET

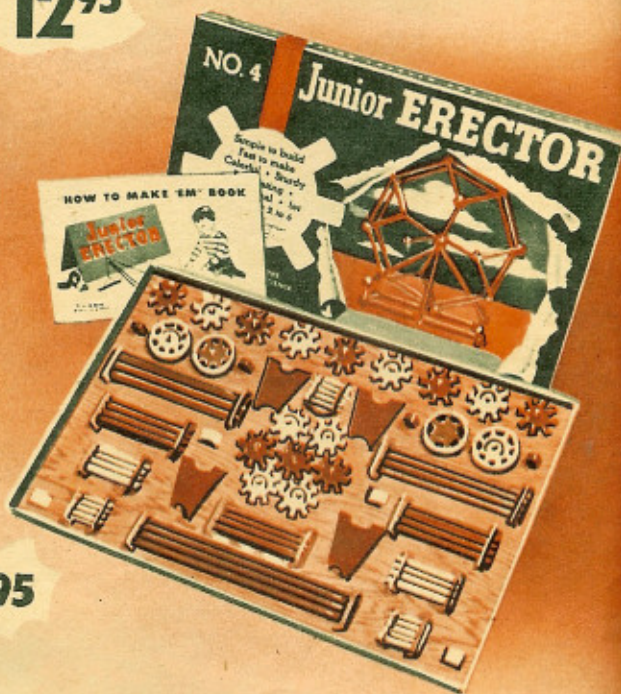
THE ELECTRIC ENGINE SET

Here's the popular ERECTOR set that builds such exciting models as the Airplane Ride, Hoist, Operating Elevator, Lift Bridge, Delivery Truck, Windmill Pump and literally hundreds of others. With its gleaming array of score upon score of parts—Girders, Gears, Pinions, Wheels, Plates, etc.—models that buzz with action are easy to build. Powerful Electric Engine has gear train for running in forward and reverse, has 4 different speeds. Magic-Twist Flexible Coupling allows power to be transmitted from engine to model in loops, bends, etc. Girders are all steel, are put together with nuts and bolts, like real construction jobs. Hinged chest is 18" long, 10" wide, 3" high. Illustrated model building book included. Ask for 6BR1.

12⁹⁵

No. 4 JUNIOR ERECTOR SET

Just the ticket for children from 2 to 6 years! Building parts are brilliantly-colored plastic tubes and connectors; children match colors in putting together Wagons, Bridges, Tanks, Helicopters, etc. Hollow tubes fit onto a knob—far simpler for tiny hands than pushing a tube into a hole. Parts are non-snagging, completely safe for youngsters to use. Model building book, in 4-colors, tells how to make over two dozen items. Box measures 20 1/2" long, 13 1/4" wide, 1 1/4" high. Ask for 6BR2.



3⁹⁵



NO. 9 GILBERT TOOL CHEST

One of the best tool chest buys ever! 19 quality tools packed in handsome basswood hinged chest which serves as "on the job" carpenter's kit. Contains crosscut saw, 2 screwdrivers, awl, putty knife, brace and bit, triangle, new hand-grip sandpaper block and sandpaper, T-square, pliers, 8" square, hammer, die-cast plane, dividers, carpenter's chalk, wrench, 12" level. Chest is 16 1/2 inches long, 8 3/4 inches wide, 3 inches high. Ask for 6BR3.

8⁹⁵

While every effort has been made to assure correct prices at the time this catalog went to press, because of emergency conditions beyond the control of the A. C. Gilbert Company, prices, materials, finishes, packing, etc. are subject to change without notice.

GILBERT ATOMIC ENERGY LAB

No. U-238 GILBERT ATOMIC ENERGY LAB

One of the most extraordinary "toys" of all time! The same Atomic Energy Lab featured in magazines, newspapers, radio, television. Enables you to explore universe of the Atom in complete safety. See tracks of alpha particles speeding at 10,000 miles per SECOND! Watch atomic disintegration! Set is fascinating. Prospect for Uranium with Geiger Counter. Not toys, but real professional instruments. Includes Cloud Chamber, Geiger Counter, Spinthariscopes, Electroscope, Neutron and Proton models, radioactive (harmless) sources, several booklets. Big hinged chest is 25" long, 16½" wide, 5" high. Ask for 7BR1.

49⁵⁰



No. 7 GILBERT CHEMISTRY SET

Enables you to perform 389 thrilling experiments and tells you, in addition, how to do 80 experiments in the fascinating field of glass blowing. Big range of apparatus, equipment, Hinged, compartmented chest opens to 28¾". Folds to 9½" x 3¾" x 11". Ask for 7BR2.

9⁹⁵



No. 8 MICROSCOPE SET

Powerful Gilbert Microscope magnifies objects 60, 90 and 210 times actual size! Polaroid device, exclusive with Gilbert sets, wonderland of colors is disclosed. Chemicals, equipment, dissecting stand, lens, etc., all included. Hinged chest is 18" long, 10" wide, 2½" high. Ask for 7BR3.

8⁷⁵



No. 1½ GILBERT MYSTO MAGIC

Nine tricks, all made famous by international magicians! Includes Vanishing Handkerchief, Mystic Slide, Magic Keys, Cut and Restore Paper Ribbon, Phantom Card and many others. Easy to learn, fun to perform. Baffle friends, give magic shows. Measures 18" long, 10" wide, 1¼" high. Ask for 7BR4.

2⁵⁰



No. 1032 GILBERT PUZZLES

You'll have hours of fun with this set of twisters and bafflers. Huge assortment includes Twin Links puzzle, Heathen Ring, Mysto Crosses, the famous Spiral Wire and many, many others. Illustrated booklet of details and solutions. Measures 18" long, 10" wide, 1¼" high. Ask for 7BR5.

2⁰⁰





DRUMMER AND MAJORETTE

198

Billy and Ruth's friend Sharon pulls this magic wooden toy across the floor. It's fun to see the drummer's arms move up and down and beat across the real metal drum. The majorette's arms swing in time with the drummer. By Keystone Mfg. Co. Ask for 8BR1.

MERRY-GO-ROUND

Around and around it goes; playing a gay tune you're sure to love. All you do is press on the lever and then watch the racing horses, the whizzing airplanes, and the waving flags. By Wolverine Supply & Mfg. Co. Ask for 8BR2.



395

CIRCUS WAGON WITH MUSIC

A bright and pretty wooden circus wagon with a music box inside it plays a tune for you. As you pull it along the horse prances; you can see the spinning parasol, and the Lion moves around inside his cage! It's lots of fun. By Keystone Mfg. Co. Ask for 8BR3.



398



Keystone

LITTLE FOLKS FAVORITES



Gong
Bell

2⁴⁹

RAINBOW HOBBY CHIME

All the king's horses couldn't be more fun than this thrilling Rainbow Hobby Horse. The bells ring, the chimes chime, the gongs get you there faster! By The Gong Bell Mfg. Co. Ask for 9BR1.



2⁹⁸

HORSE RIDER

Your spurs will jingle, jangle, jingle as you ride this strong, well-mannered horse to Banbury Cross. Chipper loves this, and so will you. By The Gong Bell Mfg. Co. Ask for 9BR2

VOICE PHONE

Lift the receiver and it talks to you in a real live voice! Dial the number, it rings. Some fun! It's exciting! By The Gong Bell Mfg. Co. Ask for 9BR3.

1⁶⁹



1⁹⁸

SULKY RACER

Right across the finish line, clippety, clop, goes this horse as he pulls the keen sulky. Wait till your friends see it! By Wolverine Supply & Mfg. Co. Ask for 9BR4.



YIPPEE!

AIR-FIRE SUB-MACHINE GUN

Get the enemy with this new Air-Fire Sub-Machine Gun. Fires one ping pong ball and is harmless both indoors and out. It's light in weight too. And look, fellas! The box opens up into a swell target by Newell Mfg. Co. Ask for 10BR1.

345

LONE RANGER SINGLE HOLSTER

Those make-believe bandits won't give you any trouble when they see you're wearing this beautiful jeweled white and gold genuine leather belt and holster set with a "Texan Jr." ivory handled six gun to match. By Esquire Novelty Co. Ask for 10-BR2.

295

LONE RANGER DOUBLE HOLSTER SET

595

Say, Pardners, here is the niftiest looking gun and holster set you've ever seen. You'll look just like the Lone Ranger when you buckle on this genuine leather double holster, trimmed with flashing jewels. Two "Texan Jr." six-shooters are always "ready for the draw." By Esquire Novelty Co. Ask for 10BR3.

AIR FIRE REPEATER GUN

You can't miss with this new six shot action packed Repeater Gun. It's not only loaded with fun but it's as harmless as a Bun-ny Rabbit. Looks just like the real thing. Fires six ping pong balls with one loading. You make a wonderful target with the box. By Newell Mfg. Co. Ask for 10BR4.

A Low Price



NEWELL