

"America's Famous Toy Children"

BILLY AND RUTH

REG. TRADEMARK

1956

Billy

Ruth

FENSTERMACHER'S TOYLAND

USE OUR LAYAWAY PLAN

PHONE 6241

KUTZTOWN, PA.

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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	Rocketrike	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, Philadel-
phia and learn all about
our Billy and Ruth Club.**

Beginning 3 Pages of Ruth's Favorite Dolls



Horsman

RUTH'S LITTLE SISTER

Please ask Santa for me! Ruth calls me "little sister." I'm 17 inches tall—"coo" voice, sleeping eyes, turning head. See my miracle rooted hair, life-like vinyl skin and legs that will stay any way you put them. And my beautiful dress! By Horsman. Ask for **3BR1**.

4⁹⁸

LOVE 'EM, HUG 'EM
AND THEY'LL LOVE
YOU BACK



REVLON GROWN-UP MISS

An adult "Miss" in every way—20 inches tall and definitely the "model" type. She bends from the waist. "Magic Touch" skin is nearest to real skin ever! In beautiful dress, crinoline petticoat, pearl necklace, high heel shoes. Wash, wave her rooted hair. By Ideal. Ask for **3BR2**.

15⁹⁸

IT'S IDEAL



*Hello to our millions of friends
all over the U. S. A.*

Here we are—your pals, Billy and Ruth—with so many good things to tell you we're almost bursting! We've never, absolutely **N E V E R** had such a stu-pendous book of toys and fun to show you.

Besides the most exciting toys you've ever seen (everything from Civil Defense Radar Communication Stations to delicate tea sets) . . . we've put puzzles and games in the book for you to work out. They're really super. Santa himself spent hours and hours with Mrs. Santa over them and you should have seen the elves! Well, they just practically rolled on the floor they had so much fun.

And don't miss our big contest—over 10,000 prizes. Read all about it on pages 2 and 41.

We had a new, real oil painting made of ourselves and we're using it in this book—do you like it? If you write to us we'll send you a photograph copy of it with our autographs.

'Bye now. Have fun with our book!

Your friends,

Billy and Ruth



A.



B.



C.



D.



E.



F.



G.

A. "PEGGY PETITE"

I'm eight inches tall and you can have me in six different stunning outfits—dressed for parties, everyday, bed (I sleep, too!) or skating. I'm all vinyl, have pony tail rooted hair, and arms and legs that bend.

By Horsman. Ask for 4BR1.

Each 298

B. LIFE SAVERS DOLL

My hair matches the soft pastel Life Saver colors in the pack around my neck, and my dress matches my hair! 11 inches of sweetness. Pony tail rooted hair—wash, set it! Pretty taffeta slip, plastic shoes, stockings. By Horsman. Ask for 4BR2.

498

C. MARDI GRAS DOLL— Call me "Ruth"

I'm all set for the Ball in my lace dress and velvet bodice. Full tiered skirt. I have velvet choker, long stockings, crinoline petticoat, and high heel shoes. I'm grown up! 20 inches tall and all vinyl. By Horsman. Ask for 4BR3.

1295

D. "SUN DEE" BOTTLE BABY

She's as big as a new born baby—18 inches! And made of non-toxic vinyl! Drinks, wets, cries, sleeps. Moves her arms, legs and head and even clasps her hands to pray. Dressed in colorful jacket, knitted panties and booties. By Sun Rubber. Ask for 4BR4.

798

E. BRIDE DOLL— 18 inches tall

"Here comes the bride" dressed in white satin and lace. Lilies of the valley on veil and bouquet. Crinoline petticoat makes her dress stand out—oh so far! High heel shoes. She has "fairy" (vinyl) skin. By Horsman. Ask for 4BR5.

998

F. "LOVE ME" BABY— 19 inches tall

Just what she seems to say—"Love me, won't you?" You won't be able to resist her rooted pony tail hair-do, beautiful dress, "coo" voice, turning head and sleeping eyes. Her legs bend, and she's all vinyl. By Horsman.

Ask for 4BR6.

798

G. "SO WEE" BABY SET

"So Wee" blows bubbles! She drinks, wets and cries too. You'll say "Ahaahhh!" when you see her and you'll never want to let her go. Arms, legs and head move. Wears a diaper and has own nursing bottle, and lots more. 10 inches tall. By Sun Rubber. Ask for 4BR7.

298

THEY'LL
WALK RIGHT
INTO
YOUR HEART!



H. "TALL TINA"

And is she tall! 21 inches! Dainty, too—so we call her "Tina." All vinyl with rooted pony tail hairdo, moving eyes, vinyl shoes and "coo" voice. And you'll love her lace trimmed, flowered taffeta party dress. By Roberta. Ask for **5BR1.**

698

I. "BOBBIE"

She's dressed up in her Sunday best, trimmed in lace and ruffles. 18 inches tall, all vinyl, moving eyes, vinyl shoes. Love her tight and she'll "coo" so sweet. Her hair is rooted and bob style. By Roberta. Ask for **5BR2.**

598

J. "BABY SANDY" 21 inches tall

She has bangs! and Magic Bend Action in her legs. Baby Sandy is unbreakable—all vinyl. Squeeze her and she'll cry. Dressed in panties, slip, ninon dress, hat, vinyl shoes, socks. Add her to your family. By EEEGEE. Ask for **5BR3.**

698

K. "NONA"—23 inches tall

Just like a four year old. All vinyl, with sweet "coo" voice, and cute pony tail rooted hair under her straw hat. Her arms bend, so do her legs. See her pretty ninon dress, vinyl shoes and socks. By EEEGEE. Ask for **5BR4.**

998

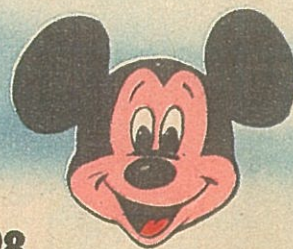
L. "BETSY WETSY" DOLL WITH LAYETTE



Why, she's almost real! Does everything like a live, 13½ inch baby—drinks, wets, cries, and goes to sleep. Bathe her. Complete layette included; dress, bonnet, shirt, diaper, slip—even clothes pins and powder puffs! By Ideal. Ask for **5BR5.**

798

MICKEY MOUSE JOINS THE TEACH-N-FUN TOYS



198

MICKEY MOUSE CLUB WOODWORKING SET

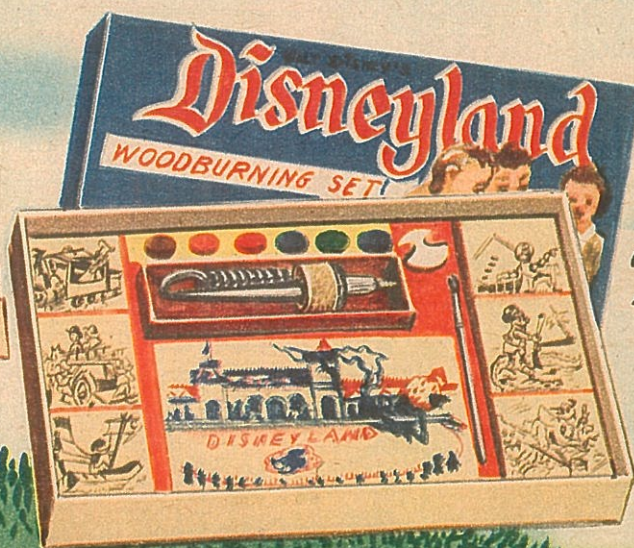
Minnie, Mickey, Goofy and Donald are in wood! Cut them out, color them and set them in pre-cut holders—for your own room. Has hammer, coping saw, nails, color chips, sandpaper and brush. By American Toy and Furniture. Ask for 6BR1.



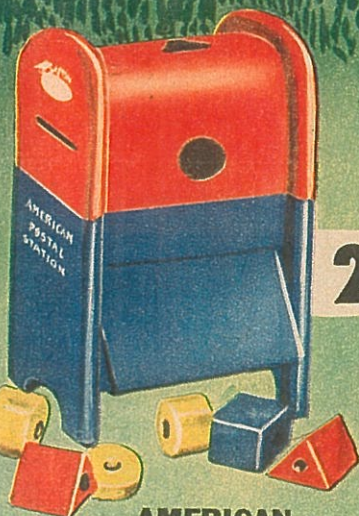
298

DISNEYLAND WOODBURNING SET

You'll think you've been to Disneyland after burning and coloring your Disneyland friends and scenes in wood! Includes U.L. Approved Wonder Pen, paint chips, brush, detailed instructions for hours of fun. By American Toy and Furniture. Ask for 6BR2.



298

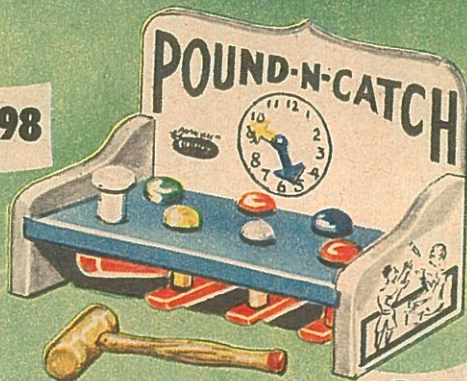


AMERICAN POSTAL STATION

Put the round and square blocks in the right hole in the colorful postal station! Little Sandra learned how to tell colors apart and the difference between "round" and "square" with her learn-while-playing toy. By American Toy and Furniture.

6

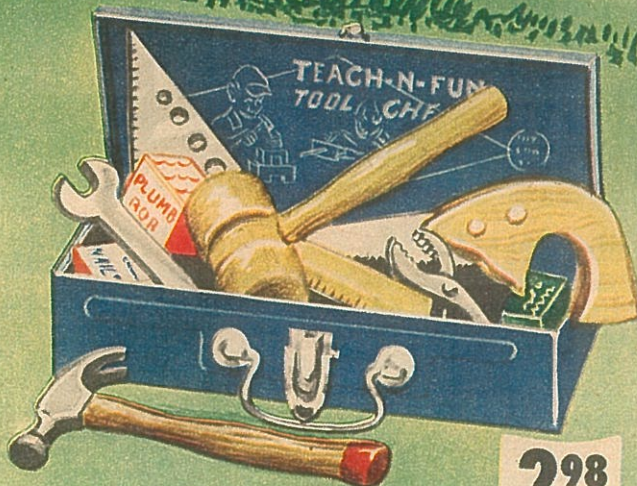
Ask for 6BR3.



298

POUND 'N CATCH

Strike a peg and catch its companion as it hops into the air! It's a combination pounding board, catch game and scorekeeper. Scorekeeper also teaches time. This is a favorite of Barbara's—Dad likes it too! By American Toy and Furniture. Ask for 6BR4.



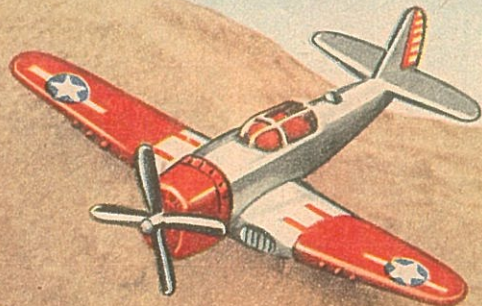
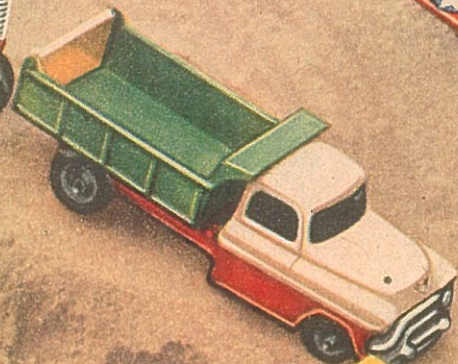
298

AMERICAN TOOL CHEST

Do-it-yourself with this 17-piece set! Contains hammer, saw, screw-driver, mallet, triangle, wrench, square and illustrated Project Book. Billy made a table and chairs for his bunk house with this set. In all-steel chest. By American Toy and Furniture. Ask for 6BR5.

ROAD AND AIR TOYS JUST LIKE REAL!

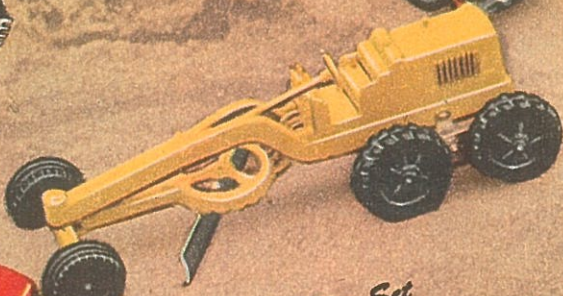
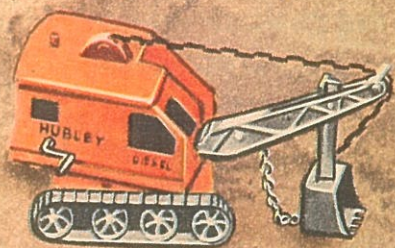
HUBLEY



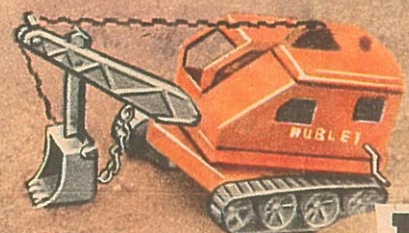
198

NAVY FIGHTER BOMBER

Does almost everything like its real counterpart. Revolving propeller, folding wings, retractable landing gear and rubber wheels. Cockpit enclosed with transparent sliding bubble. Bright red with aluminum body. By Hubley. Ask for **7BR2**.



*Complete Set
Look at This Value*



149

POWER SHOVEL

Watch that shovel work! Shovel cab swings to either side. Turn lever on side to lower boom to pick up dirt. When raised to full height, bucket dumps. Orange with black striping. All metal. By Hubley. Ask for **7BR3**.

ROAD BUILDING SET

With this equipment you'll be a master road builder in no time! Includes tractor, cement mixer, power shovel, dump truck and road scraper. Heavy rubber wheels will take rough use. Sturdy metal. By Hubley. Ask for **7BR1**.



HUBLEY AUTO TRANSPORT

Bring those new cars to the dealers' showrooms in this gleaming red and ivory transport. Four plastic cars in assorted colors included which can be driven on or off trailer over removable ramp which hooks under trailer. 14 inches long. By Hubley. Ask for **7BR4**.

249



198

Complete Set

METAL ASSORTMENT

A super variety of vehicles to take care of your transportation needs throughout the entire day! Park the Sport Car at the airport while you take a trip in your Airplane. There's a log truck and a dump truck for special road jobs. By Hubley. Ask for **7BR5**.

WIN A FREE TRIP TO A DUDE RANCH—49er's RANCH (Route 2, Box 811, Tucson, Arizona) in our big contest. Fly by American Airlines! 10,000 other prizes! See pages 2 and 41. Billy and Ruth.



REL'S "INDIAN BRAVES"

Right back to the brave Indian days with this 38-piece set. Hunt with the Indians, ride the plains with them! Contains: Indian Braves, saddles, horses, wheels, Indian Village and others! By Plastic Art. Ask for 8BR1.

2⁹⁸

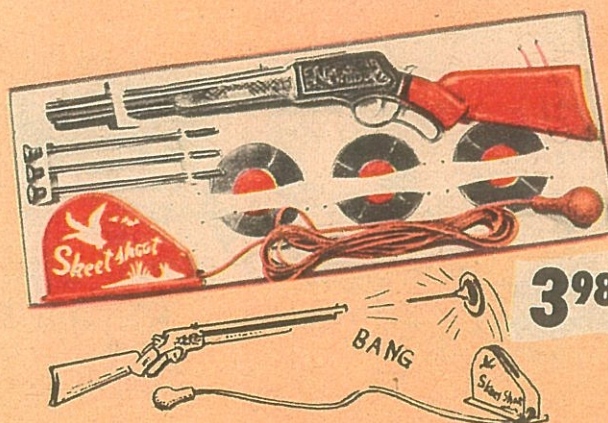


IRWIN

6⁹⁸

"STEERAWAY" ELECTRIC CONVERTIBLE CAR

You'll be amazed and you'll roar with laughter when you see this car steer itself! Goes backward, forward, and sideways, overcoming all obstacles. Man sits in driver seat. Almost 17 inches long. Less batteries. By Irwin. Ask for 8BR2.



3⁹⁸

AUTOMATIC SKEET SHOOTING GAME

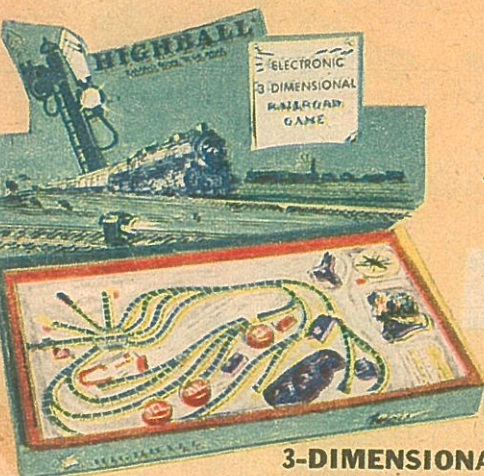
Become an expert marksman! Release skeet by pressing launcher with foot and shoot at it with dart as it flies into the air. Has 24 inch long dart rifle, suction darts, and skeets. By Irwin. Ask for 8BR4.



REL CAVALRY SET

The cavalry's comin'!—hurrah! hurrah! Set up your own U.S. Cavalry and direct them in battle. 44-piece set includes wagons, horses, soldiers, saddles, wheels, cannon, much more! By Plastic Art. Ask for 8BR3.

2⁹⁸



"HIGHBALL" 3-DIMENSIONAL TRAIN GAME

Better hurry! Drop off your dairy, oil, lumber, and coal cars in correct order and get your engine back to the turntable siding before the other players! Your move is determined by the spinner. By Plastic Art. Ask for 8BR5.



2⁹⁸

"HIGHBALL" ELECTRONIC 3-DIMENSIONAL TRAIN GAME

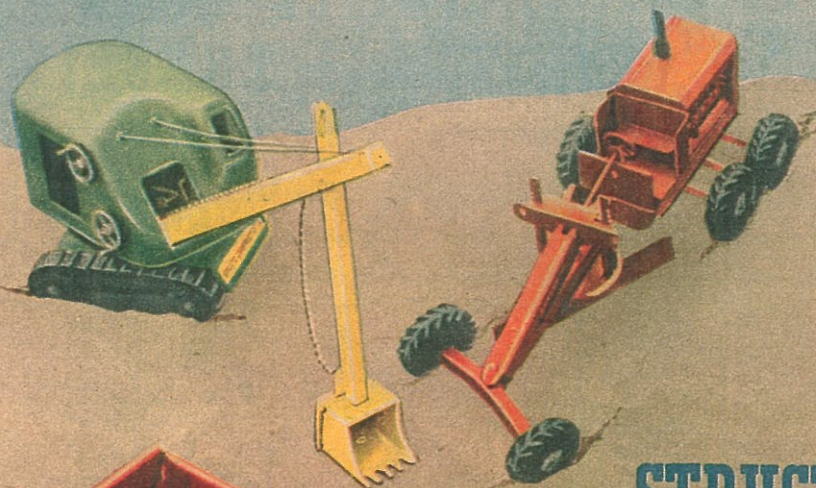


JIG SAW, JR.

10⁰⁰

Dad can do it and so can you! Saws wood, aluminum and plastic. Rotary motor safely enclosed. Rubber cushioned base. Has extra blades, and trace-on-wood patterns. Saws to center of 19-inch circle. For boys 8 to 14. By Burgess Vibrocrafters. Ask for 8BR6.

A BOY'S FONDEST DREAM



9⁹⁵
Complete Set

HIGHWAY BUILDER SET

Everything needed to build your own super highway. Steam shovel has automatic unloading of shovel, movable boom. Dump truck's body raises, unloads. Scraper blade on road grader rotates, raises, lowers, tilts. All with massive rubber wheels. By Structo. Ask for **9BR1**.

STRUCTO

9⁹⁵

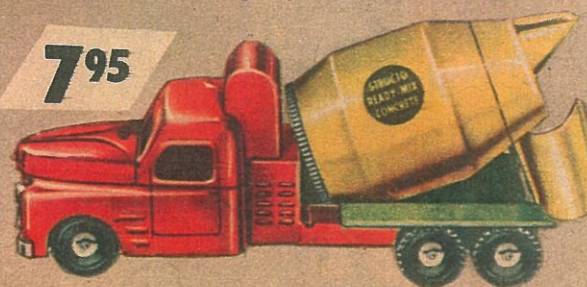


HOOK AND LADDER TRUCK

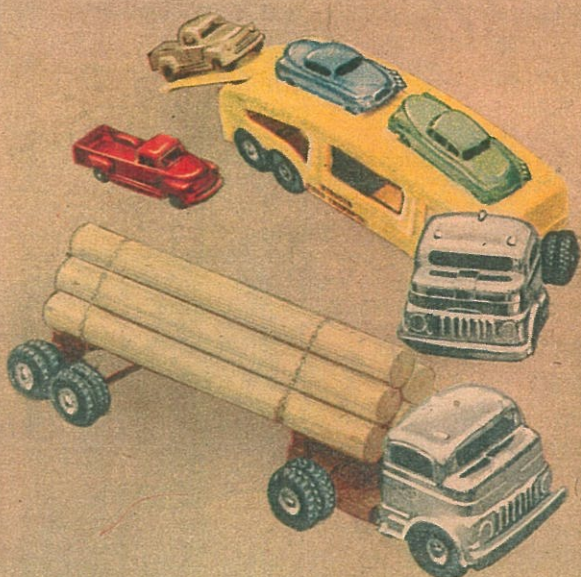
WOW! LOOKIT that red truck! A "must" for a Junior fireman. Extension ladder extends to 34 inches and swivels completely around; operates by control wheels. Auxiliary ladder included. Heavy gauge steel. Eight rubber tires. Almost 3 feet long! By Structo. Ask for **9BR2**.

READY-MIX CONCRETE TRUCK

7⁹⁵



Highway builders need concrete mixers. This one will do practically everything its real-life counterpart will do. Mixer rotates as truck moves. Has openings for discharging contents. Crank raises barrel. Almost 2 feet long. By Structo. Ask for **9BR3**.



19⁹⁵

Complete Set

"BIG JOB" TRANSCONTINENTAL FLEET (32 piece truck and trailer assortment)

This beats everything! Has 2 aluminum cabs and 1 each: cattle transport trailer, steel cargo trailer, deluxe auto transport trailer, timber toter. Autos for transport, animals, "play" cartons, wood logs. Attached to cab, trailers are 21 to 30 inches long. By Structo. Ask for **9BR4**.