

"America's Famous Toy Children"

BILLY AND RUTH

1960



Fenstermacher & Son

270-274 W. MAIN STREET


Phone: OV 3-6241 Kutztown, Pa.

Member Liberty Retail Stores, Inc.

FRIENDLY AND COURTEOUS SERVICE

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Local



BILLY AND RUTH TOY CENTER

U.S.A.

Your Town

Dear Friend:

Here it is—the 1960 Billy and Ruth Book—and it is a great pleasure for me to present it to you.

It contains a complete line of toys selected by a staff of some of the nation's foremost toy experts, for boys and girls of all ages, in all price categories. While the prices shown in this book are those suggested by the manufacturers, we suggest that you shop at our store for the latest current prices! *

In addition to our policy on prices, we have always tried to bring to you, our customer, a friendly type of service backed up fully by our guarantee of quality. We would be happy at any time to lend our personalized service and advice to your toy needs, whether you are shopping for Santa or for a gift for some favorite niece, nephew, or grandchild. Ask us for a free copy of our excellent toy buying guide.

As usual, through our association with many hundreds of dealers throughout the country, we are able to bring you an outstanding national contest, details of which are on pages 20 and 21. We have arranged with the famous Santa Claus Land, Ind. to have a letter sent directly to your child from Santa himself. If you need more than the one coupon on page 19 in this Book, come to my store for another!

This book is designed for your children! Have them look it over. After the children have thoroughly perused the book, bring them in to see the toys first-hand. I have free Billy and Ruth Club cards for them—and you might want to ask me about a subscription to "Happy Hours with Billy and Ruth" magazine.

When you come in, don't forget to register for our GRAND DRAWING. Just sign your name and you might be the proud owner of the Philco appliances shown below!

Your business means a great deal to us. You are much more than just a dollar and cents sign—you are our friend and neighbor.

Sincerely,

Your Billy and Ruth Dealer

Your Billy and Ruth Dealer

GRAND DRAWING PRIZES!

REGISTER AT YOUR BILLY AND RUTH DEALER'S TO BECOME ELIGIBLE TO WIN ONE OF THESE IN THE GRAND DRAWING! NOTHING TO BUY. JUST SIGN YOUR NAME!



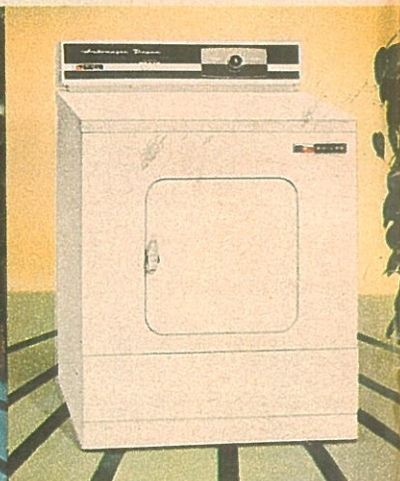
PHILCO 11 CU. FT. REFRIGERATOR



PHILCO 12 CU. FT. FREEZER



PHILCO AUTOMATIC WASHER



PHILCO AUTOMATIC DRYER

Entries limited to residents of the United States except residents of New Jersey and Nebraska, employees of Billy and Ruth Promotions, Inc., its wholesalers, dealers, agencies and their immediate families; also where prohibited on a local basis. All Government regulations apply and this drawing is subject to local, state and federal laws.



*The party's ready; come if you please—
Such fun to play with toys like these!*

A—WONDER RANGER is an exciting, lustrous, soft Palomino vinyl horse. He has a tooled-look saddle, accessories. Saddle height is 22½ inches. For ages 1 to 7. Ask for 3BR1

Regularly 29.98 Special 24.73

B—BANNER PARISIENNE TEA SET has scene of Gay Pareel 26 pieces in poly with metal plates, saucers. Every "good" hostess likes to serve a cup of teal 3 to 8 yrs. Ask for 3BR2

1.98

C—TOYMASTER CHILD SIZE RANGE is almost as tall as you—27 inches! Battery-operated burners glow (batteries not included). "See through" window in door, two oven shelves. Spacious! 3 to 10 yrs. Ask for 3BR3

4.98

D—A&L NOVELTY CHUBBY CUBBY BEAR is big, soft and lovable! Has plush "fur" and sports a bright, red bow. 24 inches tall. For 1 yr. and up. Ask for 3BR4

4.98

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E—MATTEL STRUM-FUN GETAR will teach you rhythm. You strum lever; music disc plays tune. Eight easily changeable discs. And you can also play your own tunes on nylon strings! Song Book. 5 to 14 yrs. Ask for 3BR5

4.98





*Dolls to cuddle, some short, some tall—
Don't you wish you could choose them all?*

A—PEGGY ANN BRIDE BY HORSMAN! Dressed in beautiful satin gown with lace overskirt. Three other outfits—lounging set, swim suit, hat, cocktail dress, accessories—all in suitcase! Curly style hairdo, turning head, sleeping eyes. 15 inches. Slim legs like a model's.
Ask for 4BR1 **9.98 set**

B—ROBERTA DRINK AND WET BLANKET BABY is a darling 16 inch babe in flannel kimona, booties, and pink receiving blanket. Moving eyes, vinyl head, fully jointed.
Ask for 4BR2 **4.98**

C—HORSMAN SWEETHEART DOLL wants to go everywhere you go! 19 inches tall, with straw hat, striped dress, pinafore and long white ribbed stockings. All vinyl, "miracle" head that will stay in any position. Tie-back hairdo.
Ask for 4BR3 **7.98**

D—PIGTAIL PATTY BY HORSMAN is just waiting for you to play with her! Her head will stay in any position you pose it. She's 17 inches tall, fully jointed. Cotton dress, cute pinafore. Wash, comb her rooted hair. Ask for 4BR4 **5.98**

E—BABY JANIE BY MIDWESTERN comes dressed in four other adorable outfits besides two shown. She's 11 inches tall, all vinyl, movable features, rooted hair. Drinks, wets, tool.
Ask for 4BR5 **2.98 ea.**

F—PEGGY ANN BY HORSMAN is irresistible! Looks like a junior high school girl in smart, hounds-tooth plaid dress, removable jacket. 15 inches tall, all vinyl, fully jointed, rooted bobbed hair. Ask for 4BR6 **4.98**

G—EEGEE BABY for you to love! A big, 25 inch, beautiful doll that drinks and wets. Poly body, vinyl head. Wash—dress her! Fully jointed. Rooted hair. Cute rayon satin dress, nylon ruffle. Ask for 4BR7

Regularly 7.98 Special 6.87

H—UNEEDA 16 INCH SATIN BUNTING BABY wants you for her mamal! Listen to her "coo"! Drinks, wets, has vinyl body, head. In taffeta jacket, panties, matching bonnet and beautiful satin bunting, all lace trimmed.
Ask for 4BR8 **5.98**

I—SUN BONNET SUE BY EEGEE is wearing a huge bonnet to match her pin dotted, polished cotton dress. 18 inches tall, she drinks, wets, has bottle, booties, diaper. All vinyl, moving head, arms, legs. Ask for 4BR9 **4.98**

J—ROBERTA SLUMBER SUIT BABY is ready for an outing in warm, soft, three piece suit of white fleece with striped yoke, muffler. 18 inches tall, all vinyl. Drink-wet baby is so real you'll think she's alive! Ask for 5BR1 **6.98**

K—MATTEL CHATTY CATHY is an adorable, 20" talking doll that looks like a three year old. With each pull of the magic ring on neck she talks! Says 11 different phrases at random. Fully jointed. Blonde, rooted hair, flesh colored skin and sprinkling of freckles. In party dress with removable jacket, velvet shoes.
Ask for 5BR2 **17.95**

L—UNEEDA DOLLIKIN BALLERINA—Dance and whirl with her! She's 20 inches tall with 16 flexible joints that let her assume all dancing positions of real ballerina. Vinyl head, rooted, bun-style hair. In pretty ballet costume, leotards, slippers. Ask for 5BR3

Regularly 9.98 Special 8.49

M—ROBERTA 25 INCH BRIDE—You'll want her for sure! What fun to dress her for the big occasion. White taffeta and satin lace-trimmed dress; stylish headpiece and veil. Fully jointed, rooted hair, vinyl head. Don't forget her bouquet! Ask for 5BR4 **7.98**



*Push 'em, pull 'em, dump 'em then—
Here's fun for boys age four to ten!*



STRUCTO HIGHWAY BUILDER SET is weather resistant! Power shovel has wheels to control boom and shovel action. Cab revolves 0°. Lever on Dumper raises body for dumping. Blade on Bulldozer is up between jobs. Also road barrier. Ask for 6BR1 **9.98**

STRUCTO STEEL LIVESTOCK TRUCK has stakes that can be removed for flat bed hauling! Rear stake panel has sliding gate for loading of large animals. 14¾ inches long. Ask for 6BR2 **3.98**

STRUCTO AUTO TRANSPORT is 29¼ inches long with the ramp! Metal, with three metal autos. It's modern! Ask for 6BR4 **4.98**

NY-LINT STEEL STREET SPRINKLER really works! Big tank holds water, built-in pressure pump. Two aerated nozzles produce power-sprays when operating lever is pushed down. Ford Model C-600 truck cab. 18 inches long. Ask for 6BR3 **8.98**

STRUCTO STEEL CAMPER will give you lots to do! There's a finely detailed truck with removable canvas covering, trailer that unhitches, and motor. 23¼ inches long. Ask for 6BR5 **2.98**

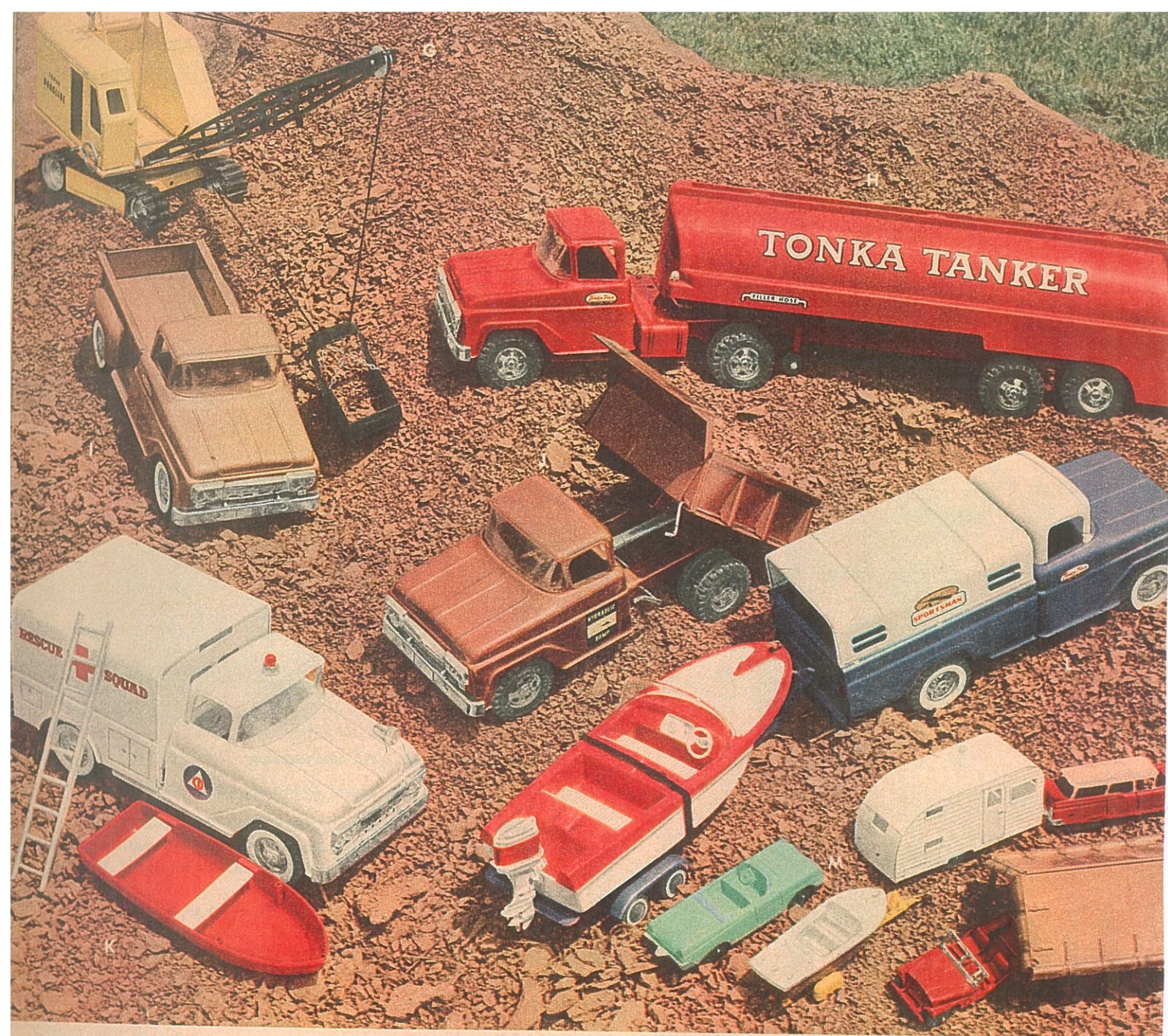
F-NY-LINT FORD SPEEDWAY SPECIAL is another heavy gauge steel toy! Ford 1960 Pickup and detachable tilting platform trailer with modern racer. Wraparound windshield; back, side windows. White wall tires. 23¾ inches long. Ask for 6BR6 **5.98**

G-TONKA DRAGLINE for big construction jobs! Exact replica of real thing. Tractor treads move backwards and forwards, cab swivels 360°. Bucket scoops dirt toward cab and is raised by crank. Heavy steel. Nylon cables. 18 inches long. Ask for 7BR1 **4.98**

H-TONKA TANKER looks and works like real! Attaches to any standard garden hose and holds 4 qts. 14 rubber tires. Sturdy tanker body. 28 inches long. Ask for 7BR2 **9.98**

I-TONKA PICKUP TRUCK has white sidewall tires, ball type hitch for accessories. Tailgate opens and closes. 12¾ inches long. Ask for 7BR3 **2.98**

J-TONKA HYDRAULIC DUMP raises the load! The 2-position tailgate permits straight dumping or spreading. It's a beauty! 13¼ inches long. Ask for 7BR4 **4.98**



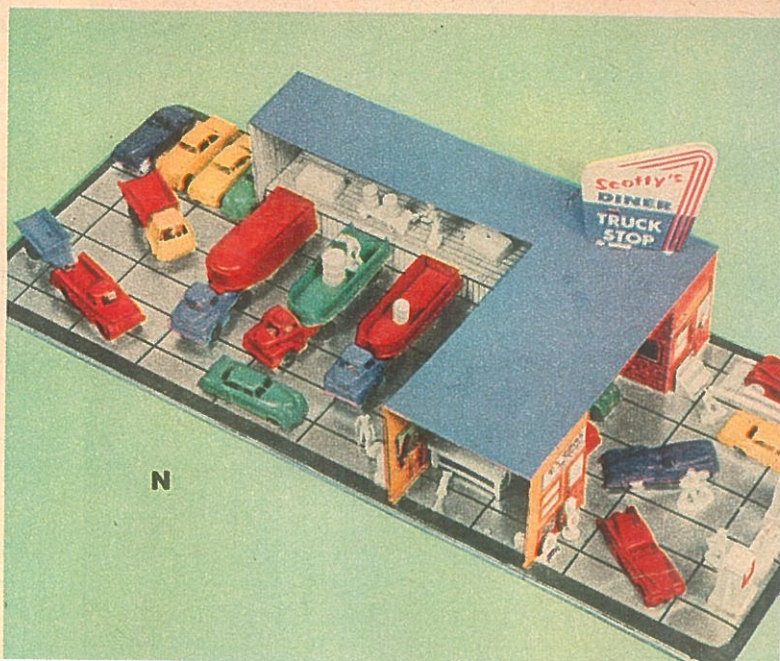
K-TONKA RESCUE SQUAD for emergencies! Gleaming, hospital white. Equipped with handy ladder, unbreakable poly boat strapped on top. White sidewalls. 13 $\frac{3}{4}$ inches long. Ask for 7BR5 **3.98**

L-TONKA DELUXE FISHERMAN is for boy anglers! Handsome, two-toned, steel truck with boat and trailer. Ball-type hitch on truck and trailer. Detachable motor on boat. 27 $\frac{3}{4}$ inches long. Ask for 7BR6 **6.98**

M-TOOTSIETOY CAMPING SET BY DOWST features authentic die-cast metal models of: Olds Convertible, Ford Station Wagon, camping trailer and Tee-Nee Boat Trailer, poly Chris-Craft boat, tent, tree, 2 campers. Ask for 7BR7 **2.98**

N-SUPERIOR HIGHWAY SERVICE STATION, TRUCK STOP AND FREIGHT TERMINAL for the busiest man in town. Station features modern cars, pumps, attendants. Terminal has trucks, realistic ramp, cargo. Metal station, poly accessories. Ask for 7BR8 **4.98**

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This cuddly stuffed menagerie

Is right for any age, you see!

A—RUSHTON SITTING LION, STANDING POODLE AND HAPPY BEAR are decked out in flowers and ribbon bows to make you love them even more! Bright colors. Cotton stuffed. 1 yr. and up. Ask for 8BR1 **4.98 ea.**

B—RUSHTON "BUG-EYED" DOG, "BUG-EYED" CAT, "LEAPY LEOPARD" AND "WHIFFY WHISKERS" FLOPPY HOUND are the most humorous cotton stuffed plush animals ever created. You'll laugh! Ask for 8BR2 **2.98 ea.**

C—M&S PENNY DOLLS wear either removable overalls or cute dress. Adorable painted features on flat face. Yarn hair in pigtails. Loves to sit with legs crossed. Will take a bow, too! Ask for 8BR3 **2.98 ea.**

D—A&L NOVELTY DONKEY AND ELEPHANT are adorable soft plush reminders of election year! Satin ribbon bows. Each about 17 inches tall—look bigger! 1 yr. and up. Ask for 8BR4

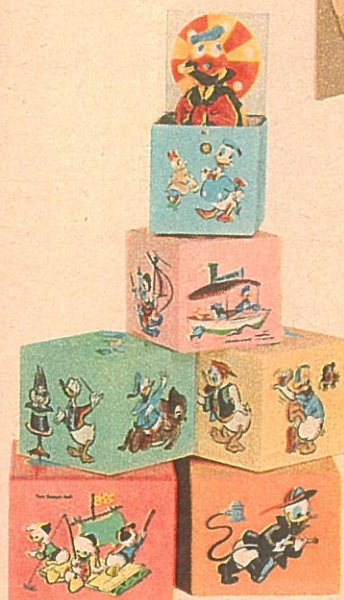
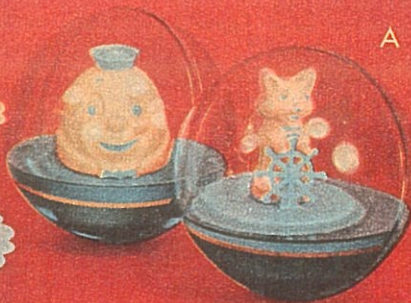
Regularly 4.98 ea. Special 4.29 ea.

E—RUSHTON PLUSH DOGS, CAT AND SLEEPY LAMB will make your choice difficult! Take them all! Quality plus in bright colors. Foam stuffed. Satin ribbon bows. 1 yr. and up. Ask for 8BR5 **1.98 ea.**

F—SANITORY WASHABLE FOAM STUFFED ANIMALS in terry cloth and percale to love, kiss and throw in tub! Choose one or all—giraffe, lamb, horse, scottie or French poodle. 1 yr. and up. Ask for 8BR6. **.98 ea.**

G—ETONE PLUSH TV DOG will be a good friend! Sit on him, wrestle with him, love him! 26 inches long. All plush, matching percale bottom. 1 yr. and up. Ask for 8BR7 **3.98**





*Billy & Ruth
suggest these toys
for active,
pre-school girls and boys!*



A—TARCO MOTHER GOOSE BALLS—Humpty Dumpty, Little Piggy and Puss in Boots float upright on pure mineral oil in unbreakable acetate ball! For crib, tub or pen. 6 months to 3 yrs. Ask for 9BR1 **.98 ea.**

B—TARCO MUSICAL CAROUSEL is a colorful merry-go-round for infants to 3 years. It spins, rocks, twirls, rolls and chimes merrily as it goes. Sturdy plastic, 5 3/4 inch diameter. Ask for 9BR2 **1.50**

C—POLY TELEPHONE BY STEEL STAMPING is just like Mom's! Unbreakable poly. Clear lucite dial returns by spring action and rings concealed bell. 1 to 7 yrs. Ask for 9BR3 **1.00**

D—ANDY GARD RING-O-CLOCK—See how a real clock works as you pull it! Multi-colored gears turn, hands move round and round, and bells ring. 8 inches high. Polyethylene. 1 to 5 yrs. Ask for 9BR4 **1.98**

E—DONALD DUCK JACK IN THE BLOCKS BY GABRIEL will make you laugh! Donald pops out of top block of 6 sturdy, nested blocks. See your Disney friends on all sides. 1 to 5 yrs. Ask for 9BR5 **2.98**

F—QUICK DRAW MCGRAW BY KNICKERBOCKER TOY—Look at that red cowboy hat, plastic gun and holster! Vinyl face, soft plush body, 18 inches tall. 1 yr. and up. Ask for 9BR6 **4.98**

G—HUCKLEBERRY HOUND BY KNICKERBOCKER TOY—One of your TV favorites in soft plush with washable vinyl face. 19 inches tall with imitation vest, perky tie, trick hat. 1 yr. and up. Ask for 9BR7 **4.98**

H—YOGI BEAR BY KNICKERBOCKER TOY—You'll fall in love with him! Cute tie, "Joe College" hat, adorable washable vinyl face. 18 1/2 inches tall. Crush resistant plush. 1 yr. and up. Ask for 9BR8 **4.98**

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