

"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

Bulk Rate
U. S. Postage
PAID
Permit No. 15
KUTZTOWN, PA.

Rural or Star Route
Post Office Boxholder
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!



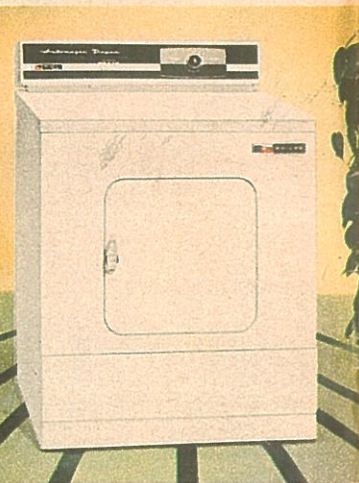
PHILCO 11 CU. FT. REFRIGERATOR



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

* The prices in this book, in most cases, are those suggested by the manufacturers. For current prices consult the storekeeper whose name is on the front cover of this toy book. In some places of the South and West prices may be slightly higher.

E—MATTTEL 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