

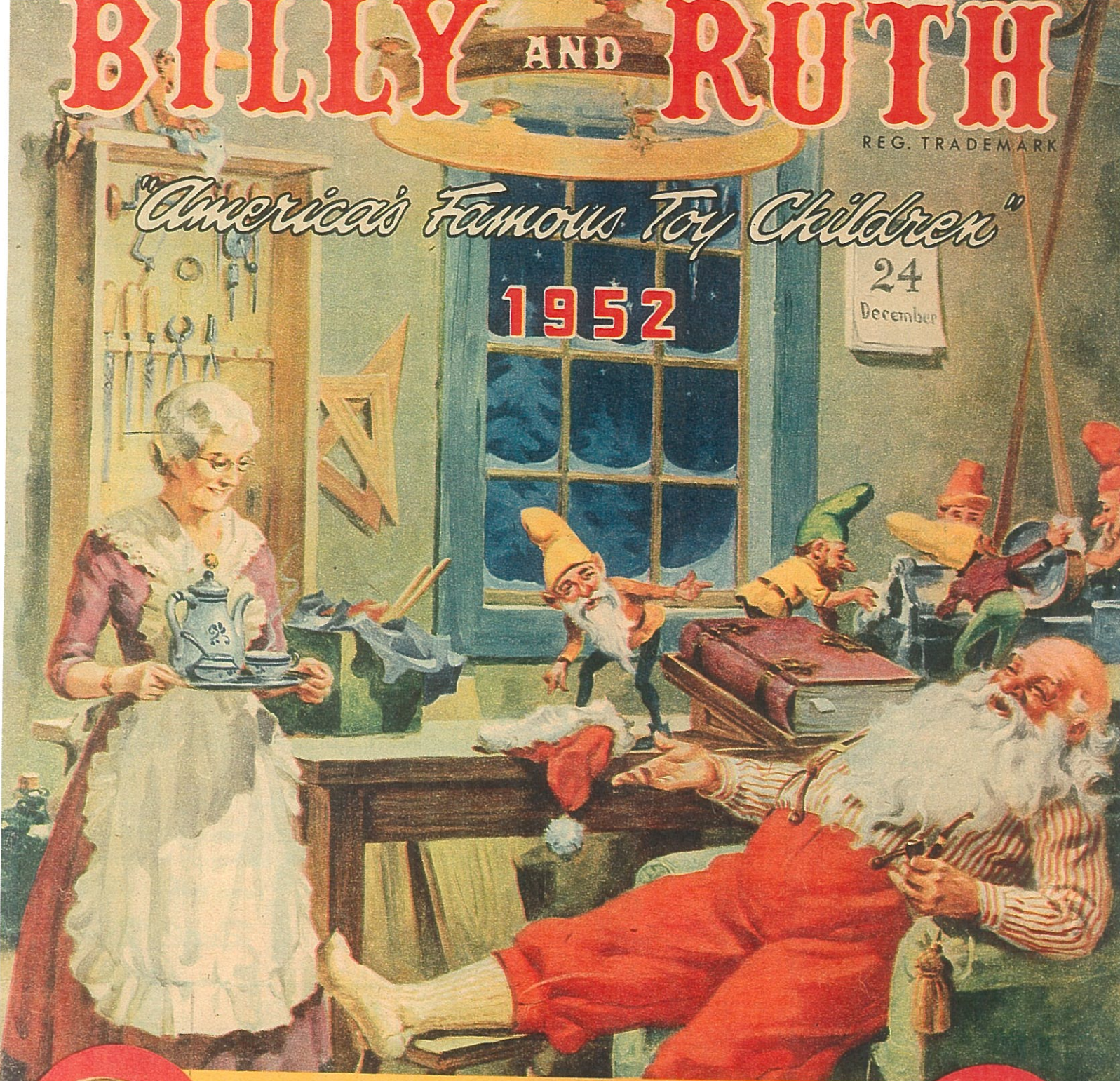
BILLY AND RUTH

REG. TRADEMARK

"America's Famous Toy Children"

1952

24
December



FENSTERMACHER & SON

Kutztown's Toyland

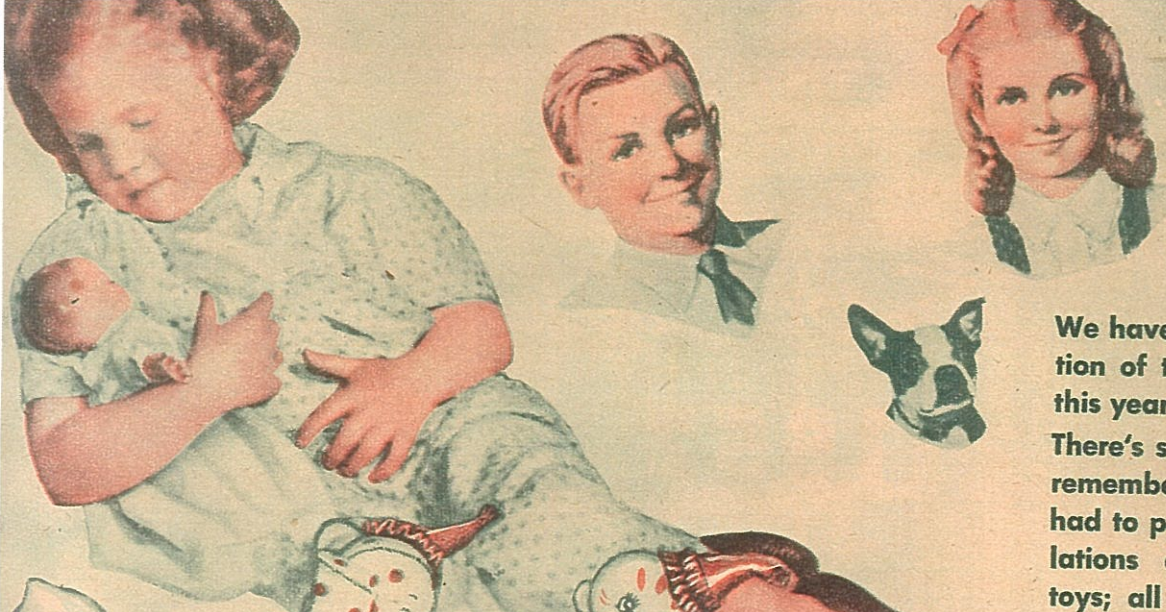
270-274 W. MAIN STREET

Kutztown, Pa.

Phone 6241



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



ASK FOR 2BR3



ASK FOR 2BR4



ASK FOR 2BR5

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*

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



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

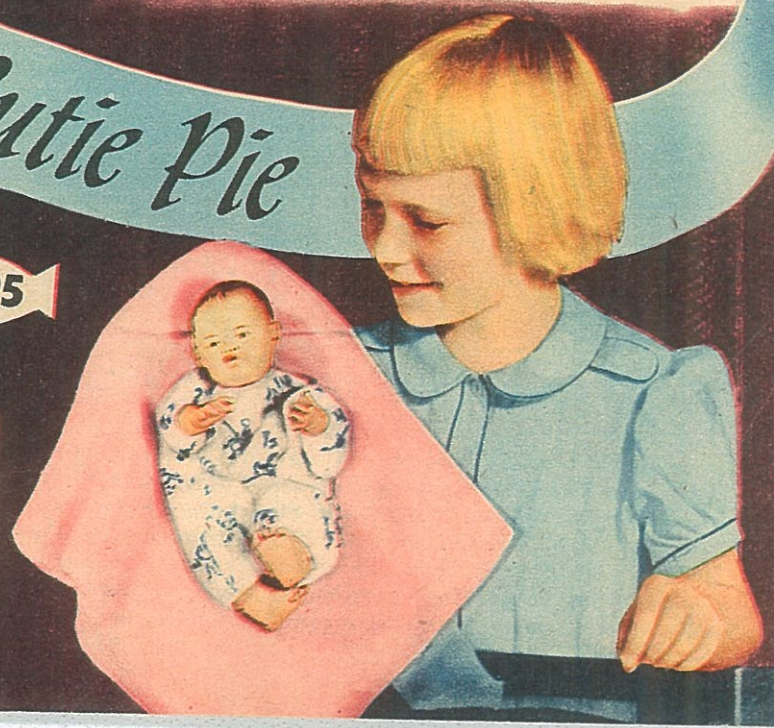


995

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



7⁹⁸

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.

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

"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



by
VALENTINE
DOLLS

a very
great
value

THE PERFECT "BABY"

19 INCH

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

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 17³/₄ 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 6¹/₂ inches X 4 inches. Revolve the dial, bells ring; invert the receiver, voice sounds. High play value: By Gong Bell. Ask for 6BR2.



"I'M JUMPY GONG BELL"

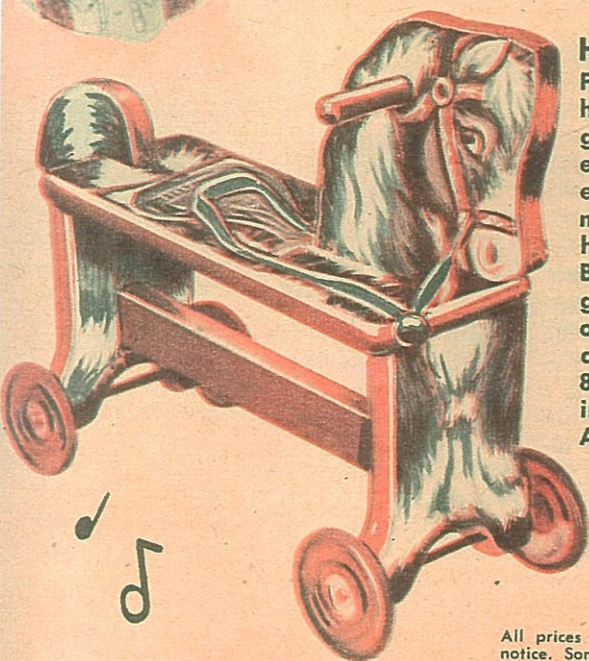
STROLLER CHIME

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 18¹/₂ inches long. A leg keeps it upright when at rest. 10 inches high, 24 inches long, 7¹/₂ inches wide. By Gong Bell. Ask for 6BR4.

1⁴⁹

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 19³/₄ inches width 8¹/₂ inches, height 16³/₄ inches. By Gong Bell. Ask for 6BR3.



2⁹⁸



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