

"America's Famous Toy Children"

BILLY AND RUTH

REG. TRADEMARK

1955



FENSTERMACHER'S TOYLAND

Use Our Layaway Plan

Phone 6241

Kutztown, Pa.



Dear Pals,

Gee willikers! Do we have a double header for you this year — a super Billy and Ruth Book, chock full of toys you'll love — and the best contest ever! Over 1000 prizes!

Want to take your Mom and Dad on a trip? Well, you can because the first prize is a trip by Pan American World Airways to Puerto Rico and the Virgin Islands. And all expenses are paid for the three of you!

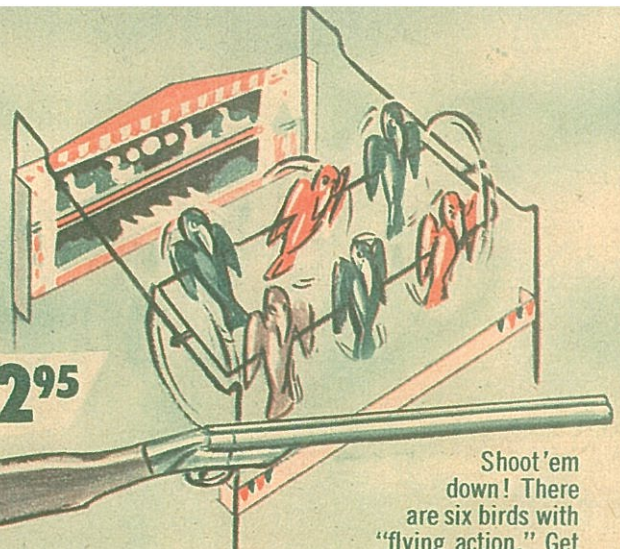
And there are PONIES, and BURROS, and BICYCLES and 1000 other fun-packed toy prizes. And boy — what an easy contest! See the back cover and enter now.

Golly, you should see the letters and postcards we got from Connie Hensley when she was in Paris and London. Connie won first prize in last year's contest and we waved goodbye to her, her Mother and her Aunt Ruth when they left Idlewild Airport for their big trip. We were almost as excited as they were! Connie lives in Baltimore, Md.

We love the letters we got from the other prize winners too. And what a thrill when we get those letters that you write to us all through the year! We read every one of them and save them too. Don't forget to write to us this year!

Your friends,

Billy and Ruth



2⁹⁵

DOUBLE GUN ACTION SHOOTING GALLERY

Shoot 'em down! There are six birds with "flying action." Get 'em with your 21 inch steel double barrel target gun, 10 corks. Colorful steel gallery. By Daisy. Ask for 2BR1.



6⁹⁵

"PROSPECTOR" HOLSTER SET

Something brand new in Junior cowboy gear! Detachable unbreakable canteen in special holster. Genuine leather adjustable belt, holsters, bullets, "Texan Jr." pistol. By Daisy. Ask for 2BR2.



2⁹⁵

"ANNIE OAKLEY" HOLSTER SET

Be Annie Oakley's deputy! Something brand-new for girls—holster set in blue leather with suede leather fringes on holster and bullet holder. Annie Oakley design on adjustable belt. Tex pistol. By Daisy. Ask for 2BR4.

3⁹⁵

AUTOMATIC SUPER SMOKER

Man alive! Harmless "man-size" 35 inch rifle shoots smoke and loudest noise yet but never needs ammunition. Air rifle styling, lever-action. "Don't miss it," says Billy. By Daisy. Ask for 2BR3.

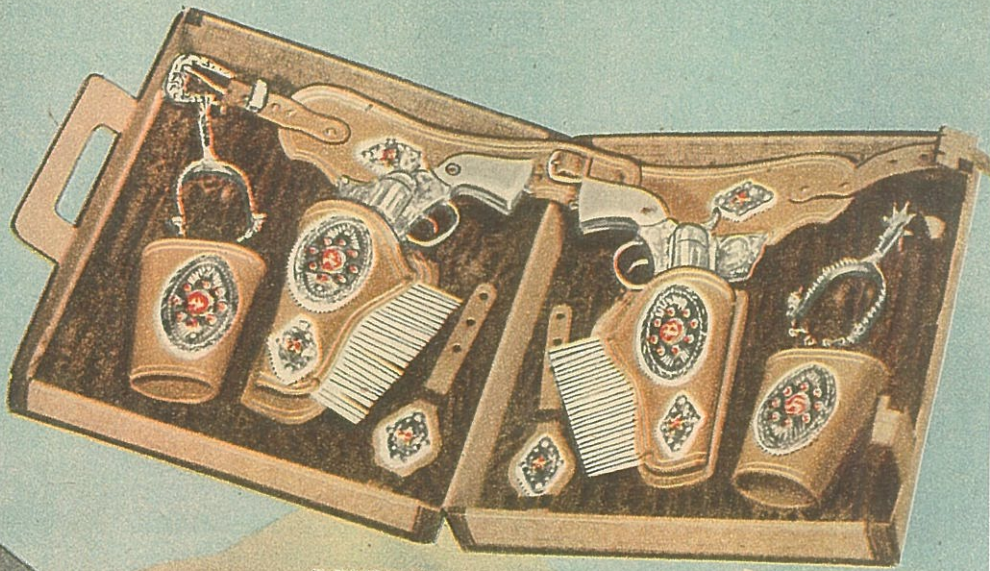
Without notice, all prices subject to change. In some sections of the South and West, some items slightly higher.



595

DELUXE "TONGO" COMBINATION INDIAN OUTFIT

A "must" for every companion of the Lone Ranger. Includes gun and holster set; scabbard and dagger, tom tom, tomahawk, headdress. All the regalia for a full pow wow! By Esquire Novelty. Ask for **3BR2**.



PONY BOY LEATHER DOUBLE HOLSTER SET

795

Has genuine leather decorated cuffs and die-cast spurs and all packed in luggage carrying case! Leather contour adjustable belt. Decorated with nickel conchas, jewels. Has clip-on arrangement to detach holsters so can be worn as single or belt. By Esquire Novelty. Ask for **3BR1**.



LONE RANGER GENUINE LEATHER DOUBLE HOLSTER SET

695

When you're ridin' the range fast as Silver can carry you, with bandits hot on your trail, you'll be mighty glad for your trusty beautiful black heavy leather holster set and 2 guns. Wide contour belt adjustable. Bullets and studs. By Esquire Novelty. Ask for **3BR3**.



495

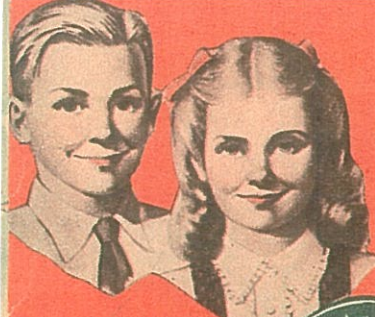
LONE RANGER and Pony Boy GUN & HOLSTER SETS

LONE RANGER DOUBLE HOLSTER SET

With clip on holsters so you can wear Pony Boy Guns singly or leave both off and just wear wide, adjustable contour belt. Decorated with large nickel conchas, jewels. Perfect for shootin' stage coach bandits. By Esquire Novelty. Ask for **3BR4**.



Enjoy indoor sports
with Billy and Ruth.



4⁹⁵

FIVE-IN-ONE GAME AND BOWLING ALLEY

A giant wood 56 inch long alley on legs. Besides bowling game, there are playing parts for: horse racing, shuffleboard, skill ball and automobile race. A dandy! By Pressman. Ask for 4BR1.



4⁹⁵

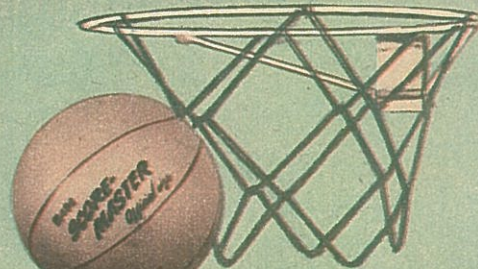
FLOOR MODEL STRIKING BAG OUTFIT

Develop those muscles! Super steel base with an adjustable rod of 1/4 inch spring steel. Top grade perfectly shaped tan bag attached. Rubber suction cup prevents damage to bladder. Ideal for all ages. By B&M Sporty. Ask for 4BR2.



For the
sport-minded
youngster
Here's fun
galore!

B&M
Sporty



4⁹⁵

OFFICIAL SIZE BASKETBALL AND GOAL SET

Practice those shots! Molded rubber valve type ball, official size and weight. All-steel goal conforms to all requirements. Net attached. By B&M Sporty. Ask for 4BR3.

POOL TABLE

Family and friends can have fun with this 42 x 23 1/2 x 27 inch high pool table. Compact, sturdy, easily stored. Has 16—1 1/8 inch balls, triangle, two 34 inch maple cues, instruction book. By Burrowes. Ask for 4BR4.



You'll Like
the Price



See back
cover for big
Billy and Ruth
Contest!

Ruth and her friends present their Favorite Dolls

Dear Pals,
 The dolls on this and the next two pages are our very best favorites and we picked them out of all the dolls in the world just for you! Some are baby dolls and you can take care of them just like Mommy takes care of her baby. Others are grown up like you and can be your playmates. They're all real people, you know, so wash and curl their hair, dress them up and take them for walks. Make sure they get plenty of sleep, too! And - oh yes! Don't forget to give them a tea party.

Your friends,
 Ruth, Barbara, Sandy, Sharon



by Horsman



EEGEE

CALL ME "SANDY"!

My legs are SUPER-FLEX®. They'll stay any way you put them. I'm a cutie, with soft "coo" voice; curly, rooted bob hair to comb, curl and wash; turning head and sleeping eyes. Made of soft, life-like vinyl. 15 inches tall. By Horsman. Ask for **5BR1.**

3⁹⁸

"I'M RUTH"

Yes, I'm Ruth's namesake 'cause I look like her! 23 inches tall and made of soft, real-life unbreakable vinyl. Comb, wash and curl my rooted silky hair. My head turns, eyes close! Beautiful nylon acetate dress, vinyl shoes. Squeeze me and I'll cry. By EEGEE. Ask for **5BR2.**

8⁹⁸



A
By EEGEE



B By Roberta.



C
By Roberta.



D By Valentine.



E
By Horsman.



F
By Horsman.

A I'M "SUSAN STROLLER"

I'm 23 inches tall and will walk right beside you! I can kneel and say my prayers, too—real-life knee action! Durable plastic, moving eyes. I cry and turn my head. Rooted hair. Soft vinyl head. By EEGEE.
998
Ask for **6BR1**.

B MY NAME IS "BABY KAREN"

I'm still in my ninon christening dress and bonnet. Big eyes and I "coo." Soft vinyl head, washable latex body. 17 inches tall. By Roberta.
498
Ask for **6BR2**.

C I'M "CARLA," THE BRIDE

All ready to walk down the aisle. 16 inches tall in white rayon taffeta gown, crown with nylon net veil, bouquet. Plastic with moving eyes, lashes and Saran hair. By Roberta.
598
Ask for **6BR3**.

D MY FRIENDS CALL ME "TRIXIE"

I'm a pert little miss, 14 inches tall! I walk too! Head and arms are soft vinyl; rooted hair to wash and comb; wardrobe is scrumptious. 4 outfits and accessories. By Valentine.
798
Ask for **6BR4**.

E I'M "CONNIE"!

My SUPER-FLEX® legs can be placed in any position. My skin is soft vinyl. Rooted hair, sleeping eyes, "coo" voice. See my beautiful rayon acetate hat and coat. A lovely ninon dress underneath! 17 inches. By Horsman.
698
Ask for **6BR5**.

F RUTH CALLS ME "JOY"

I "coo" so happily. I've got SUPER-FLEX® legs and arms too; put them any way you want. See my rooted, curly hair, my soft vinyl skin, turning head, sleeping eyes. Beautiful clothes. 23 inches tall. By Horsman.
998
Ask for **6BR6**.