

"America's Famous Toy Children"

# BILLY AND RUTH

REG. TRADEMARK

## 1955



Billy



Ruth



### 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!

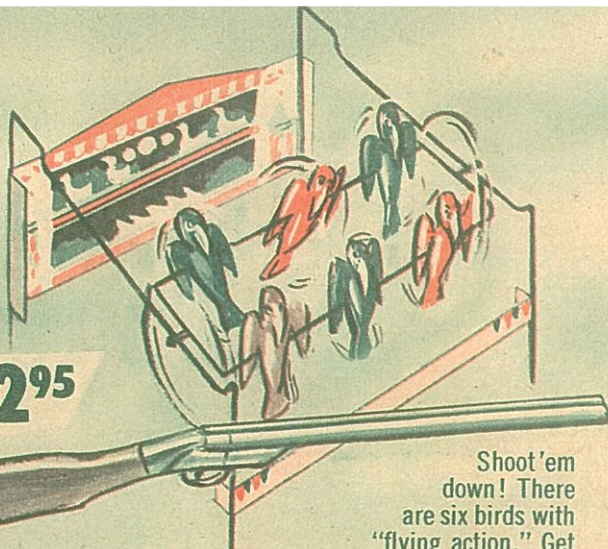
And there are PONIES, and BURROS, and BICYCLES and 1000 other fun-packed toy prizes. And boy — what an easy contest! See the back cover and enter now.

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*



2<sup>95</sup>

**DOUBLE GUN ACTION SHOOTING GALLERY**

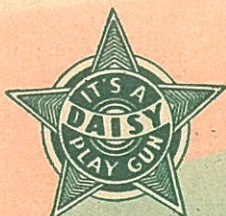
Shoot 'em down! There are six birds with "flying action." Get 'em with your 21 inch steel double barrel target gun, 10 corks. Colorful steel gallery. By Daisy. Ask for 2BR1.



**"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.

6<sup>95</sup>



2<sup>95</sup>

**"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.

3<sup>95</sup>

**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.

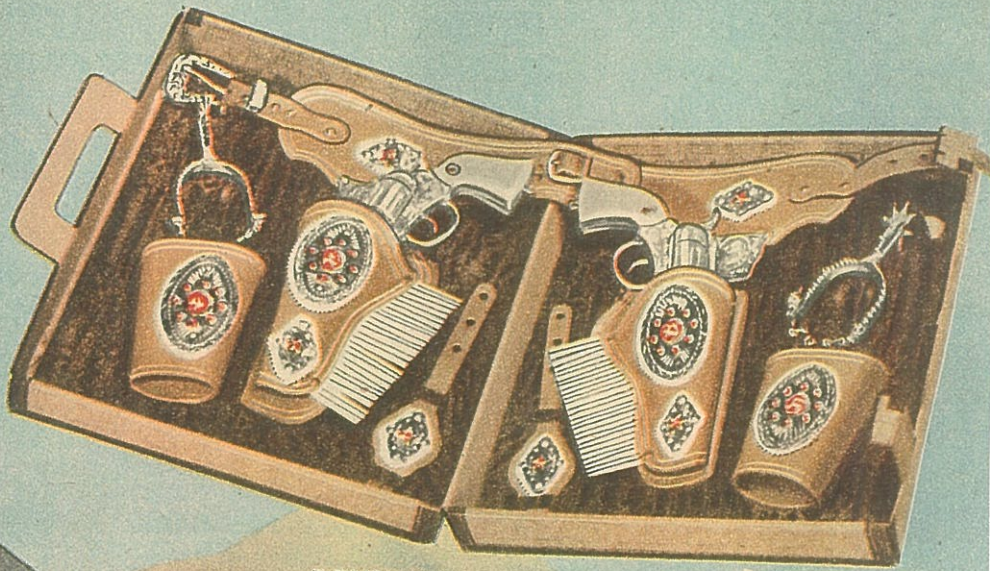
Without notice, all prices subject to change. In some sections of the South and West, some items slightly higher.



**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**

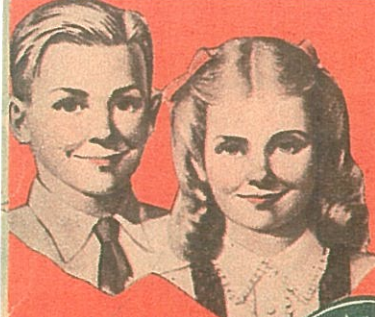
**LONE RANGER and Pony Boy GUN & HOLSTER SETS**

**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.



**4<sup>95</sup>**

**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**.



**4<sup>95</sup>**

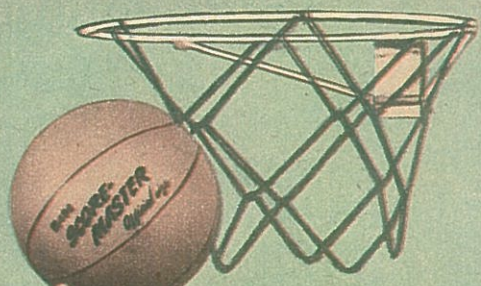
**FLOOR MODEL STRIKING BAG OUTFIT**

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 Sportoy. Ask for **4BR2**.



B&M Sportoy

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



**4<sup>95</sup>**

**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 Sportoy. 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.**

**3<sup>98</sup>**

**"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.**

**8<sup>98</sup>**



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.  
Ask for **6BR1.** **998**

**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.  
Ask for **6BR4.** **798**

**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.  
Ask for **6BR2.** **498**

**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.  
Ask for **6BR5.** **698**

**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.  
Ask for **6BR3.** **598**

**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.  
Ask for **6BR6.** **998**

IT'S A WONDERFUL TOY... IT'S **IDEAL**



G



H



**IDEAL**



K By Sun Rubber.



J By Sun Rubber.



L By Sun Rubber.

**G "ANNIE LOU" IS MY NAME**

'Cause I've got that southern touch. 20 inches tall, with voice; all vinyl, with rooted Saran hair you can wash. Organdy dress, dainty bonnet. By Ideal. Ask for **7BR1**.

**798**

**H "BETSY WETSY" IS SHARON'S FAVORITE**

I cry real tears and really drink and wet! Soft, 13½ inch vinyl body. Kinky lamb's wool hair, complete layette in carrying case. By Ideal. Ask for **7BR2**.

**1198**

**I I'M "PRINCESS MARY"—THE WALKING DOLL!**

I'm 19 inches tall, turn my head as I walk. Soft Saran hair is rooted into my vinyl head. In a flowing ball gown and gold slippers. By Ideal. Ask for **7BR3**.

**1198**

**J I'M THE "GERBER BABY"!\***

With bottle baby formula set. Bottle rack, bottles, many accessories and real Gerber baby food, all in a suitcase! 12 inches tall. I drink and wet, blow bubbles, move my arms and legs, and cry. By Sun Rubber. Ask for **7BR4**.

**598**

**K CALL ME "BABEE BEE"!**

I'm a 13-inch bottle baby! I really drink my bottle, and wet too. I cry and close my eyes! See my real life-like vinyl head. Have playtime outfit, dress, booties, bottle, bubble pipe. By Sun Rubber. Ask for **7BR5**.

**498**

**L MY NAME'S "SO WEE"**

I have everything in my layette a little Mother needs—teething ring, bottle, brush, spoon and more. I'm a bottle baby and drink, wet and cry. See the dimples in my knees and elbows? By Sun Rubber. Ask for **7BR6**.

**298**

\*The Gerber Baby is a ward of the Gerber Products Co., Fremont, Mich.



*In Keeping With Your Budget*

Come—  
push your carriages  
all in a row  
And watch the little  
toy animals grow!

**SOUTH BEND**  
*Toys*

**FOLDING DOLL CARRIAGE**

Ruth chose this soft blue padded material for her doll's 23 inch carriage. 28 1/4 inch handle. Hood spreaders hidden inside! Full length Viso-Ramic visor. Has brake. Doll not included. By South Bend. Ask for **8BR1**.



*Exciting in Value*

**FIBRE DOLL CARRIAGE**

A doll carriage like Mother used to have! Bright yellow, strong fibre. 18 inch body. Dolly can feel the summer breezes through the fibrewave. Handle 23 inches high. By South Bend. Ask for **8BR2**.



**FOLDING DOLL CARRIAGE**

The tiny tot can have a doll carriage her size with all the extras! Tough vinyl two-color 20 1/2 inch long carriage has a 23 1/2 inch handle. Has brake, folds up for storage, bright green and fawn, looks like linen. By South Bend. Ask for **8BR3**.

*A Great Value!*



**ASSORTMENT SMOOTH PLASTIC ANIMALS**

**1.00** Each

Any tot's favorite! A happy foursome: giraffe, kitten, squirrel and lamb. Smooth plastic. Gay patterns and colors, safe, easily cleaned. By Holle. Ask for **8BR4**.



*Look! This Value!*

By Douglas.

**TIKE BIKE**

Fun with this exercise bike! Develops sturdy legs, self assurance. Rubber tired steel wheels. Seat 8 inches from floor. By Douglas. Ask for **8BR5**.



**2.00** Each

*hol-le toy*

**ASSORTMENT SHIRRED PLASTIC ANIMALS**

Lots of friendly animals—giraffes, horses, scotties, elephants—to hug and love! Colorful shirred plastic prints. 9 to 13 inches long. Safe, easy to clean. By Holle. Ask for **8BR6**.





At home, at sea, or in the air  
Adventure's here for you to share.

**VIKING SHIP**

Viking warriors row this 17¼-inch ship when moved across floor: it will sail in water. See it in two great new Viking movies. Catapult throws projectiles. Has captain and crew. High impact plastic, vinyl sail. Ages 4 to 10. By Renwal. Ask for **9BR1**.



**400**

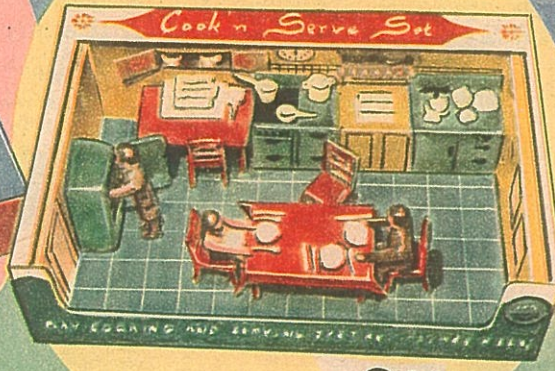
**RENWAL**



**300**

**LAND, SEA 'N AIR SET**

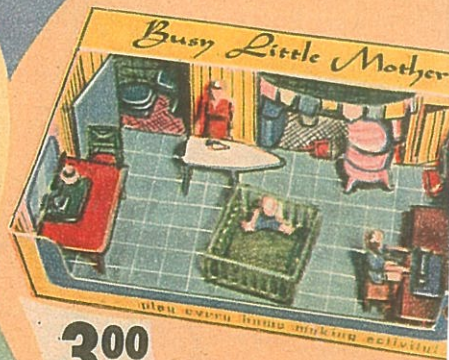
Fun the whole day long with 9 wonderful toys in high impact plastic: 22-inch train, cars, fighter plane, freighter, ocean liner, tugboat. Ages 4 to 8. By Renwal. Ask for **9BR2**.



**300**

**COOK 'N SERVE SET**

All the "fixin's" for playing cooking and serving just as mother does. Kitchen is equipped with stove, refrigerator, sink, tables, chairs, many cooking and serving pieces. A family of dolls, too! High impact plastic. Ages 4 to 10. By Renwal. Ask for **9BR3**.



**300**

**BUSY LITTLE MOTHER SET**

Play mother's own home making activities, with mother, daughter and baby doll. Play utility and toilet rooms. Has play pen, table, chair, ironing board, iron, sewing machine, bench, and many other home accessories. High impact plastic. Ages 4 to 10. By Renwal. Ask for **9BR4**.



**195**

**TOM SAWYER PAINTING SET**

Make America's all time champion boy hero your friend! Paint the many pictures of his adventures in this set. Poster paint, crayons, paint tablets, water dishes, brush, instructions. By Standard Toykraft. Ask for **9BR5**.



**195**

**TOM SAWYER CHALK SET**

Hours of play fun in this set. Large, 12¼-inch "natural" slate black one side; white other side—wood frame; chalk; large crayons; ABC chart; cutouts, outline pictures, drawing paper. By Standard Toykraft. Ask for **9BR6**.

