

*"America's Famous Toy Children"*

# BILLY AND RUTH

REG. TRADEMARK

## 1956

*Billy*

*Ruth*

### FENSTERMACHER'S TOYLAND

*USE OUR LAYAWAY PLAN*

**PHONE 6241**

**KUTZTOWN, PA.**

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**HEY KIDS! 10,000 PRIZES IN OUR BIGGEST CONTEST EVER!**

**TWO GRAND PRIZES! FOR A BOY WINNER, A GIRL WINNER  
AND ONE PARENT OF EACH . . . ROUND TRIP FLIGHTS TO  
TUCSON ABOARD A FAMOUS AMERICAN AIRLINES FLAGSHIP  
AND SEVEN EXCITING DAYS AT THE 49er's RANCH**

*A Real Dude Ranch . . . All Free!*

And 10,000—yes, ten thousand other prizes including bicycles, pool tables, dolls, trucks, roller skates, games, holster sets . . . every toy imaginable!

Fly by **AMERICAN AIRLINES**

**OH BOY!** Friends, this is our greatest Billy and Ruth Contest ever. And easy as ABC. All you do is read the list of toys below and turn to the pages on which each is found in this book. Study each one and decide which one you would like to trace and color.

**FOLLOW THE EASY RULES ON PAGE 41.** There are so many prizes you can hardly lose!

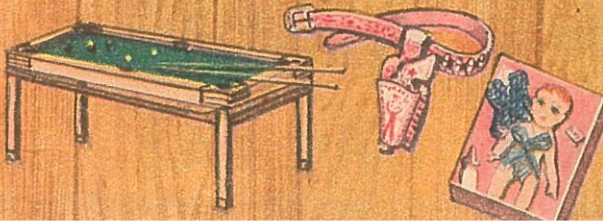
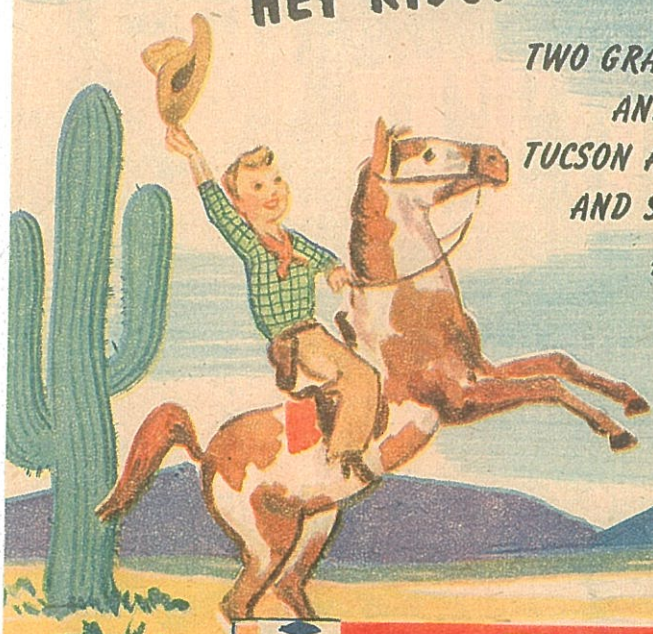
And there are **TWO GRAND PRIZES!** One for a boy and one for a girl and each winner can take one parent free! Imagine yourself on a big, four engine, 365 mile-an-hour American Airlines Flagship headed for the Old West! Next thing you know you'll be leading the life of a real cowboy and cowgirl at the 49er's RANCH (Route 2, Box 811, Tucson, Arizona) for 7 thrilling, fun-packed days and nights. Sleep in a bunk house, eat on a chuck wagon and ride the range on a horse! There will be 'round the fire singing too, accompanied by a cowboy strummin' a guitar. Can't you taste those marshmallows now?

**And look at all the other prizes you can win!**

**HERE'S THE LIST OF TOYS. TRACE AND COLOR ONE**

|   | PAGE |  | PAGE |
|---|------|--|------|
| International Airport Set . . . . .         | 47   | Rocketribe . . . . .                                 | 41   |
| Pool Table . . . . .                        | 36   | Humpty Dumpty and Clown Pop-A-Part Targets . . . . . | 36   |
| Golden Banjo . . . . .                      | 10   | Suburban Pumper . . . . .                            | 18   |
| Wyatt Earp Double Holster Set . . . . .     | 12   | Toy Electric Iron . . . . .                          | 44   |
| "Baby Sandy" Doll . . . . .                 | 5    | Indian Chief Combination Set . . . . .               | 12   |
| Special Delivery Motor Scooter . . . . .    | 17   | Electronic Cannon . . . . .                          | 25   |
| Mr. and Mrs. Potato Head and Pets . . . . . | 29   | "Highball" Train Game . . . . .                      | 8    |
| Navy Fighter Bomber . . . . .               | 7    | Billy Butts . . . . .                                | 22   |
| Automatic Skeet Shooting Game . . . . .     | 8    | Pops and Lolli Pops . . . . .                        | 17   |
| Slinky . . . . .                            | 39   | Thimk . . . . .                                      | 24   |
| Toy Violin . . . . .                        | 39   | Mr. Wiggles Cowboy . . . . .                         | 34   |

**Write to Billy and Ruth Club, Box 333, Philadelphia and learn all about our Billy and Ruth Club.**



*Beginning 3 Pages of Ruth's  
Favorite Dolls.*

**LOVE 'EM, HUG 'EM  
AND THEY'LL LOVE  
YOU BACK**



**RUTH'S LITTLE  
SISTER**

Please ask Santa for me! Ruth calls me "little sister." I'm 17 inches tall—"coo" voice, sleeping eyes, turning head. See my miracle rooted hair, life-like vinyl skin and legs that will stay any way you put them. And my beautiful dress! By Horsman. Ask for **3BR1**.

**4<sup>98</sup>**

Horsman



**REVLON GROWN-UP MISS**

An adult "Miss" in every way—20 inches tall and definitely the "model" type. She bends from the waist. "Magic Touch" skin is nearest to real skin ever! In beautiful dress, crinoline petticoat, pearl necklace, high heel shoes. Wash, wave her rooted hair. By Ideal. Ask for **3BR2**.

**15<sup>98</sup>**

IT'S **IDEAL**



*Hello to our millions of friends  
all over the U. S. A.*

Here we are—your pals, Billy and Ruth—with so many good things to tell you we're almost bursting! We've never, absolutely **NEVER** had such a stupendous book of toys and fun to show you.

Besides the most exciting toys you've ever seen (everything from Civil Defense Radar Communication Stations to delicate tea sets) . . . we've put puzzles and games in the book for you to work out. They're really super. Santa himself spent hours and hours with Mrs. Santa over them and you should have seen the elves! Well, they just practically rolled on the floor they had so much fun. And don't miss our big contest—over 10,000 prizes. Read all about it on pages 2 and 41.

We had a new, real oil painting made of ourselves and we're using it in this book—do you like it? If you write to us we'll send you a photograph copy of it with our autographs.

'Bye now. Have fun with our book!

Your friends,

*Billy and Ruth*



A.



B.

ADVERTISED IN  
**LIFE**



C.



D.



E.



F.



G.

**A. "PEGGY PETITE"**

I'm eight inches tall and you can have me in six different stunning outfits—dressed for parties, everyday, bed (I sleep, too!) or skating. I'm all vinyl, have pony tail rooted hair, and arms and legs that bend.

By Horsman. Ask for 4BR1.

Each **298**

**B. LIFE SAVERS DOLL**

My hair matches the soft pastel Life Saver colors in the pack around my neck, and my dress matches my hair! 11 inches of sweetness. Pony tail rooted hair—wash, set it! Pretty taffeta slip, plastic shoes, stockings. By Horsman. Ask for 4BR2.

**498**

**C. MARDI GRAS DOLL—  
Call me "Ruth"**

I'm all set for the Ball in my lace dress and velvet bodice. Full tiered skirt. I have velvet choker, long stockings, crinoline petticoat, and high heel shoes. I'm grown up! 20 inches tall and all vinyl. By Horsman. Ask for 4BR3.

**1295**

**D. "SUN DEE"  
BOTTLE BABY**

She's as big as a new born baby—18 inches! And made of non-toxic vinyl! Drinks, wets, cries, sleeps. Moves her arms, legs and head and even clasps her hands to pray. Dressed in colorful jacket, knitted panties and booties. By Sun Rubber. Ask for 4BR4.

**798**

**E. BRIDE DOLL—  
18 inches tall**

"Here comes the bride" dressed in white satin and lace. Lilies of the valley on veil and bouquet. Crinoline petticoat makes her dress stand out—oh so far! High heel shoes. She has "fairy" (vinyl) skin. By Horsman. Ask for 4BR5.

**998**

**F. "LOVE ME" BABY—  
19 inches tall**

Just what she seems to say—"Love me, won't you?" You won't be able to resist her rooted pony tail hair-do, beautiful dress, "coo" voice, turning head and sleeping eyes. Her legs bend, and she's all vinyl. By Horsman.

**798**

**G. "SO WEE" BABY  
SET**

"So Wee" blows bubbles! She drinks, wets and cries too. You'll say "Ahaahhh!" when you see her and you'll never want to let her go. Arms, legs and head move. Wears a diaper and has own nursing bottle, and lots more. 10 inches tall. By Sun Rubber. Ask for 4BR7.

**298**

**THEY'LL  
WALK RIGHT  
INTO  
YOUR HEART!**



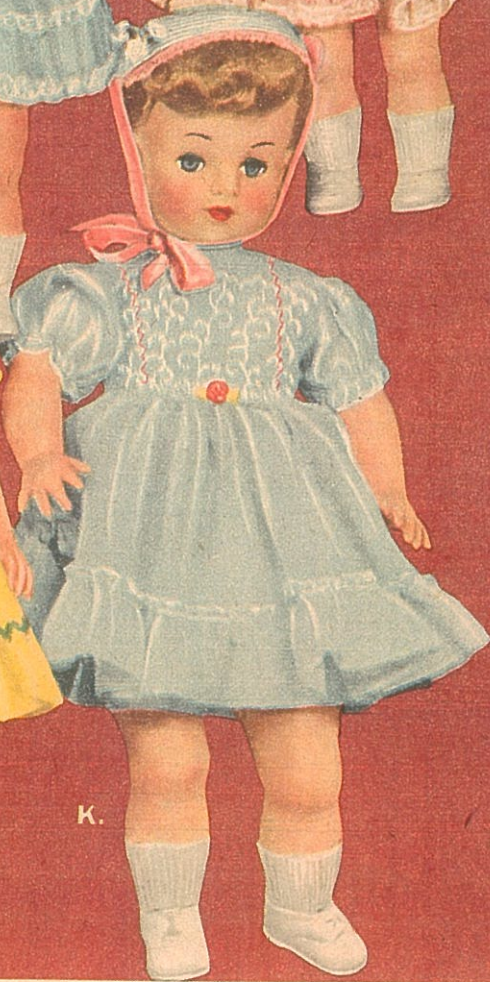
H.



I.



J.



K.

L.



**H. "TALL TINA"**

And is she tall! 21 inches! Dainty, too—so we call her "Tina." All vinyl with rooted pony tail hairdo, moving eyes, vinyl shoes and "coo" voice. And you'll love her lace trimmed, flowered taffeta party dress. By Roberta. Ask for **5BR1.**

**698**

**J. "BABY SANDY" 21 inches tall**

She has bangs! and Magic Bend Action in her legs. Baby Sandy is unbreakable—all vinyl. Squeeze her and she'll cry. Dressed in panties, slip, ninon dress, hat, vinyl shoes, socks. Add her to your family. By EEGEE. Ask for **5BR3.**

**698**

**I. "BOBBIE"**

She's dressed up in her Sunday best, trimmed in lace and ruffles. 18 inches tall, all vinyl, moving eyes, vinyl shoes. Love her tight and she'll "coo" so sweet. Her hair is rooted and bob style. By Roberta. Ask for **5BR2.**

**598**

**K. "NONA"— 23 inches tall**

Just like a four year old. All vinyl, with sweet "coo" voice, and cute pony tail rooted hair under her straw hat. Her arms bend, so do her legs. See her pretty ninon dress, vinyl shoes and socks. By EEGEE. Ask for **5BR4.**

**998**

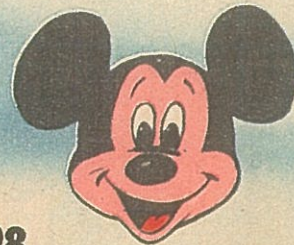
**L. "BETSY WETSY" DOLL WITH LAYETTE**



Why, she's almost real! Does everything like a live, 13½ inch baby—drinks, wets, cries, and goes to sleep. Bathe her. Complete layette included; dress, bonnet, shirt, diaper, slip—even clothes pins and powder puffs! By Ideal. Ask for **5BR5.**

**798**

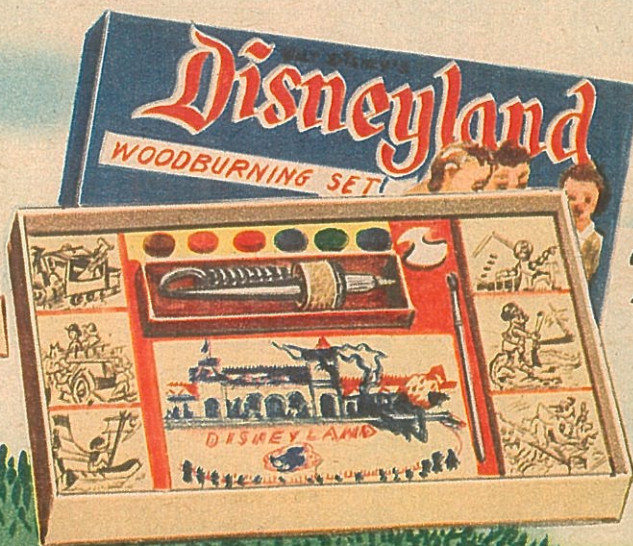
# MICKEY MOUSE JOINS THE TEACH-N-FUN TOYS



198

## MICKEY MOUSE CLUB WOODWORKING SET

Minnie, Mickey, Goofy and Donald are in wood! Cut them out, color them and set them in pre-cut holders—for your own room. Has hammer, coping saw, nails, color chips, sandpaper and brush. By American Toy and Furniture. Ask for 6BR1.



298

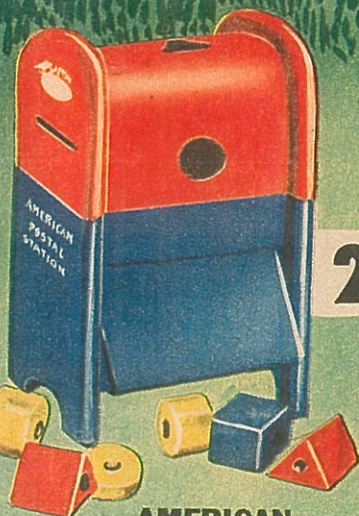
## DISNEYLAND WOODBURNING SET

You'll think you've been to Disneyland after burning and coloring your Disneyland friends and scenes in wood! Includes U.L. Approved Wonder Pen, paint chips, brush, detailed instructions for hours of fun. By American Toy and Furniture. Ask for 6BR2.



WIN A FREE TRIP in our big contest! FLY BY AMERICAN AIRLINES to a real Dude Ranch—49er's RANCH (Tucson, Arizona). See pages 2 and 4! 10,000 other prizes!

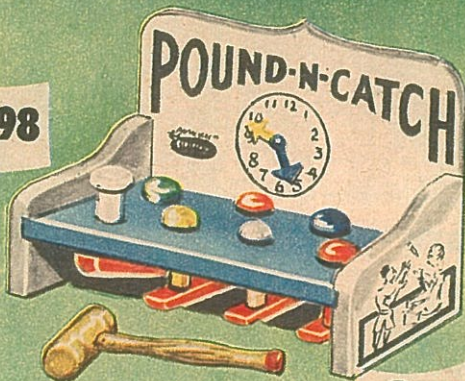
298



## AMERICAN POSTAL STATION

Put the round and square blocks in the right hole in the colorful postal station! Little Sandra learned how to tell colors apart and the difference between "round" and "square" with her learn-while-playing toy. By American Toy and Furniture.

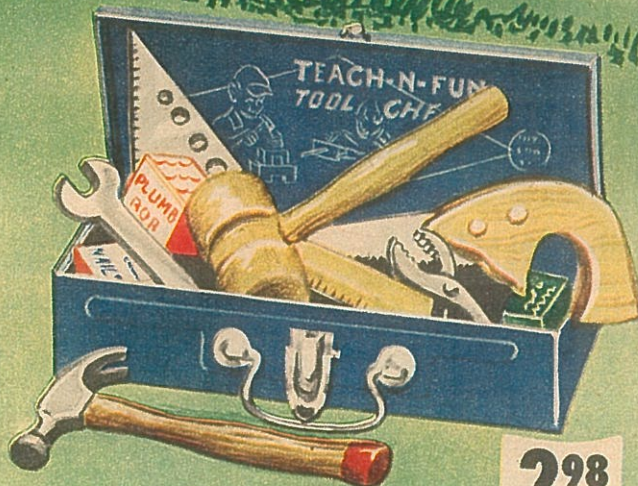
Ask for 6BR3.



298

## POUND 'N CATCH

Strike a peg and catch its companion as it hops into the air! It's a combination pounding board, catch game and scorekeeper. Scorekeeper also teaches time. This is a favorite of Barbara's—Dad likes it too! By American Toy and Furniture. Ask for 6BR4.



298

## AMERICAN TOOL CHEST

Do-it-yourself with this 17-piece set! Contains hammer, saw, screw-driver, mallet, triangle, wrench, square and illustrated Project Book. Billy made a table and chairs for his bunk house with this set. In all-steel chest. By American Toy and Furniture. Ask for 6BR5.