



*"America's Famous Toy Children"*

# **BILLY AND RUTH**

REG. TRADEMARK

1958

## **FENSTERMACHER & SON**

270 WEST MAIN STREET

PHONE OV 3-6241

KUTZTOWN, PA.



Member Liberty Retail Stores, Inc.

# NEW! EXCITING! BILLY AND RUTH'S FIND THE WORDS CONTEST!



**WIN A PERSONAL TELEPHONE CALL FROM BILLY OR RUTH AND A MYSTERY PRIZE TOO!**

## FUN AND EXCITEMENT!

THROUGHOUT OUR 1958 BILLY and RUTH BOOK THESE WORDS ARE HIDDEN

*Always - Buy - Toys - Approved by - Billy and Ruth*

The first word, *Always* is on page 33. Now—you find the rest!

**HERE'S ALL YOU DO TO ENTER!**

- 1 Look over each page carefully. Find the words of our slogan.
- 2 After finding each word, print it carefully and plainly on a white sheet of paper and give page number where it was found.
- 3 Include your name, address, city and state and dealer's name and address on your letter and mail to: BILLY AND RUTH "FIND THE WORDS" CONTEST, BOX 5737, OLNEY STATION, PHILADELPHIA 20, PA.

### Look at These Prizes You Can Win

1. A personal telephone call from Billy or Ruth to congratulate the 100 winners.
2. An exciting mystery prize too!

**RULES**—All entries will be judged on correctness, neatness and originality of presentation. Decision of the judges will be final. Entries must be postmarked no later than Dec. 30, 1958 and they become the property of Billy and Ruth Promotion,

Inc. Entries limited to residents of the continental United States (including Alaska and Hawaii) and is void in any state, county or municipality where such an offer is prohibited or taxed.

**Don't Miss the Billy and Ruth GRAND DRAWING!**

See pages 23, 24, 25!

## BILLY AND RUTH'S SPECIAL "TREATS" FOR THEIR FRIENDS

When you're entering our contest you might like to send for these exciting "TREATS"! Here's how you can get them. Simply mark down the names of the "TREATS" you want, and enclose 25¢ (no stamps) for each one. Print your name and address,

city and state, and your dealer's name and address and mail to: BILLY AND RUTH "TREATS," BOX 5737, OLNEY STATION, Philadelphia 20, Pa.



**ADDRESS BOOK AND PEN SET**  
A real address book, with plenty of room for your friends' names PLUS a genuine ball point pen!



**CARTOON BOOK**  
Billy and Ruth's own Cartoon Book, check full of exciting things for you to do!



**DRAWING BOOK**  
An easy way to learn how to draw. Shows you how to draw figures, dogs, cats, etc. Will help with your school work!



**RUTH'S RAIN BONNET**  
All plastic—will keep your head and neck dry!

## Playing helps Billy and Ruth grow up!



### A—"GUNSMOKE" DOUBLE HOLSTER SET

(4 to 10 years)

Just like Marshal Matt Dillon's! Wide adjustable belt, western buckle. Highly decorated. Smoky Joe repeating pistols, silver bullets.

Ask for 3BR1 **5.95**

### B—SLEEPY PUP (1 year and up)

One look at me and you'll want to close your eyes too! Cuddle me close. High pile rayon plush. 24 inches.

Ask for 3BR2

**4.95**

### C—HOUND DOG (1 year and up)

Don't squeeze my nose or I'll squeal. I'm soft plush, cotton stuffed. Safety fastened eyes. 24 inches.

Ask for 3BR3

**4.95**

### D—SNAPPY BOY WAGON (6 to 10 years)

A handsome wagon for riding, hauling, pulling! Body is 34 inches long. Red baked enamel finish. Semi-pneumatic, puncture-proof tires.

Ask for 3BR4

*Specially Priced!*



### E—BABY BONNIE (for all little girls)

Fun to love! 21 inches tall. She drinks, wets and tears! See her lovely nylon dress and bonnet. Bottle too!

Ask for 3BR5

**9.95**



### F—SPEEDY BIKE (3 to 5 years)

Away you'll go! 12 inch front wheel. Rear step. Molded rubber, semi-pneumatic puncture-proof tires. Also available in 10 and 16 inch front wheels. Ask for 3BR6

*Our prices are very low!*



# REMCO'S NEWEST TOYS



**TINY TIM POCKET RADIO (6 to 14 yrs.)**  
Pint-size (1 1/4 x 3 3/8 inches). Picks up real radio programs loud and clear! No batteries necessary. Ready to operate. Miniature earphone, 33 inch adjustable antenna for extra power. By Remco. Ask for 4BR2 **3.98**

**REMCO**

## SNEAKY PETE'S MAGIC SHOW (6 to 14 years)

Cut the lady in half! Do an oriental card trick, make the dice talk! You can learn all these tricks and other world-famous ones! By Remco. Ask for 4BR1 **6.98**



## TEACH'N FUN TOYS

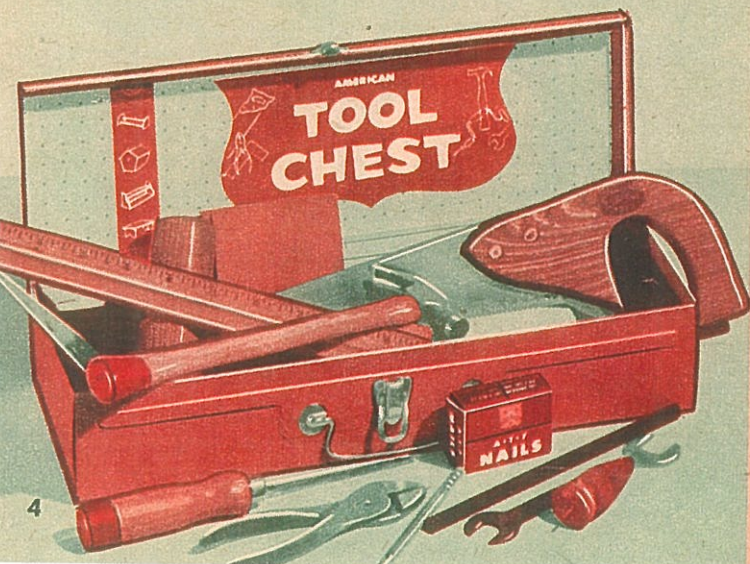
### WOODBURNING SET (7 to 14 years)

With electric pen (U.L. approved) for burning stamped plaques included. Paints, brush, instruction booklet included. By American Toy and Furniture. Ask for 4BR3 **2.98**



### TOOL CHEST (3 to 8 years)

Chock full of necessary tools that every little workman needs! In steel chest. Hammer, screw driver, pliers, level, much more! By American Toy and Furniture. Ask for 4BR4 **2.98**



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

HERE'S MY VERY OWN DOLL-NAMED FOR ME,  
MY FAVORITE DOG, AND SOME LUGGAGE SO  
I CAN GO TO GRANDMA'S FOR THE WEEKEND!



*Etone*

**TV SHAGGY DOG (1 to 6 yrs.)**

Ruth likes to sit on him to watch TV. She plays with him and takes him to bed, too! Flannel body, plush and bunny fur face. 27 inches long. By Etone Doll. Ask for 5BR1 **2.95**

*Uneeda*

**RUTH (for every little girl!)**

Yep—named for Ruth 'cause I'm so much like her! Pretty and tall—23 inches, all vinyl. And the most beautiful dress and bonnet you ever saw! By Uneeda. Ask for 51BR2 **8.45**



reL

*Travel Toy* B

**AIRLINE STEWARDESS HAT BOX & SUITCASE (4 to 8 years)**

Either one perfect for going away overnight! 10 inch suitcase and 8 inch hat box. Two-tone blue trimmed in white! By Rel Ask for 5BR3 **set 5.00**

**A—FLIGHT CASE AND TOTE PURSE SET (4 to 8 years)**

So light to carry! Exact miniature of a grown-up lady's airflight luggage set. Both of heavy rubberized tartan plaid, zipper tops. White plastic trim. By Travel Toy. Ask for 5BR4 **set 2.95**

**B—UMBRELLA TOTE CASE (4 to 8 years)**

Smart and handy! Real tartan plaid case with 12 inch zipper top. Tubular handles. 15 inch umbrella attached to outside. By Travel Toy. Ask for 5BR5 **2.95**



A



B



C



D



E



**A — BABY SUE  
DRINK-WET DOLL**

An all-vinyl 16 inch sweetie! In terry cloth kimono and receiving blanket. Diaper, knit booties, bottle, too! Moving arms, legs. Squeeze her, she cries. By EEGEE.

Ask for 6BR1 **4.95**

**B — BABY PRECIOUS**

Buster - Brown style straight hair with bangs! 15 inches tall. In cute cotton dress. She coos, goes to sleep, has bending legs. By Horsman.

Ask for 6BR2 **4.95**

**C — SUSIE**

Walking to you! Jointed arms, legs, turning head. Soft plastic, 13 inches. Sleeping eyes and she coos. Checked dress, bonnet. By Horsman. Ask for 6BR3 **3.95**

**D — LITTLE DEBUTANTE**

Chic — charming with new swirl, rooted hair-do, high-style eyelet taffeta dress, earrings. Arms, legs, head move. All vinyl. 18 inches tall. By EEGEE.

Ask for 6BR4 **5.95**

**E — TERRY TEARS**

Cries real tears, drinks, wets! 14 inches. Soft rooted hair. In 4 piece sweater set with bottle and pacifier. All vinyl. Completely jointed. By Valentine. Ask for 6BR5 **5.95**



F



G

**RUTH SAYS, "For all little girls, no matter what their ages.**

Exquisite and graceful! 25 inches tall. Dressed in ninon gown over taffeta, necklace, earrings. All vinyl, rooted hair, sleeping eyes. Bouquet. By Roberta. Ask for 6BR6 **8.95**

**DO" BRIDE DOLL**

**G —  
"CRY BABY"**

With complete layette in trunk with carrying handle. All vinyl baby is 18 inches tall with curly rooted hair. Drinks, wets and cries real tears. Fully jointed. By Horsman. Ask for 6BR7 **9.95**

**9.95**

MY  
EXTRA  
SPECIAL

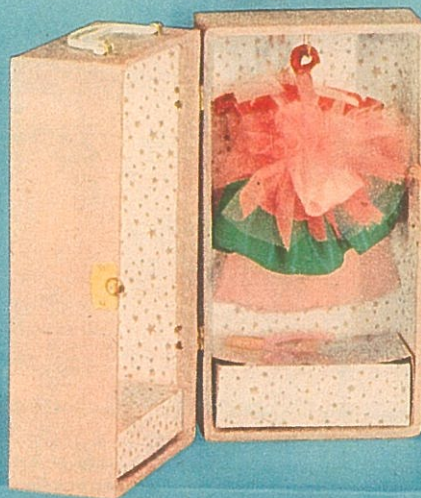
**DOLL FRIENDS**

**H — BABY BUNTING**  
Ready for an outing in shirt, diaper, soft pink flannel cap and bunting. Vinyl baby with rosebud lips, sleeping eyes. 18 inches. Just for you! By Roberta.  
Ask for 7BR1 **4.95**

**I — "LOVE ME" BABY**  
She's 17 inches tall with rooted ponytail hair. Nylon dress, coo voice, sleeping eyes, head turns. Legs can be put in any position. By Horsman.  
Ask for 7BR2 **5.95**

**J — GLAMOROUS GAL**  
Grown up and just 10½ inches tall. All vinyl, jointed; rooted hair. Three separate costume changes including ballet shoes, outfit. In wardrobe trunk. By Uneeda.  
Ask for 7BR3 **7.25**

**K — BABY BONNIE**  
Big (21 inches). Drinks, tears, wets! Nylon dress, taffeta petticoat. Jointed arms, legs. Sleeping eyes. Suede shoes. See her! By Uneeda.  
Ask for 7BR4 **9.95**



**Choose the one you love best!"**

**L — BELLE BALLERINA**  
Jointed ankles, knees, waist for real ballet poses. 20 inches. Five costumes, vinyl ballet slippers and high heels — even a handbag! Rooted Italian bob, vinyl head. By Valentine.  
Ask for 7BR5 **10.95**

**M — RUTH**  
A 23 inch love—named for our very own Ruth! All vinyl. Pony tail rooted hair. Bending legs, vinyl shoes. Taffeta dress, nylon pinafore, felt bonnet. By Uneeda. Ask for 7BR6 **8.45**