

*"America's Famous Toy Children"*

# BILLY AND RUTH

## 1960



## Fenstermacher & Son

270-274 W. MAIN STREET

Phone: OV 3-6241 Kutztown, Pa.

Member Liberty Retail Stores, Inc.

**FRIENDLY AND COURTEOUS SERVICE**

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# BILLY AND RUTH TOY CENTER

U.S.A.

## Your Town

Dear Friend:

Here it is—the 1960 Billy and Ruth Book—and it is a great pleasure for me to present it to you.

It contains a complete line of toys selected by a staff of some of the nation's foremost toy experts, for boys and girls of all ages, in all price categories. While the prices shown in this book are those suggested by the manufacturers, we suggest that you shop at our store for the latest current prices! \*

In addition to our policy on prices, we have always tried to bring to you, our customer, a friendly type of service backed up fully by our guarantee of quality. We would be happy at any time to lend our personalized service and advice to your toy needs, whether you are shopping for Santa or for a gift for some favorite niece, nephew, or grandchild. Ask us for a free copy of our excellent toy buying guide.

As usual, through our association with many hundreds of dealers throughout the country, we are able to bring you an outstanding national contest, details of which are on pages 20 and 21. We have arranged with the famous Santa Claus Land, Ind. to have a letter sent directly to your child from Santa himself. If you need more than the one coupon on page 19 in this Book, come to my store for another!

This book is designed for your children! Have them look it over. After the children have thoroughly perused the book, bring them in to see the toys first-hand. I have free Billy and Ruth Club cards for them—and you might want to ask me about a subscription to "Happy Hours with Billy and Ruth" magazine.

When you come in, don't forget to register for our GRAND DRAWING. Just sign your name and you might be the proud owner of the Philco appliances shown below!

Your business means a great deal to us. You are much more than just a dollar and cents sign—you are our friend and neighbor.

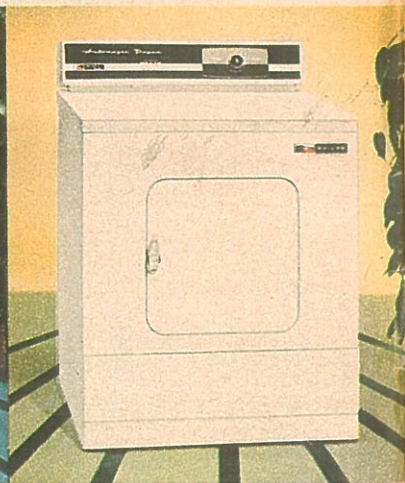
Sincerely,

*Your Billy and Ruth Dealer*

Your Billy and Ruth Dealer

## GRAND DRAWING PRIZES!

REGISTER AT YOUR BILLY AND RUTH DEALER'S TO BECOME ELIGIBLE TO WIN ONE OF THESE IN THE GRAND DRAWING! NOTHING TO BUY. JUST SIGN YOUR NAME!



PHILCO 11 CU. FT. REFRIGERATOR

PHILCO 12 CU. FT. FREEZER

PHILCO AUTOMATIC WASHER

PHILCO AUTOMATIC DRYER

Entries limited to residents of the United States except residents of New Jersey and Nebraska, employees of Billy and Ruth Promotions, Inc., its wholesalers, dealers, agencies and their immediate families; also where prohibited on a local basis. All Government regulations apply and this drawing is subject to local, state and federal laws.



*The party's ready; come if you please—  
Such fun to play with toys like these!*

A—WONDER RANGER is an exciting, lustrous, soft Palomino vinyl horse. He has a tooled-look saddle, accessories. Saddle height is 22½ inches. For ages 1 to 7. Ask for 3BR1

*Regularly 29.98 Special 24.73*

B—BANNER PARISIENNE TEA SET has scene of Gay Pareel 26 pieces in poly with metal plates, saucers. Every "good" hostess likes to serve a cup of teal 3 to 8 yrs. Ask for 3BR2

**1.98**

C—TOYMASTER CHILD SIZE RANGE is almost as tall as you—27 inches! Battery-operated burners glow (batteries not included). "See through" window in door, two oven shelves. Spacious! 3 to 10 yrs. Ask for 3BR3

**4.98**

D—A&L NOVELTY CHUBBY CUBBY BEAR is big, soft and lovable! Has plush "fur" and sports a bright, red bow. 24 inches tall. For 1 yr. and up. Ask for 3BR4

**4.98**

\* The prices in this book, in most cases, are those suggested by the manufacturers. For current prices consult the storekeeper whose name is on the front cover of this toy book. In some places of the South and West prices may be slightly higher.

E—MATTTEL STRUM-FUN GETAR will teach you rhythm. You strum lever; music disc plays tune. Eight easily changeable discs. And you can also play your own tunes on nylon strings! Song Book. 5 to 14 yrs. Ask for 3BR5

**4.98**





*Dolls to cuddle, some short, some tall—  
Don't you wish you could choose them all?*

**A—PEGGY ANN BRIDE BY HORSMAN!** Dressed in beautiful satin gown with lace overskirt. Three other outfits—lounging set, swim suit, hat, cocktail dress, accessories—all in suitcase! Curly style hairdo, turning head, sleeping eyes. 15 inches. Slim legs like a model's.  
Ask for 4BR1 **9.98 set**

**B—ROBERTA DRINK AND WET BLANKET BABY** is a darling 16 inch babe in flannel kimona, booties, and pink receiving blanket. Moving eyes, vinyl head, fully jointed.  
Ask for 4BR2 **4.98**

**C—HORSMAN SWEETHEART DOLL** wants to go everywhere you go! 19 inches tall, with straw hat, striped dress, pinafore and long white ribbed stockings. All vinyl, "miracle" head that will stay in any position. Tie-back hairdo.  
Ask for 4BR3 **7.98**

**D—PIGTAIL PATTY BY HORSMAN** is just waiting for you to play with her! Her head will stay in any position you pose it. She's 17 inches tall, fully jointed. Cotton dress, cute pinafore. Wash, comb her rooted hair. Ask for 4BR4 **5.98**

**E—BABY JANIE BY MIDWESTERN** comes dressed in four other adorable outfits besides two shown. She's 11 inches tall, all vinyl, movable features, rooted hair. Drinks, wets, tool.  
Ask for 4BR5 **2.98 ea.**

**F—PEGGY ANN BY HORSMAN** is irresistible! Looks like a junior high school girl in smart, hounds-tooth plaid dress, removable jacket. 15 inches tall, all vinyl, fully jointed, rooted bobbed hair. Ask for 4BR6 **4.98**

**G—EGEGE BABY** for you to love! A big, 25 inch, beautiful doll that drinks and wets. Poly body, vinyl head. Wash—dress her! Fully jointed. Rooted hair. Cute rayon satin dress, nylon ruffle. Ask for 4BR7

*Regularly 7.98 Special 6.87*

**H—UNEEDA 16 INCH SATIN BUNTING BABY** wants you for her mamal Listen to her "coo"! Drinks, wets, has vinyl body, head. In taffeta jacket, panties, matching bonnet and beautiful satin bunting, all lace trimmed.  
Ask for 4BR8 **5.98**

**I—SUN BONNET SUE BY EGEGE** is wearing a huge bonnet to match her pin dotted, polished cotton dress. 18 inches tall, she drinks, wets, has bottle, booties, diaper. All vinyl, moving head, arms, legs. Ask for 4BR9 **4.98**

**J—ROBERTA SLUMBER SUIT BABY** is ready for an outing in warm, soft, three piece suit of white fleece with striped yoke, muffler. 18 inches tall, all vinyl. Drink-wet baby is so real you'll think she's alive! Ask for 5BR1 **6.98**

**K—MATTEL CHATTY CATHY** is an adorable, 20" talking doll that looks like a three year old. With each pull of the magic ring on neck she talks! Says 11 different phrases at random. Fully jointed. Blonde, rooted hair, flesh colored skin and sprinkling of freckles. In party dress with removable jacket, velvet shoes.  
Ask for 5BR2 **17.95**

**L—UNEEDA DOLLIKIN BALLERINA**—Dance and whirl with her! She's 20 inches tall with 16 flexible joints that let her assume all dancing positions of real ballerina. Vinyl head, rooted, bun-style hair. In pretty ballet costume, leotards, slippers. Ask for 5BR3

*Regularly 9.98 Special 8.49*  
**M—ROBERTA 25 INCH BRIDE**—You'll want her for sure! What fun to dress her for the big occasion. White taffeta and satin lace-trimmed dress; stylish headpiece and veil. Fully jointed, rooted hair, vinyl head. Don't forget her bouquet! Ask for 5BR4 **7.98**



*Push 'em, pull 'em, dump 'em then—  
Here's fun for boys age four to ten!*



**STRUCTO HIGHWAY BUILDER SET** is weather resistant! Power shovel has wheels to control boom and shovel action. Cab revolves 0°. Lever on Dumper raises body for dumping. Blade on Bulldozer goes up between jobs. Also road barrier. Ask for 6BR1 **9.98**

**STRUCTO STEEL LIVESTOCK TRUCK** has stakes that can be removed for flat bed hauling! Rear stake panel has sliding gate for loading of large animals. 14¾ inches long. Ask for 6BR2 **3.98**

**STRUCTO AUTO TRANSPORT** is 29¼ inches long with the ramp! Model, with three metal autos. It's modern! Ask for 6BR4 **4.98**

**NY-LINT STEEL STREET SPRINKLER** really works! Big tank holds water, built-in pressure pump. Two aerated nozzles produce power-sprays when operating lever is pushed down. Ford Model C-600 truck cab. 18 inches long. Ask for 6BR3 **8.98**

**STRUCTO STEEL CAMPER** will give you lots to do! There's a finely detailed truck with removable canvas covering, trailer that unhitches, and motor. 23¼ inches long. Ask for 6BR5 **2.98**

**F-NY-LINT FORD SPEEDWAY SPECIAL** is another heavy gauge steel toy! Ford 1960 Pickup and detachable tilting platform trailer with modern racer. Wraparound windshield; back, side windows. White wall tires. 23¾ inches long. Ask for 6BR6 **5.98**

**G-TONKA DRAGLINE** for big construction jobs! Exact replica of real thing. Tractor treads move backwards and forwards, cab swivels 360°. Bucket scoops dirt toward cab and is raised by crank. Heavy steel. Nylon cables. 18 inches long. Ask for 7BR1 **4.98**

**H-TONKA TANKER** looks and works like real! Attaches to any standard garden hose and holds 4 qts. 14 rubber tires. Sturdy tanker body. 28 inches long. Ask for 7BR2 **9.98**

**I-TONKA PICKUP TRUCK** has white sidewall tires, ball type hitch for accessories. Tailgate opens and closes. 12¾ inches long. Ask for 7BR3 **2.98**

**J-TONKA HYDRAULIC DUMP** raises the load! The 2-position tailgate permits straight dumping or spreading. It's a beauty! 13¼ inches long. Ask for 7BR4 **4.98**