



AMERICA'S FAMOUS TOY CHILDREN

1961

Billy and Ruth



SHUCKER

Fenstermacher & Son

270-274 W. MAIN STREET

Phone: OV 3-3541

KUTZTOWN, PA.

Member Liberty Retail Stores, Inc.
FRIENDLY AND COURTEOUS SERVICE

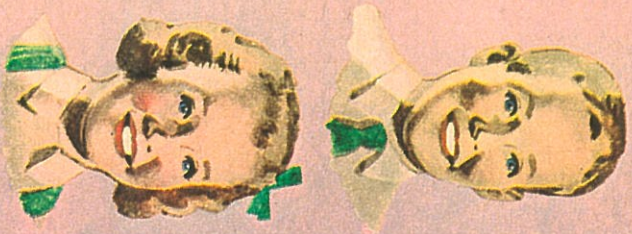


1961

Bulk Rate
U. S. Postage
PAID
Permit No. 15
KUTZTOWN, PA.

STAR ROUTE BOXHOLDER
P. O. BOXHOLDER
RURAL BOXHOLDER, LOCAL
ONE FOR EACH FAMILY

**A MESSAGE TO
YOU FROM YOUR
FRIENDLY
BILLY AND RUTH
DEALER!**



Dear Friend:

Shopping at home for the little people in your life can be fun and easy. We've tried to show every toy in our 1961 Billy and Ruth toy selection as clearly as possible and to keep the description brief and factual. Once you've looked through the book, feel free to come in and browse and see the toys in three dimension. We are here to help you make your selections should you want suggestions, or to let you "look around" alone, if you'd rather.

Ask for a copy of our free Toy Buying Guide. It will tell you the age groups for which a toy is suited and offer gift ideas for the child you have in mind. Ask, too, about our current prices. The prices in this book, in most cases, are those suggested by the manufacturers. In some places of the South and West prices may be slightly higher.

Our 1961 Billy and Ruth contest is outstanding (see pages 20 and 21)! I would like to point out that if your child sends in an entry blank obtained from our store, rather than the one in this book, we will have forwarded to him two vinyl bicycle flags. So take an entry blank home — or send your child in for one.

Read all about the free letter from Santa below. Ask us for an official SANTA'S LETTER coupon. When you see the joy a letter from Santa, personally addressed, brings to a youngster, you'll know it was worth the effort.

Our highest aim is to be of service to you — our customer, friend and neighbor. We hope you enjoy this shopping guide as much as we enjoyed bringing it to you.

Sincerely,

Your Billy and Ruth Dealer

**SANTA CLAUS WILL SEND A LETTER
TO HIS LITTLE FRIENDS
from his home in Santa Claus Land, Ind.**

Your Billy and Ruth Dealer asked Santa to write to each of his little friends whose names are sent to him. Ask your Billy and Ruth Dealer for an official Santa's Letter coupon, paste onto Government postcard, fill in all required information and mail to:

Billy and Ruth
Santa Claus Land
Box 36, Santa Claus, Ind.

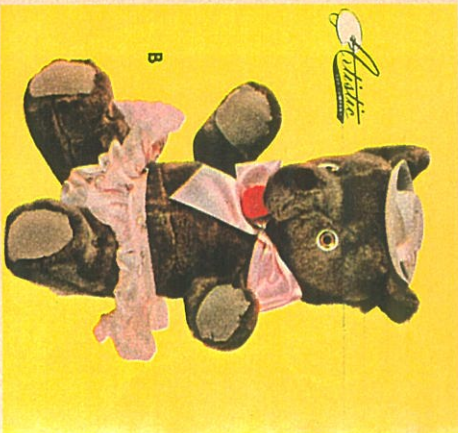
Or, take a Government postcard and print clearly on it the following information: Child's name, address, city, zone, state, dealer's name, address. Send to the address above. No letters will be accepted. Only one child's name may be put on each postcard and coupon.

Ask Mom and Dad to take you to Santa Claus Land for your vacation! It's a gay funland for children, open from Easter Sunday to New Year's Day.





A



B



RUSHTON

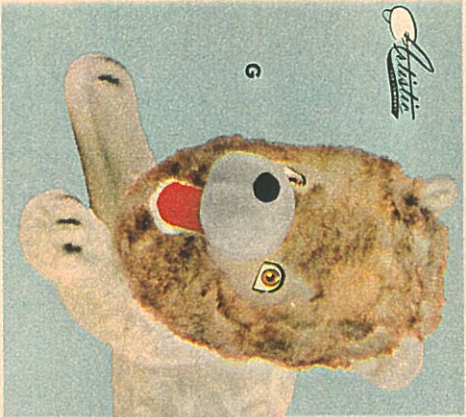
F



C

D

E

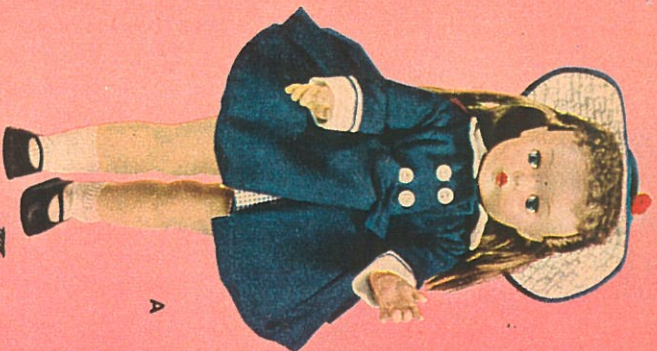


G

HUGGIN', LOVIN' SOFT PLUSH FAVORITES!

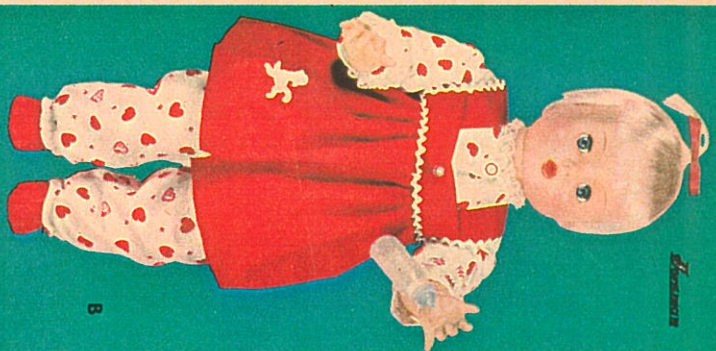
A—LAMB, PIG, FISH, PUP, KITTY—Cuddly playmates of soft, fine quality plush with foam stuffing for the tiny tots.
 No. 6122—By Rushton **2.00** each
B—FASHIONABLE BEAR—A 22-inch tall hi-pile plush "missy" bear wearing bright cotton skirt, saucy bonnet. Safety eyes.
 No. 1512—By Artistic **5.00**
C—HUCKLEBERRY HOUND DOG is a plush version of the TV cartoon star. Wears imitation vest, perky bow-tie, high hat. 19 inches tall. Washable vinyl face.
 No. 180/5—By Knickerbocker Toy **5.00**
D—YOGI BEAR sports cute tie, "Joe College" hat. 18½ inches tall. Soft plush with vinyl face.
 No. 181/5—By Knickerbocker Toy **5.00**

E—CINDY BEAR—Yogi's sweetheart will be yours too. Cindy features white organdy skirt, cute hat. 18 inches tall. Soft plush, vinyl face.
 No. 191/5—By Knickerbocker Toy **5.00**
F—GOAT, LAUGHING PUP, DONKEY, SKUNK—All so cute the choice will be difficult! Of finest quality plush in bright colors. Handpainted vinyl faces. Love at first sight!
 No. 6131—By Rushton **3.00** each
G—HAPPY LION will make you happy too. Soft, luxurious. In non-crushable plush with silky feel. Safety eyes. 24 inches long.
 No. 1504—By Artistic **5.00**



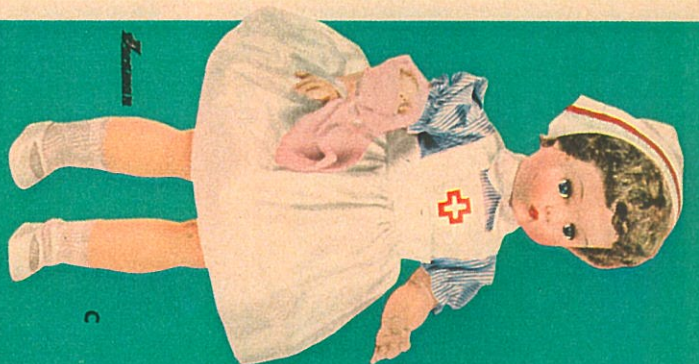
A

Horsman



B

Horsman



C

Horsman



D

Roberts



G

MIDWESTERN



E



F

Roberts

A DOLL FOR EVERY LITTLE MOTHER!

A—SPRING BEAUTY—Fashion-right from her simulated corduroy coat and printed taffeta dress to straw hat, 21 inches. Fully jointed, vinyl. Straight style rooted hair.

No. 5691—By Horsman **8.00**

B—"SOFTIE" DOLL—Captivating pixie style rooted hairdo. Cute flannel pajama and smock outfit, booties. She "coos" and is an armful—26 inches of love!

No. 3864—By Horsman **10.00**

C—NURSE RUTH—A perfect nurse with a baby in her arms! Fully jointed, vinyl plastic. Rooted hair. Complete nurse's outfit. 19 inches tall.

No. 5524—By Horsman **6.00**

D—BLANKET BABY—A lovable, movable, 14 inch drink and wet doll with sleeping eyes. In nursery clothes, pink flannel blanket. Has own bottle too!

No. 614—By Roberta **4.00**

E—PRINCESS PEGGY will walk right beside her new mama. She's 36 inches tall and wears size 3 clothes. Rooted hair. Plaid taffeta party dress with matching bonnet.

No. 5973—By Horsman **16.00**

F—Trousseau BRIDE is 15 inches of irresistible beauty in taffeta gown with lace and net overskirt. Lots of additional clothes in wardrobe carrying case.

No. 3537—By Roberta **8.00**

G—14 INCH BABY JANIE—A cutie if you ever saw one. All movable features, fully rooted hair. In darling "little girl" outfits. Nursing bottle, vinyl shoes.

No. 3800—By Midwestern **4.00** each

H—BABY JANIE—The pride and joy of little mothers! 11 inch vinyl baby drinks, wets. Rooted hair. In cute dress styles.

No. 1600—By Midwestern **3.00** each

EGGEE'S



A



B



C



D

Horsman



E

NATURAL



F



G

A—MAMA DOLL—Girls' hearts will leap for joy when they hear this 25 inch baby call "Ma-Ma." Movable arms, legs and she sleeps too. Cute pinafore dress, blouse. No. 2581—By EEGEE **8.00**

B—TODDLER—Little arms will love to hug this 17 inch darling. Moving joints. Toddler-right rooted hair styles. Cute outfits that little mothers will love. No. 1700—By EEGEE **5.00** each

C—GROWN-UP MISS must be in Junior High! Appealing, 17 inch vinyl doll with slim legs, rooted hair in the-back style. Fully jointed. Polished cotton dress. No. 9453—By Horsman **5.00**

D—KINDERGARTEN KATHY is ready to go in smart pinafore outfit with cute applique. 19 inches tall, fully jointed. Vinyl. Straight pony tail rooted hair. A friend forever! No. 5533—By Horsman **6.00**

DOLLS FOR PRETENDING AND FOR REAL!

E—ANGELA CARTWRIGHT—A 20 inch walking beauty who looks just like Danny Thomas' TV daughter. Flowing ponytail and captivating grin. Taffeta dress, pinafore. No. 26—By Natural **10.00**

F—BONNET BABY needs someone to take care of her. Drinks and has to have diapers changed. Sleeps, too. Nylon and taffeta dress, matching bonnet. 20 inches tall. No. 449F—By Natural **5.00**

G—VACATION-BOUND GAL going to the beach in stylish slack outfit. All accessories for a wonderful time: dress, stole, coat, hat, beauty-aids. Rooted bobbed hair. Slim legs. No. 932—By Horsman **6.00**

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A
RUSHTON

**YOU'LL LIKE EVERY ONE
OF THESE
WONDERFUL TOYS!**

A—BULL PUP, CLOWN, POODLE— Adorable, quality plush toys, charmingly trimmed to make little eyes pop. Cotton stuffed.
No. BR500—By Rushton .5.00 each

B—BAG OF ROCKS—The most versatile of toys! 25 safe blocks provide creative play from 1 to 5 years.
No. 525—By Halsam 1.00

C—HI-LO EXPRESS—Husky, poly trailer truck with 18 interlocking colorful blocks. Detachable trailer unit.
No. 54—By Halsam 2.00

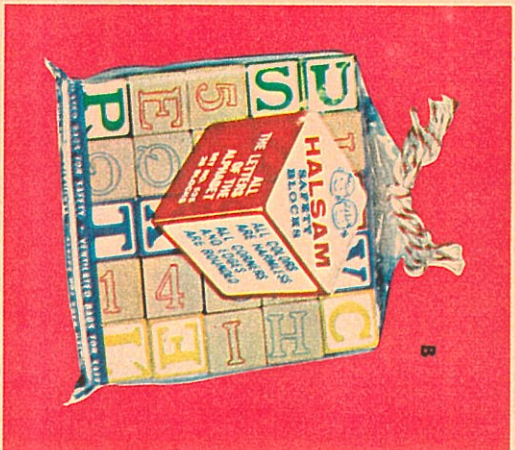
D—PICTURE BLOCKS—Brilliantly colored pictures on 24 safe blocks are fun to look at. Blocks are a "must" for the 1 to 5 year old.
No. 45—By Halsam 3.00

E—TAK-A-PEG DESKETTE—Sturdy desk, blackboard, peg board all in one. Aluminum legs. Top swings up. Hammer, pegs included.
No. 2954—By Transogram
TOP QUALITY—LOW PRICE!

F—ROCKING HORSE—Nothing beats it! Tubular steel legs and rockers. Colorful wood head, seat. Bell under seat. Head approximately 18 inches high.
No. 16—By N. N. Hill . . East 5.00
West 5.50

G—HORSE RIDER—Ride 'em cowboy! Steers by turning head. 17 inches long. 3 inch plastic wheels.
No. 18—By N. N. Hill . . East 3.00
West 3.29

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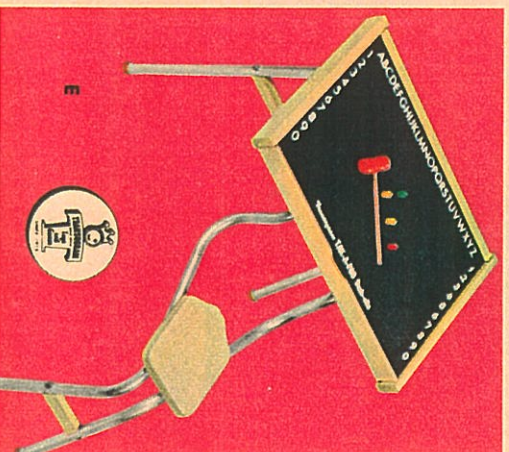
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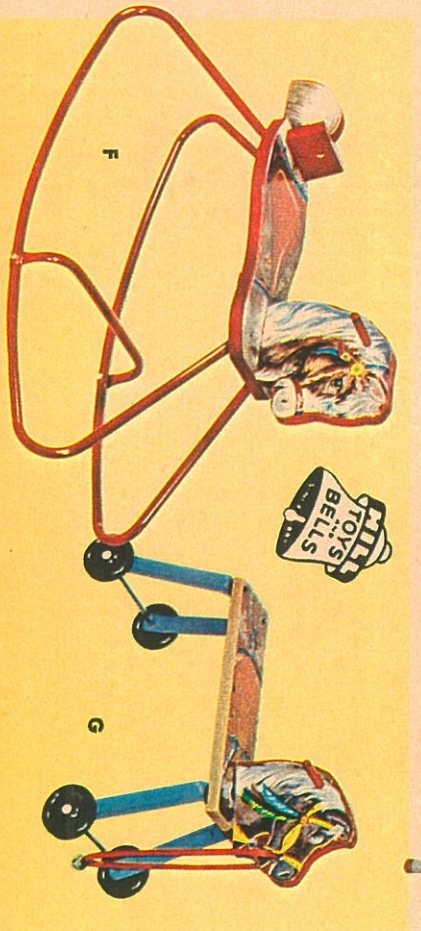
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D

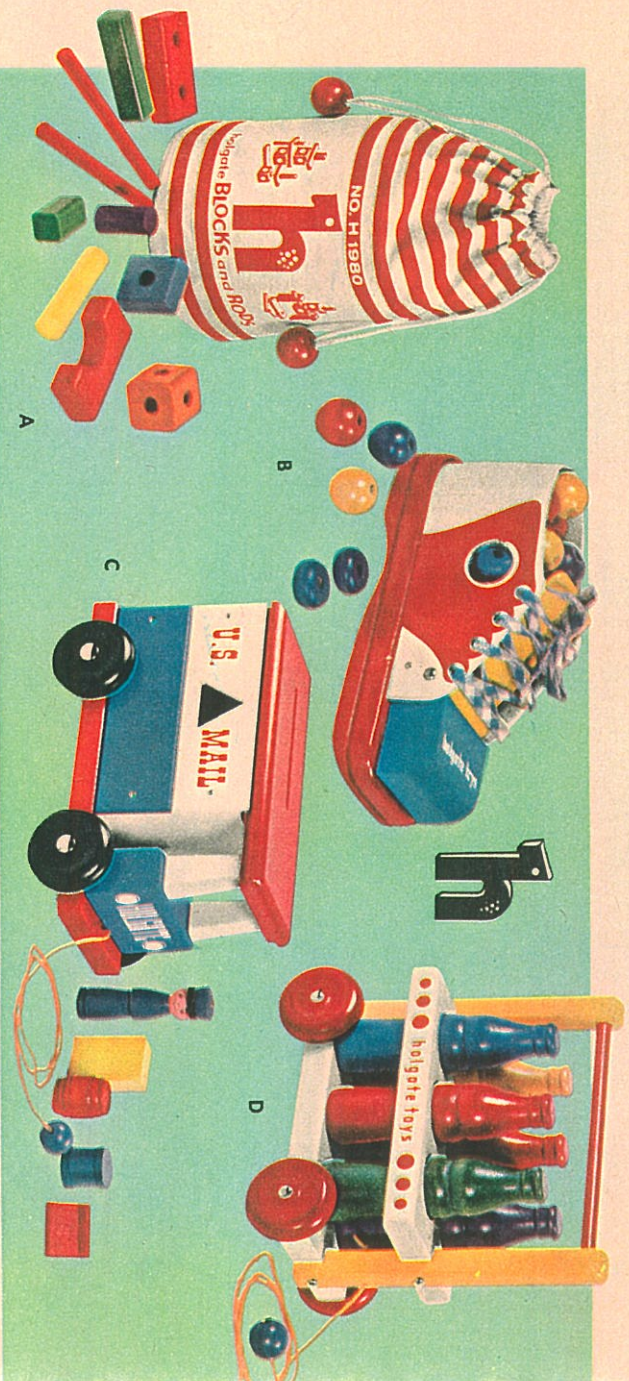


E



F

G



HOLGATE TOYS ARE FUN AND EDUCATIONAL!

A-BAG OF BLOCKS AND RODS—Youngsters 1½ to 3 can make sturdy structures with 57 colored wood building blocks. Includes 11 different shapes drilled for use with rods.
No. H1980 **3.00**

B-LACING SADDLE SHOE—Educational. For lacing, tying and stringing beads onto laces. Beads fit in holes on side of shoe. 2 to 5 years.
No. H1790 **2.50**

C-MAIL TRUCK—Red, white, blue wooden pull truck. Kegs, handbags, hat boxes and package blocks fit into shaped openings. 2 to 5 years.
No. H1615 **4.00**

D-COLA CART—Six wooden bottles of different "flavors" in wood four wheel carrier. For color-matching or making deliveries. 1½ to 4 years.
No. H1146 **3.00**

QUALITY "TEACH-A-TOT" TOYS ARE SENSIBLE!

E-MAGNETIC SPELLING BOARD—With wipe-off drawing board on other side. 36 poly letters with magnets; crayons, etc. Wood frame. 15½ x 20 inches. 5 to 11 years.
No. T2000 **3.00**

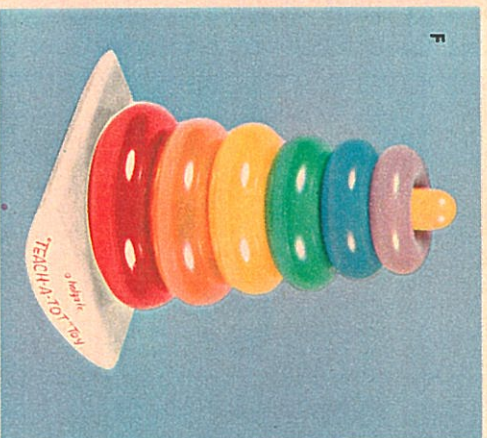
F-STACKING PYRAMID—Ideal beginner toy for 1 to 3 years. Six graduated soft polyethylene rings fit wood rocking base.
No. T1020 **1.00**

G-DELUXE RAILROAD SET—Unbreakable, safe, 78 piece set for RR development. Includes: tracks, cars, bridges, supports, ramps, accessories. Brightly colored. 2 to 9 yrs.
No. T4500 **5.00**

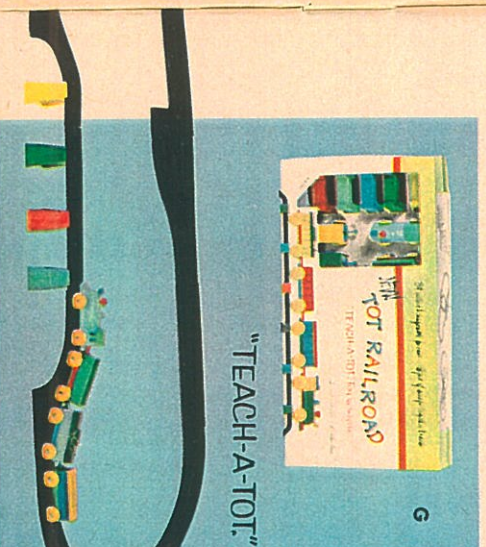
H-MAGNETIC SPELLING, NUMBER BOARD—36 poly magnetic letters plus 37 piece set of poly numbers and arithmetic signs. Drawing board on reverse side. 20¼ x 23 inches, wood frame. 5 to 11 yrs.
No. T3000 **5.00**



E



F



G



H