



"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!**

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

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!

- 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, chock 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



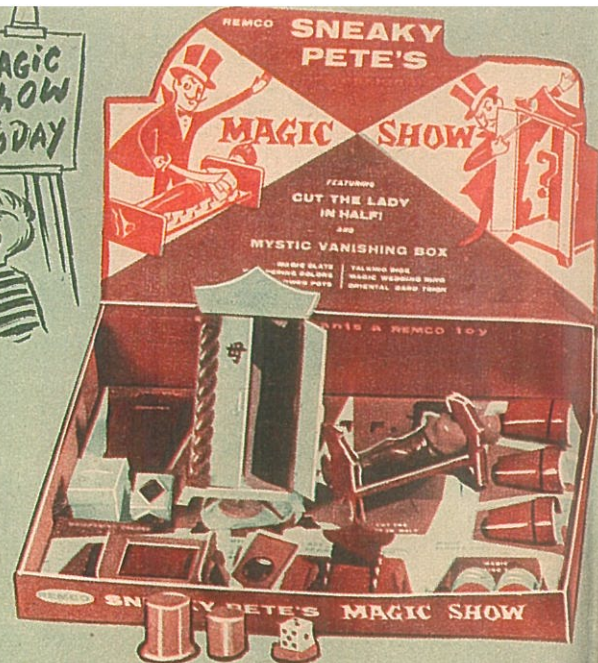
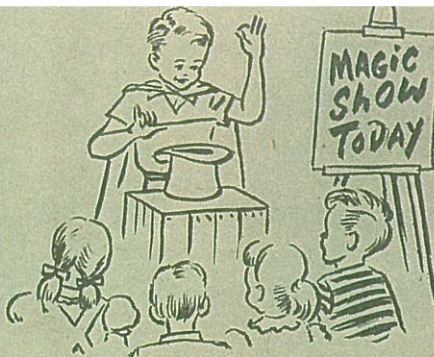
F—SPEEDY BIKE (3 to 5 years)

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**



TINY TIM POCKET RADIO (6 to 14 yrs.)

Pint-size (1 3/4 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

Approved

See Contest on page 2!

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

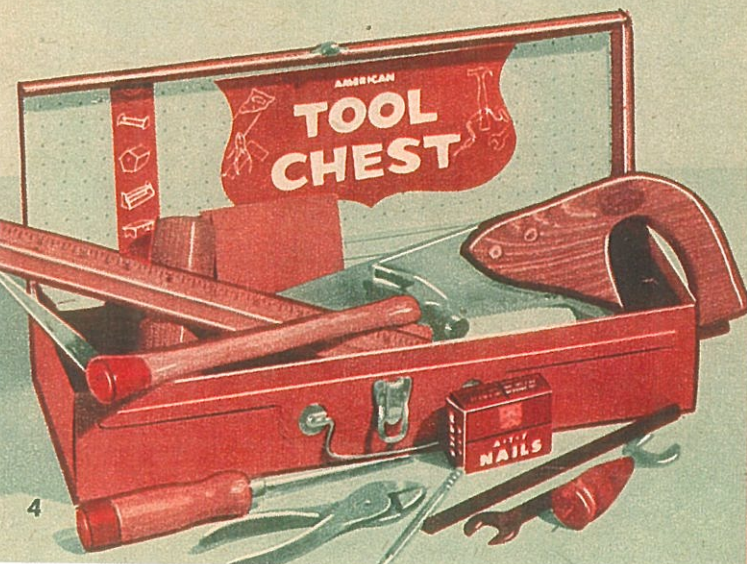


TOOL CHEST (3 to 8 years)

Chock full of necessary tools that every little workman needs! In steel chest. Hammer, screw driver, pliers, nails, 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**



A

B

rel

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



F

G



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 EEEGEE.

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 EEEGEE.

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

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

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

DO" BRIDE DOLL

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.

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

**RUTH AND HER FRIENDS
PICKED THESE FOR
HAPPY PLAYTIME!**

**LITTLE SISTER'S DOLL
CARRIAGE**

(3 to 7 years)

For wheeling dolly in-
doors or out! Body is
21 inches long, has
tubular handle 25
inches high. "Sun bon-
net" hood and foot
brake. $\frac{3}{8}$ inch rubber
tires. By Playtime Pro-
ducts.

Ask for 8BR1 **5.00**



RUTH'S DOLL CARRIAGE (3 to 7 years)

Will hold your biggest baby! Body is 23½ inches
long, 29 inch high chrome tubular handle. Shack-
le-type duchess undergear, foot brake, four bow hood
with sun-visor. Full draft rail. By Playtime Products.

10.00



PLAYTIME

Jessar Junior
PRODUCTS



FOLDING TABLE & CHAIR SET (3 to 8 years)

Ruth loves to have a tea party on this beautiful bronze
finish set. Table top is 18 x 30 inches. Table legs lock.
Table and 2 chairs fold flat. Gold and cream colored
embossed vinyl covering. By Jessar.

Ask for 8BR4

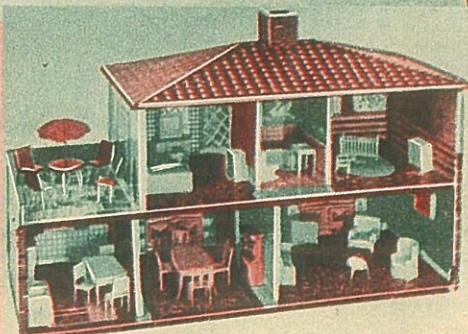
20.00

Superior

METAL DOLL HOUSE (3 to 7 years)

It's Ruth's dream house! A 2 story, 6
room house with second floor terrace!
Attractively styled plastic furniture.
Lithographed inside and out. Almost
2 feet long. By Superior.

5.95



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



A

B

Artistic Toy



E

Rushton



C

D

BILLY
and
RUTH'S
WONDERFUL
ANIMAL
FRIENDS
FOR TOTS

A—HOUND DOG

I'm hunting for you! Squeeze my nose—I squeal! Soft plush, cotton stuffed. 24 inches long. Safety fastened eyes.

By Artistic Toy.

Ask for 9BR1

4.95

B—SLEEPY PUP

I'm so sleepy—you'll feel sleepy too when you look at me. Take me to bed. High pile rayon plush. 24 inches.

By Artistic Toy.

Ask for 9BR2

4.95

C—SWEET SOFTIES

Our names are SITTING HOUND, WHIFFY WHISKERS and TIPSY TIGER. All soft plush, stuffed with cotton. We love you! By Rushton.

Ask for 9BR3 each **3.00**

D—CUDDLY ANIMALS

Look at us! A bear, a panda and a cat. We've got sewed-in eyes, pom-pom noses and felt tongues! Stuffed with cotton and foam rubber.

By Rushton.

Ask for 9BR4 each **2.00**

E—MUSICAL ANIMALS

Bet you can't wait to hug us! We're soft plush, stuffed with cotton. Swiss music boxes inside. Elephant, bear, dog and kitty. By Rushton.

Ask for 9BR5 each **4.00**

A BOOK ABOUT OUR REAL ANIMAL FRIENDS

We have some real animal friends at the Philadelphia Zoo. Would you like to see them and read all about them? Here's all you do—just send your name and address (please print) and 50¢ (no stamps, please!) to:

ZOO BOOK BILLY AND RUTH
BOX 5737 OLNEY STATION
PHILADELPHIA 20 PA.

and we'll send you the Philadelphia Zoo's own book of pictures and stories about all the animals at the zoo. 95 exciting pages!

Your pals, *Billy & Ruth*

