

# BILLY



AND

# RUTH

*"America's Famous Toy Children"*  
1959



## Fenstermacher & Son

270 WEST MAIN STREET

Phone: OV 3-6241

KUTZTOWN, PA.

Member Liberty Retail Stores, Inc.  
FRIENDLY AND COURTEOUS SERVICE

BULK RATE  
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KUTZTOWN, PA.

Rural or Star Route  
Post Office Boxholder  
Local



Boys! Girls! Mothers! Dads! Don't miss Billy and Ruth's "Double-Action" Contest!

See pages 19 to 22!



A Billy and Ruth Special!

**A—GRAND PIANO AND BENCH (3 to 7 years)**

Play a tune for Mother on 30 key piano! 2½ full octaves. Quality plywood-walnut finish. Color keyed music book. Almost 16 inches high. By Schoenhut. Ask for 2BR1.

**Special \$7.88!**

**B—TURN-A-TUNE (1 to 5 years)**

Turn the handle and play tunes on metal music bars! Plays eight delightful melodies, each on separate disc. By Kenner. Ask for 2BR2.

**3.00**

**C—JACK IN THE BOX (1 to 4 years)**

He laughs and laughs, then shouts, "Let me out!" Suddenly he pops out of colorful box. Operates by turning handle. By Ohio Art. Ask for 2BR3.

**2.00**

**D—TRAP DRUM SET (4 to 10 years)**

Be a real rhythm king! Bass drum is 21 inches in diameter. Small drum, wooden block, cow bells, cymbals, drumsticks. Rainbow colors, gold finish. By J. Chein. Ask for 2BR4.

**6.00**

**E—TULIP TOP (1 to 6 years)**

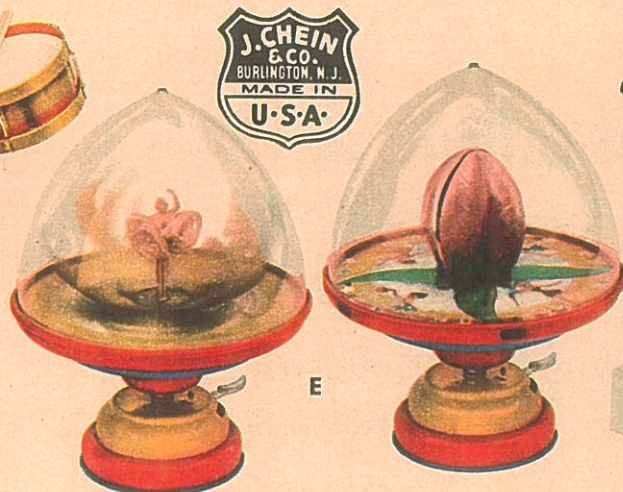
Almost like magic! See the dancing ballerina appear as tulip bud opens on spinning top. She disappears when top stops! By J. Chein. Ask for 2BR5.

**2.00**

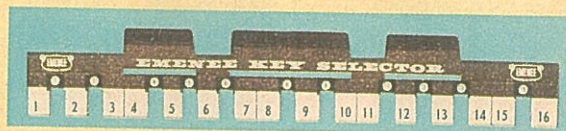
**F—TWO SPEED PORTABLE PHONOGRAPH (3 to 12 years)**

For your own room! Plays 45 and 78 RPM records. Automatic repeater attachment. Plays 6 and 7 inch records. Needles included. Sturdy case. 115 volts, 60 cycles. A.C. U.L. Approved. By Spear. Ask for 2BR6.

**A Billy & Ruth Special!**







A Billy  
and Ruth  
Special!



### ELECTRIC STUDIO ORGAN (8 years to adult)

A lovely addition to any home! Anyone can play without previous musical knowledge! Handsome, table-top organ with rich, full professional tone. 37 black and white full size keys—3 full chromatic octaves; plays sharps, flats, chords. Music book and new easy-play Emenee Key Selector method of playing. Walnut finish wood cabinet. 25 inches. U.L. and C.S.A. Approved. AC. By Emenee. Ask for 3BR1.

**Regularly \$60.00**  
**Special \$44.88!**

### A—EMENEE COWBOY GUITAR (8 years and up)

Carry it to all parties! Has automatic guitar player. Almost three feet long. Western motifs. Professional tone. Gear action, metal pegs, music book, pick. Luggage type case. By Emenee.

Ask for 3BR2.

**10.00**

### B—AUTOMATIC PLAYER DRUM (3 to 7 years)

Play the drum and march round and round! Plays marching rhythm automatically by turning handle. Sturdy frame, shoulder harness, 2 drum sticks. By Emenee. Ask for 3BR3.

**4.00**

### C—GOLDEN CONSOLE XYLOPHONE (4 years and up)

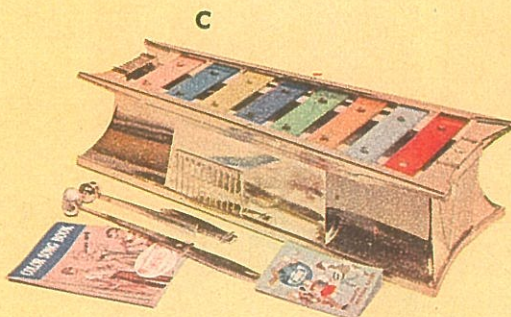
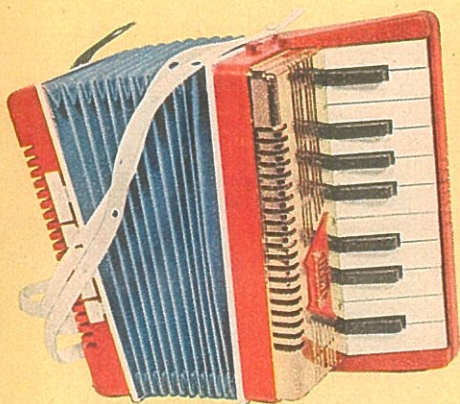
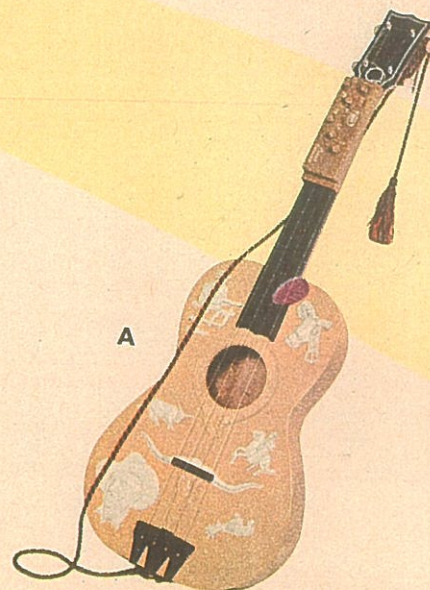
Play any tune on varicolored metal-tone bars by following color music book. Two hammers with 2-way heads. Fidelity tone chamber. By Emenee. Ask for 3BR4.

**4.00**

### D—GOLDEN PIANO ACCORDION (6 years and up)

Be an accordion player! Professional-line accordion has full scale piano keyboard. Bass notes and chords. Extends almost two feet! 52 tuned reeds. Adjustable shoulder harness, music book. By Emenee. Ask for 3BR5.

**8.00**



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.





By Zadek-Feldstein.

C



Gerber

B

Zadek-Feldstein.



A

### A—CHIME ROLY POLY AND FLOAT TOYS (6 months to 3 years)

Baby will love the four unbreakable polyethylene duck and fish float toys and the musical chime in the happy Roly Poly. By Zadek-Feldstein. Ask for 4BR1

**2.00**

### B—LACING SHOE (2 to 4 years)

Learn to tie your own shoes by practicing on soft, polyethylene, 8½ inch long shoe, with two-color lace. By Gerber. Ask for 4BR2

**1.00**

### C—FOAM RUBBER DOLLS AND ANIMALS (3 months to 3 years)

Now you can take your favorites out in the yard, 'cause Mom can wash them! Terry cloth and foam rubber. By Zadek-Feldstein. Ask for 4BR3

each **1.00**

### D—PLUSH ANIMALS (1 year and up)

Soft plush! Ask Santa for either the standing elephant, floppy beige hound dog or brown boxer. All between 15 and 22 inches long. By Expert Doll & Toy. Ask for 4BR4

each **4.00**

### E—CRADLE GYM (4 to 18 months)

Completely safe, sanitary cradle gym for hanging on pen or crib. Colorful—keeps baby amused. Hardwood and plastic. Adjustable straps. By Childhood Interests. Ask for 4BR5

**2.00**

### F—POLYETHYLENE DIAL TELEPHONE (1 to 4 years)

When Mom talks on her phone, you talk on yours! Dial it—the bell rings. And it's unbreakable too! By Steel Stamping. Ask for 4BR6

**1.00**

### G—GIANT CHRISTMAS STOCKING (1 to 5 years)

Chock full of toys and games to delight all boys and girls! By Tico. Ask for 4BR7

**2.00**

### H—BABY ZOO AND PET SHOP ANIMALS (1 to 4 years)

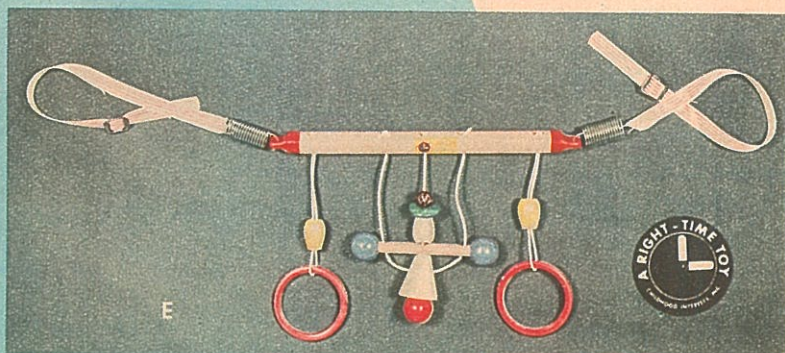
Choose your favorites! Unbreakable, washable vinyl. Six zoo animals and six pet dogs. By Kaysam. Ask for 4BR8

each **1.00**



D

EXPERT



E

STEEL STAMPING CO



F



G

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Tico-  
Toys

KAYSAM



H



**A & L NOVELTY CO., INC.**



**A**

**A Billy  
and Ruth  
Special!**

**B**



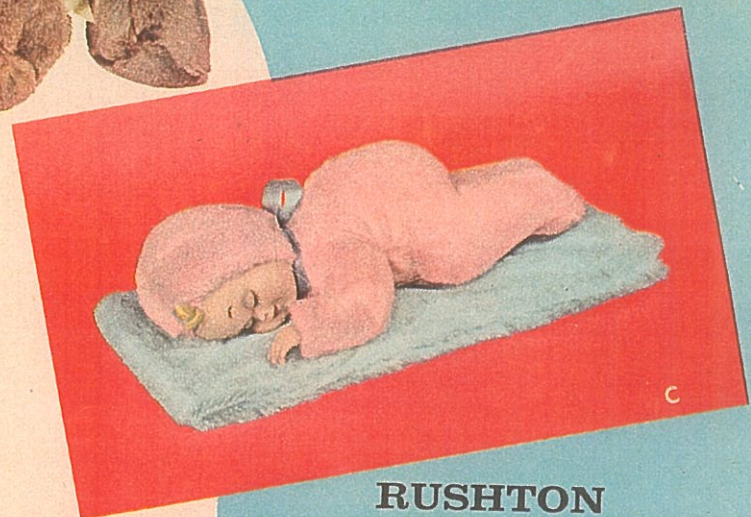
**A—POOCHY (1 year and up)**

Look! 33 inches high! Give him a home. Rayon plush "fur" won't crush. Locked-in eyes, wired ears, pom-pom nose, red felt tongue! By A&L Novelty. Ask for 5BR1. **5.00**

**B—CHUBBY CUBBY (1 year and up)**

You'll want him for your own. Soft, brown, non-crushable plush. 22 inches tall—a friend of all ages! By A&L Novelty. Ask for 5BR2

*Regularly \$5.00 **Special \$4.39***



**C**

**C—PILLOW DOLL (1 to 4 years)**

A plush baby doll snapped onto a soft plush pillow! Vinyl face, hands. Pillow has zipper opening. By Rushton. Ask for 5BR3 **4.00**

**D—FOUR ADORABLE PETS (1 year and up)**

And each with a vinyl face! Hoo-o-ty, the Owl; Stinky, the skunk; Chippy, the chipmunk, and Cheesy. Plush, cotton stuffed. By Rushton. Ask for 5BR4 **each 3.00**

**E—PLUSH ANIMAL FRIENDS (1 year and up)**

You'll love them all! Beagle hound, crouching dog, bumpkin bear, sitting cat. Soft plush and pretty ribbon bow on each. By Rushton. Ask for 5BR5. **each 2.00**

**F—TV SHAGGY DOG (1 to 6 years)**

Sit on him to watch TV or just pretend he's taking you for a ride! Flannel body, plush and bunny fur face. 27 inches long. By Etone. Ask for 5BR6 **3.00**

Boys! Girls! You can win a Stromberg-Carlson Stereo Hi-Fidelity set for your Mother and Dad! See Pages 19-22! And a prize for yourself too!

**RUSHTON**

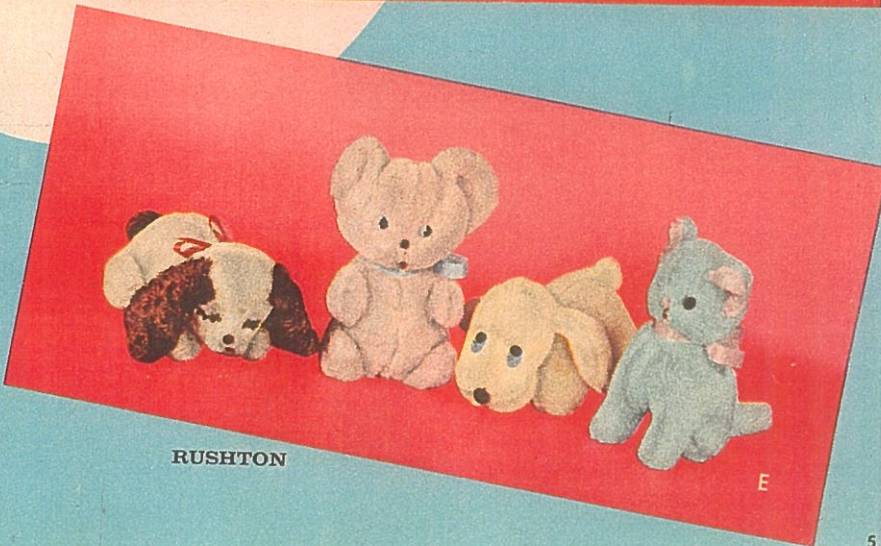


**D**

**ETONE**



**F**



**RUSHTON**

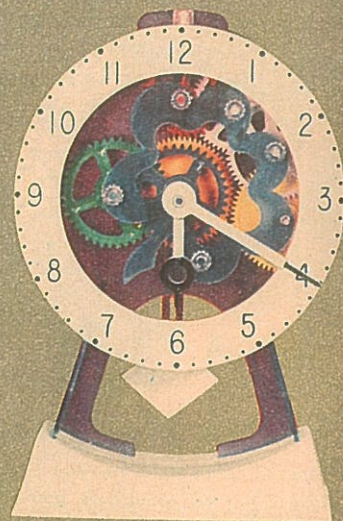
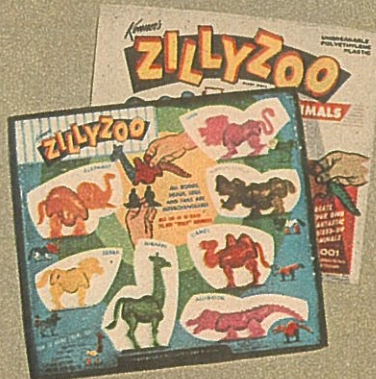
**E**





by Kenner

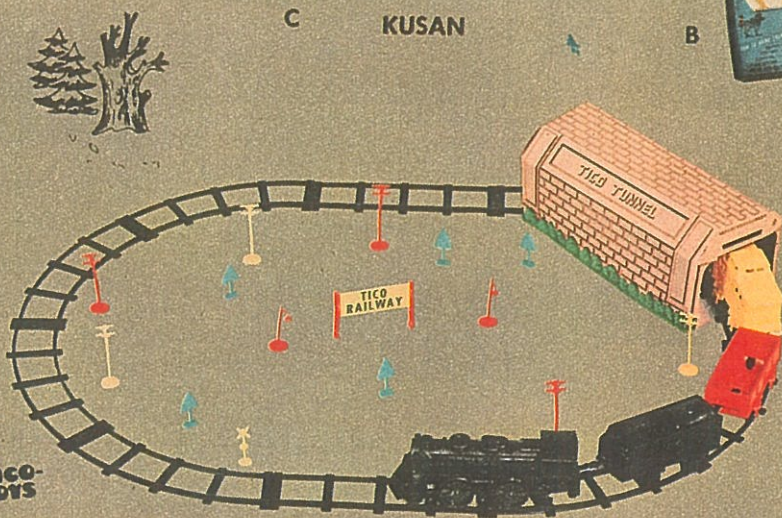
Hubley



C KUSAN

B

A



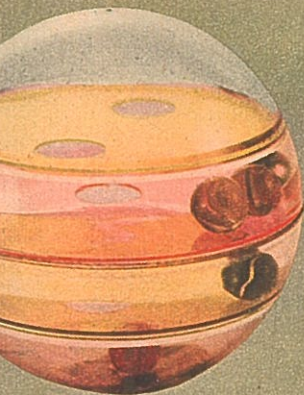
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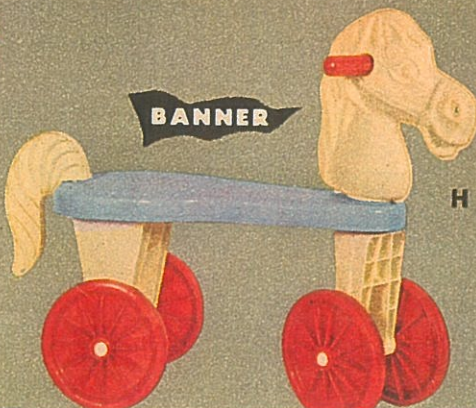
E



F



G



H

### A—TIC TOC CLOCK (4 to 12 years)

Keeps time for 14 hours! Take it apart and put it back together—follow color-keyed assembly. Spring driven. Gay colors. 11½ inches high. By Hubley. Ask for 6BR1 **4.98**

### B—ZILLY ZOO (4 to 6 years)

Make an Alli-Zeb-El-Amus! Seven animals with interchangeable parts make a very zilly zoo indeed! Name your brand new animals. By Kenner. Ask for 6BR2 **1.98**

### C—PLAYFUL PUPPETS (4 to 10 years)

Slip your hand under their coats and make their arms work! You can make Bubble Pup blow real bubbles, and Sippin' Sam pour a glass of milk. By Kusan. Ask for 6BR3 **each 1.98**

### D—DELUXE ELECTRIC WORK TRAIN (2 to 7 years)

Unbreakable! Locomotive, coal tender, caboose and working crane car run on 13 foot, figure eight polyethylene track, through 12 inch tunnel. Includes plastic train accessories. Battery not included. Tico. Ask for 6BR4 **3.98**

### E—JOLLY ACROBAT (4 to 18 months)

A tap of baby's finger will start his merry acrobatics. Rocks, whirls and will even float in tub! Unbreakable, non-toxic styrene. By Tarrson. Ask for 6BR5 **1.00**

### F—MOTHER GOOSE BALLS (1 to 4 years)

Your choice! Puss in Boots, Humpty Dumpty or Little Piggy float on clear liquid inside unbreakable, clear acetate ball. Roll them! By Tarrson. Ask for 6BR6 **each 1.00**

### G—PUZZLE BALL (1 to 6 years)

A rattle or tub toy for baby—a game for brother. Make all five marbles drop through holes to bottom of unbreakable, clear acetate ball. By Tarrson. Ask for 6BR7 **1.00**

### H—POLY KIDDIE HORSE CART (1 to 3 years)

Even baby can ride all polyethylene, unbreakable, steering horse cart safely. 21 inches long. By Banner. Ask for 6BR8 **4.98**





A

#### A—WESTERN COVERED WAGON (2 to 6 years)

Use screwdriver included to take pull toy apart! Teaches shape recognition. Chalk, eraser, erasable writing board, blocks. By American Toy & Furniture. Ask for 7BR1 **2.98**

#### B—JACK 'N JILL (3 to 5 years)

Watch Jack and Jill tumble down the hill—flippety-flop—over and over again! They never fall off! Fun indoors or out. By Morris Plastics. Ask for 7BR2 **1.00**

#### C—MICKEY THE TRAFFIC COP (3 to 5 years)

Press his hat and Mickey goes to work! Right hand goes down, left raises whistle to mouth—and it blows! Red light on cap turns green. Unbreakable. By Morris Plastics. Ask for 7BR3 **1.98**

#### D—K-POP-GUN TWIN HOLSTER SET (2 to 6 years)

Lots of fun, safe too! Unbreakable holsters, belt and guns. Guns shoot harmless table tennis ball. Just squeeze soft gun and "Pop!" By Kusan. Ask for 7BR4 **1.98**

#### E—"MR. BIG BOY" PIGGY BANK (3 years and up)

A big piggy bank (13 1/2 inches long) that will hold hundreds of dollars in mixed coins. Cap plug on bottom. Unbreakable. By A. N. Brooks. Ask for 7BR5 **2.98**

#### F—CAT 'N FIDDLE AND OLD KING KOLE (1 to 4 years)

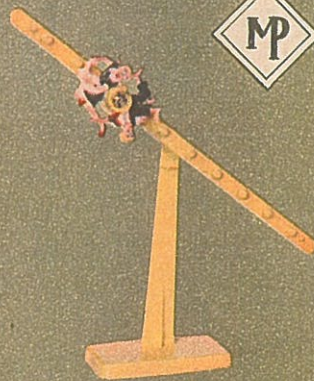
Play with soft, vinyl, non-toxic "friends" while you listen to unbreakable 78 RPM record of their stories. By Kaysam. Ask for 7BR6 **1.98**

#### G—CHILDREN'S PUZZLE ALBUMS (7 to 12 years)

Put the pictures together! Two beautiful, 100 piece, sturdy puzzles, both in box-album that will stand neatly like book on your shelf. By TucO. Ask for 7BR7 **Album 1.98**

#### H—BIG ACTIVITY TRAIN (1 to 5 years)

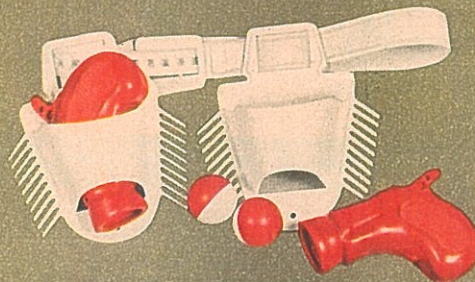
Action here! Four wood units including timber to be stacked in timber car, rings to be placed on pegs on activity car. By Childhood Interests. Ask for 7BR8 **2.50**



B



C



D KUSAN



Brooks.



E



F

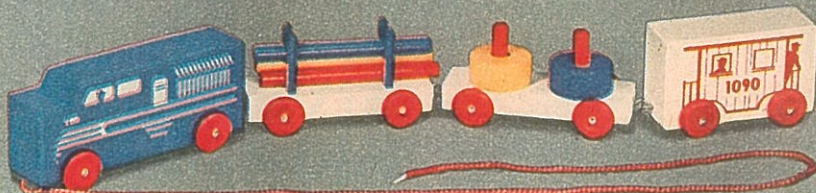


TUCO

G



H

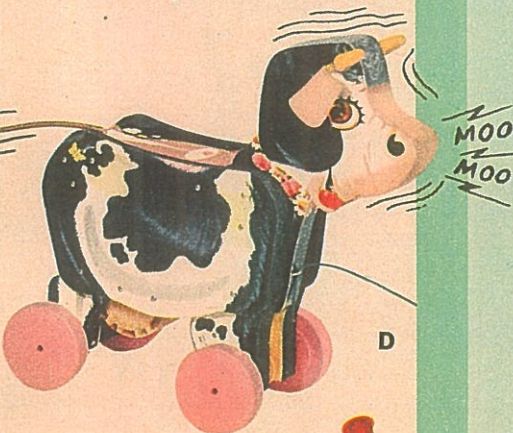
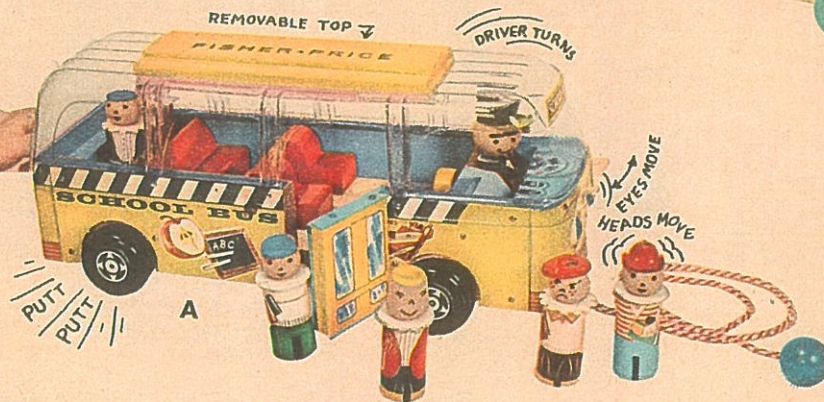






# f p

## FISHER-PRICE TOYS



### A—SAFETY SCHOOL BUS (2 to 5 years)

Pull this 14 inch wooden bus. Eyes roll, driver turns head, children in back seat bounce and spin! Take children out through door, or take top off. Stop sign. By Fisher Price. Ask for 8BR1

**6.00**

### B—CONCRETE-MIXER TRUCK (2 to 5 years)

"Pop-pop-pop" and the balls tumble round and round inside revolving, clear unbreakable mixing drum. Heavy-duty wood body, chassis, heavy steel axles. By Fisher Price. Ask for 8BR2

**5.00**

### C—JACK 'N JILL TV-RADIO (2 to 6 years)

Turn the knob and Swiss music box plays "Jack 'n Jill" and their pictures "appear" on dial! Spring aerial raises. Solid wood case, plastic speakers. By Fisher Price. Ask for 8BR3

**3.00**

### D—MOO-OO COW (1 to 4 years)

She "mo-oo's" long and low as she tosses her head. Spring tail swishes. Wood with unbreakable horns, vinyl ears. 10 inches. By Fisher Price. Ask for 8BR4

**3.00**

### E—CORN POPPER (1 to 3 years)

Multi-colored wooden balls pop-pop-pop against unbreakable dome. Lots of color, noise! Solid wood base, wheels, handle. 18½ inch high handle. By Fisher Price. Ask for 8BR5

**2.00**

### F—POP 'N RING (1 to 3 years)

Hear gay popping sound as three acetate balls are thrown against shiny bells when you push it. Sturdy wood, 20 inch handle. By Fisher Price. Ask for 8BR6

**2.50**

### G—TUGGY TURTLE (1 to 4 years)

He's so happy as he shuffles legs and wags tail he makes music! Wood body, unbreakable acetate shell. Polyethylene feet. You'll love him. By Fisher Price. Ask for 8BR7

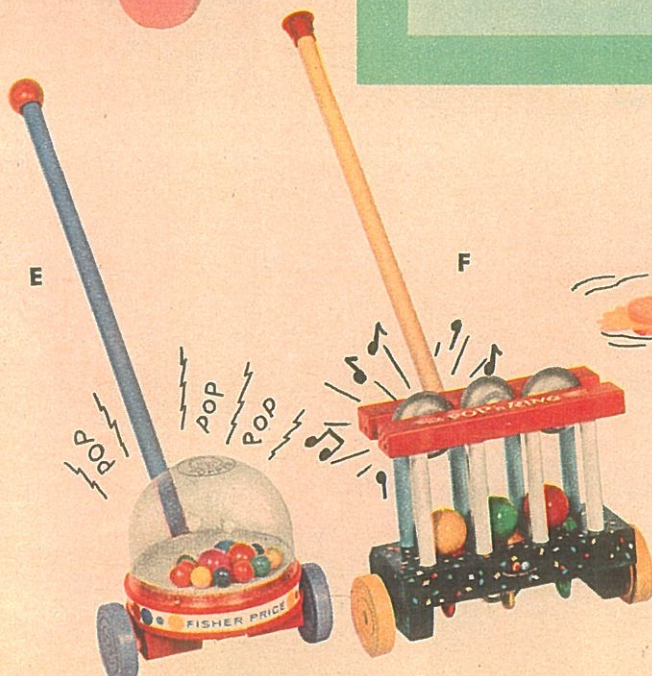
**2.50**

### H—GIANT SNAP-LOCK BEADS

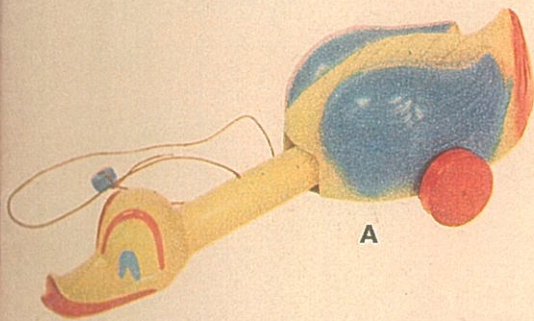
(6 months to 4 years)

Snap them together, pull them apart! Make necklace with 32 colorful polyethylene beads—squeezeable, unbreakable. Develops finger dexterity. By Fisher Price. Ask for 8BR8

**2.00**



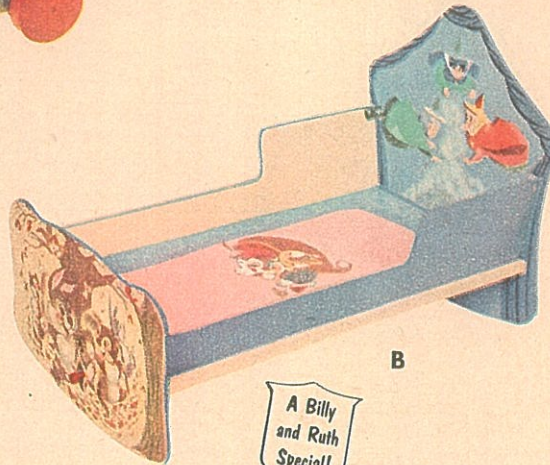




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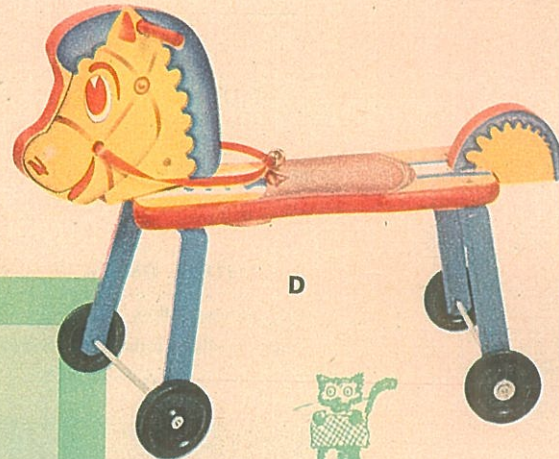


C



B

A Billy  
and Ruth  
Special!



D

#### A—DOODLE DUCK (1 to 3 years)

"Quack! Quack!" he says as he waddles along! Moves head from side to side and is 13 inches long. By Gong Bell. Ask for 9BR1

**2.00**

#### B—SLEEPING BEAUTY CRADLE (2 to 6 years)

Rock your baby and hear the pretty tune when you turn crank! Over 24 inches long. Wood and masonite. By Gong Bell. Ask for 9BR2

Regularly \$6.00 **Special \$4.97**

#### C—TV PAY PHONE (2 to 5 years)

As much fun as a Mickey Mouse cartoon! Put coin in, gong strikes! Turn knob—Disney friends "appear" on screen. Turn crank, hear voice! Coin return. Over 12 inches high. By Gong Bell. Ask for 9BR3

**4.00**

#### D—STEERING HORSE RIDER (1 to 3 years)

"Giddyap" you'll say as you hold reins and push yourself along. Rubber wheels, gong under seat. Steers tool 19 inches long. By Gong Bell. Ask for 9BR4

**3.50**

#### E—ACTION PUSH CHIMES (1 to 3 years)

An owl—or a penguin—which would you like? Watch their wings flap and gongs ring! Hardwood push sticks. By Gong Bell. Ask for 9BR5

each **1.00**

#### F—MUSICAL SWEEPER (1 to 4 years)

It really sweeps and plays a complete tune! Metal body, hardwood sides, rubber wheels. Dust compartment opens. By Ohio Art. Ask for 9BR6

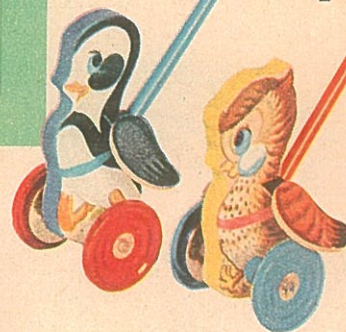
**3.00**

#### G—WALT DISNEY JUMBO BLOCKS (2 to 5 years)

Stack 'em up—they'll be taller than you! Five rugged, fibre-board giant blocks nest for carrying. Colorful pictures of Mickey and other friends. By Gabriel. Ask for 9BR7

**4.00**

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E



THE OHIO ART CO



F

Write to Billy & Ruth for

GOLD INITIALS FOR YOUR  
SWEATER, JACKET, HAT!

Two inch high, gold, press-on letters!  
Any three letters you want. Send  
25¢ to:

BILLY AND RUTH  
INITIALS  
Box 333, Phila. 5, Pa.

**WIN!**

Boys! Girls! You can win a Whirlpool  
Automatic Clothes Dryer for your  
Mother and Dad! See Pages 19-22! And  
a prize for yourself too!



G

