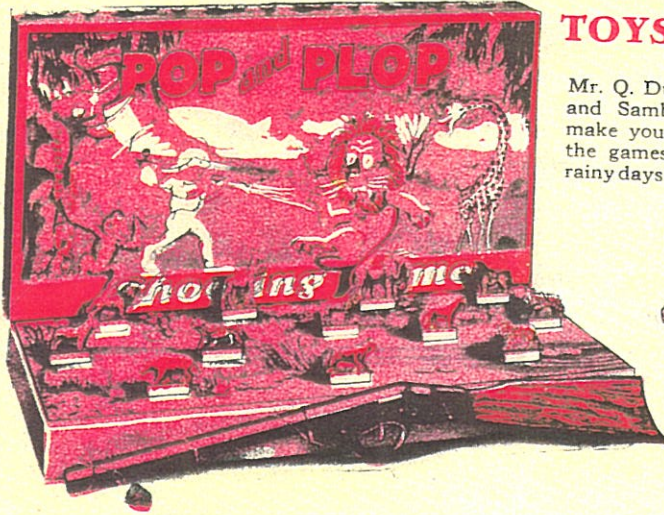


"They're Just Great"  
—Billy

# ALL - FAIR TOYS and GAMES

"Lots of Fun"  
—Ruth



Mr. Q. Duck, jolly William Goat and Sambo with his Mule will make you laugh and laugh, and the games are just the thing for rainy days or cold winter evenings.



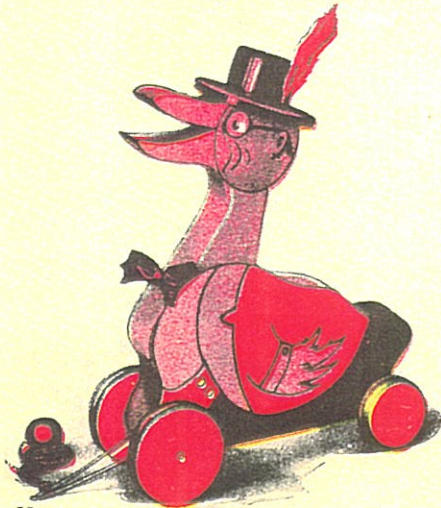
## Pop and Plop

Have a lot of fun shooting wild animals with a pop gun. The animals stand on numbers and you score when you shoot one off. The lion, of course, counts most. Just as exciting as real hunting

**\$1.00 each**

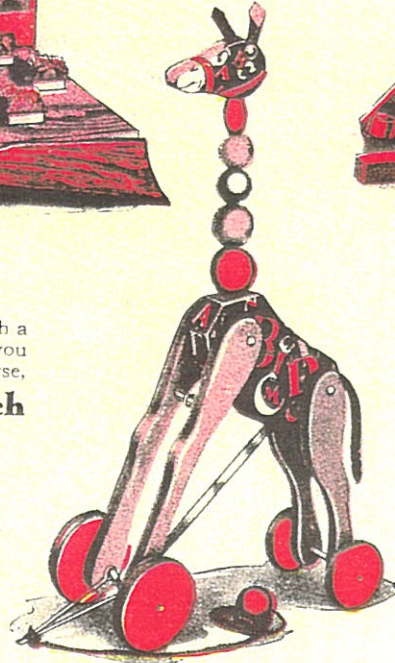
Which would you rather be? Babe Ruth or Bill Tilden? With the combination Tennis and Baseball Game you can play either one in a most realistic way. Rainy days won't be tiresome with this game to play with. Billy just loves his!

**\$1.00 each**



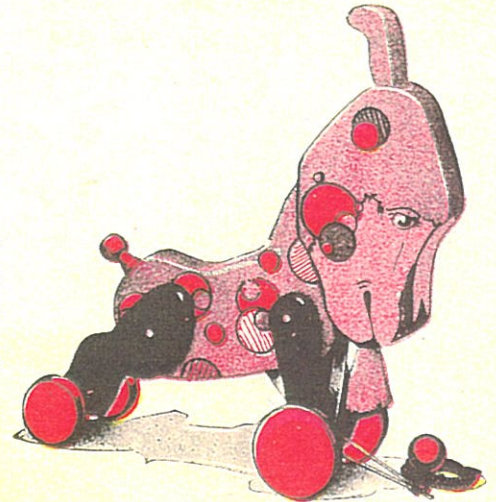
Here's Mr. Q. Duck all dressed up in a loud bow tie and a loud voice. He's got a feather in his hat too that will wave gayly as you pull him along. Duck is usually expensive but this one's only

**\$1.00**



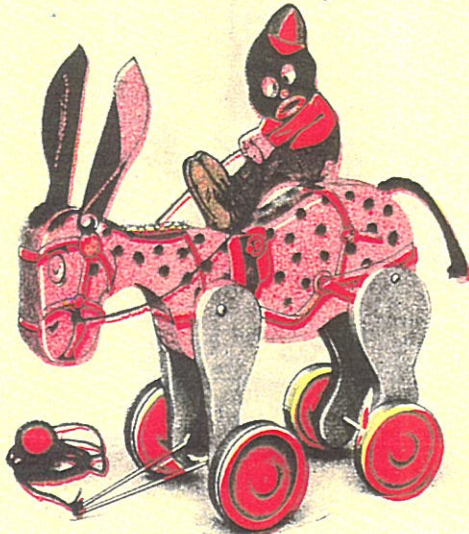
Gosh, what a long neck this animal has and how he twists it as he moves along—he's the ABC Giraffe from the wilds of ABCinia. He doesn't make any noise because giraffes, you know, altho they have a long neck, have no voice.

**\$1.00 ea.**



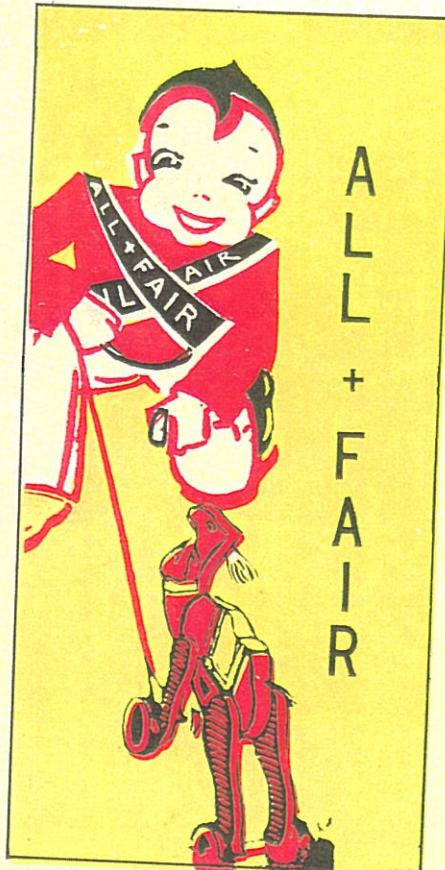
Look out for those horns, cause William Goat sure does like to butt. See that Goatee? Mr. Goat is very proud of it and if you are good, he'll let you stroke it—but watch out for those horns

**\$1.00 each**

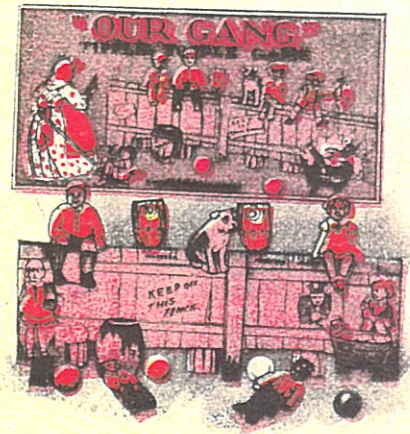


Talk about roughriders!—Sambo's mule sure does throw him up and down to beat the band. But Sambo is a good rider and stays on over all the bumps. You'll laugh with glee at his antics.

**\$1.00 ea.**



ALL + FAIR



Did you ever see "Our Gang" in the Movies? Here they are made into a dandy game that will be lots of fun for all of you. Farina and all the rest of the gang will help you pass many a rainy day.

**\$1.00 each**



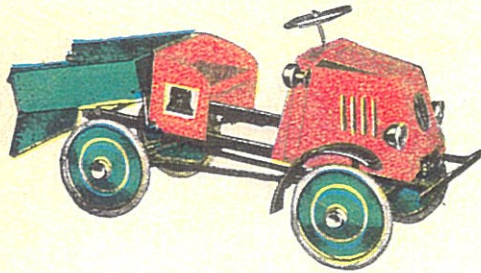


**Approved**  
—*Billy*

# STEELCRAFT

## PLAY VEHICLES

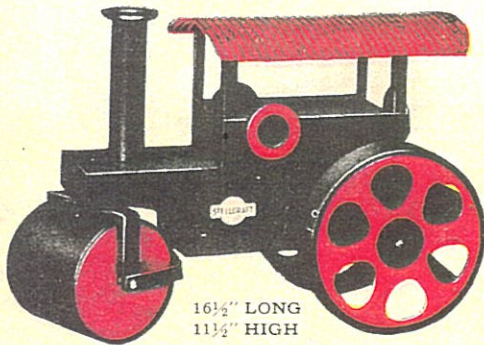
You'll want to ask for one of these dandy play autos or airplanes in your letter to Santa Claus. They're built just like the big ones that you see on the street with real rubber tires and ball bearings to make them run easy. What fun you will have with these Steelcraft vehicles.



**2-Ton  
Mack Dump Truck**

For Children 3 to 7 Years

In every way this Mack Truck is like those big fellows you see so often. It is equipped with springs, adjustable pedals, bumper, lights, etc., and has a clever dump body with a swinging tail-gate. This truck will carry up to 150 lbs. Baked enamel finish in orange, green and black. 48 inches long, 20 inches wide . . . . . **\$13.95 each**

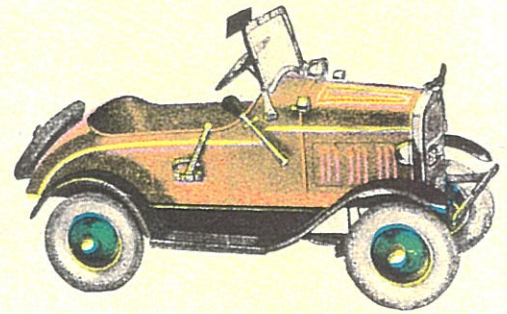


**Miniature Steam Roller**

Big enough and strong enough to ride on and it steers! Finished in black and red baked enamel on 20 gauge steel. A really wonderful toy at only . . . . . **\$2.45 each**

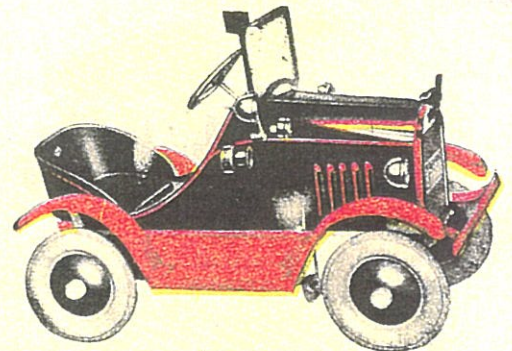
**Boy-oh boy!  
What a lot of  
fun is packed  
in these autos.  
And speed  
too, you bet.**

**Ruth said she  
likes my auto  
too and I guess  
Santa will  
have to bring  
her one. I'll  
give her mine  
if Santa  
brings me a  
Silver Ace.**



**Marmon DeLuxe Auto**

A completely equipped sport car that will make you proud and happy. All the equipment that any car needs—horn, rear view mirror, hand brake, spare wheel, seat cushion, etc. Easy riding, easy to propel. It certainly will go over big with you. **\$23.95 each**



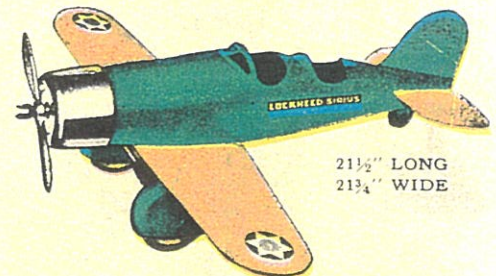
**Buick**

When better toy autos are built—Steelcraft will make them like this Buick which is so beautifully enameled in orange and black, so completely equipped. Easy enough for you little fellows to run and big enough for the 8 or 9 year old. . . . **\$16.50 each**

**Silver Ace Airplane**

For Children 3 to 7 Years

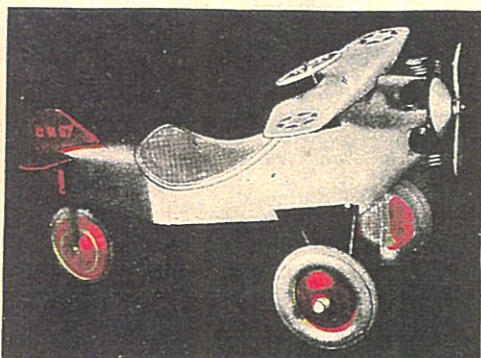
A roomy cockpit, a speedy propeller and whiz-z-z away you go—the envy of all your playmates. The propeller is chromium plated, the body and wings are finished in silver with the wheels and tail in red. As nice looking a plane as you have ever seen and it certainly will fly along the walk on its roller bearings and rubber-tired wheels. It's 43 ins. long and has a wing spread of 30 ins. Santa's masterpiece **\$11.50 each**



21½" LONG  
21¾" WIDE

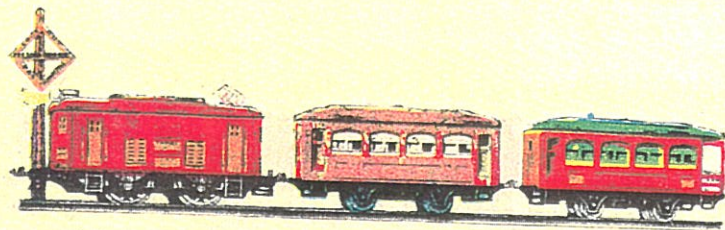
**Miniature Lockheed Plane**

A pull toy just like the famous Lindbergh coast-to-coast plane. Chromium plated revolving propeller and nose. Solid rubber tires on disc wheels for speed. . . **\$2.45 each**

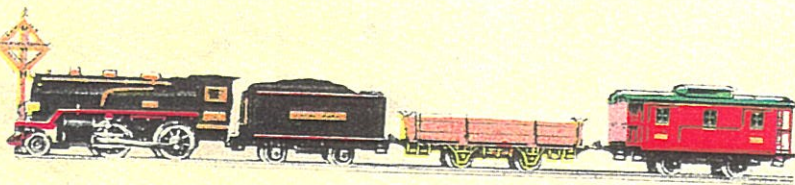




All you young engineers who receive a Lionel Train for Christmas are mighty lucky boys, because it is almost the same as if you were sitting in the cab of the 20th Century Limited, and operating a cross-

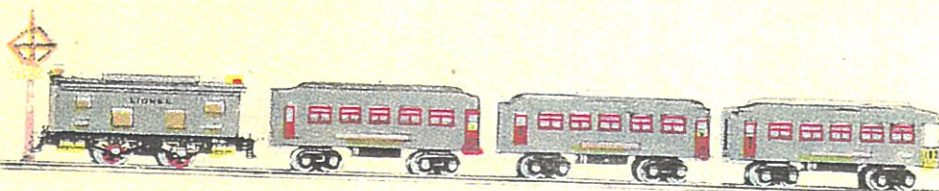


he stops it in front of a big station. Wouldn't you like to have a railroad like this? A small track and train can gradually be built up into a real railroad. Be an engineer! This is one of the low-priced "O" Gauge trains (No. 292) electric lighted with it . . . . . **\$7.00 each**



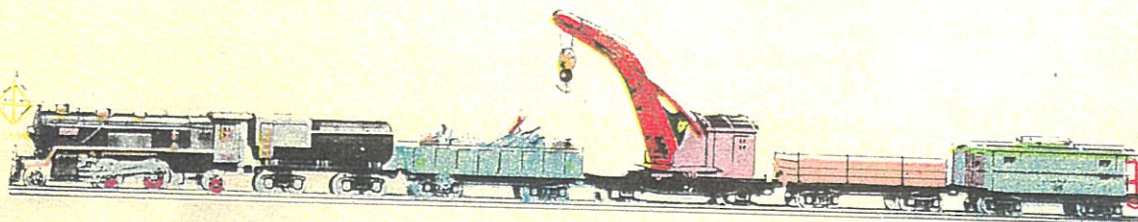
How is this for a low-priced train? (No. 229.) It is equipped with one of the new "O" Gauge Steam Type Locomotives and Tender. Be sure you see this. **\$11.25 ea.**

If you prefer a passenger train. No. 232 is the same price, but is equipped with passenger cars.



We'll bet you wouldn't mind owning this train No. 296. beautiful blue color, two headlights, lights in the cars, and plenty of track and a warning signal. Use a Type B Transformer with this. It is only

**\$12.75**



Boy, oh Boy! What a train this is! (No. 240E.) A wonderful new large "O" Gauge Locomotive and Tender. A new "O" Gauge Derrick Car, something you have always wanted (No. 810), and look at the tools in that gondola car! You'll go wild about it

**\$30.00 ea.**



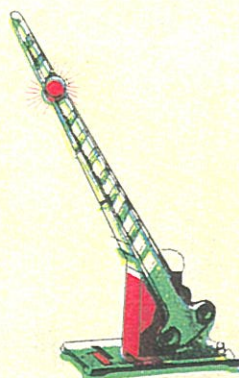
Haven't you seen this warning signal on a real railroad? Lionel Flashing Signals **\$4.00 to \$5.25 each**



This is a wonderful reproduction of the Hell-Gate Bridge. There are lots of bridges in the Lionel Line. **\$1.75 to \$16.50 ea.**

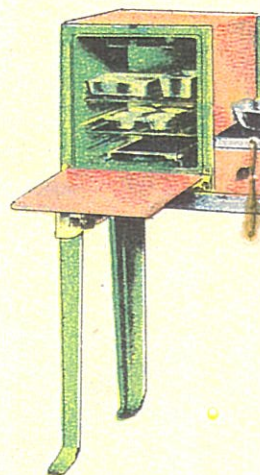


Every railroad must have stations. Billy has a station, all illuminated. They are **\$3.10 to \$26.25 ea.**



This Crossing Gate has a red light this year. There is no danger of an automobile driving through it. Nos. 77 and 077 Lionel Crossing Gates for "Lionel Standard" and "O" Gauge track

**\$4.50 & \$4.25 ea.**

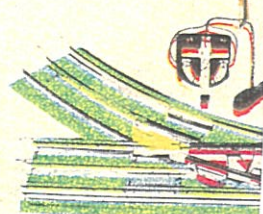


### Lionel Electric It re

Here is exciting news for electric range of just the right with. Finished in real porcelain as Mother uses, only it is snipart is that it operates from an electric light socket.



This is just one of the many Alternating Current that sure you have the correct This type A, which is the smallest, sells for



Here is an electrically op "O" Gauge or "Lionel Sta also hand operated switch them. You can't build a switches. Lionel switches— **\$5.00 to \$11.**

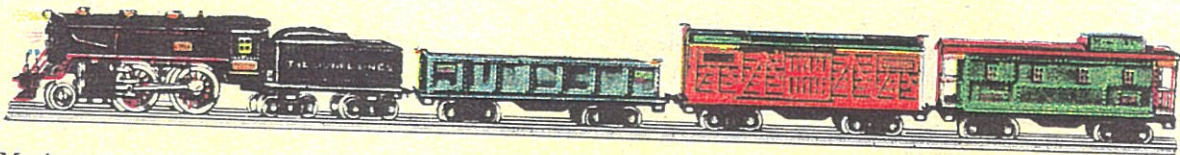
**Be sure to ask for 1**



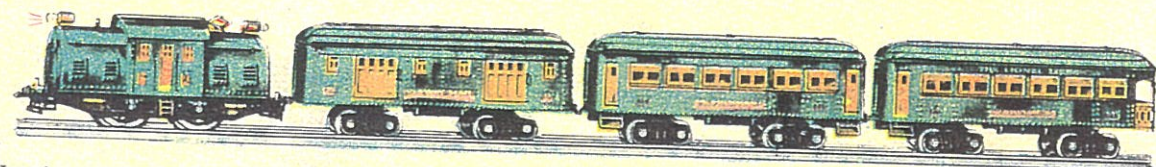
# he new Lionel Line for 1930.

**LIONEL ELECTRIC TRAINS**  
STANDARD OF THE WORLD SINCE 1890  
MODEL RAILROAD ACCESSORIES  
**"MULTIVOLT" TRANSFORMERS**

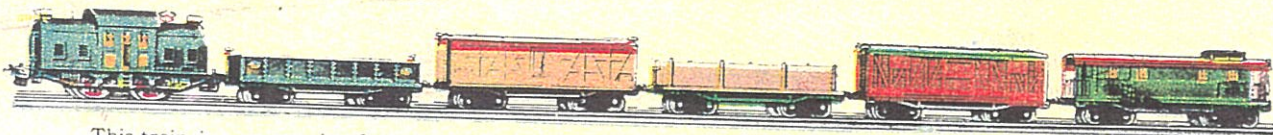
country flyer. And this year, Billy knows what it means to operate Lionel Trains because he received one last Christmas. This year, he expects a lot of new accessories, switches, lamp posts, new cars, etc.



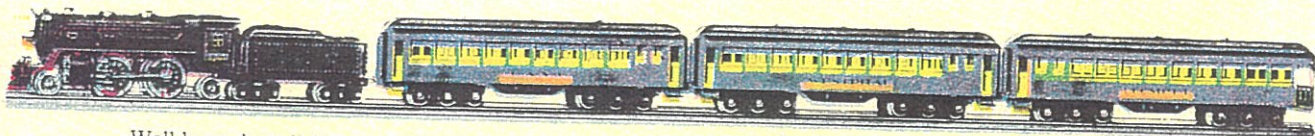
Maybe you prefer the "Lionel Standard" Track—2¼ inches wide—if you are a little bigger boy or have more room. Billy and Ruth have a wonderful time with this new train. Brand new Steam Type Locomotive and Tender, 3 wonderful cars, and a lot of track. You can have this with remote control, if you like, or in a passenger train (No. 385). And the nice part is the price is only . . . . . **\$27.50 each**



Here is a wonderful train, a bigger value than ever. (No. 352E.) Boy! You can have a lot of fun with this. It will be the start of a real railroad. Talk it over with Dad. He will enjoy playing with it as much as you do. Type T Transformer is the one to use with this. You can stop, start, or reverse this train at any distance from the track by means of No. 81 controlling rheostat that goes with it . . . . . **\$30.00 each**



This train is a companion freight train for the one right above it. My, there are a lot of cars there! Count them! Five cars! Imagine! An "E" Locomotive ("E" means electric type), you can make it do all sorts of things without touching it, by means of the controlling rheostat . . . . . **\$30.00 each**

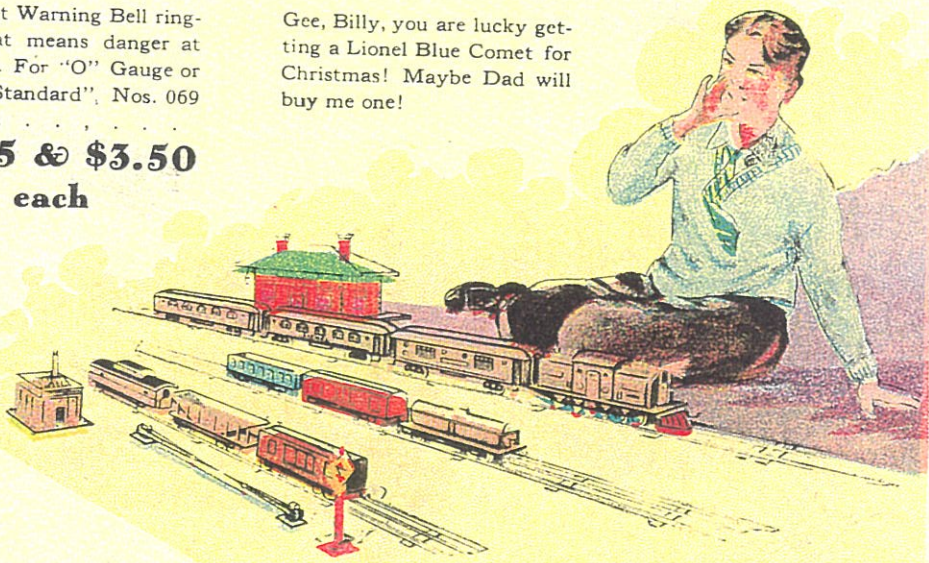


Well boys, here is the train Billy received for Christmas. (No. 396E.) Lionel's famous new Blue Comet Train, the same as the famous Jersey Central Train that runs to Atlantic City. Just look at the wonderful new long Blue Pullman cars with lights inside! The Blue Locomotive! It is all blue,—that is why it is called the Blue Comet. There is no finer Christmas present. No wonder Billy is so excited. Maybe Dad will get one for you! . . . . . **\$65.00 each**



Hear that Warning Bell ringing? That means danger at crossings. For "O" Gauge or "Lionel Standard", Nos. 069 and 69 . . . . . **\$3.25 & \$3.50 each**

Gee, Billy, you are lucky getting a Lionel Blue Comet for Christmas! Maybe Dad will buy me one!



ange —  
y cooks!  
! A real elec-  
for her to play  
it is the same  
. And the nice  
**9.50 ea.**

transformers for  
l makes. Be  
for your set.  
**5 each**

switch for  
. There are  
you prefer  
id without  
**a pair**

**complete Lionel Catalog.**

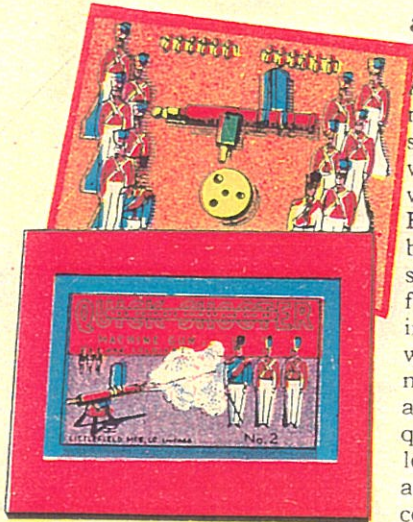


# Unusual and Exciting LITTLEFIELD Toys and Games

Here are a number of games and toys that you'll enjoy so much, especially when your little playmates will want to play with you. Think what fun it will be to use your Billy-Boy Play Cannon in

your next toy soldier war—or to hop up and down the block on your Kangru Springshus. Tell Mother and Daddy you want Santa to bring you one or two of these toys.

## Quick Shooter Machine Gun and Soldiers



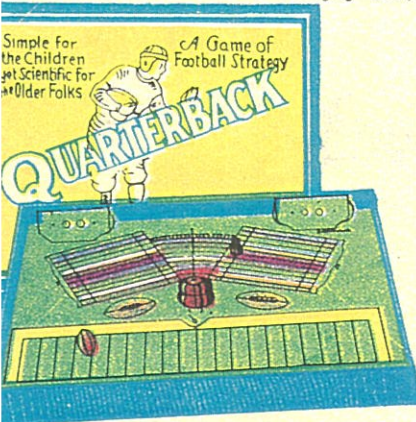
A marvelous repeating machine gun that shoots seven bullets without reloading and without jamming. Eighteen soldiers in bright uniforms to shoot at and my, the fun you can have playing war. Every boy wants one and every mother and father will agree because the quick shooter is harmless and so well made and only costs . . . **\$2.50**

A smaller quick shooter set with 12 soldiers sells for . . . **\$1.50**

## Quarterback

A realistic football game one that Father and Big Brother and Uncle will enjoy too, because it's exciting, easy to play, yet scientific. Follow the broadcasting of those exciting games with "Quarterback." It will almost seem as if you are in the stadium watching the game. Truly a remarkable game at

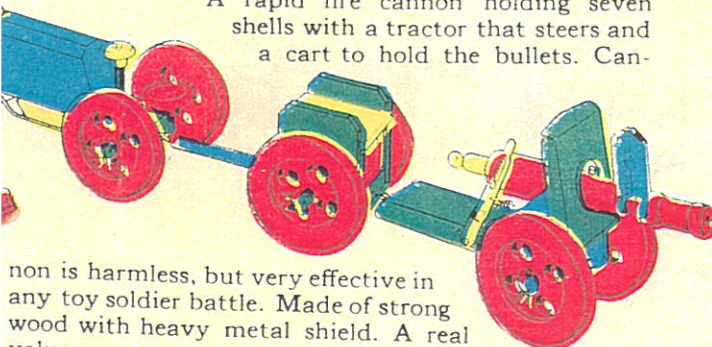
**\$2.00 each**



## "Billy-Boy" Artillery Train

Oh Boy! What fun this is! A tractor, caisson and cannon a full 33 in. long . . . **\$2.50**

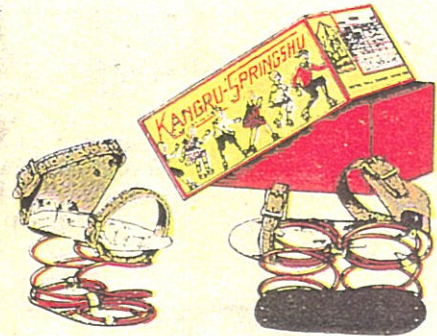
A rapid fire cannon holding seven shells with a tractor that steers and a cart to hold the bullets. Can-



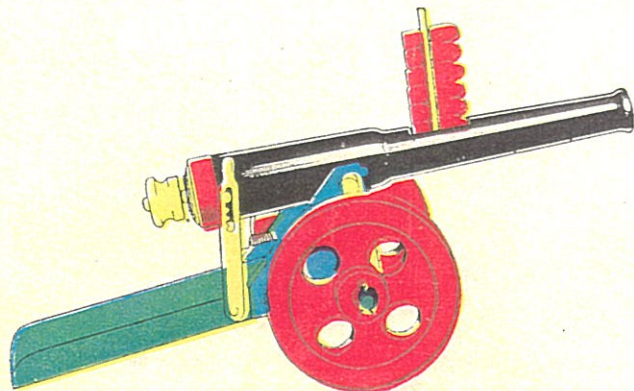
non is harmless, but very effective in any toy soldier battle. Made of strong wood with heavy metal shield. A real value.

## KANGRU-SPRINGSHU

BETTER THAN JUMPING ON THE BED



Did you ever see a Kangaroo in the Zoo? What jumpers they are. You can jump as fast and as far with the Kangaroo springshus. Use them anywhere, on the lawn, the sidewalk, indoors or out. Wonderful for jumping rope. They come in various sizes, according to your weight . . . **\$3.00 a pair**



## "Billy-Boy" Cannon

A great big cannon, 18 inches long and 8 1/2 inches high. The biggest repeating toy cannon made. Shoots seven harmless bullets, without reloading. It certainly is a wonderful toy, will bring you hours and hours of pleasure. The "Billy-Boy" Cannon is made of heavy wood, except for the shell holder, range lever and barrel support which are of heavy metal. It's 18 inches long and only . . . **\$1.50**



Hey, Folks! Do you want to know what sister and I want for Christmas? Then listen.

Give us one of these

**NEW**  
**COLORED**  
**ARKITTOY**  
**WOOD CONSTRUCTION SETS!**

See, there's an outfit a kid can get a real kick out of! You can invent and build more models than you can shake a stick at!—and they teach a fellow to use the old bean!

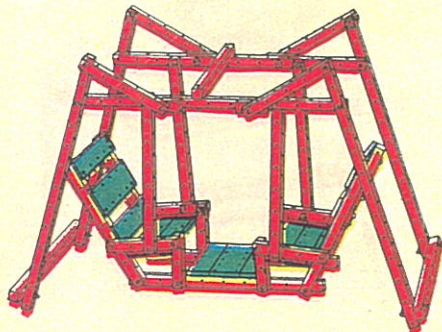
**YOU CAN GET ARKITTOY IN THESE FIVE SIZES:**

No. 1 Set, Price **\$1.00**. Builds many interesting, practical models. Plan sheet, necessary bolts and nuts and wrench-screw-driver in every set.

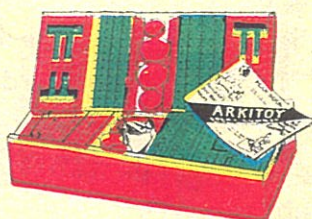
No. 2 Set, Price **\$2.00**. Contains more than twice as much material as No. 1 set and builds proportionately greater number of models. A splendid value.

No. 3 Set, Price **\$3.50**. An excellent set for active minds and busy fingers. Builds anything from a folding camp chair to a printing press model.

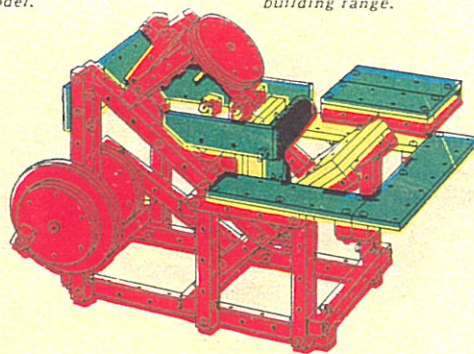
No. 4 Set, Price **\$5.00**. Contains hundreds of pieces of smooth, beautifully colored, accurately cut materials. Has marvelous building range.



Lawn Swing . . . a typical No. 3 set model, showing the realistic, practical nature of Arkitoys construction.



No. 5 Set, Price **\$10.00**. Truly a toy treasure chest . . . a magic box filled with toys without number! One of the biggest and finest construction sets ever offered! Packed in dandy wooden box. No boy or girl is too old for this practical model-building set.



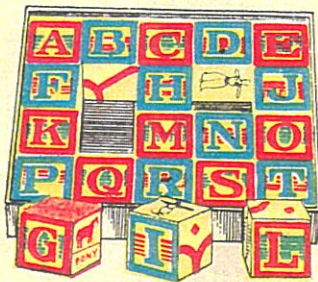
Printing Press Model . . . built with No. 3 set, illustrating practical mechanical applications of Arkitoys construction.

**NO HAMMERING . . . NO SAWING . . . MATERIALS ARE READY TO PUT TOGETHER . . . BUILD ANY TOY YOU WANT WITH ARKITTOY**



# SAFETY BLOCKS

All of you children want blocks -- and here are the finest, -- bright colors, rounded corners. Just the thing for building castles and for learning so many things about letters and numbers.

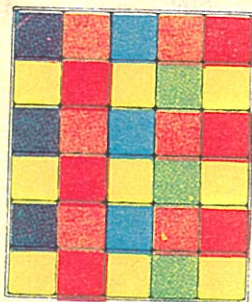


## Rainbow Blocks

Here is a lovely set of 20 blocks, each 1 3/4 inches square. The Alphabet, numerals, and pictures of people of many nations are shown on the four sides of these blocks, in Rainbow colors. Lots of fun . . . . .

**50c each**

Set of 36 blocks . . . **\$1.00 each**



## Playtime Art Cubes

Round cornered blocks with six different colors on each block. Just the thing to teach colors to the children.

Set of 16 blocks . . . . . **25c each**

Set of 44 blocks . . . . . **\$1.00 each**



A 13-inch steel slate that has 65 letters and figures to help you make words and sentences. Complete with crayon . . . . .

**\$1.50**



## Plamor Blocks

Beautifully colored blocks with designs, sentence building words and pictures that any tot will be able to learn a lot from. The corners are rounded and the blocks are finished in durable beautiful non-poisonous enamels.

Set of 30 blocks . . . . . **75c each**

Set of 50 blocks . . . . . **\$1.00 each**

## Foxy Toy Blackboards

All of you girls and boys who are able to write and draw will want Santa to bring one of these lovely blackboards. Mother and Daddy will tell him about it we're sure, because they know you'll enjoy drawing pictures and writing things on your very own slate. Mother especially will like it because she'll know that then you won't have to write on the wallpaper or sidewalk.

Here's a dandy little set of blocks that every tot should have. 9 blocks 1-5 16 in. square, decorated with alphabet, numerals and designs in colors. A very nice little set for

**10c**

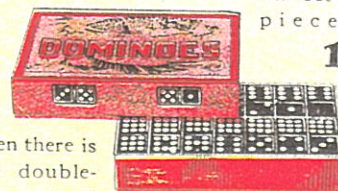


## Halsam Dominoes



The always popular game of dominoes is lots more fun when you have a good set to play with. Hours of long winter evenings can be whiled away playing this ever popular game. We show here a double-six set of dominoes, which are highly polished and embossed. Set of 28 pieces --

**10c**



Then there is the double-nine set of dominoes that contains 55 pieces at

**25c**



An attractive easel desk blackboard with a linen copying scroll showing 12 subjects and complete with crayon and eraser . . . . .

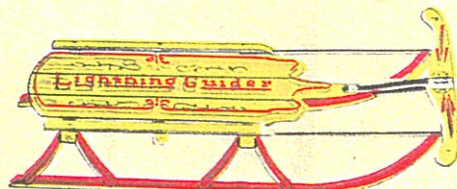
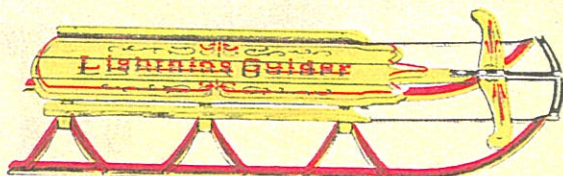
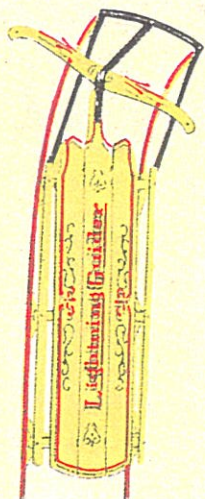
**\$5.00 ea.**



# Lightning Guider SLEDs

**Speedy, Strong, Safe—Approved by Billy and Ruth**

COASTING is great fun! Especially with a speedy, easily steered sled like the Lightning Guider. They're light enough to pick up and get a running start and the grooved runners give you extra speed to win coasting races.



## Steel Front Model

The easiest steering sled made. The flexible steel side rails enable even the smallest of you to steer the sled easily. See the picture on the side—it shows how the Lightning Guider steers.

| Size                   | Each   |
|------------------------|--------|
| 32 Ins. Long . . . . . | \$1.65 |
| 36 Ins. Long . . . . . | 2.40   |
| 45 Ins. Long . . . . . | 2.95   |
| 52 Ins. Long . . . . . | 3.95   |

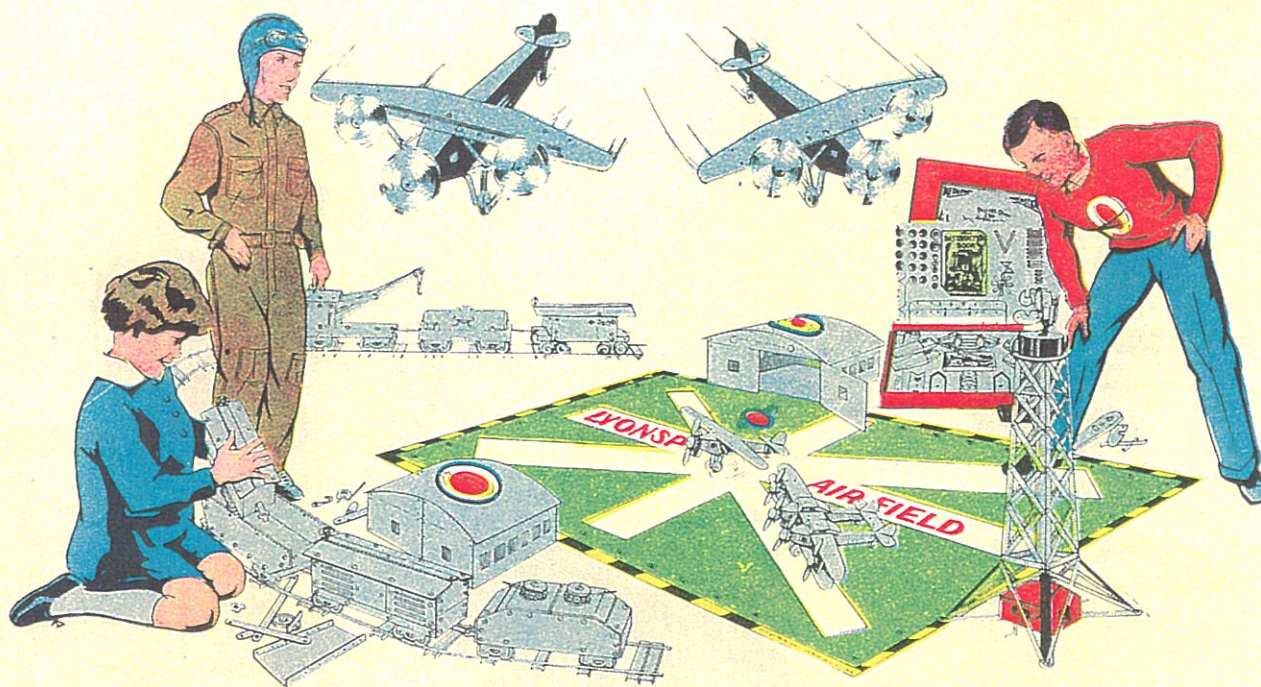
## Wood Front Model

The standard coaster with the wooden side rails extending to the front. The kind of sled that Daddy used when he was a boy. Easy to steer, speedy, good looking and light in weight. Grooved runners for extra speed.

| Size                   | Each   |
|------------------------|--------|
| 32 Ins. Long . . . . . | \$1.45 |
| 36 Ins. Long . . . . . | 1.95   |
| 45 Ins. Long . . . . . | 2.85   |
| 52 Ins. Long . . . . . | 3.45   |

You should see Billy and Ruth with their Lightning Guiders coming down the hills in Jenkintown. Every boy and girl will want a sled like theirs. Billy has the 36-inch and Ruth the 32-inch.

# METALCRAFT Construction Outfits



**Golly, what a lot of fun these outfits are.  
Santa sure did a good job here . . Billy**

## Train Construction Sets

All of you can build your own railroad cars to use with any coupler or any width track.

|  |                   |
|--|-------------------|
| No. 980 (Builds over 5 cars) . . . . .               | <b>set \$1.00</b> |
| No. 981 (Builds over 8 cars, 2 at a time) . . . . .  | <b>set \$3.00</b> |
| No. 982 (Builds over 12 cars, 4 at a time) . . . . . | <b>set \$5.00</b> |

## Airplane Construction Sets

Build models of all of the well known airplanes, the Spirit of St. Louis and others.

|  |                   |
|--|-------------------|
| No. 950 (Builds over 10 planes) . . . . .  | <b>set \$1.00</b> |
| No. 951 (Builds over 25 planes) . . . . .  | <b>set \$1.50</b> |
| No. 952 (Builds over 100 planes) . . . . . | <b>set \$3.00</b> |

## Hangar Construction Set

A construction set of rust-proof metal that builds a most realistic hangar.

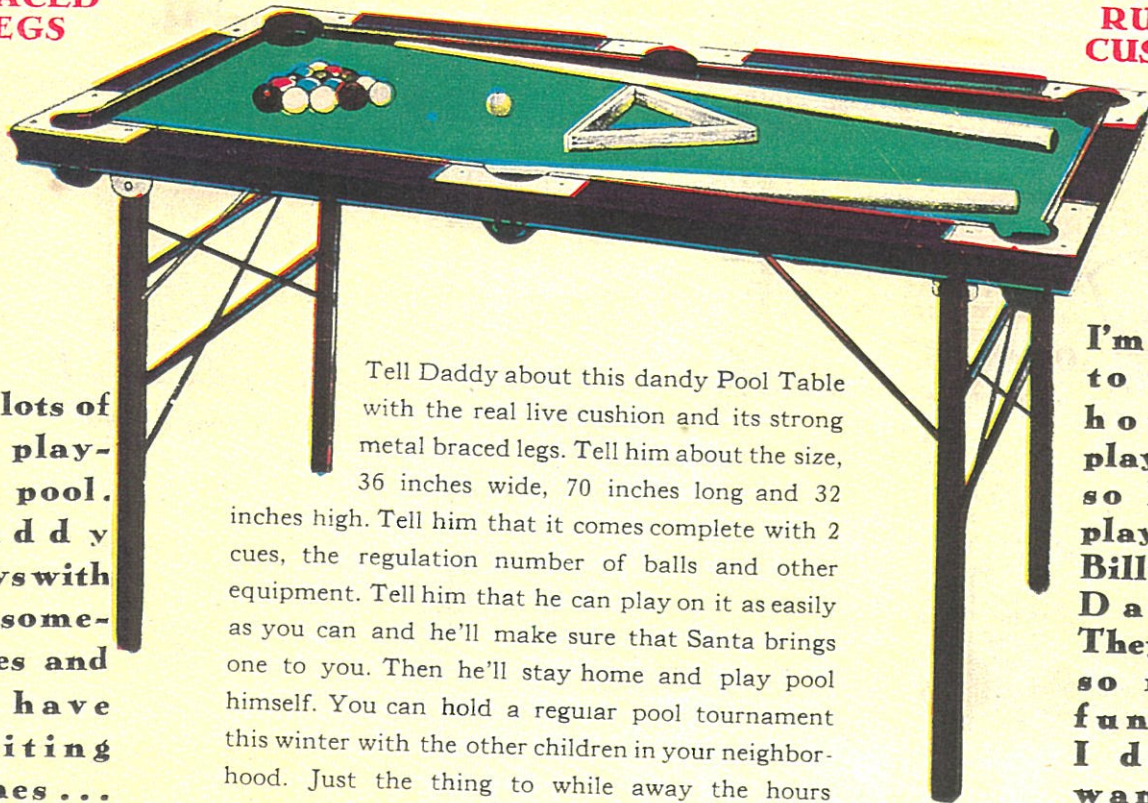
|                   |                   |
|-------------------|-------------------|
|                   | 14 3/4" Wide      |
|                   | 10 3/4" Deep      |
|                   | 6 1/4" High       |
| No. 958 . . . . . | <b>set \$1.00</b> |



# JUNIOR POOL TABLES

**METAL  
BRACED  
LEGS**

**LIVE  
RUBBER  
CUSHIONS**



It's lots of fun playing pool. Daddy plays with us sometimes and we have exciting games...

—Billy

Tell Daddy about this dandy Pool Table with the real live cushion and its strong metal braced legs. Tell him about the size, 36 inches wide, 70 inches long and 32 inches high. Tell him that it comes complete with 2 cues, the regulation number of balls and other equipment. Tell him that he can play on it as easily as you can and he'll make sure that Santa brings one to you. Then he'll stay home and play pool himself. You can hold a regular pool tournament this winter with the other children in your neighborhood. Just the thing to while away the hours during the long winter evenings.

Tell Daddy it's only **\$21.00**

I'm trying to learn how to play pool so I can play with Billy and Daddy. They have so much fun and I don't want to miss any

—Ruth

## Lovely Doll Coaches and Wicker Rockers —

### Child's Rocker

Here's a little rocking chair that's just the right size for the little man or little Miss who wants a chair of her "very own". It's a woven fibre rocker with a very pretty cretonne cushion and is finished in coffee color. The seat is just high enough for you little tots. Tell Mother it's only **\$3.89**



### Doll Coach

This dandy brown fibre coach with its full length pusher and rubber-tired wheels is just exactly what you want to take dolly for those long rides. She'll love to look out the little windows in the hood and you'll have great fun. **\$6.00 ea.**



### Doll Coach

Here's a little coach that every little girl will want. It's very well made and will give dolly many comfortable rides around the block. Tell Mother you want Santa to bring this to you and tell her it's only **\$3.98**