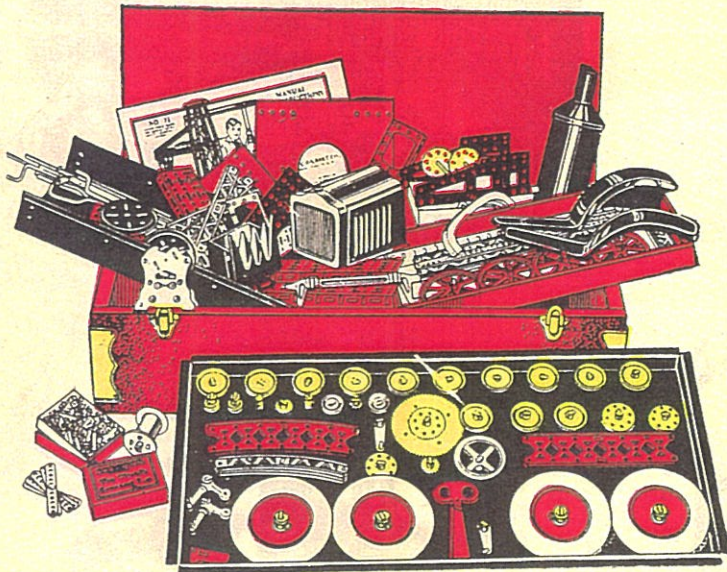


Here You Are Boys!

ERECTOR

The World's Greatest Construction Toy



JUST Think! With Erector you can build skyscrapers of structural steel, derricks, battleships, airplanes, steam shovels, and thousands of other models for which Erector parts are designed. Most of the sets include an electric motor to operate the models you build. Boy—won't it be great to get an Erector this Christmas! Talk it over with Daddy now.

Set No. 1—Contains a great number of parts, many in colors and builds a lot of toys **\$1.00 each**

Set No. 4—A remarkable set with an electric motor and gear box for running the model machines you build **\$5.00 ea.**

Set No. 7—Builds the Steam Shovel and many other clever model machines, which run with the electric motor. A "wow" of a set **\$10.00 each**

Set No. 7½ (Illustrated). The Motorized Set. Builds a great number of auto models which you can run with the electric motor and gear box which are included. **\$15.00 each**

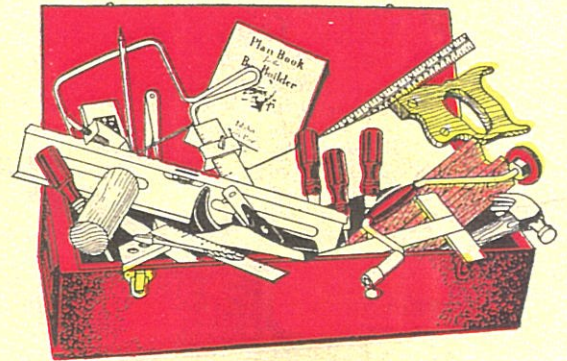
Gilbert Big Boy Tool Kits

Do you like to build things? Then here's what Santa should bring you, a complete tool kit, with which you can build hundreds of things. The plan book which is included will help you and Daddy will give you his advice. Maybe he'll let you help him when he's building things. Ask him about it today.

Set No. 701—Contains 11 tools and plan book **\$1.00 each**

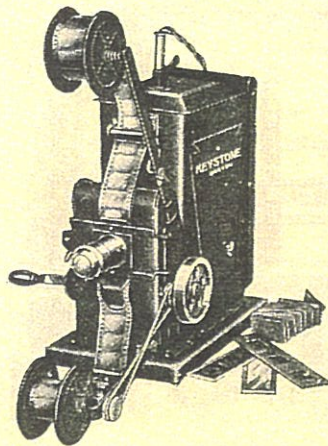
Set No. 702—Contains 16 practical tools with plans **\$2.50 each**

Set No. 765—(Illustrated). 24 tools and a manual in a strong hardwood kit. **\$5.00 each**



Boys! Girls! Give your own Movie Shows with the KEYSTONE MOVIEGRAPH

Won't it be fun to have your own Movie! You can show real films of famous actors, real cowboy pictures and comics. With the Moviegraph comes an operators badge, a generous supply of tickets and some posters. Every boy and girl in the neighborhood will want to come to your show. After your movie show you can entertain them with still pictures since the Moviegraph also makes an excellent Magic Lantern.



\$5.00

Others to \$25.00

Here's what you get with the Moviegraph.

1. Powerful Lenses.
2. Nickered Reflector.
3. Framer for adjusting pictures.
4. Reels big enough to hold 200 ft. of 1 3/8 inch film.
5. Operators badge, tickets, posters and arm bands.
6. Shows clear pictures 38 x 50 inches.
7. Can be used on either 110 volt or 32 volt lighting systems, uses regular house bulb.

Non-Inflammable Safety Film

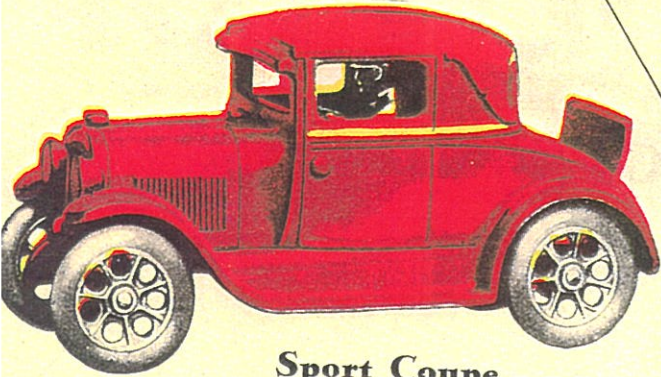
Tell Daddy to arrange for several films when he sees Santa about the Moviegraph. They come in many subjects in different lengths at prices

from 15c to \$7.50 each

ARCADE

They Look
Real!

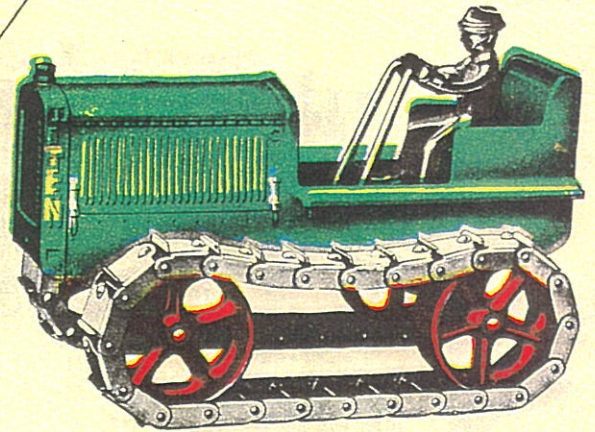
CAST IRON TOYS



Sport Coupe

Open the rumble seat of this sporty little coupe—it works just like those on the big cars you see going by. With its wire wheels, lamps and visor, this car is fully equipped and you will be just as proud of it as is Daddy when he buys a new car. Wheelbase 5 inches.

50c each



Caterpillar Tractor

A real looking toy that you can pull along with you as much as you like. The shiny caterpillar track will let the tractor go over bumps easily without jolting the driver out of his seat. 7½ inches long.

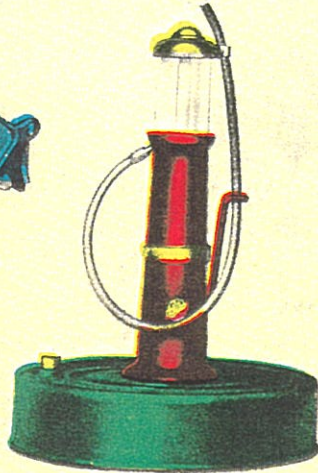
\$1.75 each



Mack Dump Truck

This one really works like those great big trucks that you see now and then loaded with dirt or sand. Fill this one with sand, run it to your destination and then work the realistic dump. You'll get a lot of fun out of this toy. It's 8½ inches long and is only

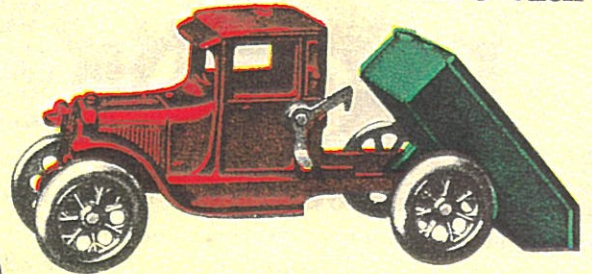
\$1.00



Gas Pump

Just like those pumps from which Daddy's car is filled. This one really pumps gas—of course you'll use water in it. Holds enough to supply the gas tanks of your whole toy auto fleet. It's nine inches high and is

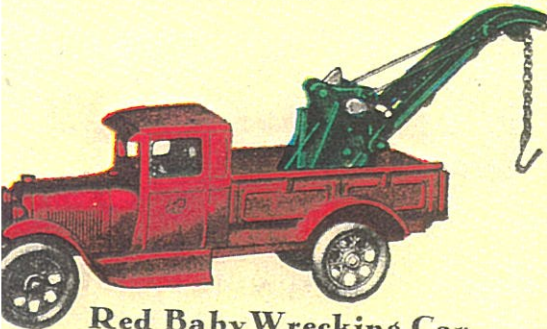
\$1.89



Ford Dump Truck

A dandy toy for the sand-pile, a red and green dump truck that you can load sand in and dump it wherever you wish. It's 7½ inches long and is only

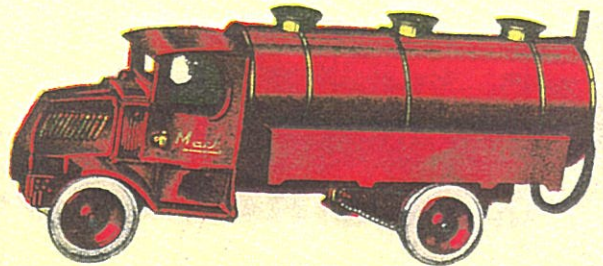
50c



Red Baby Wrecking Car

When you play garage you really need a wrecker like this to take care of all the other cars and trucks. The crane works very easily with the hand crank so you can quickly pull any of your other trucks or autos out of the ditch. 12 inches long and only

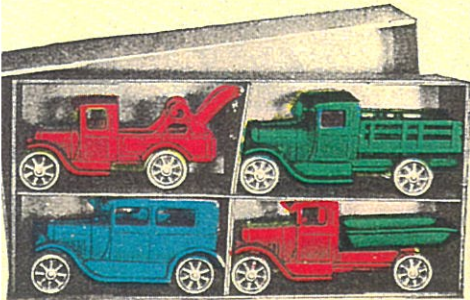
\$1.50



Mack Tank Truck

Yes—you can fill it up with water and let it out whenever you want to with the hose on the back. Looks just like those big gasoline tank trucks that you see on the road.

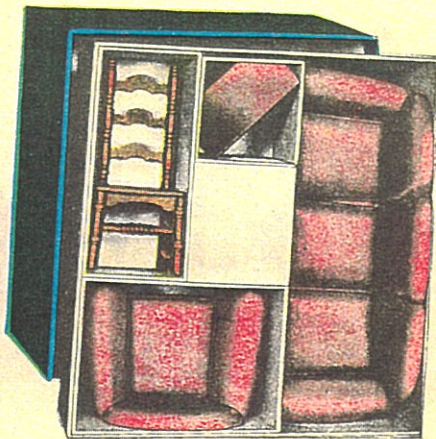
\$2.00 ea.



Action Auto Set

Four different Ford cars. A sedan, a wrecker, dump truck and a stake body truck, all four painted in bright colors. Just what you need to complete your auto fleet. All four for

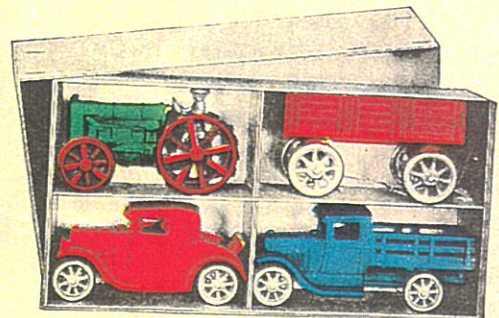
\$1.00



Living Room Suite

Just the thing for playing house. A sofa, an easy chair, a ladder-back chair and an end table, made of strong cast iron. How nice these will be in dolly's little house. Set of four pieces

\$2.50



Dandy Playtime Set

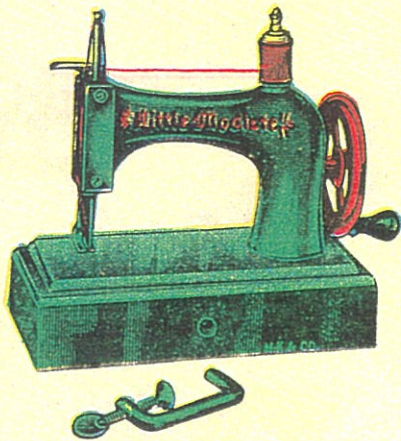
Four fine toys that all you boys will want. A Fordson Tractor, Ford Truck and Trailer and a Ford Coupe. What a wonderful addition these will be to your toy auto fleet. All for

\$1.00

Girls! Ruth Selects These Toys Especially for You!

For every little girl who loves to play house, Ruth has selected these dandy toys. You can sew, cook, iron, clean house, just as Mother does and

oh, the fun it will be. Just write Santa a letter and tell him which of these you want or, better still, tell Mother and let her arrange it with Santa.



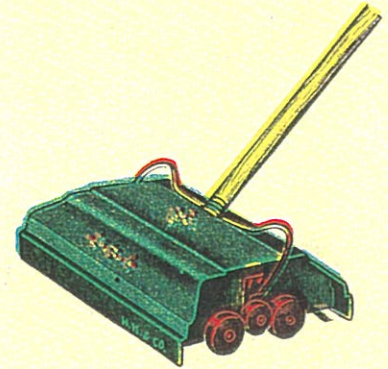
Little Modiste Sewing Machine

Won't it be fun to make dolly's clothes all by yourself? With this little machine you can really sew, just like mother does. You use a regular sewing machine needle and run the machine with the little wheel on the right. Ruth has made a number of dolly dresses with her machine and she says that you can too . . . **\$2.98 each**



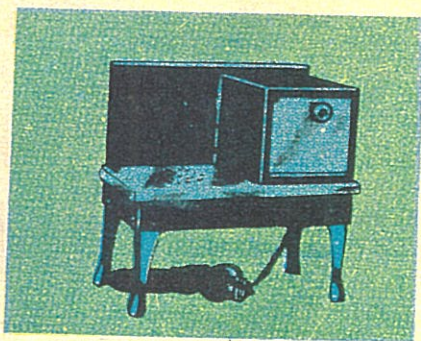
Desk Blackboard

All you little girls like to write, to draw pictures, to learn your ABC's and right here is just what you need to help you, a lovely desk blackboard. There's a copy roll of charts in beautiful colors and a smooth writing surface to help you write easily. How surprised your Mother and your teacher will be when you show them how well you can draw and write after using this blackboard. Tell Mother to arrange it with Santa . . . **\$2.25 ea.**



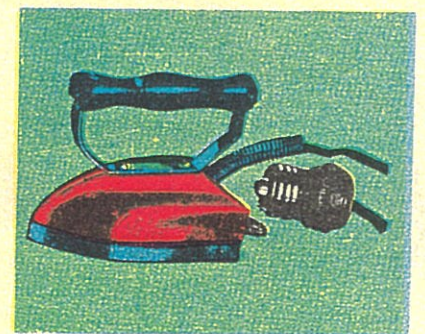
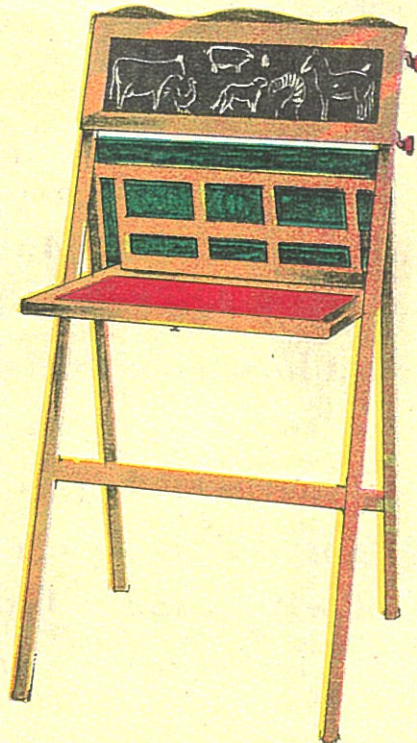
Carpet Sweeper For Little Girls

Do you want Santa to bring you a little carpet sweeper that *really works*? Here it is. This one looks and acts like the real thing. You can sweep up the dust and dirt and then you can empty it out. This pretty green sweeper with its flower decorations will give you hours of fun. Tell Mother it's only **50c**



Electric Range

Here's a toy electric range on which you can really cook your own dinner if Mother will show you how. It has one burner and an oven and comes all ready for use with three aluminum dishes. The shiny black enamel finish and the nickel trim make it look so real. What fun you can have with this. 8½ inches long, 9 inches high. **\$1.69 each**



Electric Iron

Mother will let you iron the hankies and all of your dolly's clothes if Santa brings you one of these pretty electric irons. You'll really be able to iron because this iron really works just like mothers! Santa has them in several beautiful enamel colors and they come complete with a cord ready to use. Won't it be fun to iron with this. Tell Mother it's only . . . **\$1.00**