

in
Toyworld
with
BILLY and RUTH

Meet Santa here
Gay Murray Company, Inc.
each Sat. P.M.
Gifts For The Whole Family
Until 6 mas.
TUNKHANNOCK, PA.
1936

PRICE TEN CENTS

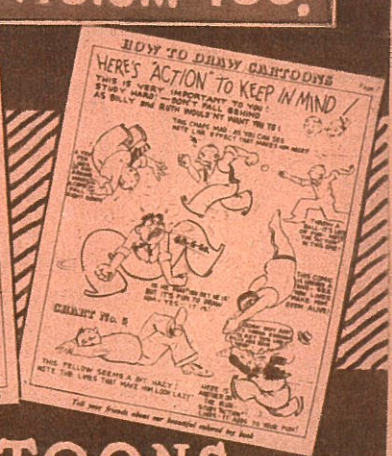
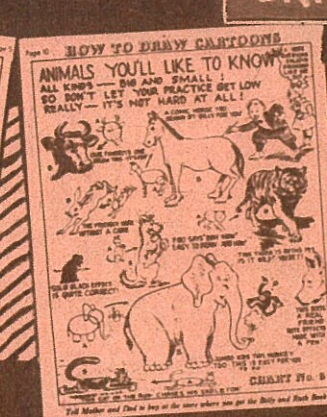
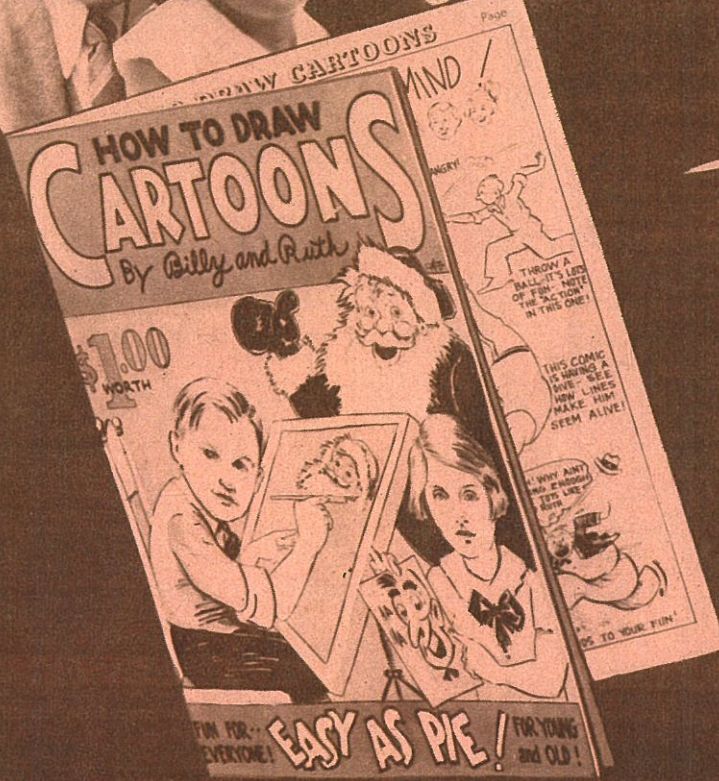


Boys and girls, look at this!



BILLY and RUTH'S BIG CARTOON BOOK

YOU GET A FREE
CRITICISM TOO!

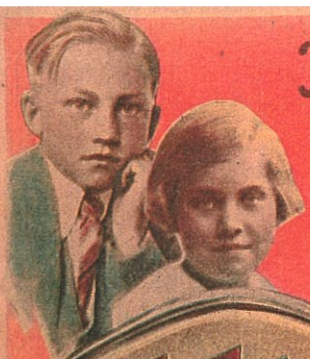


LEARN TO DRAW CARTOONS IT'S EASY AS PIE AND REAL FUN

THIS BIG CARTOON BOOK SHOWS YOU HOW TO
 Draw a head.
 Draw a body.
 Put action in comics.
 Make funny faces.
 Draw birds.
 Draw animals.
 Draw people from all over the world.
 Draw street scenes.

**DON'T DELAY—SEND FOR THIS BIG 16 PAGE
BILLY AND RUTH CARTOON BOOK TODAY**

THIS IS HOW YOU GET BILLY & RUTH'S BIG CARTOON BOOK
 All you need to do is write your name, address and age plainly on a piece of paper and give name of dealer from whom you received this catalog and enclose ten cents to cover the cost of mailing and handling. Mail your letter to Billy & Ruth, Box 333, Philadelphia, Penna., and you will receive by early mail—your Big Copy of Billy and Ruth's Cartoon Book! Don't forget—make sure you enclose 10 cents to cover the cost of mailing and handling the Book. Billy & Ruth—America's Two Toy Stylists can be reached at Box 333, Phila., Pa.



There's fast, thrilling
action for young and
old in these new games

ELECTRIC CYCLONE

"Fellows, this has 'em all stopped,"
is Billy's message to you
"Young or old get a real kick
out of Electric Cyclone.
It's 'tops' in the baga-
telle games this year."
An electric game
so exciting you
just can't
keep still.

\$1.19

Dealer

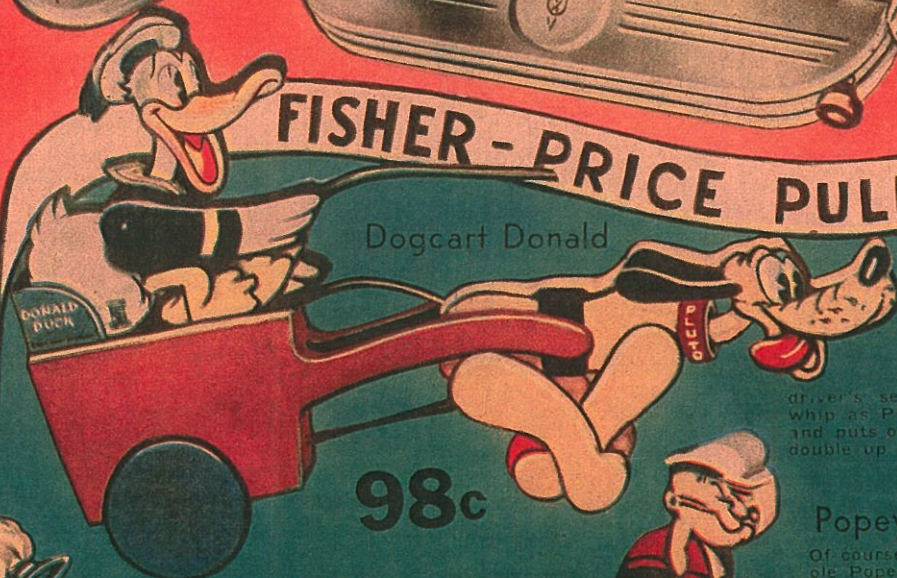
"A new game that's
a pip," shouted
Billy. "I like it
'cause you have an
opponent, and
while the element
of luck is always
there, it takes real
shootin' to duplicate
the score the dealer
makes. Think
it's easy? Well,
you just try it.
Remember, if your
score exceeds by
more than 300 the
dealer's, you lose."

\$2.29

A thrill a
minute as
you watch
player shoot
marble for the
neck of the
Cyclone — then,
if he makes it
sock-o!!!
The electrically-
operated trigger
shoots ball
around lower Cy-
clone where the
high scores are,
and you hold your
breath to see what
score it makes.

FISHER - PRICE PULL TOYS

Dogcart Donald

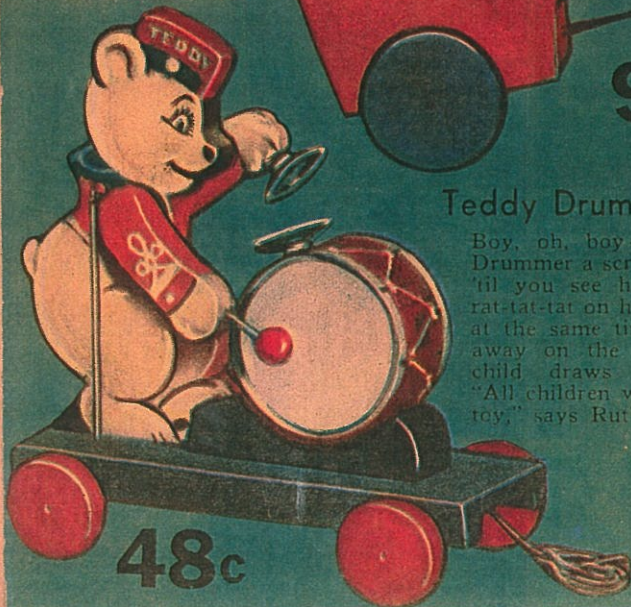


98c

Billy and Ruth select-
ed these because they
are so full of action.
When you see Donald
Duck perched in the
driver's seat, gaily cracking his
whip as Pluto obeys his command
and puts on more speed, you'll just
double up laughing.

Teddy Drummer

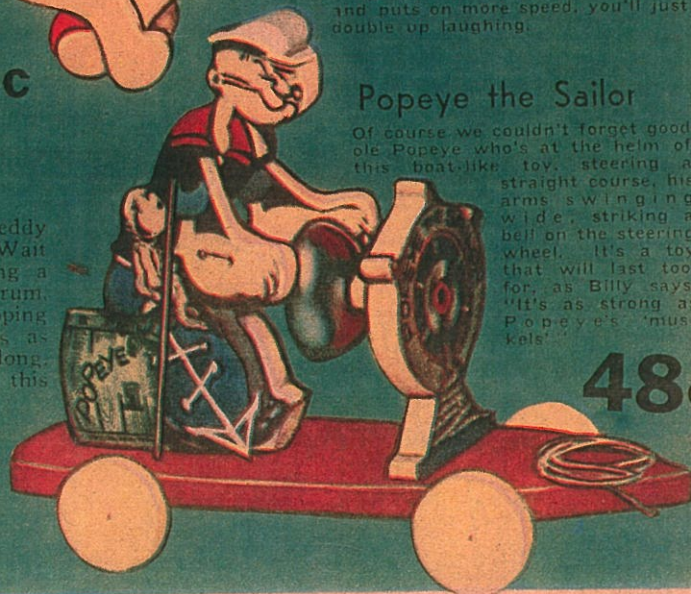
Boy, oh, boy—is Teddy
Drummer a scream? Wait
'til you see him doing a
rat-tat-tat on his big drum,
at the same time clapping
away on the cymbals as
child draws toy along.
"All children will love this
toy," says Ruth.



48c

Popeye the Sailor

Of course we couldn't forget good
ole Popeye who's at the helm of
this boat-like toy, steering a
straight course, his
arms swinging
wide, striking a
bell on the steering
wheel. It's a toy
that will last too,
for, as Billy says,
"It's as strong as
Popeye's mus-
kles!"



48c

MOVIE PROJECTORS

Billy's favorite

"Fellows, here's a new and improved movie projector that's a honey" Billy tells his friends. "Shows real, honest - to-goodness movies, clear and sharp. Runs like a breeze, too. Holds 100 feet of 16 MM film so you can have a real show. In the new black crackle finish. Now you can have a movie show."

Hand Operated Model\$1.29
Motor Operated Model\$2.29

TROJAN SUPER-JECTOR

"Another sensational value" Billy calls this projector. "Its accurately ground, polished, adjustable lens projects large, clear pictures. Smooth running, crank operated. Improved film gate. With cord and plug."

98c

WOOD BURNING SETS

A dandy, big set that combines with wood burning the art of metallic drawing in which you can write your name or draw on books or any surface in gold, silver and other colors. 8 cups of paint and a brush are included for coloring the four plaques in the set after burning with the Magic Stylus pencil.

\$1.95

98c Billy and Ruth have made plaques, book ends and many gifts with their set. You can, too, with the Magic Stylus pencil included in set. There are also two stenciled plaques and after burning, you can color them.

THINGS THE YOUNG ARTIST NEEDS

NU-ART GREETING CARD PAINTING SET

Ruth says: "Billy and I make all our own Greeting Cards and Billy sells some, too. In this set are 12 embossed cards, 10 jars of writing and painting ink with which to color the cards. There's a pen and a brush, too."

98c

PAINTING SETS

"A dandy big painting set." That's what Billy and Ruth think of this. 21 cups of paint and 3 jars painting and writing ink, 8 crayons, a pen, a brush, 2 mixing pans and lots of pictures to color.

98c

SETS

Smaller than set shown on left, but a big value. 7 large and 10 small cups of paint, also cups of gold, silver and bronze, 9 crayons, a brush and pictures to color.

48c

Crayon Garage

Billy liked Crayon Garage. "Something new and different" he said. "It's fun, coloring the swell automobiles, the service station and the service men with crayons that are in gas pumps in set. Then you put the autos together with the wooden wheels supplied and set yourself up as a service station. You won't get tired playing with this."

98c

Hey - You Pilots! Look at this AIRPLANE that YOU Operate and Stunt.. by Remote Control! IT'S A LIONEL



SIDE
SPINS SLIPS
RACES

DIVES
FLIES
CRUISES
LANDS

NOSE-
DIVES

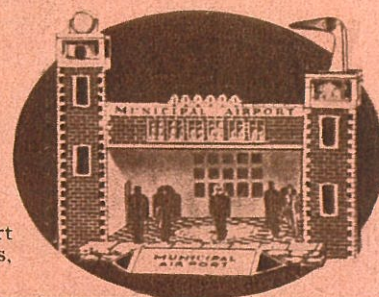


Billy speaking—"Whee-e-e-e! Want the real thrill of flying a plane? Well, just take hold of the joy-stick, move throttle—see the airplane take off, circle the pylon as it gains speed and altitude.

"You can stunt it—make it stall, side-slip, spin or dive into a perfect 3-point landing. Four speeds—idle, take off, cruising and racing—all at a touch of the remote control, placed at any distance from the 30-inch metal racing pylon."

FREE
AIRPORT
FROM Billy

Big fibre board airport with six figures of officials, porters and passengers.



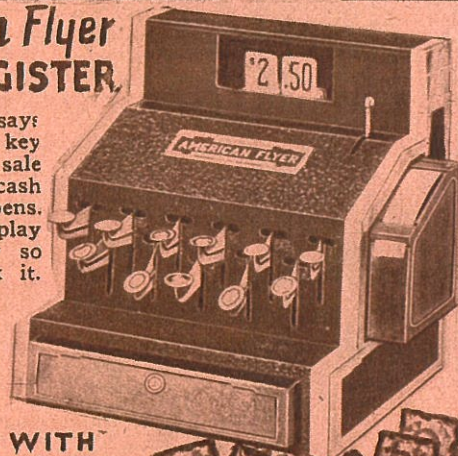
\$10.95

**American Flyer
TYPEWRITER**

This was
written on the
AMERICAN FLYER
typewriter
Types just
like a
real one

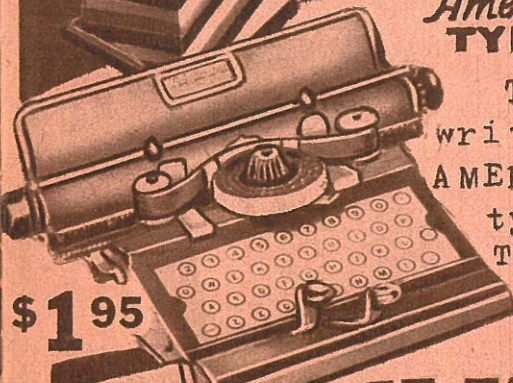
**American Flyer
CASH REGISTER**

"It's real," says Billy. "Press key—amount of sale rings up and cash drawer opens. \$830.00 in play money. Key so you can lock it. Roll of ticket tape and cartons of products for you to play store."



\$2.19

WITH
PLAY
MONEY



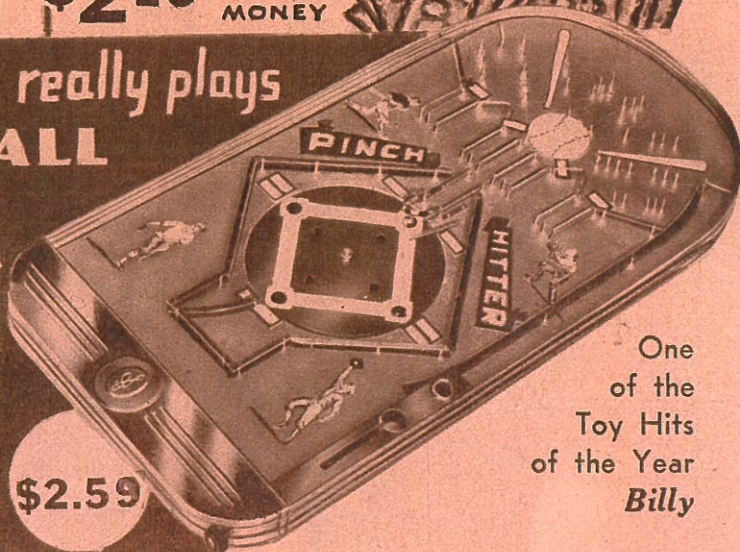
\$1.95

FREE TABLET
from Billy AND Ruth



NEW! the only game that really plays
BASEBALL
**PINCH
HITTER**

"That's just what I mean, too," said Billy. "This IS a real baseball game with all the action and thrills of the great national pastime, plus the added thrill of bagatelle. Operates electrically to score strikes, balls, fouls and when a single, double, triple or homer is hit you actually see the play as ball moves around diamond and scores the runs. C'mon, fellows, let's start a game. Your side can be first at bat."

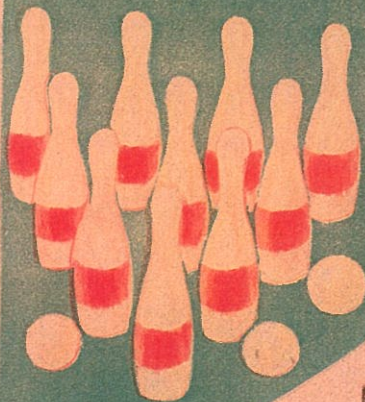


\$2.59

One
of the
Toy Hits
of the Year
Billy

Billy made a STRIKE with his TEN PIN SET

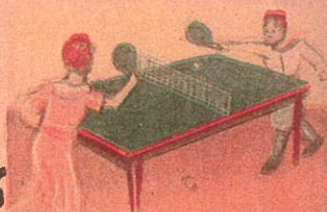
"Whee! See that, Ruth," cried Billy, as he made a strike with his new Ten Pin Set. "Just try it—it's great fun. Bet I'll beat Daddy tonight. All boys and girls will like this nifty set of ten pins."



48c



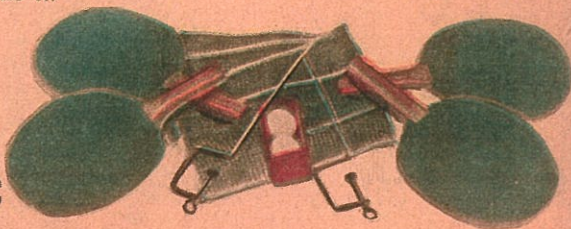
Billy and Ruth have a game of TABLE TENNIS



Billy and Ruth agree that Table Tennis is "swell sport." Their Mother and Father play, too, and like it.

This set has four 3-ply-veneer bats with sanded surface and cork grip handles, a net, two table clamps and 2 balls.

98c



A bigger and better set with four latest professional style 3-ply veneer bats with sanded surface and mahogany handles, a large net, two adjustable table brackets and 4 imported table tennis balls.

\$1.95

EXTRA TABLE TENNIS BALLS 3 for 25c

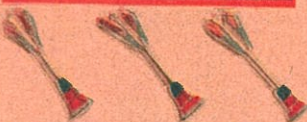


DARTELLE

Billy recommends Dartelle. "I know you'll have as much fun as I do with it. You get three feathered darts with rubber suction cups to score on the big checker-like board. Each square has a number and if you get on the one with plus sign you get two extra darts."

95c

IT'S LOADS OF FUN AND EASY AS PIE TO DRAW AND EASY AS PIE TO GET FREE BOOK. SEE PAGE 2 TO GET FREE BOOK.



SHOOTING GALLERY

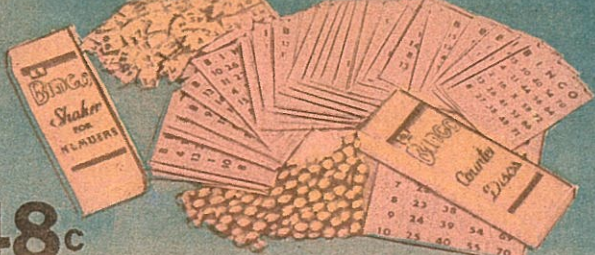
"Talk about a game—here's one that every boy and girl will want," says Ruth. "Aim the gun at the animals on the Shooting Gallery that looks like the one they had at the carnival. If you're lucky you'll get 500. See how good a shot you are."



98c

The ever popular game BINGO

"Here's a dandy party game," says Billy. "Any number of people can play. Dad, Mother and their friends will love Bingo. If the number called appears on your card, you cover it with a disc and when a row is filled you call, 'Bingo' and you're the winner."



48c

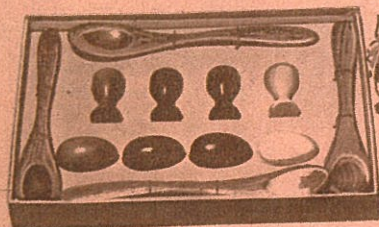
WHAT MAKES IT GO!

THE MYSTERY CAR

"Your friends will wonder what power you have to make this car go," says Billy. "They see you put it down and then, without winding, for there's no key, and, without batteries, it races across room. Well, just what does make this big 13-inch streamline coupe go? Get one and see for yourself."

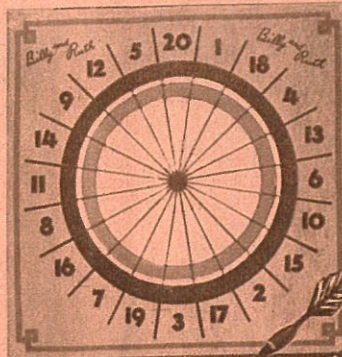


48c



Spoon and Egg GAME

\$1.00 Ruth had more fun than little with this game at her party. Joan picked up the egg in the spoon and started to carry it across the room, tripped and dropped it. But Mary carried an egg across safely and put it in the cup. None of the other girls could do it, so Mary won.



Billy and Ruth's own

DART BOARD

"Here's a lot of fun for the entire family," say Billy and Ruth. "This is our own Dart Board. Big value—a board this size usually sells for half again the price of ours. Big—17½x17½ inches, with 3-color cork field, 12 inches in diameter. Complete with 3 feathered, weighted darts. Did you know there are many interesting games such as baseball, etc., that can be played with a dart board?"

\$1.65



Takes More Than a Cop to Clear This

TRAFFIC JAM

"Yes sir," says Billy. "It's fun. You travel about the streets of the city with little automobiles, stopping and starting as green and red lights change. It's a new action game that is different. You'll like it, and Dad and Mother will, too."

\$1.00



TAGGIT

"Who flew over North and South Poles?" asked Ruth. "What country produces the most tin?" questioned Billy. These and 78 other questions are asked and answered in this interesting, instructive game. If you know, "Taggit."

50c

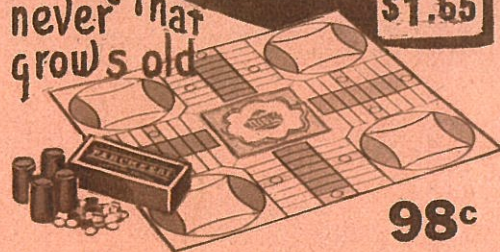


ANAGRAMS

"It's fun to learn to spell new words with Anagrams," says Ruth, "because it's played like a game—the one who can spell the best usually wins. Any number can play it."

10c

A game that never grows old



98c

PARCHEESI

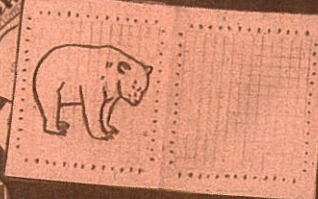
For years Parcheesi has been America's favorite game. You never tire playing Parcheesi. A folding board, 15½ inches square, 4 dice cups, 8 dice, playing pieces and directions.



50c

SQUARE DRAWING

"Gee, it's easy to draw animals, houses, fruit, flowers and objects with this set of four books," Billy said to Ruth. Pages are divided into squares and it is easy to follow the guide pictures by counting the squares. 28 pages in each book. But you'll enjoy these.



FAMOUS TITLES in BOOKS for Boys & Girls

59c

"Every boy and girl will want a complete set of these books by well-known authors like Louisa M. Alcott, Stevenson, etc.," say Billy and Ruth. "Such famous titles as 'Little Women,' 'Treasure Island,' 'Swiss Family Robinson,' 'Uncle Tom's Cabin,' 'Stories from King Arthur,' 'Under the Lilacs,' etc., etc."



An Interesting Story for All Boys and Girls THE GREAT JUG



\$1.00

Billy and Ruth read this book and recommend it to all their friends as an interesting, gripping tale. "Real adventures—the kind I'd like to have," said Billy. "Me, too," chimed in Ruth. "It's a book that always finds you in the most interesting chapter when you are called to go to bed. Every boy and girl should read The Great Jug."



BOOKS FOR YOUNG CHILDREN

Billy and Ruth selected these fine books as best for young children. 8 titles in a set—all popular. Mother Goose Nursery Rhymes and Animal Stories. Books are linenette so they will stand the children's thumbing. Each book has 12 pages, all in full colors.

50c



Girls—This is my own RUTH WALKING DOLL

SHE WALKS

SHE TURNS
HER HEAD

SHE SITS

SHE SLEEPS

"I wanted the World's Finest Doll to bear my name, so the Ruth doll was made as I think the perfect doll should be. A REAL WALKING DOLL. Just hold her about the waist and she'll step right out, walking along with you—oh, miles and miles—if you can keep up with her. And with each step, she turns her head in the cut-est way. She can sit up all by herself, too. It's hard to believe she's not real. "So pretty, too. Her smiling lips show pearly teeth and a little pink tongue. And she has long blonde curls of real hair that you can comb and fix. Her eyes go to sleep, and they have real lashes. Dressed in the height of fashion with white fur coat and cap to match for coldest winter days. Her dress is a sweet, dainty one. Of course she has shoes, socks and even underwear."

"I am proud to give my name to this big, beautiful doll."

Ruth

21
INCHES
TALL

\$4⁹⁵



"WOULD YOU LIKE TO
TAKE A WALK"

SEE



ME



WALK



BIG, FINE DOLLS
you'll
love

I love my dolly so!



\$1¹⁹

19
INCHES
TALL

I GO
TO
SLEEP



\$1²⁹

17
INS.
TALL

I CRY
I SLEEP

I HAVE BEAUTIFUL HAIR

Ruth says, "You'll want Elsie for a friend. She's a big girl—19 inches tall. Made of composition, with head that turns, movable arms and legs. Open mouth shows white teeth and a little tongue. Lay her down and she sleeps. She has painted molded hair with hair ribbon. Good quality print dress and underwear."

"Alice is another favorite of mine," says Ruth. "You'll love her bobbed curls, her sleeping blue eyes and the way she cries. Dressed so cute, in a pretty print dress with hat to match. She has socks and shoes of course. Her body is soft, composition head, arms and legs."

Here's a smart dress for Dolly

Ruth says, "You should have extra party and play dresses for your dollies. This dress fits 18-inch standing doll and is made of printed percale. Panties have elastic waist-line."



25c



19 INCHES
TALL

A Sweet Baby Doll

She would like to go home with you," says Ruth. "Some little girl will be so happy with this cute little tyke. So chubby. Made of composition with head that turns and movable arms and legs. Dressed so sweet in pretty print rompers and socks."

\$1.00



Ruth's friend Joan has a doll named for her too

Joan was so tickled with the doll Ruth named for her, she phoned Ruth as soon as it arrived. "Ruth," she cried, "she's so pretty with rosebud lips showing pearly white teeth and big blue eyes that sleep and have real lashes. Cries sometimes, but then, all babies do. I love her sweet white and pink organdy dress with bonnet to match. Socks and booties and separate undershirt—oh yes, rubber panties, too. Soft stuffed body and composition head, arms and legs."



\$2.25

17
INS. TALL



\$3.45

23 INS. TALL

I Cry

I Go to Sleep



\$1.95

26
INCHES TALL



Blonde Hair

Betty Lou

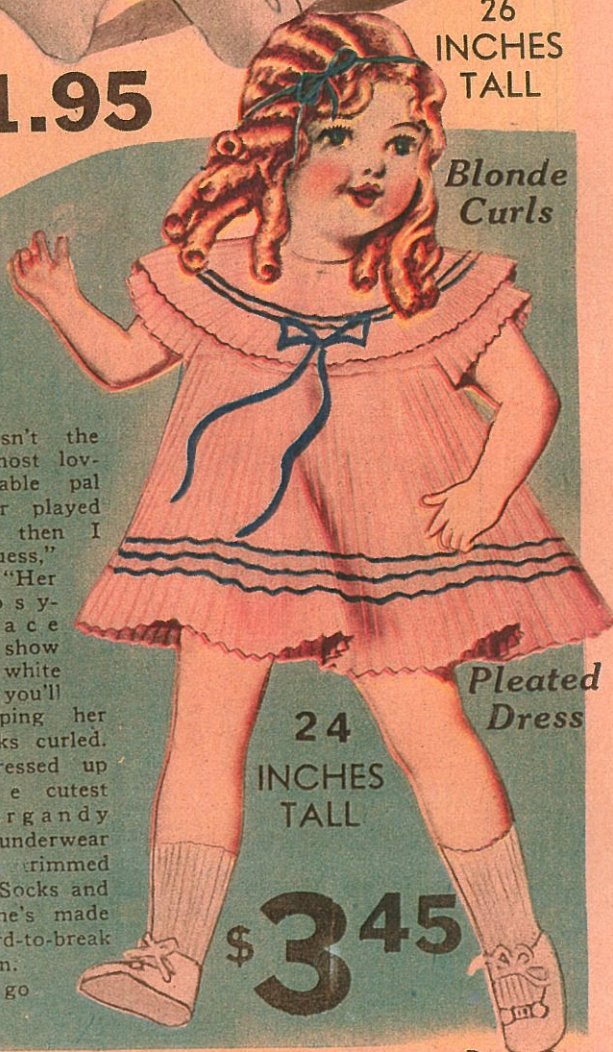
Ruth says: "Here's Betty Lou—a friend of mine. The minute you set eyes on this blonde beauty you'll want to own her. She's a big doll—all composition, with a cunning smile, thru which her pearly white teeth and pink little tongue are seen. She'll capture your heart with her blue eyes that close when you lay her down. Dressed in an exceptionally pretty dress of good quality with collar. Underwear, socks and shoes complete her outfit."

\$2.25

22
INS. TALL

I Sleep

"If she isn't the sweetest, most lovable, adorable pal you've ever played Mama to, then I miss my guess," says Ruth. "Her plump, rosy-cheeked face smiles to show her pretty white teeth and you'll enjoy keeping her blonde locks curled. Is she dressed up too? The cutest pleated organdy dress and underwear to match, trimmed with lace. Socks and shoes. She's made of a hard-to-break composition. Eyes that go to sleep."



Blonde Curls

Pleated Dress

24
INCHES TALL

\$3.45