

Billy & Ruth visit Santa on The Magic Carpet



**TOYLAND
ECONOMY SALES CO.**

184 Exchange Street
Athol, Mass.

TELEPHONE: ATHOL 46

1931 (1932) 1932

REGISTERED TRADE MARK **CHEMCRAFT** THE CHEMICAL OUTFIT

Reveals the Wonders of Modern Chemistry

Experimenting with CHEMCRAFT is both instructive and entertaining for boys and girls. They can perform hundreds of interesting experiments that will show the wonders of modern chemical science. Chemical tricks, too, are easy with CHEMCRAFT; every set shows how to do lots of them! CHEMCRAFT is the complete chemistry laboratory for boys and girls; contains more and better experiments; superior chemicals and apparatus; and offers more for the money in every way. Select yours from this large assortment.

Sets \$1.00 to \$25.00

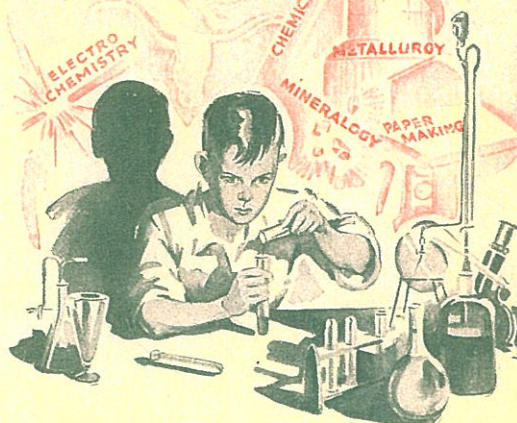


No. 1—Contains 20 different chemicals and pieces of apparatus, with which more than 125 experiments can be performed. **\$1.00 Each**

No. 2—This set contains 29 chemicals and pieces of apparatus, and more than 180 experiments are described in the Manual of Instruction. **\$2.00 Each**

No. 5—(Illustrated) A Practical chemical laboratory in a wooden cabinet. This set contains 60 chemicals and pieces of apparatus, with more than 300 fine experiments explained in the Manual of Instruction. **\$5.00 Each**

No. 8—The Portable Set. Packed in a specially designed carrying case. Contains 67 chemicals and pieces of apparatus, with more than 430 experiments and tricks. **\$8.00 Each**



No. 15—A complete course in chemistry! Manual of Instruction covers more than 640 experiments, and set contains 122 chemicals and pieces of apparatus. **\$15.00 Each**

No. 25—A home laboratory for the advanced experimenter. Large wooden cabinet and working laboratory combined; the most complete chemical set obtainable. **\$25.00 Each**

Here's heaps of fun with

MasterCraft

TRADE MARK

PAINTING SETS



No. 216

No. 216—"Circus Day". A wonderful set, illustrated above, containing 19 paints, crayons, coloring stencils, painting book and brush. **50c Each**

No. 220—"Air Master". A large set, illustrated at right, containing paints, in cups and tubes, mixing cups, crayons, painting book and brush. **\$1.00 Each**



No. 220

MasterCraft Painting Sets are superior. The paints are stainless, washable and harmless to fingers and fabrics. Many beautiful sets to select from, and every one contains a large assortment of Painting, Coloring and Drawing materials.

No. 214—"Tom Thumb Paints". A dandy set containing paints, crayons, painting book, water pan and brush. Very attractive colored box. **25c Each**

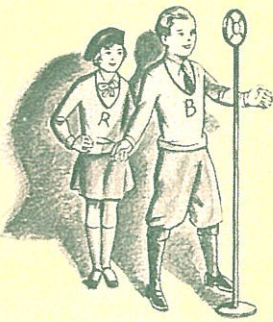
No. 230—"Harvest Colors". Contains large assortment of paints in cups and tubes, mixing tray, crayons, brushes, coloring-drawing materials, coloring chart and artist's materials. **\$2.00 Each**

No. 240—"Treasure Box". Larger set of paints in cups and tubes. 3 compartment mixing tray, brushes, outlines for coloring and artist's materials. **\$2.75 Each**

No. 140—"MasterCraft Cabinet". A large "Unit Tray" Set in wooden cabinet. Contains 19 paints in tray and 8 in tubes, mixing tray, glass water cup, brushes, coloring-drawing materials, coloring chart and artist's materials. **\$3.00 Each**

No. 150—"MasterCraft Cabinet DeLuxe". A larger set in wooden cabinet. Contains 24 paints in "Unit Tray" and 10 in tubes, mixing tray, water cup, brushes, pictures for coloring, coloring chart and artist's materials. **\$4.00 Each**

OK Boys and Girls of America



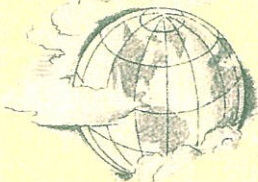
BILLY

and



RUTH

We are broadcasting our story of
THE MAGIC CARPET



Dear Friends

We guess every boy and girl has heard the story of the Magic Carpet of long ago - of how the fairy Garu-Banou sent a magic carpet to a Prince of India and all he had to do when he wanted to go someplace was to sit on the Magic Carpet and wish and away it would take him to where he wanted to go.

Then you've heard the man on the radio when he says "O.K. Los Angeles or Chicago or some other place," so he takes you on the Magic Carpet of the Air to hear a dance orchestra play in one of those places.

Well, a fairy was very kind to Billy and me and sent us a Magic Carpet and the place we wanted to go most was to Santa's home, way up where there's snow and ice. So we sat on the Magic Carpet and wished and up we went - then away to the North Pole - right to Santa's home.

When we got there what do you suppose we saw? Well there were little elves bringing lots of toys out of Santa's house and loading them up in his big sleigh just like you see on the cover of this book. And there was Santa and he had a long list of names of good girls and boys and he had toys for each one. He told us that when we got back we could see all these toys at the store whose name is on the cover of this book. So we picked out some of the toys we saw and show them here. You pick out the ones you like best and take Mother and Daddy down to this store and show them.

Your friends
Billy and Ruth

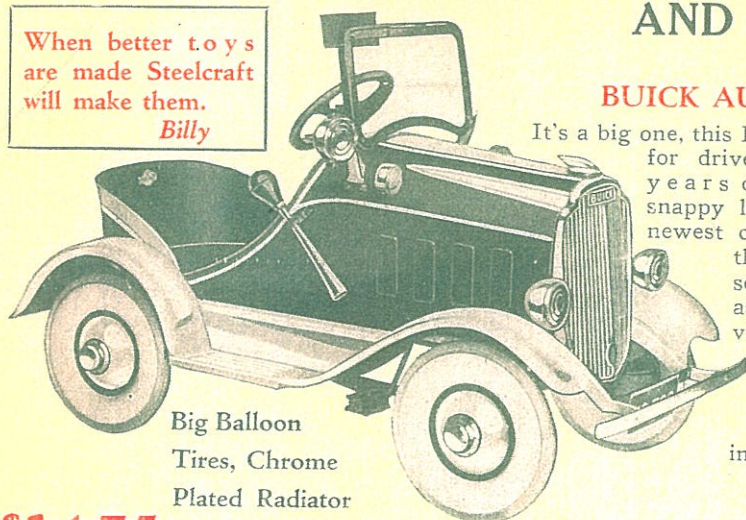


STEELCRAFT

JUVENILE VEHICLES

AND STEEL PULL TOYS

When better toys
are made Steelcraft
will make them.
Billy



Big Balloon
Tires, Chrome
Plated Radiator

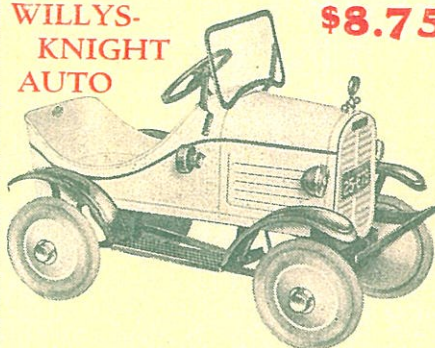
BUICK AUTO

It's a big one, this Buick. Made for drivers 3 to 7 years old. Has snappy lines of the newest cars and all the accessories such as horn, rear view mirror, bumper, headlights, parking lights are included too.

\$14.75 Finished Black and Green

WILLYS-KNIGHT AUTO

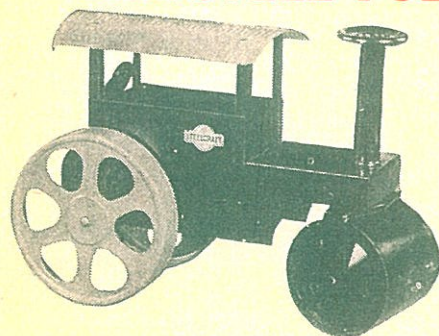
\$8.75



The correct car for owners 2 to 5 years of age. Made of the same gauge steel used in Daddy's car. Notice all the trimmings—horn, headlights, bumper, motormeter, etc. Finished in Ivory, Blue and Aluminum.

ALL-STEEL PULL TOYS

This dandy



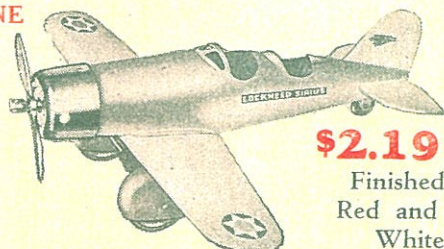
STEAM ROLLER

Big and strong so you can sit on it and ride. Steers easily from top of smoke stack. Red and Ivory finish.

Only **\$1.19**

LOCKHEED PLANE

This is modeled after the plane Lindbergh used in setting the coast-to-coast record. Big enough to sit on and ride. 21½ inches long, 21¾ inch wing spread. Chromium Plated Nose and Propellor.



\$2.19

Finished Red and White

BALL BEARING VELOCIPEDE

\$5.95 and Up

Finished in Red and White



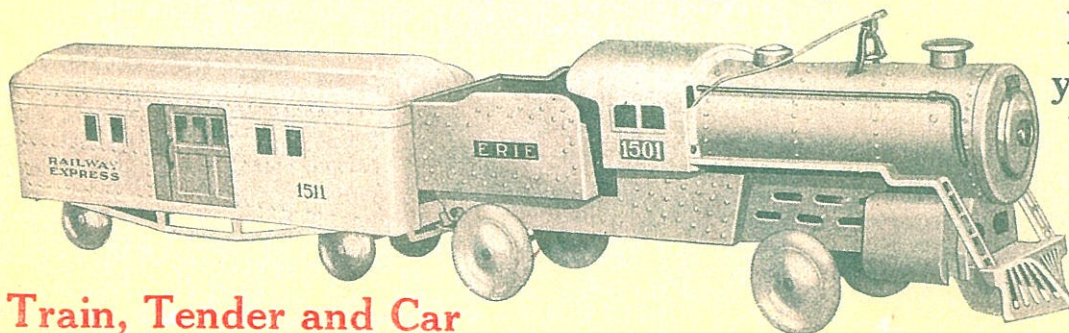
Heavy tubular steel

You could not get a stronger "bike" than this one for the money.

See this velocipede—ride on it. So easy running. Spring seat is roomy and comfortable. A "bike" you'll be proud to own for its flashy colors and high quality stand right out.

Take a ride a-top this engine, give the bell cord a pull to

let 'em know you're coming. You steer by turning top of smokestack you know.



Train, Tender and Car

Great fun. Heavy steel throughout—Built for the hardest kind of treatment a boy can give. Big engine can be detached. Just think—the complete train is 52 inches long.

\$4.98

America's Most Famous Dolls

"TICKLE-TOES"

Childhood's Favorite Baby



I
Say
Ma-Ma

I Go
to Sleep

Squeeze
my legs
and I cry

She's wonderful — Tickle-Toes. When she tilts her head and casts that appealing look with her flirting eyes — well, you just can't resist her. Her rubber arms and legs are so flesh-like and when you squeeze those legs she cries. She says "Ma-Ma" too and sleeps, and you can wash her. Beautifully dressed in lace and organdie.

\$2.95 and up

"FLOSSIE-FLIRT"

with those life-like flirting eyes and rubber arms and legs that feel so real

I am Tickle-Toes' big sister. You'll love me too I know. Like my little sister I have "Tru-Flesh" Rubber legs and arms that are so real.

I say "Ma-Ma"
I cry when
you squeeze
my legs

My head turns and tilts to flirt with you. You'll like my dress and my real hair too. I'm sure Santa will bring me to you if you ask him. Won't we have fun playing together?

\$2.95 and up



Beautiful
Clothes

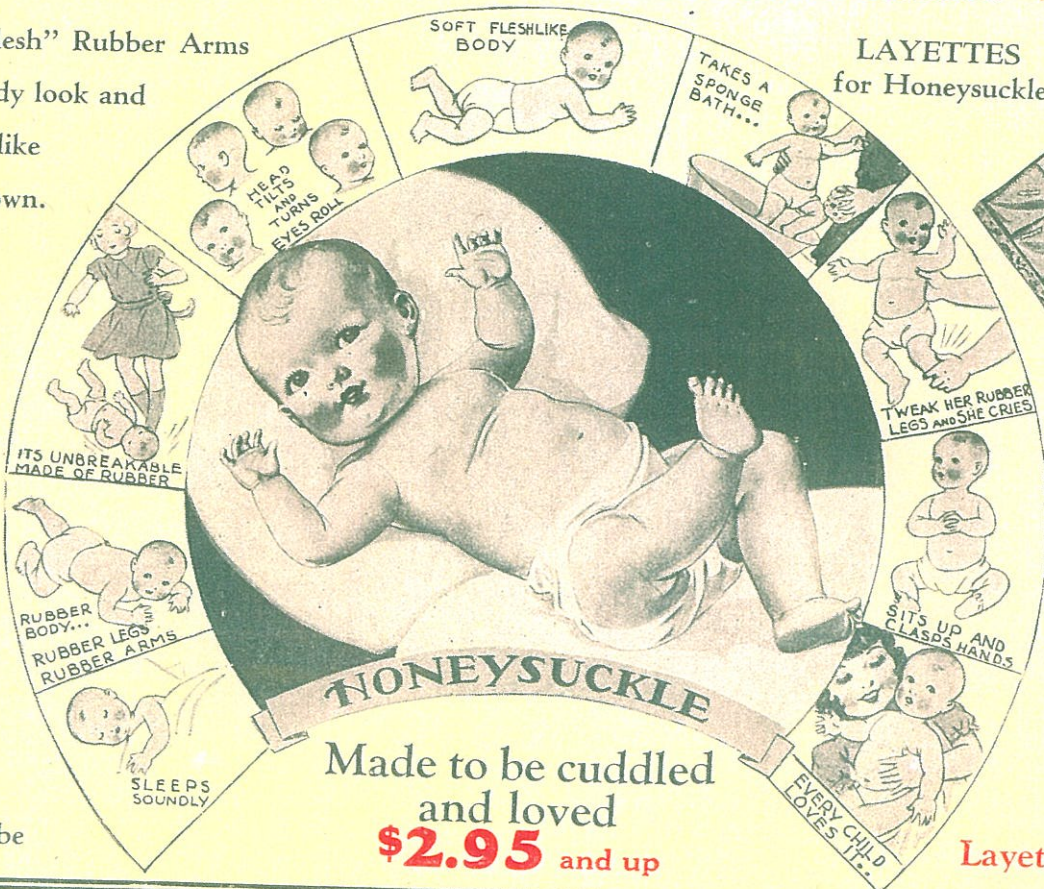
Lovely
Real
Hair

HONEYSUCKLE—The New Doll made of "TRU-FLESH" RUBBER

"Tru-Flesh" Rubber Arms

and Body look and feel so like baby's own.

Just think of the fun you will have playing with this doll that is just like a real babe



LAYETTES for Honeysuckle

10 Pieces—
Dress, Petticoat,
Cap, Diaper,
Vest, Bootees,
Wash Cloth,
Soap and
Talcum
Powder.
You can
dress up
Honeysuckle
after her
bath and
take her for
a walk

Layettes **\$1.15** and up

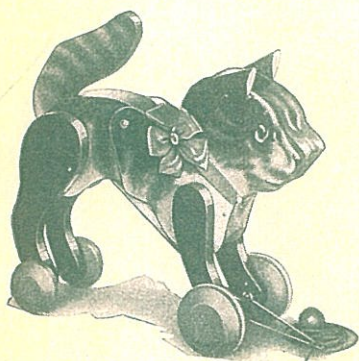
Made to be cuddled
and loved

\$2.95 and up

ALL

GAMES AND TOYS

FAIR



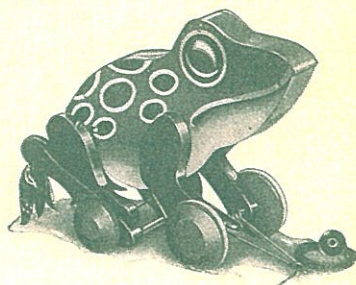
Happy Tabby

Follows you along swishing her tail and says "meow." She's so contented she never scratches

95c

ACTION PULL TOYS

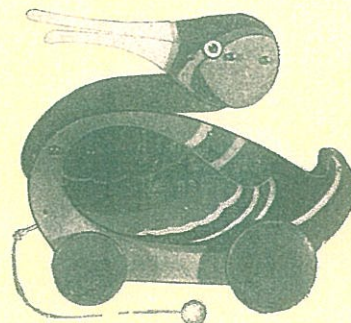
With Lifelike Voices



Johnny Bull Frog

Is so very real that with his croak and the kick of his hind feet you think he's a live Frog

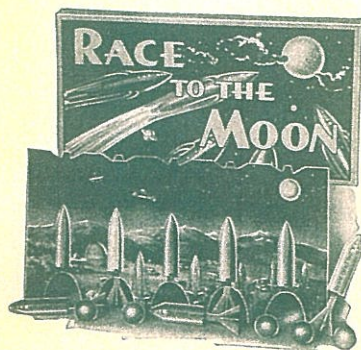
95c



Gabby Goose

Really is the most "hifalutin" old goose you ever did see. Her neck comes 'way out and she squawks gleefully when you pull her along

95c



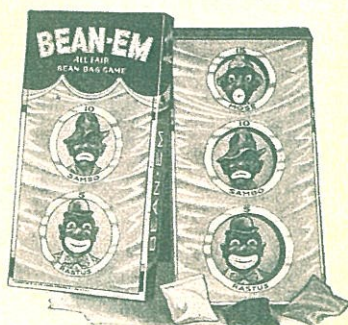
Race to the Moon

Imagine racing to the moon! Set up the five rockets, and when the balls are rolled and hit the rockets they shoot far up into the air

95c

GAMES

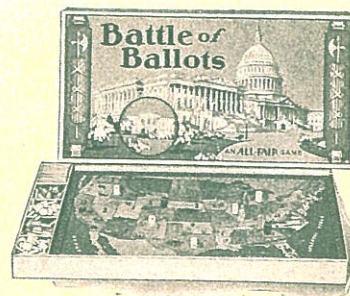
Full of Action and Fun



Bean 'Em

To throw bean bags at the three black faces is an exciting game of skill. Try your luck

95c



Battle of Ballots

This is a presidential year and this game teaches you how to become President of the United States

95c



Watch on de Rind

To shoot the ball into the holes around Mose, Sambo and Rastus looks easy. Try your luck and you'll really like it.

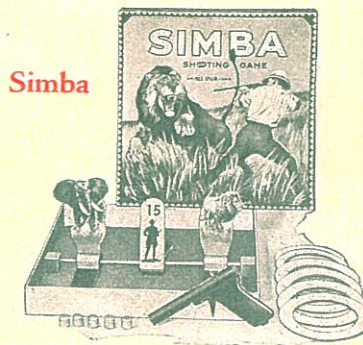
25c



Play Awhile Puzzle

Puzzles are all the rage. These have little cut out cats, dogs, giraffes, etc., for you to put together. It's lots of fun

47c



Simba

A new fangled shooting game. Hit the animal and up comes the score. There are three targets in all

47c

GARTON TOYS

Super Toy Values



They're great, fellows.

Billy



I have so much fun on my Garton Sidewalk Cycle.

Ruth

This beautiful Ball Bearing Velocipede

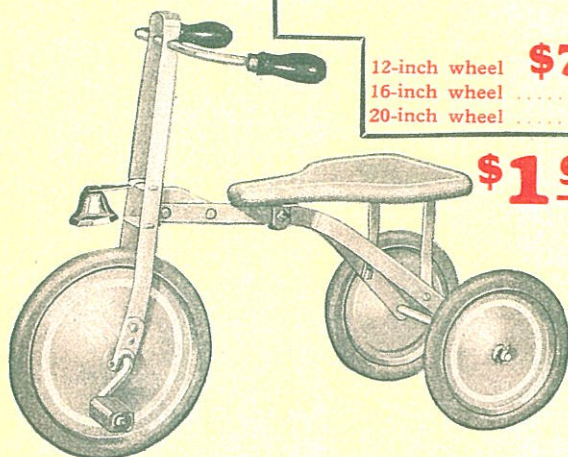
A velocipede with real DeLuxe features—yet the price is as low as ordinary models without these features. All wheels are ball bearing. Full 1- $\frac{1}{8}$ inch rubber tires with tread design. Mud Guard over front wheel. Rubber pedals. Comfortable spring seat of real leather. Then there are step plates on the rear axle. Handle grips of rubber. A bell too. Finished in brown with white trim.

\$7⁹⁵

and Up



12-inch wheel **\$7.95**
16-inch wheel 8.45
20-inch wheel 8.75



\$1⁹⁵

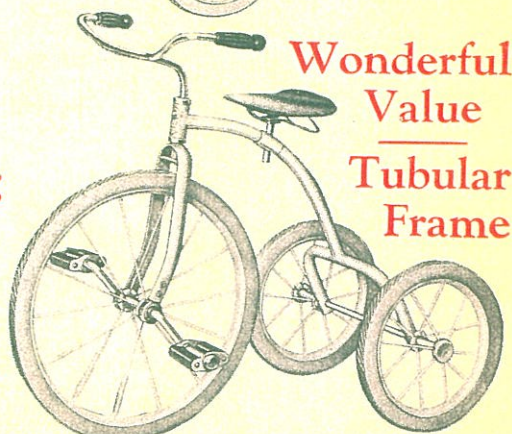
A
Joy
for
Any
Tot

Buddy Bike

What tot wouldn't love this bike with its tinkling bell, rubber pedals and tires? Strongly built and easy running. Finished in green and tan... **\$1.95**

\$3⁴⁵
and up

Ball
Bearing
Front
Wheel
1-Inch
Rubber
Tires



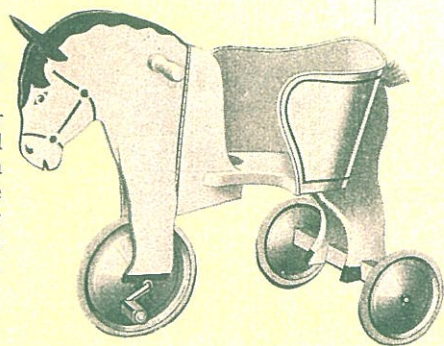
Wonderful
Value
Tubular
Frame

Again we lead with the lowest price for a tubular velocipede of such quality. Tubular frame. Ball bearing front wheel. Full 1-inch balloon type auto tread rubber tires. Rubber pedals and handle grips. Finished in green with wheels in cream.

12-inch wheel..... **\$3.45**
16-inch wheel..... 4.35
20-inch wheel..... 5.25

Horsie Bike

Youngsters are keen for this new type of pedal bike with its horse design on body. Sturdily made of wood, black and yellow enamel finish. Disc steel wheels, rubber tires. Roomy too... **\$4.45**



Sidewalk Cycle for Boys or Girls

Billy and Ruth recommend this cycle—they say "Our sidewalk bikes with the big 16 $\frac{1}{2}$ inch wheels go like the wind. You'll see the difference."

Tubular frame. Full Ball Bearing wheels and pedals. 16 $\frac{1}{2}$ inch wheels, 1 $\frac{1}{4}$ inch rubber tires. Crown fenders and a parking stand. Spring seat, tool bag. Bell. New Departure coaster brake. Finished red and white.



\$19⁹⁵

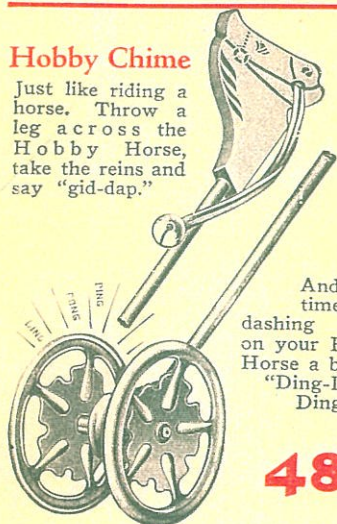
Extra Large
Wheels-16 $\frac{1}{2}$ "

New Departure Coaster Brake

GONG BELL TOYS

Hobby Chime

Just like riding a horse. Throw a leg across the Hobby Horse, take the reins and say "gid-dap."

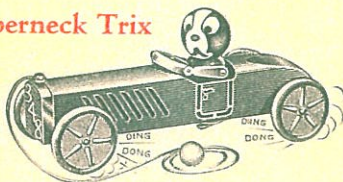


And all the time you are dashing around on your Hobby Horse a bell goes "Ding-Dong-Ding."

48c

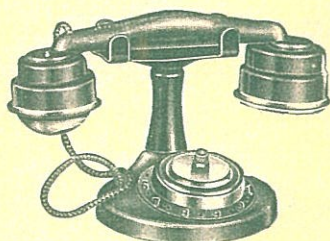
Rubberneck Trix

48c

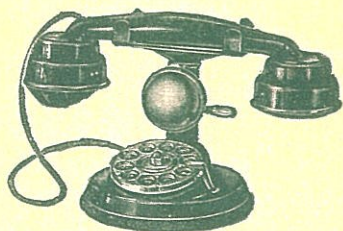


Trix speeds along, rubbering right and left. His stubby little arms operate steering wheel. Bells in Trix's auto ring a merry tune.

Hand Phones



Want to call up Daddy? Just dial the number on this phone. Then pick up the receiver and a voice says "Hello" **48c**

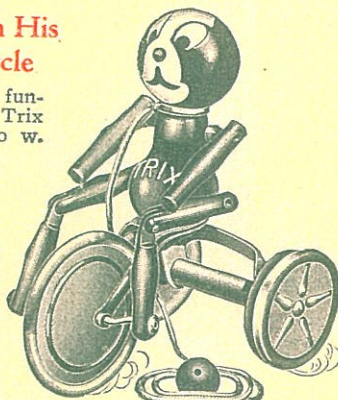


A phone all your own just like a real one. Play calling up the store for Mother's order. Dial bell rings. Voice speaks to you when you lift receiver..... **98c**

Trix on His Tricycle

He's so funny, this Trix fellow.

Pushes with his feet and his arms move up and down as bell rings.



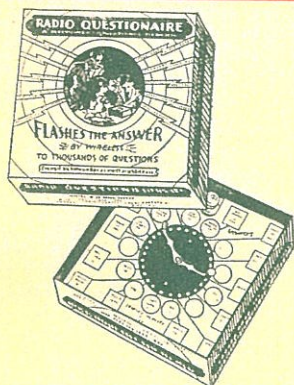
48c

Jingle Sweeper

Looks like the big carpet sweeper Mother uses but it has something her sweeper doesn't have. Bells that ring as you push it along. A real brush inside actually sweeps.



59c



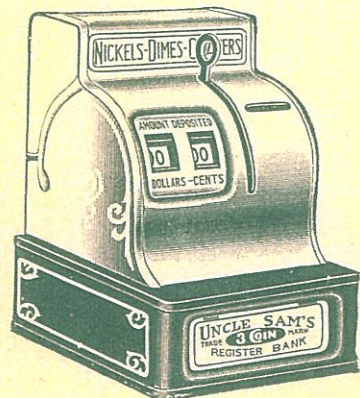
Ask a question — you'll find the answer on the

RADIO QUESTIONNAIRE

What fun you'll have, mystifying your friends by answering thousands of questions with the Radio Questionnaire. It works by Wireless, Flashing the Answer to your question with a light. Dad and Mother will enjoy this as much as you and your friends. A whole evening's fun is yours for only..... **\$1.48**

It's fun to save with **UNCLE SAM'S**

Three Coin Register Bank



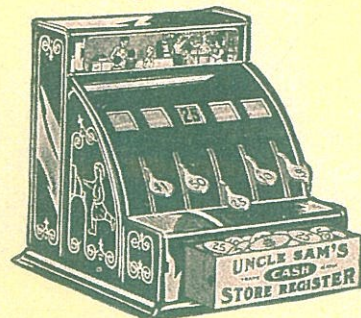
Ask Mother or Dad to give you one of these—then you can buy what you want for saving is easy. Holds nickels, dimes and quarters. Bell rings when coin is deposited. Register shows how much is in bank. Capacity, \$60.00. Opens automatically at every \$10.00.

\$2.50

Play Store — it's great

UNCLE SAM'S Cash Store Register

It is a real Cash Register for your play store. Press a lever, bell rings, drawer pops open and amount registers. Supply of make-believe money too **95c**



KEYSTONE "RIDE 'EM" HEAVY STEEL TOYS

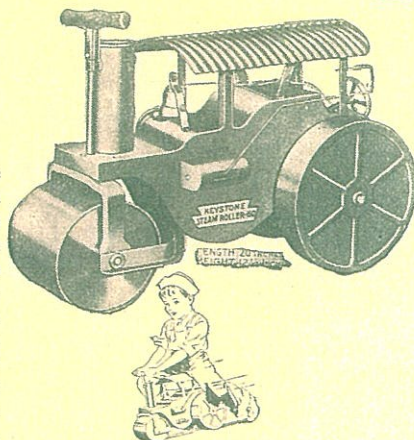


BOYS:

I get a real
"KICK" out of
my Keystone
Toys—you will
too. **BILLY**

Steam Roller

How often you've watched the man handle the steam roller working on the street. Now you can run one yourself. This is just like the big ones even to an air whistle that blows and a bell that rings. Sit on the roof—you can steer it by handle bar in front or the steering wheel in rear.



\$4.50

Circus Truck

Have a circus parade. Take off side panels of truck—there you are—six cages (three on each side). In each cage is a different animal and you can take cages

and animals out and play "Side Show." Put side panels in place and you're ready to move the circus to the "Next town." Circus truck is a big one and, of course, strong enough to sit on and ride.

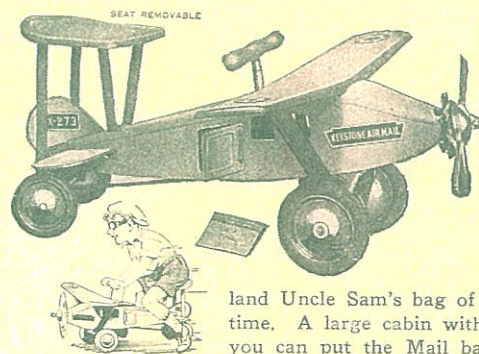
\$6.50

Coast-to-Coast Bus

You'll get a big kick out of playing you are driving this big blue bus "across the country."

It's 31 inches long and you can sit on and steer it or pull it along after you. The top of this big fellow is hinged so you can put things inside. Rubber tires make the bus run quietly and protect the floors when you use it inside.

\$6.75



Mail Plane with Cabin

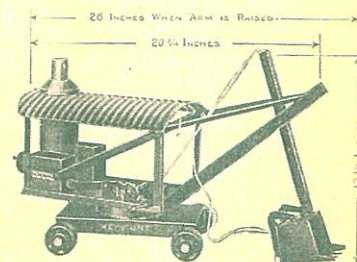
Be a Mail pilot with the Keystone Mail Plane. It's the kind you can depend on to

land Uncle Sam's bag of letters right on time. A large cabin with door in which you can put the Mail bag that is given with each plane. Comfortable seat and handle bar to steer plane.

\$3.50

Steam Shovel

What a lot of fun you can have with this dandy steam shovel that actually digs and scoops up dirt. You can sit on the top of this shovel and operate it from there. Made of heavy automobile steel and has an automatic lock on the scoop that closes when arm is lowered. When arm is raised this toy is 26 inches long, a real big toy. Tell Dad it's only



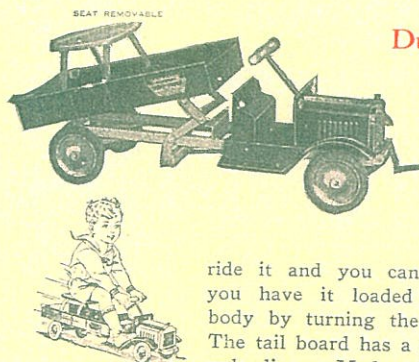
\$2.75

Dump Truck

Be sure Santa brings you a Keystone Dump Truck because you can have more fun with it than any other dump truck. You can

ride it and you can steer it and when you have it loaded you can raise the body by turning the crank at the front. The tail board has a chute to regulate the unloading. Made of heavy automobile steel—will stand lots of hard usage.

\$4.95



KEYSTONE "RIDE 'EM" TOYS HAVE MORE ACTION