



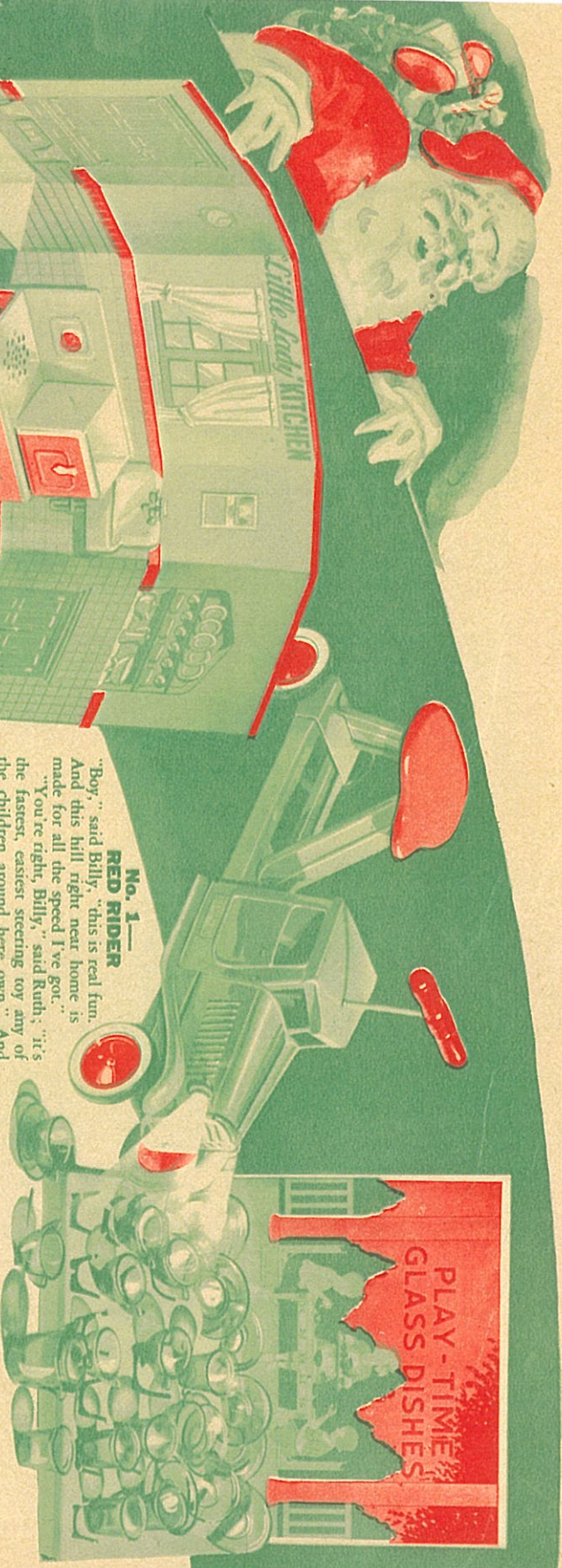
Santa opens his pack to Billy and Ruth

THE STORE FOR EVERYBODY
THE BON-TON DEPARTMENT STORE

223-231 Northampton Street
EASTON, PA. 1934

Billy and Ruth

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**No. 1—
RED RIDER**

"Boy," said Billy, "this is real fun. And this hill right near home is made for all the speed I've got."
"You're right, Billy," said Ruth, "it's the fastest, easiest steering toy any of the children around here own." And Ruth is right for this Red Rider has the latest type stream-line, nickel plated radiator and divided windshield. Strongly constructed of heavy gauge steel. Bright red enamel finish. Electric headlights, with battery. Steel wheels. Rubber tires.

\$1.29

No. 3—MICKEY MOUSE 21-PIECE TEA SET
"Well," said Ruth, "boys like you may not appreciate it as much as my girls do, but we had a most delightful tea party with this set of metal dishes decorated with Mickey Mouse designs. Why? we had eaten all the food." Mickey looks so happy! And, because they're metal, the dishes don't break. Twenty-one pieces include 6 cups, 6 saucers, 6 four-ounce plates, tea pot with cover, and 5 1/2 x 7 1/2-inch tray.

44c



**"LITTLE LADY"
No. 5—
ELECTRIC KITCHEN**

"At last I can cook all by myself without being in Mother's way," exclaimed Ruth. A complete kitchen with a real electric range that cooks. Utensils and food products shown in illustration are included.

94c



**No. 2—
GENUINE
"STRUCTO"
PUMPING
FIRE
ENGINE**

What fun Billy had with this . . . a toy engine that would really put out a fire. Squirts a long stream of water from large water tank equipped with rubber compression bulb. Two extension ladders and red and green headlights which operate on electric dry cells. Enamelled in red and orange. Includes 2 dry cells.

\$1.95



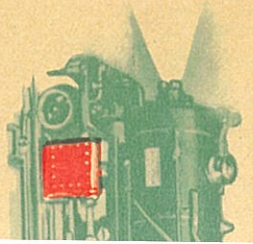
**No. 4—
AMERICAN FLYER
TYPEWRITER**

"I'll do my homework on it," said Ruth. "And I'll write my club reports and letters," said Billy. "It will make a game out of school work," said both. As neatly like a commercial machine as a toy has ever been made. Does not print from rubber characters but writes through a reversible ribbon from characters cut into metal. Long lasting, durable. Produces letters that look professional. Takes standard 8 1/2-inch width paper. Has self-aligning paper feed.

\$2.45

HELLO girl fellows! Dad said down to the street. Did we linger a got over the shoe. And boy, did trains and toy electric rang him. We were a he said we're lu Ruth isn't th guesses she's go out to begin rather go down Get Mother

P. S. We've des



Look through this Book AND SEE WHAT SANTA HAS IN STORE FOR US

HELLO girls! Hello fellows! Gee, we sure had the swellest treat! Dad said "Get ready, Billy and Ruth, and I'll take you down to the store to see Santa's advance display of Christmas toys." Did we linger a minute? I should say not — we got dressed so quickly he hardly got over the shock.

And boy, did our eyes open wide when we saw the display down at the store. Dad liked the trains and toy railroads as much as we did. Ruth wanted Christmas to come sooner so that she'd get the toy electric range that really cooks. Billy wanted to take that fire engine that really pumps water right home with him. We were all over the place — there's so much to see. And we think that Dad wishes he were a boy again 'cause he said we're lucky to live in an age when engineers and others sit up nights to design toys for us children.

Ruth isn't through making up the list of things she wants. She's started with a doll, an electric range, some games, and guesses she's going to list the whole store. Billy wants a typewriter, an Errector set, an electric train set and a chemistry outfit to begin with. So you'll pardon us while we write our letters to Santa, won't you? Besides, we know that you'd rather go down to the store and get the thrill of seeing these things for yourself.

Get Mother and Father to go down too — they'll enjoy it.

Wishing you a happy visit and a Merry Christmas.

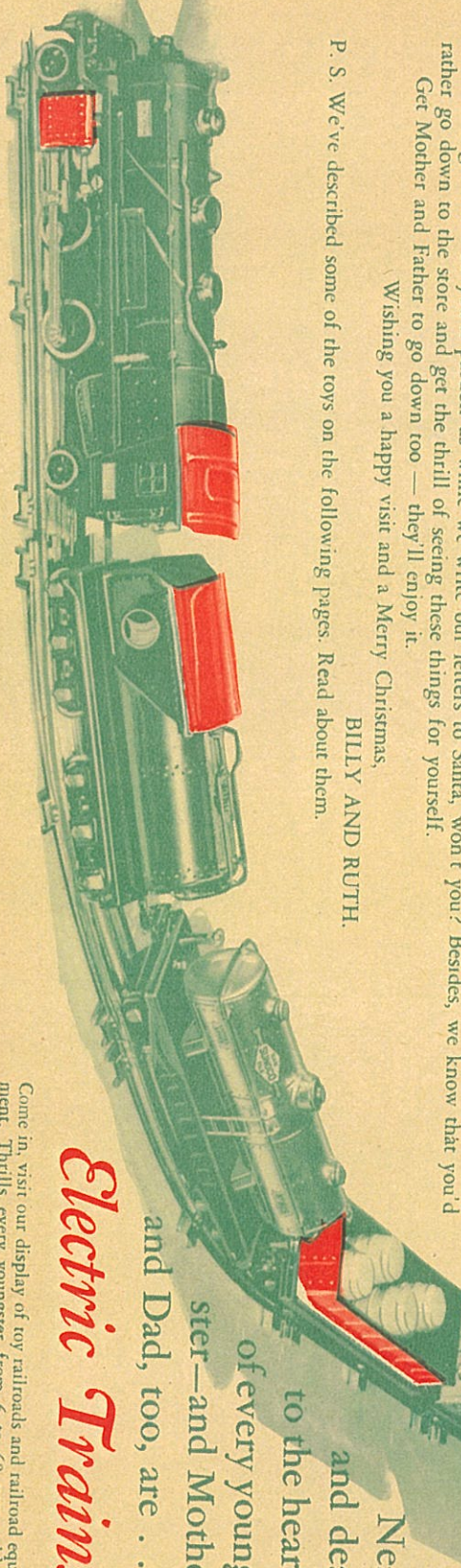
BILLY AND RUTH.

P. S. We've described some of the toys on the following pages. Read about them.

Near
and dear
to the hearts
of every young-
ster—and Mother
and Dad, too, are . . .

Electric Trains

Come in, visit our display of toy railroads and railroad equipment. Thrills every youngster from 6 to 60 years old. If you don't enjoy every minute, then you've never been a child.



TEA SET
appreciate it as
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