

OPENING THE DOORS TO THE BILLY AND RUTH TOY CASTLE



ROARING SPRING
DEPARTMENT STORE.

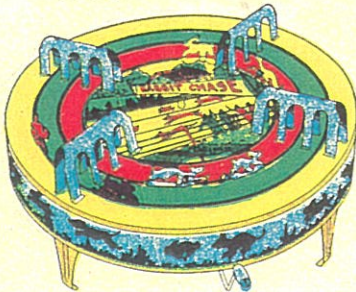
ROARING SPRING, PA.

≈ 1930

WOLVERINE TOY FAMILY

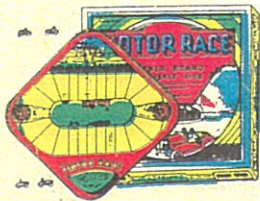
In their Toy Castle Billy and Ruth have hundreds of Sunny Andy, Sunny Suzy and Sandy Andy Toys. You'll want Santa to bring you many of them. Billy and Ruth think the Wolverine toys are just right.

Rabbit Chase



Wind up the motor and watch the dogs chase the rabbits round and round until one of the dogs catch a rabbit. He's the winner. Then try it again and another dog will win. Lots of fun for **\$1.00**

Motor Race



On the back is a checkerboard and a set of checkers is included at **\$1.00 each**

Four autos to race around the course. You spin the arrow to find out the way the cars should move. A very exciting game.



Jolly Juggler

Do you remember the acrobats at the circus? This little fellow is just as clever. He holds a 5000 pound weight by his feet; he swings on his trapeze carrying his little helpers from the chute to the ground.

He'll work as long as the little helpers are put back in the chutes. Just **\$1.00**

Zilotone



Musical man plays popular tunes on his xylophone. Just put one of the six records on, wind up the motor and the little man will play his little tune for you. Won't it be fun to have this little fellow play tunes for you whenever you want him to! **\$2.50 each**

Gee-Wiz

The Thrilling Horse Race Game



A game that you'll want to hide from Big Brother and Daddy because they'll want to play horse race too. Just spin the flywheel and the horses are sent toward the finish in an exciting neck and neck race. No two races are alike. Made of metal **\$2.50 each**

Sunny Suzy Toys

Vacuum Cleaner

It really works! Just like mother's, it picks up dirt from the floors and rugs. And then, when you have helped mother with the cleaning, you can detach the bag and empty out the dirt which you have collected. All of your little playmates will want to help you with this cleaner, it's so much fun.



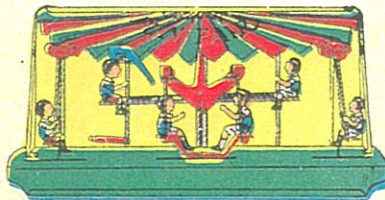
Tell mother it's only **\$2.50 each**

Sandy Andy Merry Miller



Fill the mill house with sand and the mill wheel will revolve while the merry miller with his dog tries to get into the house past his wife with a rolling pin. Lots of fun **\$1.00 each**

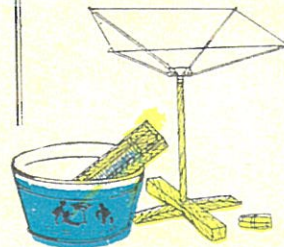
Fun Fair



Wind up the motor and watch the children swing and seesaw in their playground, just like you do in your swing or on your seesaw. Runs a long time on one winding **\$1.00 ea.**

Sunny Suzy Laundry Sets

Wouldn't you like a little washtub to wash dolly's clothes in, with a washboard to rub them on and a reel to hang them on? Here it is, just the right size for you and just right too for washing mother's



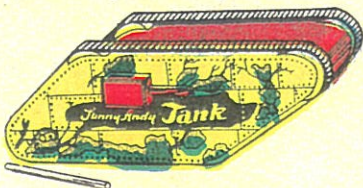
hankies as well as dolly's things **\$1.00 a set**

Here's a more complete set that will give you still a bigger thrill. It has a wringer and a clothes-basket and more clothespins. Tell Mother about this and she'll get in touch with Santa about it.



\$2.50 a set

Sunny Andy Tank



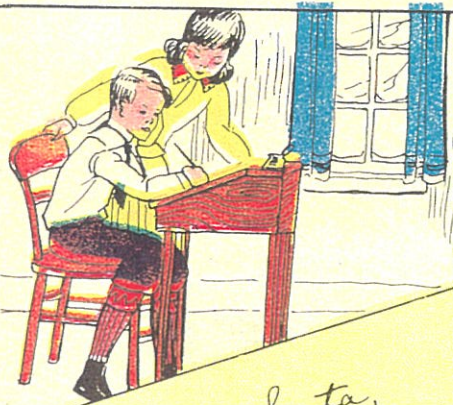
Just like a real tank this big fellow will climb over anything that happens to be in its way. You can have a lot of fun with this big fellow. It's 14 1/2 inches long and only **\$3.75 each**



Hoop-O-Loop

A new hunting game. You shoot the hoops from the special gun to loop the pegs representing wild animals. Just as much fun and not half as dangerous as real wild animal hunting.

\$1.00 each



Billy writes the letter as Ruth looks on



They both mail the letter

Dear Santa,

Gee, but we saw some wonderful toys at that store you told us about. Ruth and I just got back and we had to write to tell you about it. Every boy and girl can now pick out just exactly what they want you to bring them.

When we went down to this store and opened the door it was just like opening those gates on the front page - inside we saw all that. Gee, it was dandy. There were lots of trains and wagons, bikes, trucks, scooters and things for girls too - Sis liked the doll with her name, Ruth, and then she wanted one of those real electric ranges that really cook. I hope I get one of those new electric trains that looks so real and that big Erector set I saw. I need a new sled this year too, maybe you have one big enough for both Ruth and me. We just can't wait till Christmas.

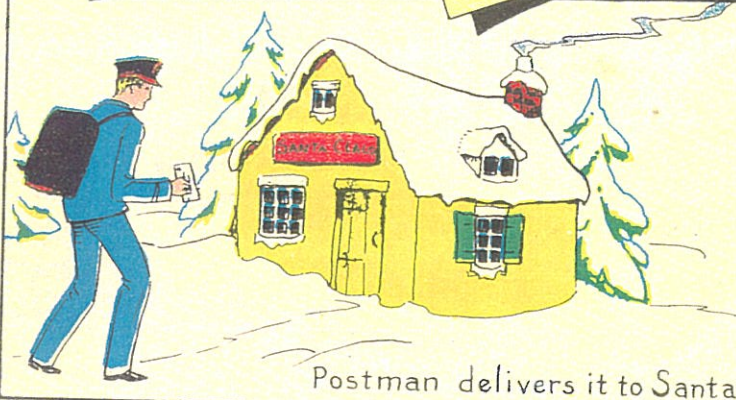
We're telling all the boys and girls to have their Mother and Father take them down to see all the wonderful toys and Christmas things. We know they'll have a good time and if they write to you you'll know just what to bring.

Billy and Ruth.

FROM BILLY AND RUTH

SAY

NORTH POLE



Postman delivers it to Santa

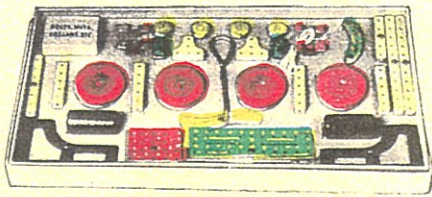


Christmas Morning

HUSTLER TOYS AND GAMES

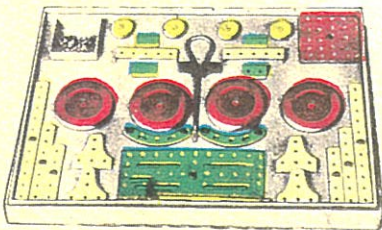
For Little Hustlers—Boys and Girls

Bildkraft No. 1



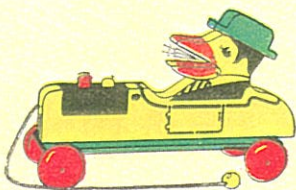
This new construction set builds more models than ordinary sets and builds them in colors. Think of the fun it will be to build bridges, autos and many other models that will really run after **\$1.00 each** you have built them.

Bildkraft No. 3



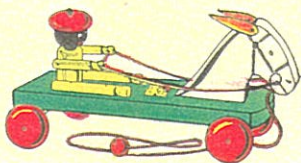
A larger Bildkraft set which will build many more models than the smaller one and many more than other sets of the same type. The wheels and pulleys have rubber cores which makes assembly very easy and does away with many nuts and bolts. Each set contains directions for making a great number of models and you can make many that are not shown. **\$2.50 each**

Hustler Ducky Racer



Quack, Quack says Mr. Duck as you pull him along in his speedy racing car with the pistons going up and down. The faster you pull him the faster the pistons and Mr. Duck's mouth go. **\$1.00 each**

Sambo Hustler

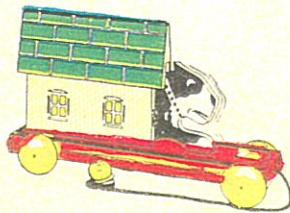


Sambo has a hard time making his balky mule go. The more he pulls on the reins the more the mule balks. Pull him along the walk with you and watch the fun. **\$1.00 each**



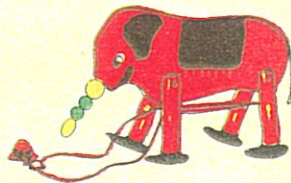
You'll want Santa to bring you some of these Hustler Toys. If you're a little tot you'll want a Hustler Elephant or one of the other clever pull toys. If you're a little older, you'll want a Bildkraft set or a Baseball or Football Game. In your letter to Santa this year don't forget to include one of these pretty, clever toys.

Hustler Watchdog



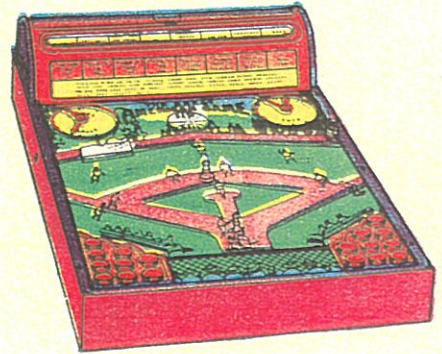
Every now and then as you pull this toy along the little watchdog will come out of his house to see if everything is alright. You can pet him if you wish, he won't bite. Lots of fun. **\$1.00 each**

Hustler Elephant



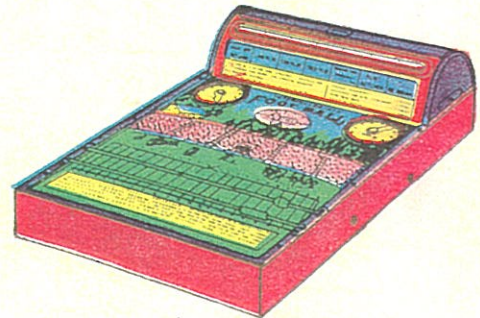
You've seen the big elephants in the circus or Zoo, haven't you? This little one will walk along with you, shuffling along like the big ones and he doesn't eat a ton of hay a day. **\$1.00 each**

Hustler Baseball



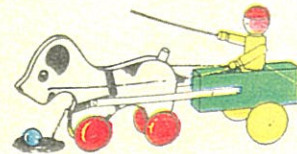
Every sport fan from 7 to 70 will be thrilled by the exciting baseball they can play with this game. You can play team against team and while away many rainy days and winter evenings very pleasantly **\$1.75 each**

Hustler Football



Coach Yost has endorsed this game and you will agree with him when you try it. Dad will be eager to play this game with you and your playmates and you can have many snappy football games inside as well as out. **\$1.75 each**

Billy Hustler



Billy and his trained doggy are real pals. The dog pulls Billy around in the little cart, never stopping to chase stray kittens or bark at other dogs. **\$1.10 each**

Hustler Pup



This Pup will walk along with you wherever you go and he barks as he walks. He'll never try to run away because he is a very good dog. **\$1.00 each**

These Toys are Dandies!

— Billy

I think so too!

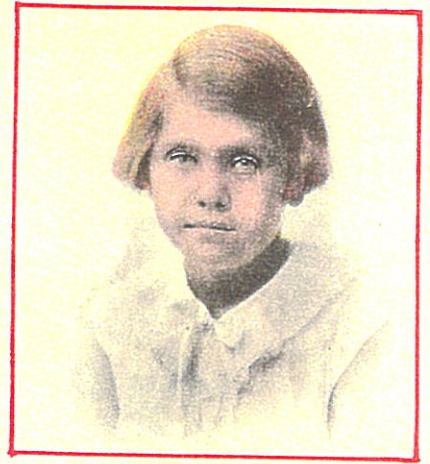
— Ruth

Girls:

Here are my favorite dolls—Little Ruth and Baby Joan. My, what fine children they are! I love to take care of them, even if they do cry sometimes.

Your friend,

—Ruth



Little Ruth and Baby Joan are two of the loveliest dolls ever, they're dressed so beautifully, they look so true to life that all of you little girls will want them. They'll come to you direct from Santa in a beautiful box that you'll want to keep, tied with a ribbon that you'll want to use for Dolly's hair.

Think what fun you can have with this little family of dolls. Of course, you'll want both. Tell Mother to explain it all to Santa Claus and you'll surely get your wish on Christmas morning.



Little Ruth

\$6⁰⁰



Baby Joan

\$3⁹⁵

Baby Joan is certainly a darling baby, her soft little body, the cute face with her teeth showing in her little mouth and the handsome clothes will give you a big thrill. She goes to sleep—she turns her head and moves her arms and legs. What fun you can have arranging Baby Joan's clothing. She's dressed in a lacy dress with a lacy bonnet and embroidered bib. Her underclothes are just like real babies,—a petticoat, rubber panties and fancy socks with leather booties. She's 21 inches tall. Just tell Santa to bring her to you and we're sure he won't disappoint you.

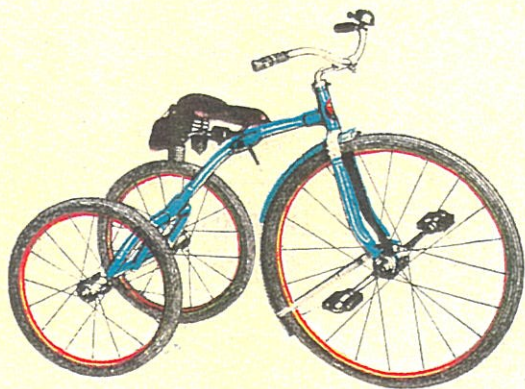
What a lovely little girl doll this is. She's 13 inches tall, just the right size for the little miss of 5 or 6. Here's why you'll want to hold little Ruth in your arms—she has real eyelashes on her sleeping eyes, her little mouth shows two little teeth and a little red tongue, she says "Mama". She's dressed in a pretty dress of figured voile with a beret to match in a color harmonizing with her auburn hair. Her undergarments are trimmed with lace and her little leather shoes and cute socks are just like a real baby's. Mother will love this little doll, too, and we're sure she'll tell Santa to put her on his list for you.



Mecky VELO-KING

Juvenile Vehicles

For a real thrill—real speed—real good looks, you'll want a Velo-King Velocipede, Scooter or Sidewalk Bike. They're made to stand lots of hard knocks and still keep going, swiftly, easily. Won't you be proud when Santa brings one of these to you on Christmas morning? Daddy or Mother will arrange it, tell them about it.



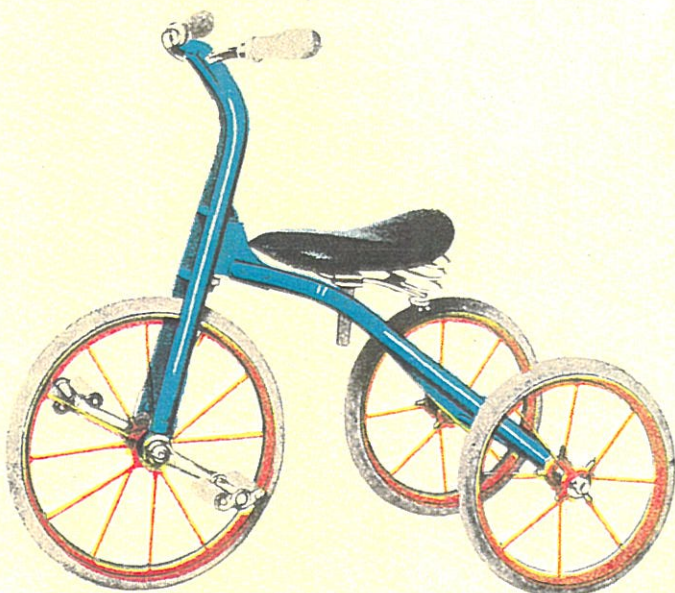
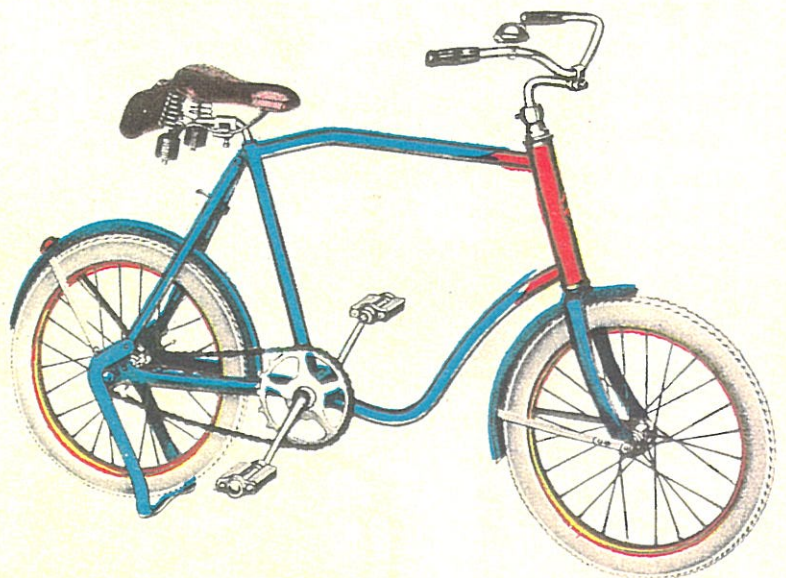
Velocipede

Here's a beautiful little velocipede painted in blue and red and yellow. It certainly is a dandy. It has ball bearings in all the wheels which makes it very easy to run and as you speed down the walk you'll be very, very thankful to Santa Claus for bringing you this wonderful cycle.

FOR CHILDREN	LEG REACH	EACH
3 to 4 yrs.	15 in.	\$11.00
4 to 5 yrs.	18 in.	11.60
5 to 6 yrs.	21 in.	13.80
6 to 8 yrs.	24 in.	16.50

Sidewalk Bike

What a peach of a sidewalk bike this is—a real bicycle type frame with full equipment, parking stand, bell, tool bag, motor bike saddle, New Departure coaster brake and everything else to make it the choice of all real boys. It sure is fun to run errands for Mother when you have a bike like this. It's painted in a dark blue with red head and red striping. The wheels are regular bicycle type with spokes that won't rust, and balloon tires. For children with a leg reach of 22 to 32 inches. **\$23.00 each**



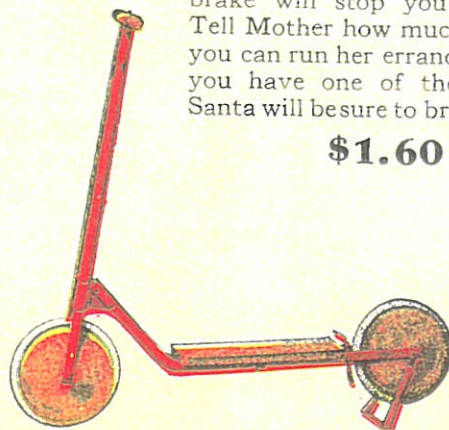
Tot Bike

Even the littlest tots can have a real Velo-King. When Ruth and Billy were little, Santa brought them one of these tot bikes, just big enough for their little legs but as sturdy and good looking as the larger cycles. It has a 10 in. front wheel and 8 in. rear wheels with $\frac{3}{4}$ in. rubber tires. Just the thing for the little fellow **\$3.15 each**

Speedy Scooter

Here's a scooter that's a wonder, well made, speedy and good-looking. When you want to race you'll know that nothing will beat you if you have one of these rubber-tired scooters to ride on, and when you want to stop, you know that the quick-acting brake will stop you easily. Tell Mother how much easier you can run her errands when you have one of these and Santa will be sure to bring one.

\$1.60 each



GONG BELL TOYS



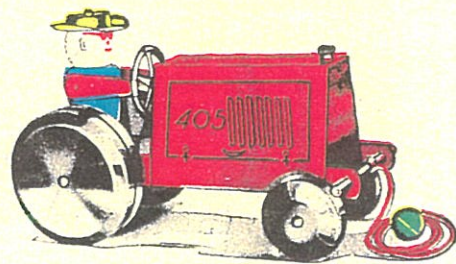
Ding Dong! Ring-a-Ring! Here are those toys that chime and ring so merrily everywhere—tractors and telephones. Racers and tricycle riders all made by Santa's expert bell toy makers. Ruth and Billy have picked out these toys for you and for every little boy and girl who likes beautiful bells.

Look at that Bell-Town tractor way up there in the corner—It's a real big tractor—10 inches long with bells in the wheels and My, how it rings when it's pulled along.

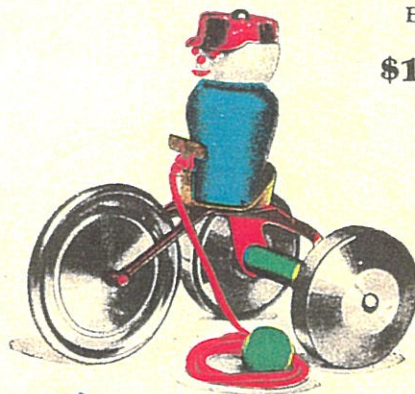
Next comes Tricycle Ike, pedaling along on his ringing tricycle, jingle, jangle, jingle. He certainly is a speedy little racer and you'll like to pull him along with you.

Then there's Jingling Jim, a jolly bright clown, swinging back and forth between two bright ringing wheels. He's almost 7 inches high and Santa's workers have made him very strong.

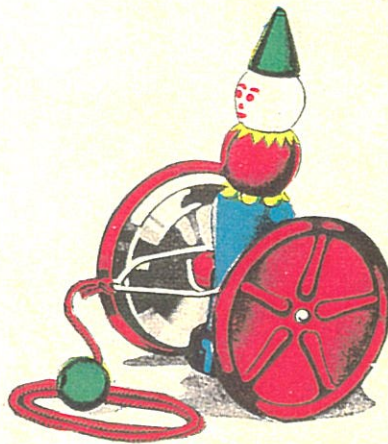
And if you want to push a lawn mower around, try the Merry Mower. It's a very pretty toy and 2 bells ring as it's pushed along, lots of fun even if it doesn't cut the grass.



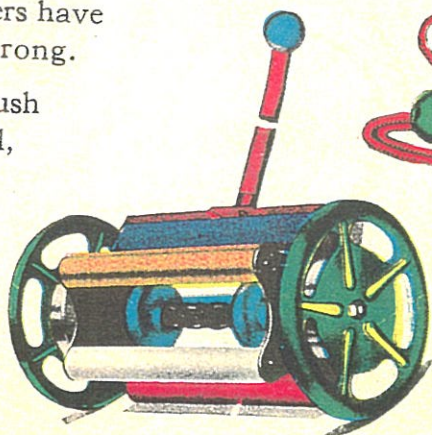
Bell-Town Tractor
\$1.25 ea.



Tricycle Ike
50c ea.



Jingling Jim
50c ea.



Merry Mower Chimes
\$1.00 ea.

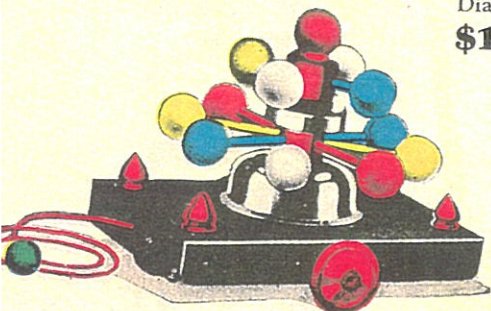
Hello, Hello, who's there? The new style Dial Phone with the pretty colored headpiece, will help you in calling Daddy at the office or giving your order to the grocer. Lots of fun. Just big enough for Youngsters.



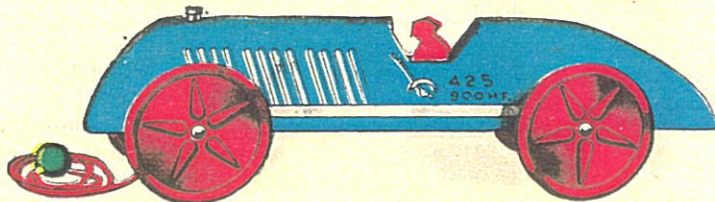
Dial-o-phone
\$1.00 ea.

And Ringo-Round! Round and round, go the beautiful balls and ring, ring go the pretty bells. It's eight inches long and made very strongly in Santa's workshops.

Here It Comes! The Ringing Racer! Dashing down the street, ringing merrily. It looks just like a real racing auto. It's almost 16 inches long and decorated in pretty colors.



Ringo-Round **\$1.00 ea.**



Ringing Racer **\$1.20 ea.**