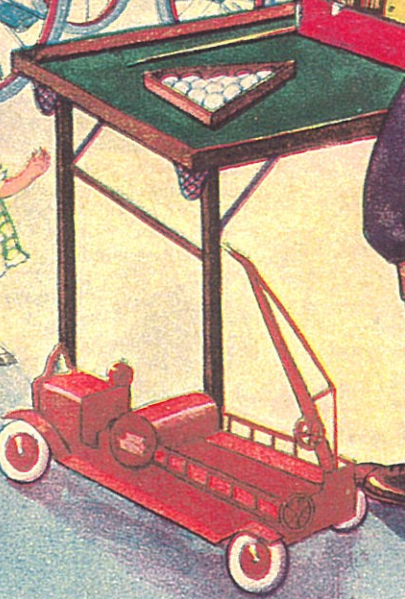
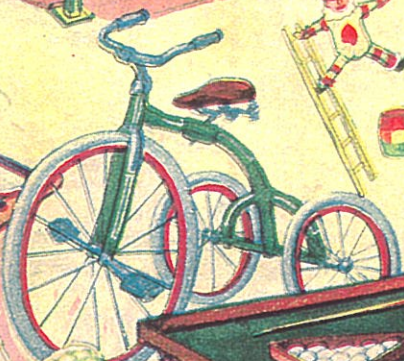
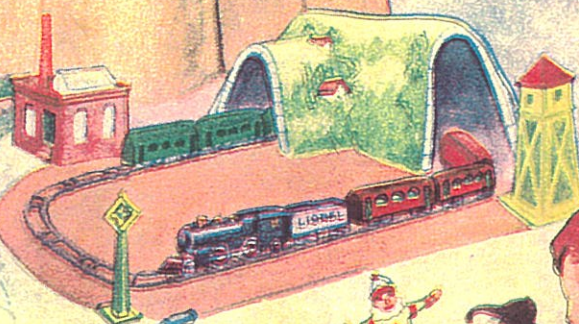
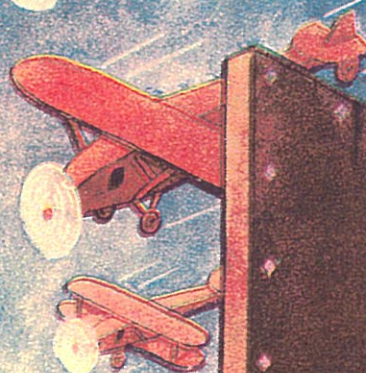


# OPENING THE DOORS TO THE BILLY AND RUTH TOY CASTLE



ROARING SPRING  
DEPARTMENT STORE.

ROARING SPRING, PA.

≈ 1930

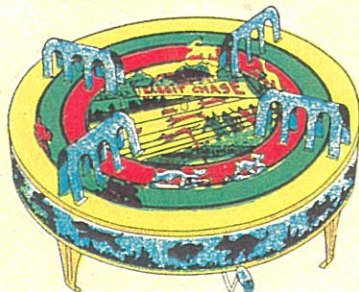




# WOLVERINE TOY FAMILY

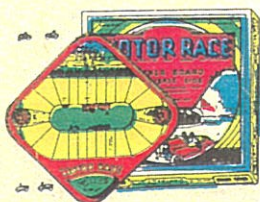
In their Toy Castle Billy and Ruth have hundreds of Sunny Andy, Sunny Suzy and Sandy Andy Toys. You'll want Santa to bring you many of them. Billy and Ruth think the Wolverine toys are just right.

## 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**

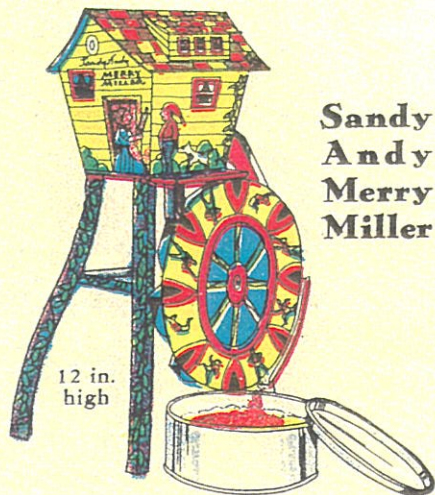
## Motor Race



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

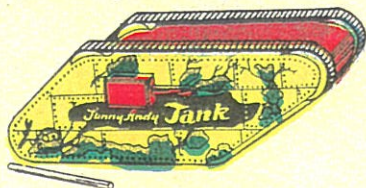
On the back is a checkerboard and a set of checkers is included at **\$1.00 each**

## Sandy Andy Merry Miller



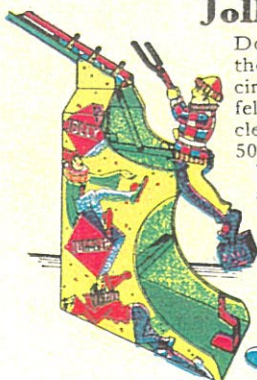
Fill the mill house with sand and the mill wheel will revolve while the merry miller with his dog tries to get into the house past his wife with a rolling pin. Lots of fun **\$1.00 each**

## 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**

## 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**

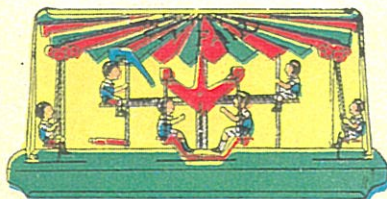
## Gee-Wiz

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**

## 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 **\$1.00 ea.**

## 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**

## 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**

## Sunny Suzy Toys

### Vacuum Cleaner

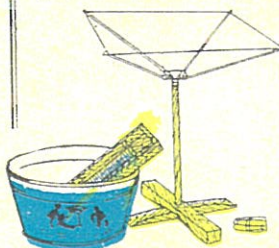
It really works! Just like mother's, it picks up dirt from the floors and rugs. And then, when you have helped mother with the cleaning, you can detach the bag and empty out the dirt which you have collected. All of your little playmates will want to help you with this cleaner, it's so much fun.



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

## 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



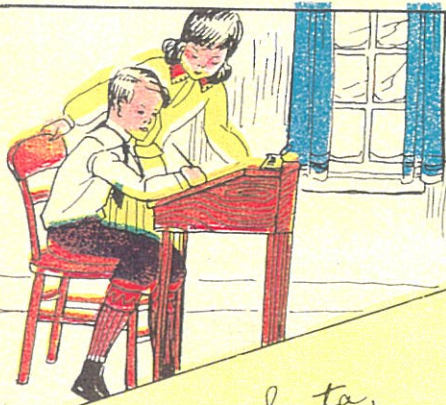
hankies as well as dolly's things **\$1.00 a set**

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**





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 trains and wagons, bikes, trucks, scooters and all that. Gee, it was dandy. There were lots of 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

SAI

NORTH POLE



Postman delivers it to Santa



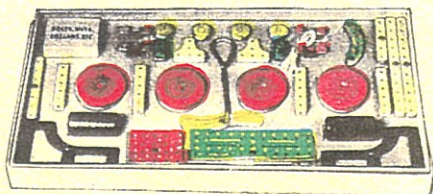
Christmas Morning



# HUSTLER TOYS AND GAMES

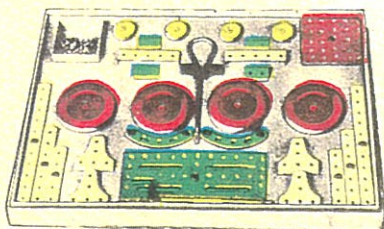
For Little Hustlers—Boys and Girls

## Bildkraft No. 1



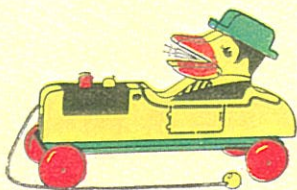
This new construction set builds more models than ordinary sets and builds them in colors. Think of the fun it will be to build bridges, autos and many other models that will really run after you have built them. **\$1.00 each**

## Bildkraft No. 3



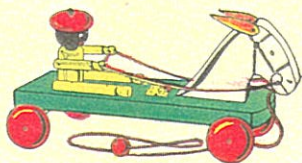
A larger Bildkraft set which will build many more models than the smaller one and many more than other sets of the same type. The wheels and pulleys have rubber cores which makes assembly very easy and does away with many nuts and bolts. Each set contains directions for making a great number of models 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

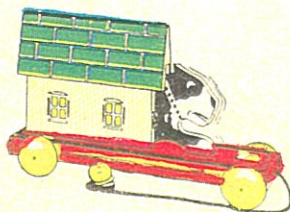


Sambo has a hard time making his balky mule go. The more he pulls on the reins the more the mule balks. Pull him along the walk with you and watch the fun. . . . . **\$1.00 each**



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



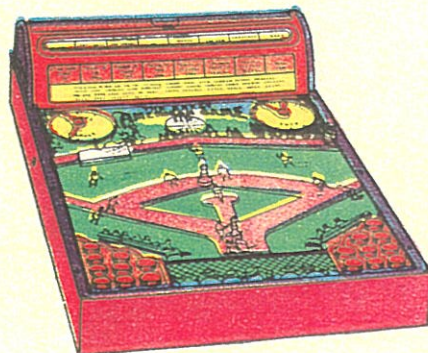
Every now and then as you pull this toy along the little watchdog will come out of his house to see if everything is alright. You can pet him if you wish, he won't bite. Lots of fun. . . . . **\$1.00 each**

## Hustler Elephant



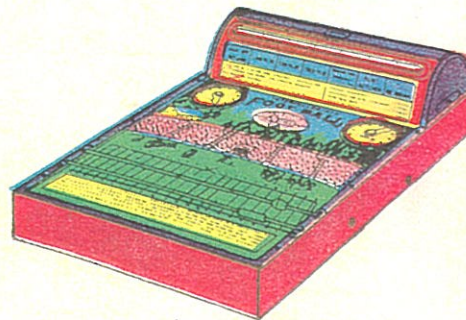
You've seen the big elephants in the circus or Zoo, haven't you? This little one will walk along with you, shuffling along like the big ones and he doesn't eat a ton of hay a day. . . **\$1.00 each**

## Hustler Baseball



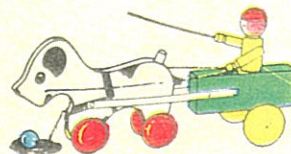
Every sport fan from 7 to 70 will be thrilled by the exciting baseball they can play with this game. You can play team against team and while away many rainy days and winter evenings very pleasantly. . . . . **\$1.75 each**

## 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

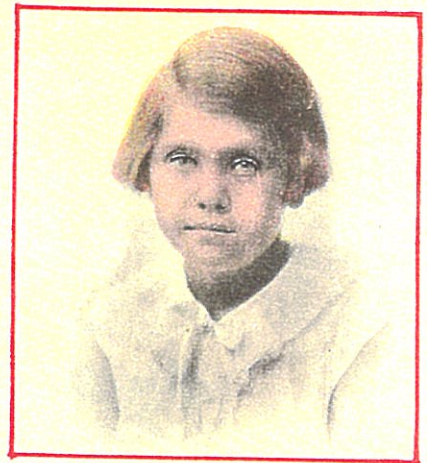


## Girls:

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.

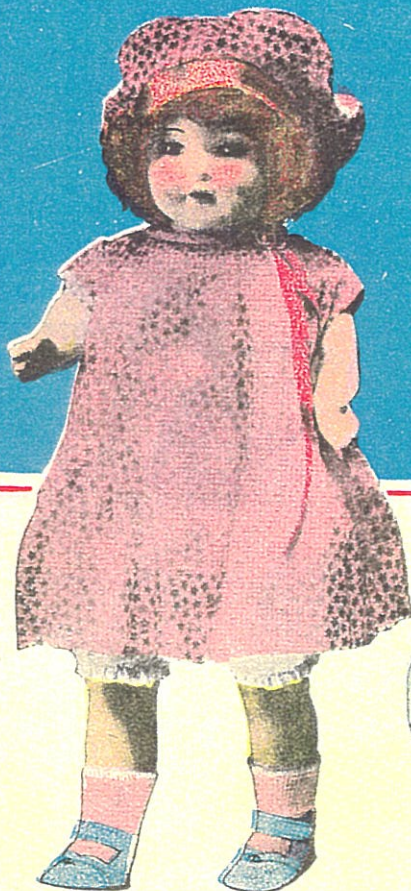
Your friend,

—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

**\$6<sup>00</sup>**



Baby Joan

**\$3<sup>95</sup>**

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.

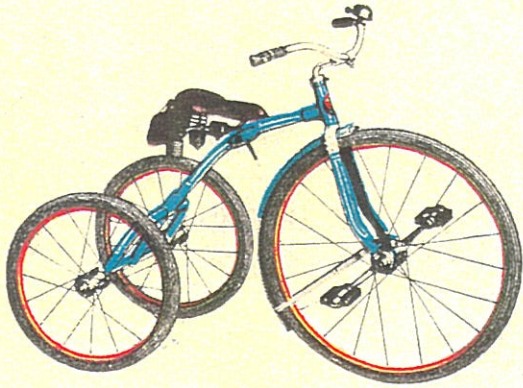




# Mecky VELO-KING

## 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.



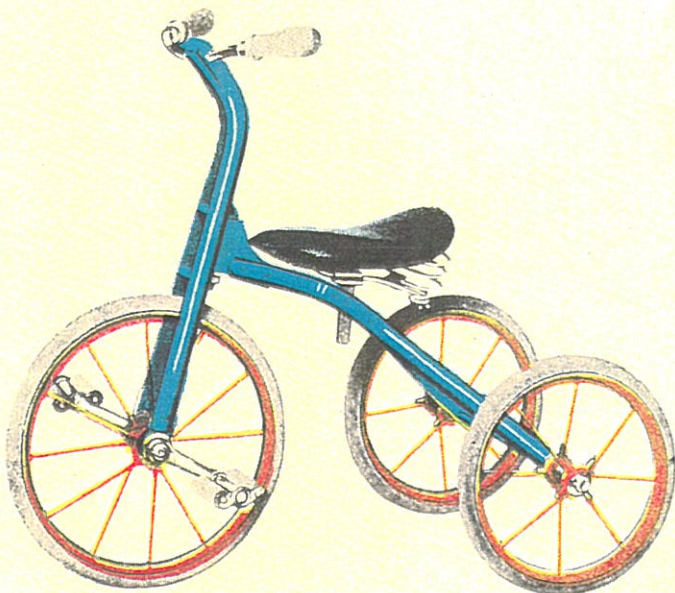
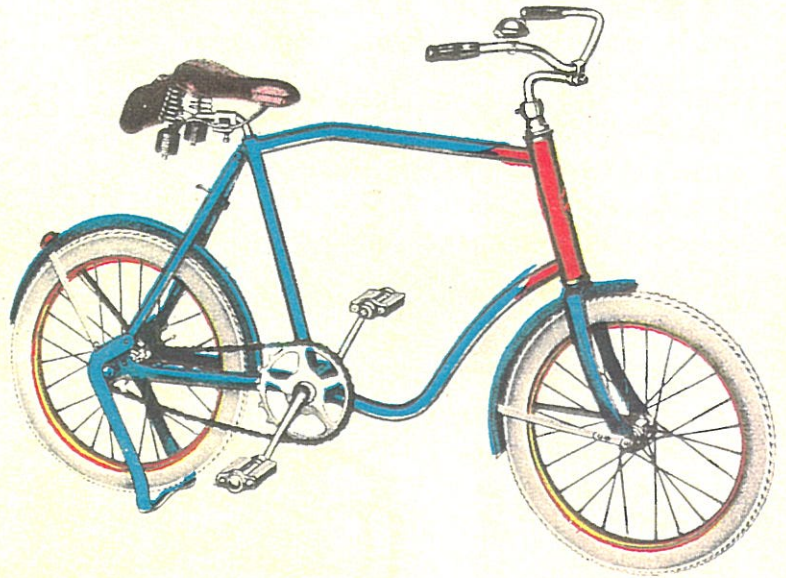
### Velocipede

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**



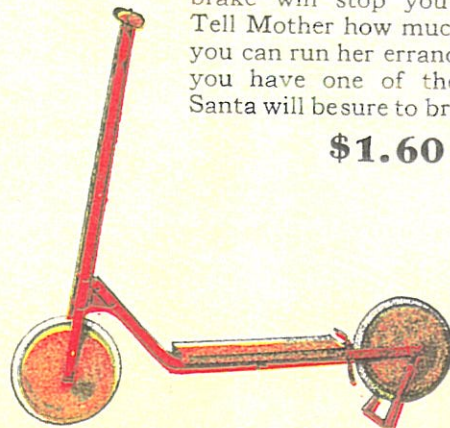
### Tot Bike

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



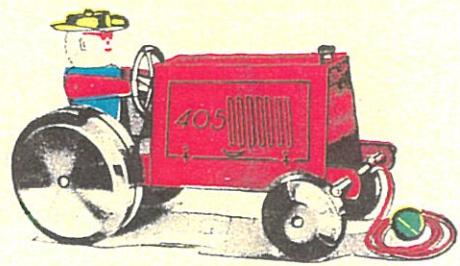
Ding Dong! Ring-a-Ring! Here are those toys that chime and ring so merrily everywhere—tractors and telephones. Racers and tricycle riders all made by Santa's expert bell toy makers. Ruth and Billy have picked out these toys for you and for every little boy and girl who likes beautiful bells.

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.

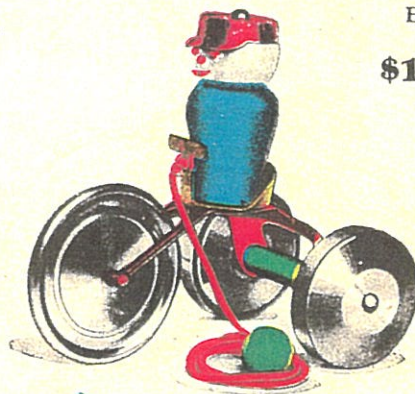
Next comes Tricycle Ike, pedaling along on his ringing tricycle, jingle, jangle, jingle. He certainly is a speedy little racer and you'll like to pull him along with you.

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.

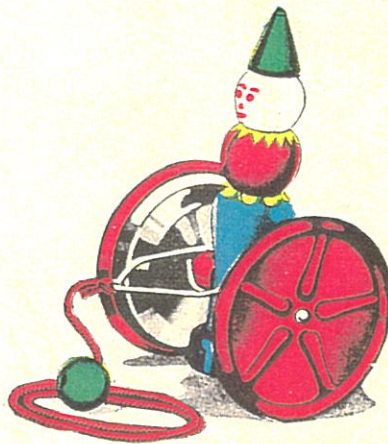
And if you want to push a lawn mower around, try the Merry Mower. It's a very pretty toy and 2 bells ring as it's pushed along, lots of fun even if it doesn't cut the grass.



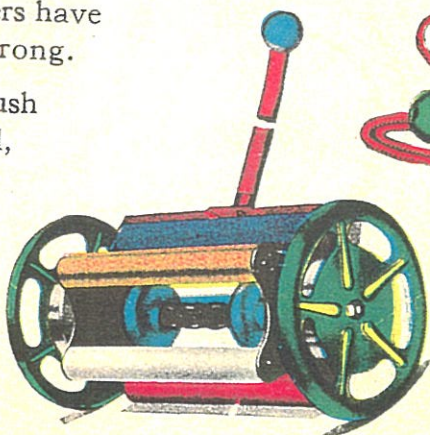
Bell-Town Tractor  
**\$1.25 ea.**



Tricycle Ike  
**50c ea.**



Jingling Jim  
**50c ea.**



Merry Mower Chimes  
**\$1.00 ea.**

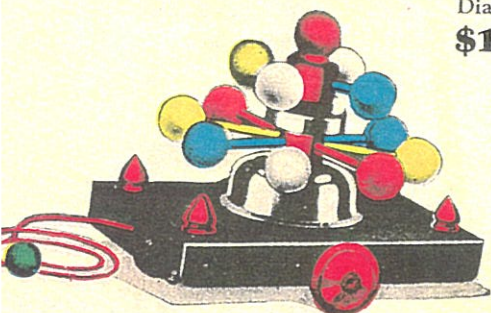


Dial-o-phone  
**\$1.00 ea.**

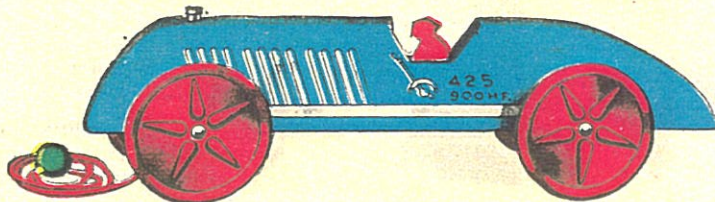
Hello, Hello, who's there? The new style Dial Phone with the pretty colored headpiece, will help you in calling Daddy at the office or giving your order to the grocer. Lots of fun. Just big enough for Youngsters.

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.



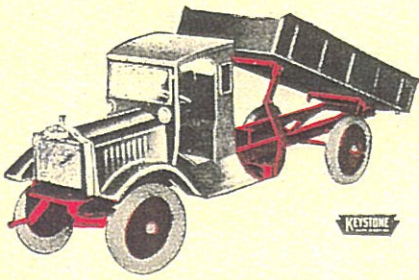
Ringo-Round **\$1.00 ea.**



Ringing Racer **\$1.20 ea.**

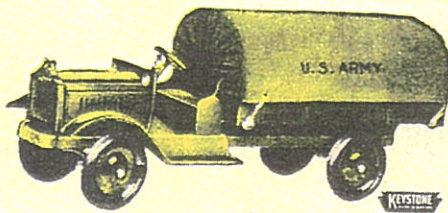


# GENUINE KEYSTONE [HEAVY STEEL] TOYS



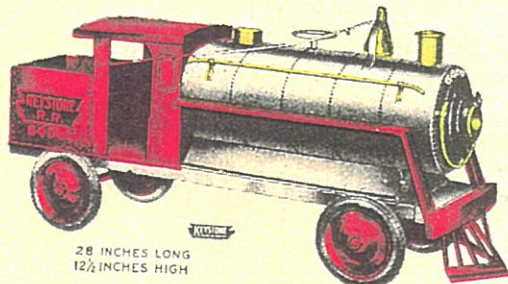
## Packard Dump Truck

Just turn the crank in front and the body will lift and dump the load through the swinging tail-gate. Crank will hold the body at any angle. Looks just like the big Packard Trucks. Solid rubber tires. 26½ inches long. **\$5.00 each**



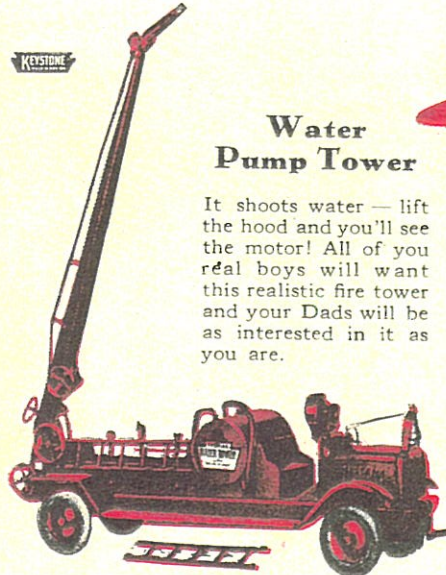
## U. S. Army Truck

Just like the big trucks the Army uses. A khaki-colored truck, 26 inches long with a heavy canvas cover over the body which can be taken off for loading. Solid rubber tires. **\$5.75 each**



## Keystone Locomotive

Sit on it and steer it around. Ring the bell, blow the air whistle. This certainly will be a lot of fun for you. Tell Mother that it has rubber tires and won't hurt her floors or rugs. It's 28 inches long. **\$8.95 each**



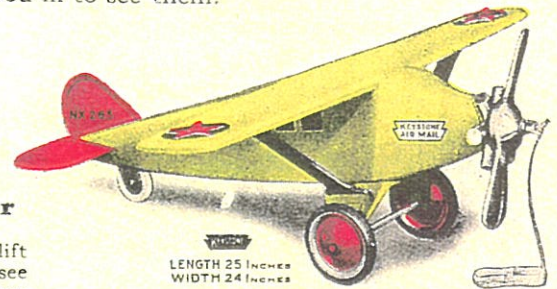
## Water Pump Tower

It shoots water — lift the hood and you'll see the motor! All of you real boys will want this realistic fire tower and your Dads will be as interested in it as you are.

The tower can be raised to any angle, nozzle will operate in any direction. Has rubber tires, loud bell, siren, 2 ladders, aluminum running boards. The tank will hold quite a lot of water and you can shoot it almost 30 ft. with the powerful motor. Tell Daddy to come with you to look it over. You'll like it and **\$12.95 each** so will he . . .

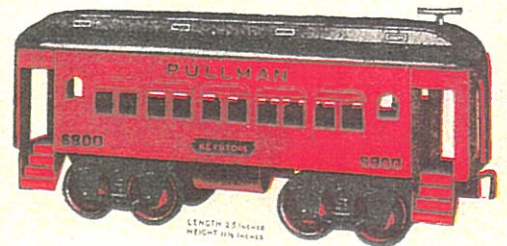
**Billy says:**

**I get a big thrill out of my Dump Truck and Steam Shovel. They're so real and they work so well!**



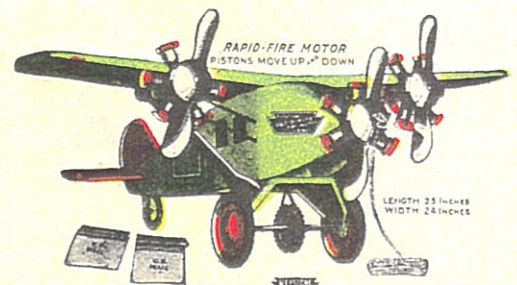
## Keystone Mail Plane

All metal, the newest thing in both real planes and toy planes. Has a whirlwind type motor that sounds just like the real thing. Solid rubber tires. **\$2.95 each**



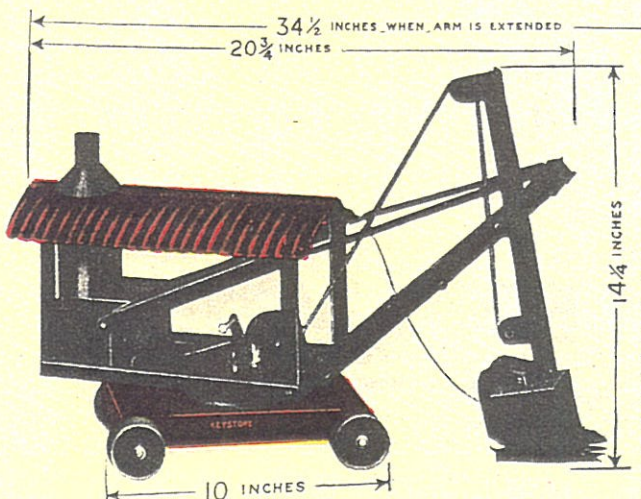
## Pullman Car

Just the thing to use with the Keystone Locomotive and lots of fun to play with by itself. The top of the car lifts up so that you can put things inside. Has eight rubber-tired wheels and steers easily with the hand wheel on top. 25 inches long. **\$7.75 each**



## Tri-Motor Mail Plane

Pull it along and the propeller revolves as the pistons and cylinder heads move up and down, just as they would in a real motor. Plane has cabin for pilot with swing doors and is furnished with two leather bound mail bags. A wonderful toy. **\$4.85 each**



## Steam Shovel

Here's a steam shovel that has an extension arm like the big fellows. You scoop up the sand, raise the arm with the crank and then when the arm is as high as it will go the extension arm pushes out until, when the arm is fully extended, the toy is 34½ inches long. The scoop has a trap door that locks automatically when the arm is lowered and which is easily released by the trip cord. A pile of sand and one of these steam shovels will bring you many happy hours. Tell Daddy all about this so he can arrange it with Santa **\$4.25 each**



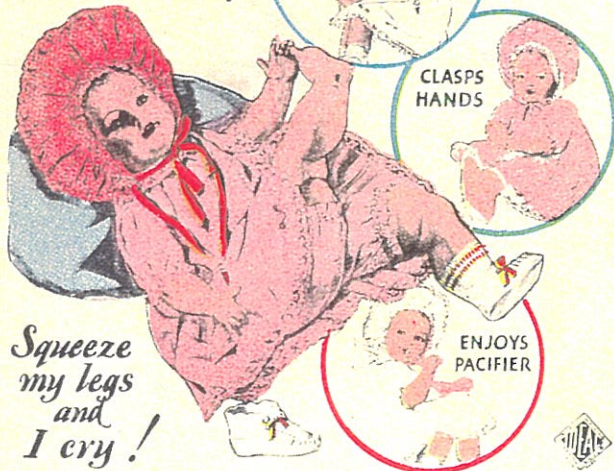
# Lovely IDEAL Dolls

Here are the finest of Dolls, made especially for you by Santa's little helpers. What fun it will be to take care of one of these lovely dolls, to take her for a walk, to feed her, to play with her. Just tell Mother which one you want Santa to bring.

## TICKLETOES

*The Wonder Doll*

Soft Rubber Arms  
and Legs that  
Feel So Real!



An adorable baby with a smiling dimpled face. She cries sometimes, but mostly she's just as happy and contented as she can be, enjoying her pacifier or sucking her thumb. You'll enjoy taking care of her lovely clothes, the lace trimmed organdie dress with underwear to match, the cute rubber panties and the lacy bonnet. Four sizes, 14½ to 21 inches tall . . . **\$3.95 to \$6.75**

## BABY CUDDLES

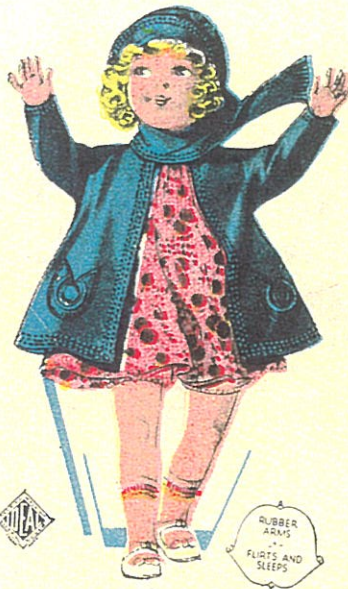


A baby Doll who will peacefully suck her pacifier when she goes to sleep or clap hands gayly when she's awake. She's dressed like real little babies in a lovely organdie dress and underwear, also a bonnet of lace trimmed organdie, a flannel diaper, knitted socks and baby mocassins. Won't it be fun to mother this dolly! She's 14 inches tall and only . . . **\$2.65 each**



**Flossie Flirt**

A bewitching beauty with flirting and sleeping eyes, rubber arms, a beautiful French marcel wig and a crying voice, dressed in a fetching limity dress. Every little Mother will want to fondle Flossie, to dress and undress her, to rock her to sleep. She's 22 inches tall . . . **\$5.50 each**



**Flossie Flirt**

A really life-like dolly fully dressed like a real little girl. She wears a little felt coat and hat with a pretty dress underneath and cute shoes and stockings. Her soft rubber arms are movable so that she can clap her hands.

23 inches tall — **\$5.50**

20 inches tall — **\$4.50**



**Flossie Flirt**

Here's a little beauty with rolling and sleeping eyes, dressed in a smart organdie dress with underwear to match and a chic bonnet. You'll enjoy playing with her, she's just the dolly you'll want to add to your family. She has lovely curly hair and her arms are made of rubber so she can clap hands. 18 Ins. tall. **\$3.00 each**