



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

1936

PRICE TEN CENTS

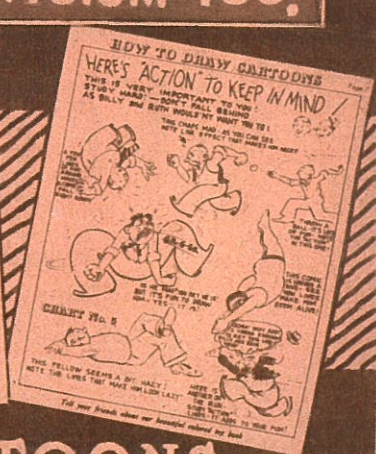
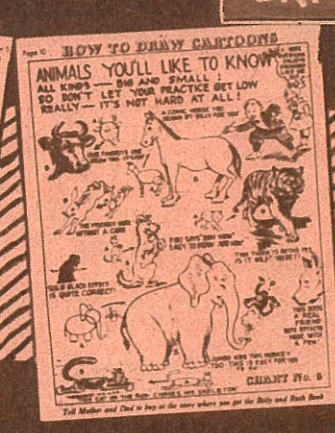
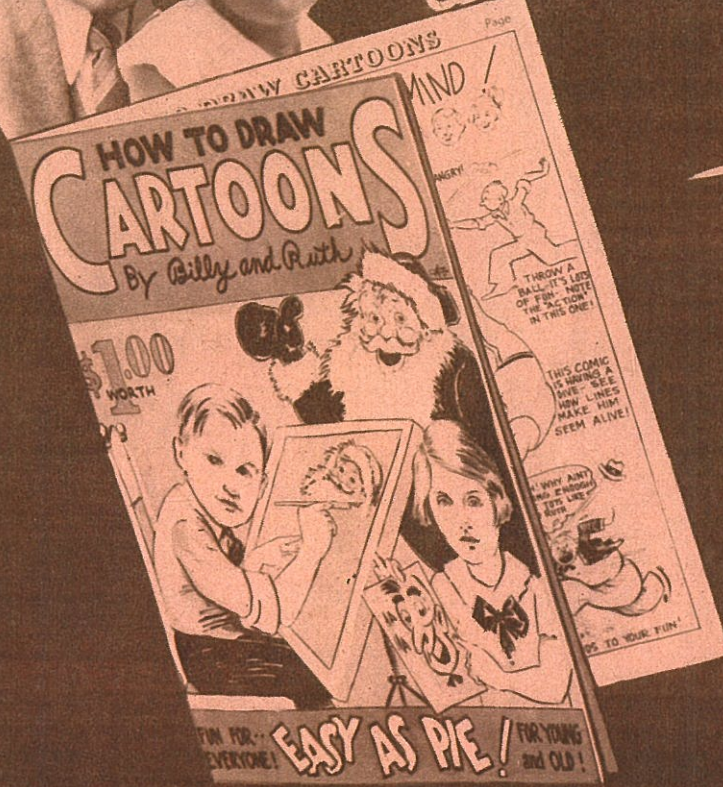


Boys and girls, look at this!

**FREE**

**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 bagatelle games this year. An electric game so exciting you just can't keep still."



**\$1.19**

*Dealer*

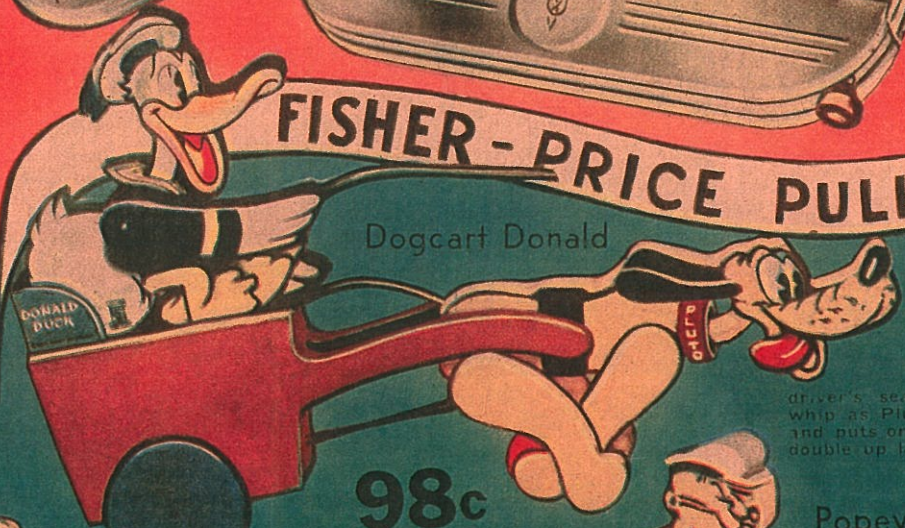
"A new game that's a pip," shouted Billy. "I like it 'cause you have an opponent, and while the element of luck is always there, it takes real shootin' to duplicate the score the dealer makes. Think it's easy? Well, you just try it. Remember, if your score exceeds by more than 300 the dealer's, you lose."



**\$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 Cyclone where the high scores are, and you hold your breath to see what score it makes.

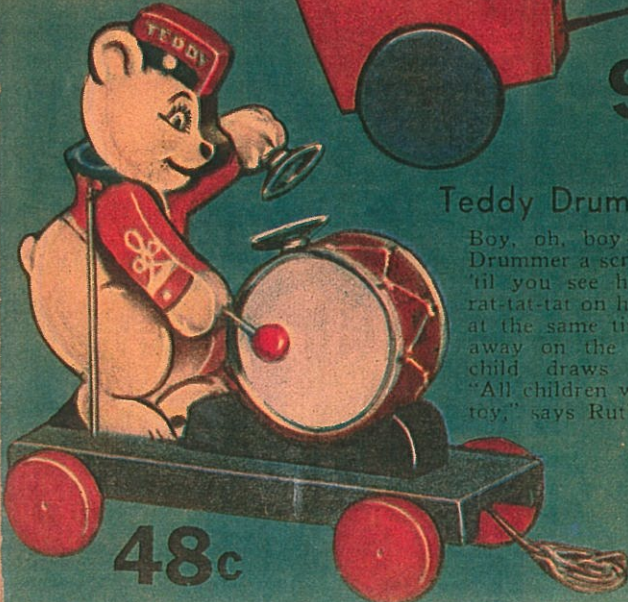
**FISHER - PRICE PULL TOYS**



Dogcart Donald

**98c**

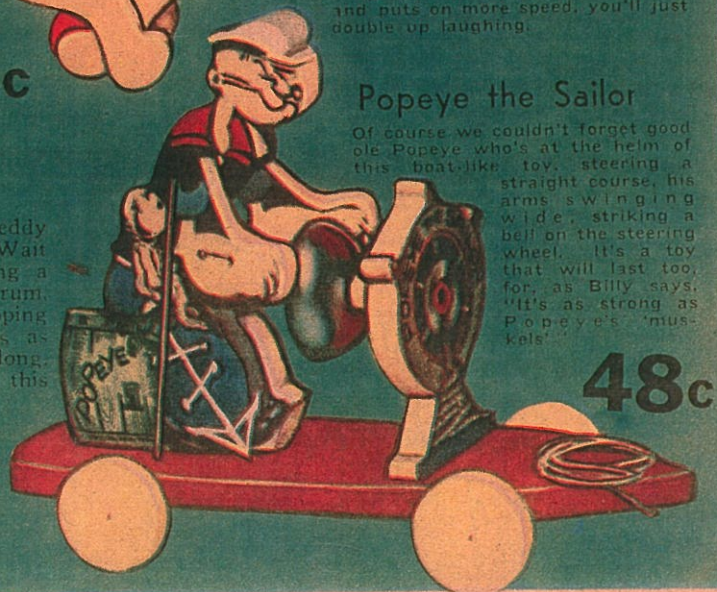
Billy and Ruth selected these because they are so full of action. When you see Donald Duck perched in the driver's seat, gaily cracking his whip as Pluto obeys his command and puts on more speed, you'll just double up laughing.



Teddy Drummer

**48c**

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.

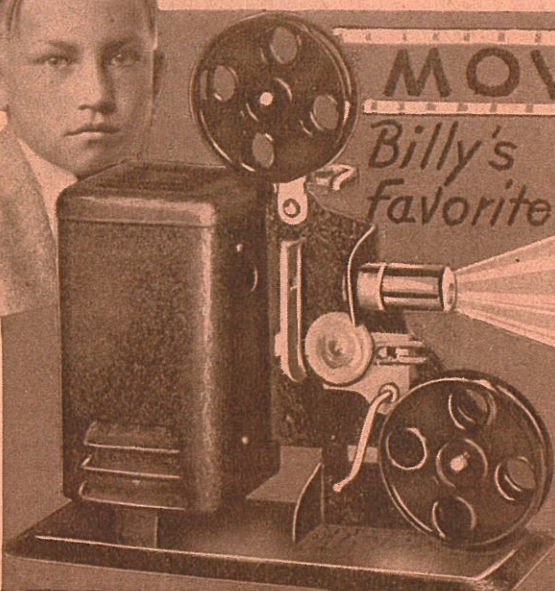


Popeye the Sailor

**48c**

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-kels'."

# MOVIE PROJECTORS



*Billy's favorite*

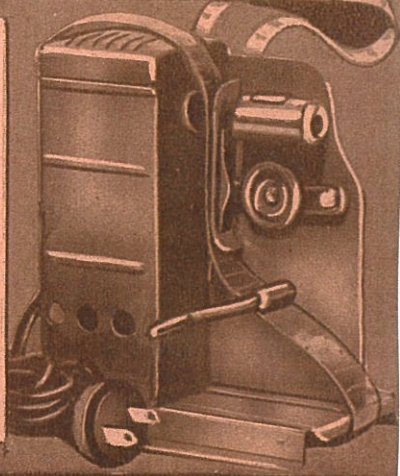
"Fellows, here's a new and improved movie projector that's a honey" Billy tells his friends. "Shows real, honest - to-goodness movies, clear and sharp. Runs like a breeze, too. Holds 100 feet of 16 MM film so you can have a real show. In the new black crackle finish. Now you can have a movie show."

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

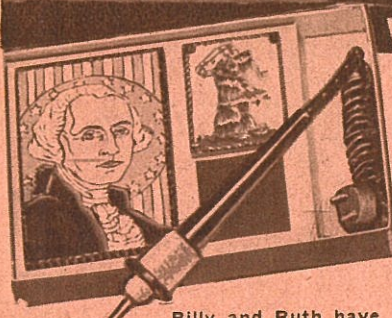
## TROJAN SUPER-JECTOR

"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**

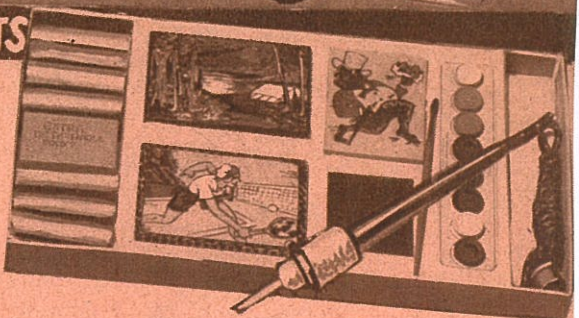


# WOOD BURNING SETS



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.

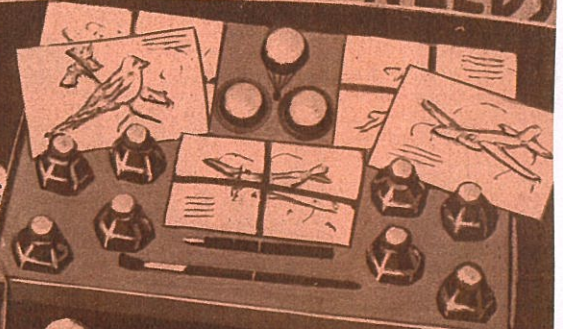
# THINGS THE YOUNG ARTIST NEEDS



## 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

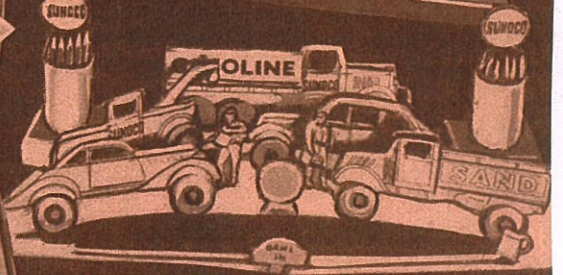
"A dandy big painting set." That's what Billy and Ruth think of this. 21 cups of paint and 3 jars painting and writing ink, 8 crayons, a pen, a brush, 2 mixing pans and lots of pictures to color.

**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 SLIPS  
SPINS  
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

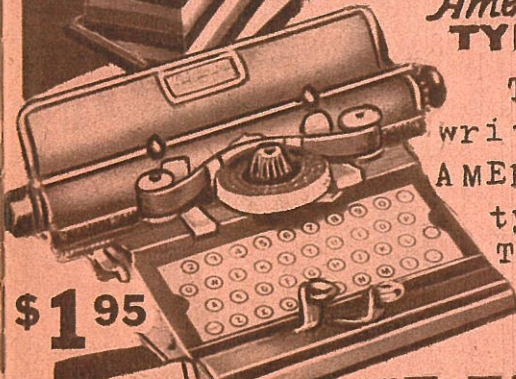
This was written on the AMERICAN FLYER typewriter types just like a real one

## 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



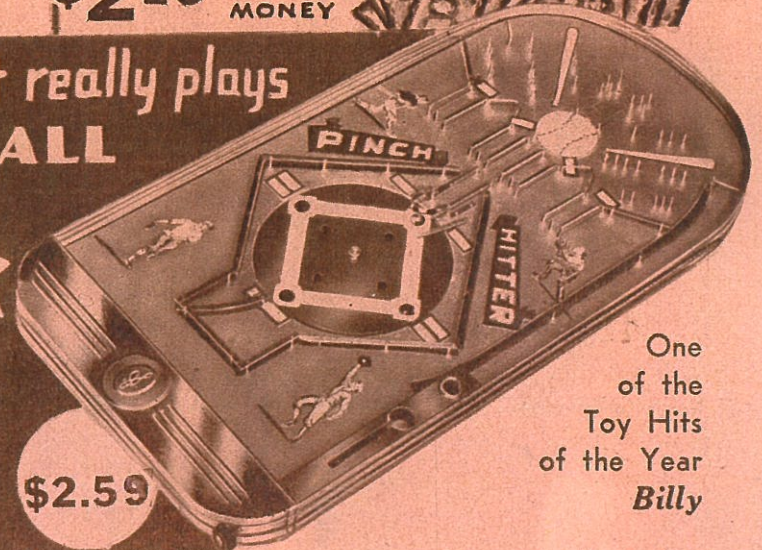
\$1.95



## FREE TABLET from Billy AND Ruth

# NEW! Electric 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."

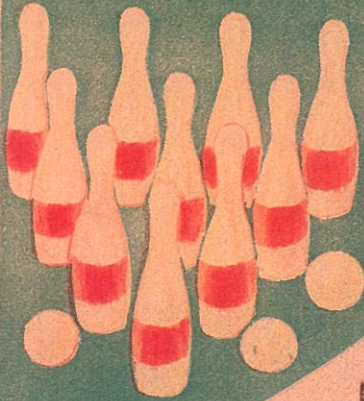


\$2.59

One of the Toy Hits of the Year Billy

# Billy made a STRIKE with his TEN PIN SET

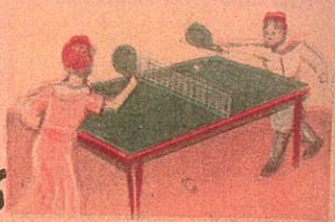
"Whee! See that, Ruth," cried Billy, as he made a strike with his new Ten Pin Set. "Just try it—it's great fun. Bet I'll beat Daddy tonight. All boys and girls will like this nifty set of ten pins."



48c



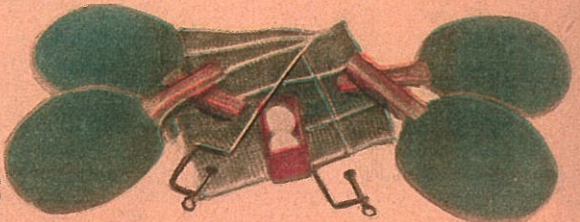
# Billy and Ruth have a game of TABLE TENNIS



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."

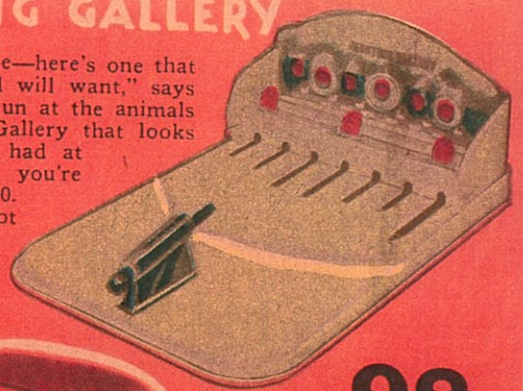
95c

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



## SHOOTING GALLERY

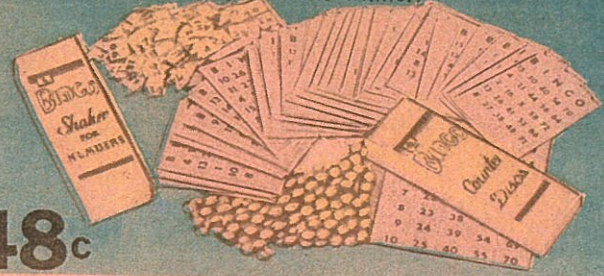
"Talk about a game—here's one that every boy and girl will want," says Ruth. "Aim the gun at the animals on the Shooting Gallery that looks like the one they had at the carnival. If you're lucky you'll get 500. See how good a shot you are."



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