

# A Message to Little Folks from Billy and Ruth

Billy and Ruth  
Box 323  
PHILADELPHIA, PA.

SCRAPPY BAND

98c

MARGY,  
dressed in a  
little Ha-  
waiian skirt,  
dances as  
Scrappy  
plays sweet  
music on  
his xylo-  
phone.



To Little Folks Everywhere  
We didn't forget the thousands  
of little folks we know and love and  
Mother did Santa Claus - no sure!  
You could spend all day playing  
with the many toys this store has -  
for you little tots But we only have room  
here in our book to show a few of the  
best and we know you will like them  
Tell Mother and Daddy to bring  
you down to this store to see the many  
toys they have.  
Your friends  
Billy and Ruth

RAINBOW  
HOBBY CHIME  
\$1.00

Giddap horsey! Take hold  
of the reins of this hobby  
horse chime, throw your  
leg over his back and race  
away. Everyone will get  
out of your way, for the  
gong goes "Ding-Dong."  
You will like the pretty  
revolving colored balls  
and the rainbow-colored  
wheels.



TRIX  
DOG CHIME

"Ding - Dong, Ding-  
Dong" goes the  
chime that Trix is  
pulling along. You  
all know Trix of  
course. Those wheels  
with all the colors of  
the rainbow are so  
pretty as Trix fol-  
lows you about on  
the end of the string.



\$1.00

JUNIOR TINKERTOY

We'll bet Mother and Dad-  
dy played with Tinkertoys  
when they were children.  
And you will have just as  
much fun for there's no  
end to the things you can  
build with Junior Tinker-  
toy. It's so easy, too.

50c



TINKERTOY

Just think - you can make  
1000 or more toys with Tin-  
kertoy, the Wonder Builder.  
73 wood parts, nicely finished.  
Make windmills, airplanes,  
merry-go-rounds, cranes, etc.,  
etc. You'll never tire play-  
ing with Tinkertoy. It's a  
safe toy.

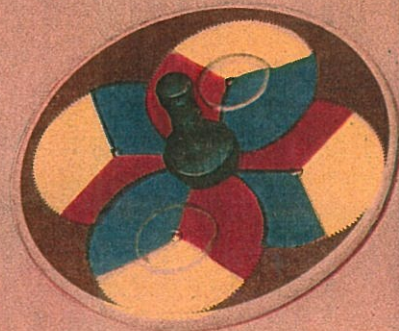
75c



NEW—DIFFERENT  
The MULTI-COLOR TOP

Another toy hit that Billy and  
Ruth bring their little friends.  
"A top that's different," says  
Billy. "All the colors of the  
rainbow," adds Ruth. You can  
spin it on any flat surface, and  
the rubber foot will not mark  
even Mother's table. Spins so  
easily and runs a long time.

25c



So Soft—So Cuddly!  
STUFFED ANIMALS

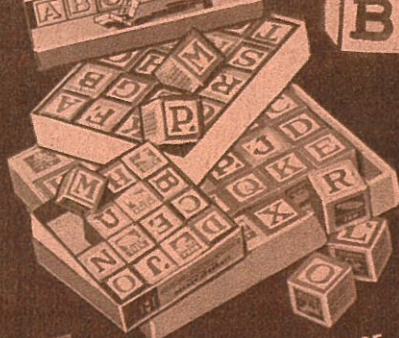
\$1.00  
AND  
\$1.95

Ruth says: "They're such cunning ras-  
cals—so soft and lovable with their  
coats of silk plush. You'll want to  
cuddle them. They cry when you  
squeeze them. Only trouble is you  
won't know which one to take—there  
are Scotties, Airedales, Fox Terriers,  
Pekes, Elephants, Bears and Pussy Cats  
to choose from."





# HALSAM BLOCKS



"Here's what I like about Halsam Blocks," Billy told Ruth. "This year two sides are printed in unique building designs, so children can build houses. Blocks have rounded corners that make 'em safe. They are embossed—not printed—on two ends with paneled letters finished in high, glossy colors; two sides have illustrations of familiar animals and objects."

SET OF 16 BLOCKS, 1 5/16 INCHES **25c**  
 SET OF 20 BLOCKS, 1 3/4 INCHES **50c**  
 SET OF 36 BLOCKS, 1 3/4 INCHES **98c**

## American Brick Blocks

"New and so real," exclaimed Billy. "These wood building sets are embossed with a brick design and roof boards, gables, chimneys, etc., supplied as well as windows and doors so you can build any number of real houses, schools, garages, etc."

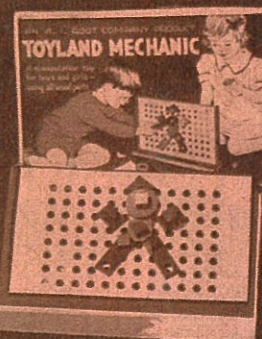
SET OF 58 PIECES **50c**

SET OF 118 PIECES

**\$1.00**



## TOYLAND MECHANIC



"The first lesson in mechanics for little tots" says Ruth. "They can make so many designs and objects and they do it in a way that is different, yet fascinating. A board is drilled with many holes and to this the child fastens, with wood bolts and nuts, the pieces that form the design. A wrench is supplied to tighten designs securely in place. There are endless hours of educational play value in Toyland Mechanic. Children never tire of it."

**\$1.00**

## The Little Sculptor MODELING SET

"Boys and girls, become a sculptor," Billy and Ruth advise. "You can model animals, houses, men, dishes and oh so many things. So simple to do—the first models you can make with the 8 moulds of various objects included in this set."

"There are 12 large bars of modeling clay in assorted colors, a rolling pin and a sculptor's stick with folder of instructions, too. Tell Mother this clay is the kind that is clean to work with."



**50c**

Draw and Trace with Crayons - as if by magic, erase with a dry cloth

## TRA-C-RASE

**50c**



You draw on a "White-Board" with the 8 magic colored crayons then simply wipe off with cloth or tissue. Magic Outline included can also be colored again and again. A magic transparent transfer window to trace or copy pictures

## AMERICAN LOGS

"You just imagine you are an early pioneer," says Billy, "building log cabins, bridges and toys, too, from the stained rough cut logs such as were hewn by the early American settler. Logs are so constructed that they are rigid when completed and can be lifted and moved."

Roof boards, gable ends, downel ties and chimney furnish in set.

**\$1.00**





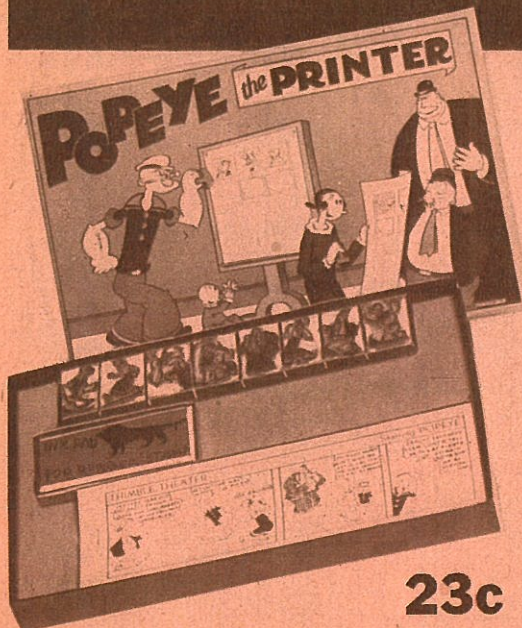
# Here's America's greatest value in a Mechanical Train!

"Boys and Girls,"

We looked over all the trains Santa Claus had and here's the biggest, the best value we could find in a wind-up train at this price. It's 'way ahead of last year. This big streamline train looks just like the newest ones on the big railroads.

98c

Talk about real speed—wait 'til you see it sweep around the big circle of track. That strong spring motor makes it run an extra long time, too. A beauty in realistic bright color—you'll be proud to show this big, beautiful streamline train to your friends.



23c

## Here's POPEYE the Printer

Billy makes his own comic strips with "Popeye the Printer" Rubber Stamp Set. "And so can you," says Billy, "for here are rubber printing stamps of popeye and all his friends, an inked stamp pad and a book with blank pages to print your funnies. It's fun."

## CRAFTSMAN HAND PRINTER

You can make signs and cards and print messages like a real printer. There's plenty of rubber type in this set (over 200 pieces).

A holder, ruler, printing gauge and tweezers with which to set type. An ink pad and supply of blank cards complete this fine set.

50c

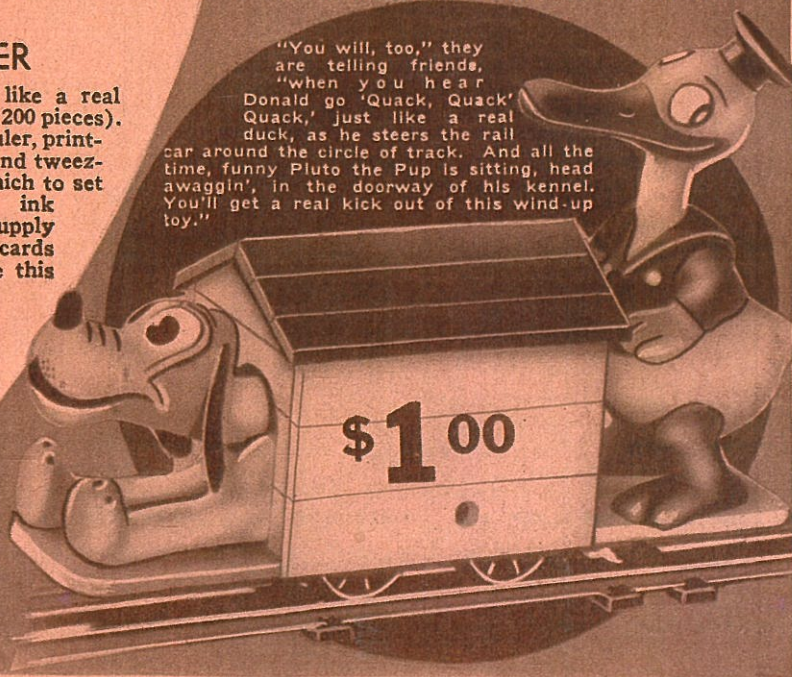


## A Big Streamline Train

Your old pal,  
**DONALD DUCK**  
by *Lionel*

Did Billy and Ruth laugh with glee when Santa showed them Lionel's Donald Duck Rail Car?

"You will, too," they are telling friends, "when you hear Donald go 'Quack, Quack' Quack, just like a real duck, as he steers the rail car around the circle of track. And all the time, funny Pluto the Pup is sitting, head awaggin', in the doorway of his kennel. You'll get a real kick out of this wind-up toy."







# Hey fellows HERE'S REAL FUN WITH BIG SCIENTIFIC SETS



EXPERIMENTER  
TODAY . . .  
SCIENTIST  
TOMORROW

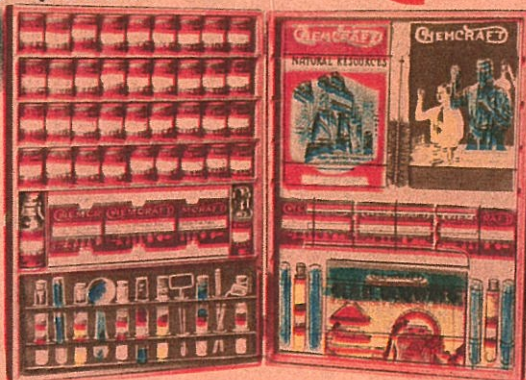
\$5.00

## CHEM-CRAFT CHEMISTRY SETS



"While I have a big set now, this is the one I started with," said Billy. "It's a dandy outfit with 22 different chemicals and pieces of apparatus. The Instruction Manual tells how you can perform 134 experiments. There's a test tube rack like they use in a laboratory."

\$1.00



Billy was all smiles. "They say this is a feature and I check and double-check," he said. "A great big wood cabinet 25 inches wide that sets up like a chemical 'lab' and contains, not only regular chemistry for 455 experiments, but also manual and equipment for Glass Blowing and Chemistry of Natural Resources."

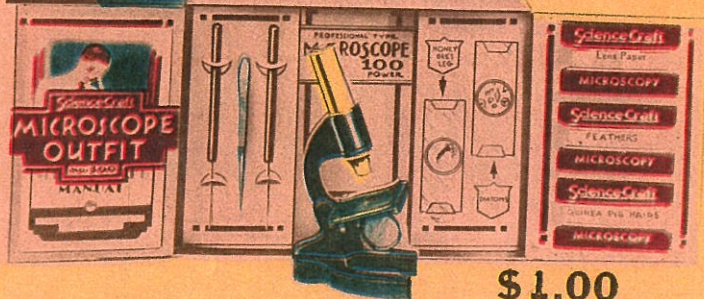


\$2.00

"Here's an outfit that has class," was Billy's comment on this big, fine set of 34 chemicals and pieces of apparatus in a wood cabinet. "Just see all the equipment—test tubes, rack holder, brush, etc., that helps in the 244 things to do with this set."



## Science Craft MICROSCOPE SETS



\$1.00

"Fellows, you'll see things with this microscope you never realized existed," says Billy. "It's great fun to dissect and examine a fly's leg or the stinger of a mosquito. Cabinet style box is 17 inches long when open and there's plenty of extra equipment and a dandy manual."

\$2.00

Was Billy pleased with this? "Gee," he shouted, "this is swell—elegant. Look at all the things in this outfit. That microscope magnifies 200 diameters — a beauty. It has rack and pinion adjustment like the real ones in a 'lab.' There are slides, dissecting needles, tweezers, test tubes and, oh, just everything you'll need for examining the wonders of Mother Nature."







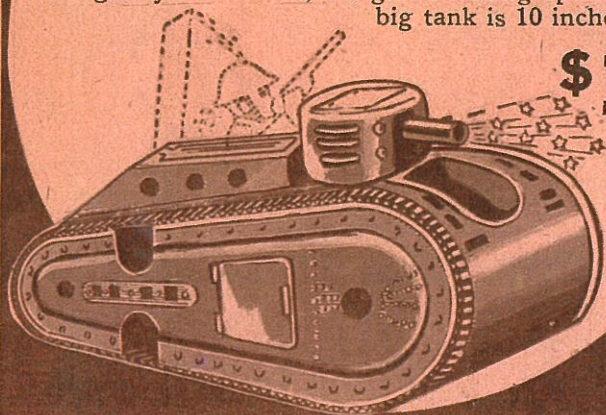
**G-MAN  
AUTOMATIC  
PISTOL**

**48c**

Billy was talking. "Be a G-Man with the G-Man Automatic Pistol," he said. "It has all the details of the real pistols used by G-Men. And, boy, the action! At the touch of the trigger the gun fires with a Tat-a-tat and sparks shoot out of end of barrel. Strong spring motor. Replaceable flints. Gun decorated with G-Man pictures in colors and handle has 3 red jewels on side."

**SPARKLING  
DOUGHBOY TANK**

"The kind that wins wars," Billy describes the Sparkling Doughboy Tank. "What action! Turret gun flashes sparks as it rushes along, turning every so often to cover the battlefield thoroughly, amid a loud noise and, lo, the cockpit opens and a Doughboy comes out, his gun shooting sparks. This big tank is 10 inches long."



**\$1 19**

Here, all you  
**JUNIOR G-MEN**  
is the right  
equipment for  
sleuthing! Billy

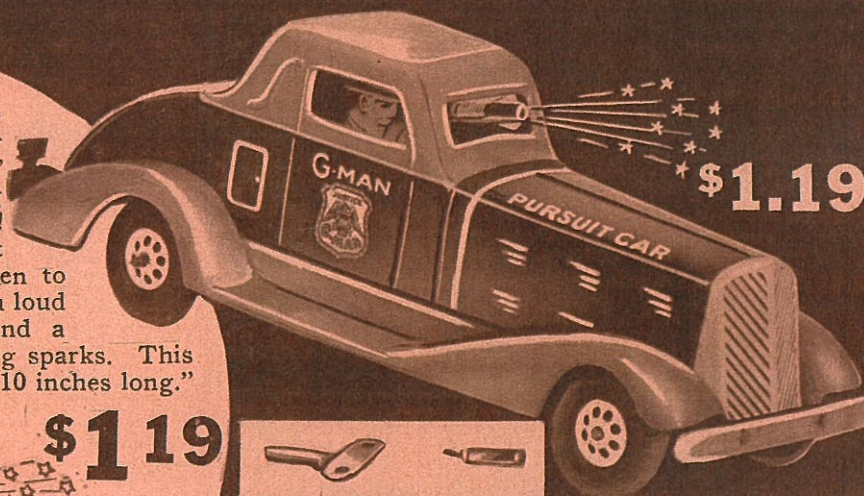


**G-MEN  
FINGERPRINT  
SET**

"Fellows, I'll let you in on somepin'," says Billy. "This G-Men Fingerprint Set is made for Santa Claus by the folks who make equipment for the real G-Men. Honest! So you know it's right. And this set is complete, too, with the new transfer tape that takes the fingerprint evidence and transfers it to your record card, a supply of which are included. Then there's ink, powder, a roller, a glass plate, a magnifying glass, report sheets and a book of instructions that tells all about how to catch criminals through fingerprints."



**98c PER SET**



**G-MAN PURSUIT CAR**

"Criminals don't get away from this G-Man in his big 15-inch pursuit car," says Billy. "As it races along, hot on the desperado's trail, the G-Man sends a steady fire of sparks from his machine gun with a Rat-a-tat. Strong spring motor runs car a long time—in circle or in a straight line. Car is decorated with G-Man colors and an insignia on side. Brake to start or stop car."

**LOOK—FREE CARTOON BOOK—  
YOU CAN GET ONE FREE—SEE PAGE 2**

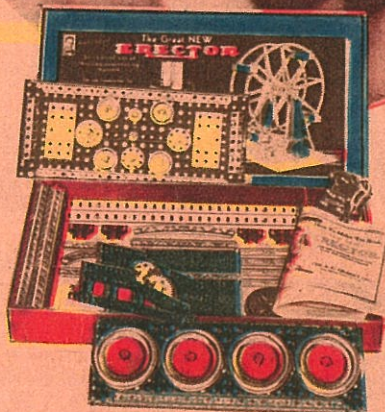


*Hello boys!*

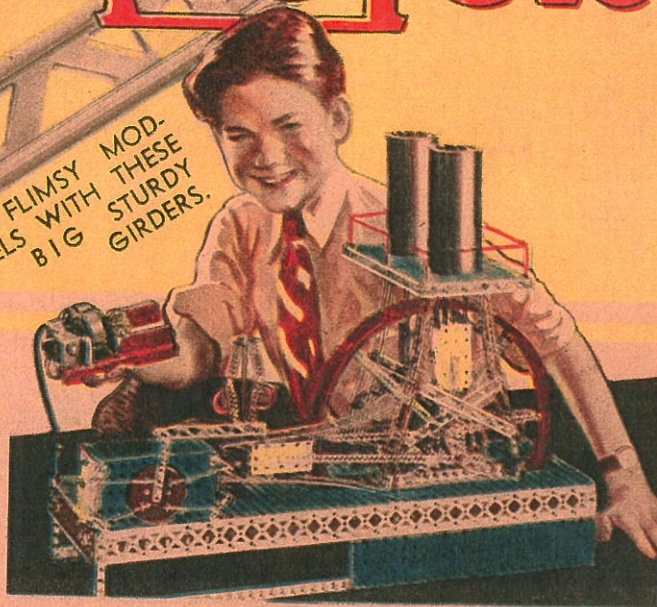
Here's our friend Mr. A. C. Gilbert with the Newest 1936 Models of

# ERECTOR

NO FLIMSY MODELS WITH THESE BIG STURDY GIRDERS.



Below—  
"Gee, they'll be fun building bridges, ferris wheels, elevators, etc. Look at those big red wheels, curved and long girders and other parts.  
Some Set." \$2.25



"Look!" shouted Billy, "The famous 4½ Erector with powerful battery motor, gear box, gears and other parts. Won't I make my models hum with action when I build Horizontal Engine. Bridges, Cranes, etc."..... \$5.00



"Here's a dandy beginner's set," says Billy. "Builds many models such as jib crane, battle-ships, wagons, trucks, etc."

\$1.00



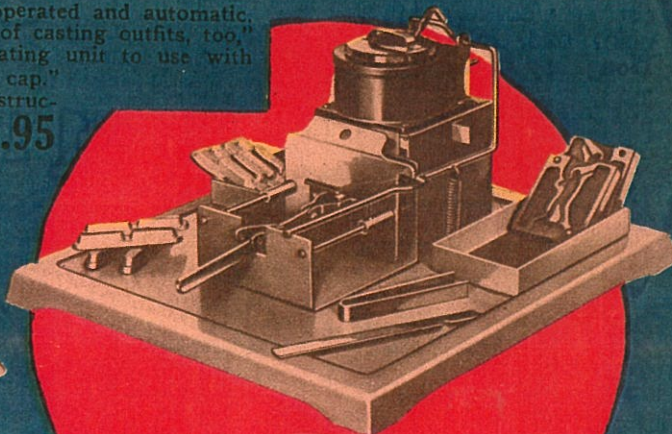
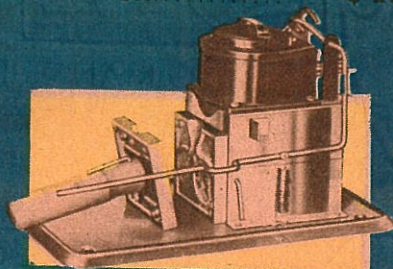
"Oh, Boy! These Gilbert Kaster Kits are great," says Billy



"What fun casting models of cowboys—Indians—soldiers—airplanes—battleships—cannons, etc. Baseball and football players—too—and Band and Military men on parade. We sure can have great sport, I'm going to get the whole series of molds right away. Just think—29 different kinds."

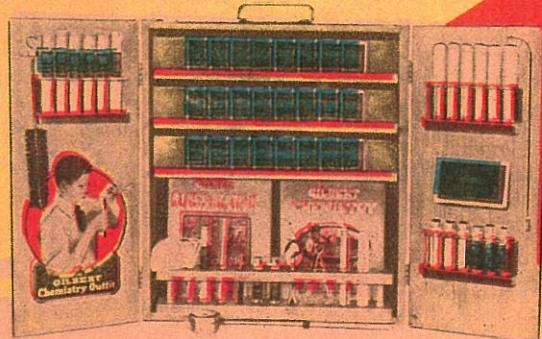
"WOW! Electrically operated and automatic. Big metal base. Safest of casting outfits, too," says Billy—"built-in heating unit to use with regular cord and plug cap." Simple to operate. Instruction book with set..... \$4.95

"You can't go wrong on the Kaster Kit Jr.," says Billy. "It's electrically operated and you'll have hours and hours of fun making all kinds of models. Easy to operate, too. Instruction book tells how" \$2.95





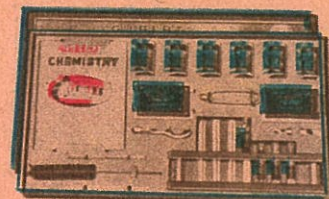
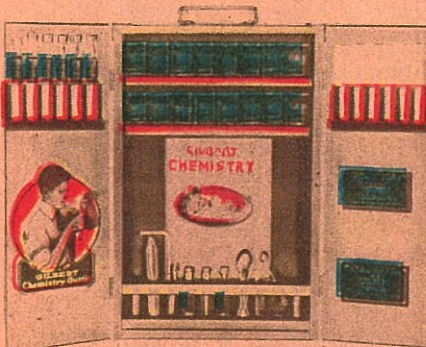
"and"—says Billy—"just think of the thrilling experiments you can perform with these brand-new Gilbert Laboratory Style  
**CHEMISTRY SETS**



"Imagine making colored fire—real cement—sparklers—soda water—tanning leather, etc. Golly, see the chemicals and apparatus for doing over 400 exciting chemical feats. Glass Blowing, too—and what a cabinet, with 5 feet of shelf room and test tube racks, folding doors and carrying handle. This is sure a swell outfit," says Billy. **\$5.00** 2 instruction books tell how.....

**At Right**

"Oh, Boy!" shouted Billy—"44 pieces of chemicals and apparatus in this swell cabinet with plenty of shelf room—folding doors and carrying handle. Enough chemicals for 345 experiments. What fun cleaning silverware electrically—making ammonia—bleaching and dyeing, etc. Big instruction book tells how"..... **\$3.00**



Just think—23 pieces of chemicals and apparatus for 151 thrilling experiments in this dandy beginner's set. Big wood test tube rack and book of instructions..... **\$1.00**



**These Gilbert Tool Chests are what every fellow wants.**

Gee, fellers—Real tools in metal cabinets with carrying handle, for young carpenters.

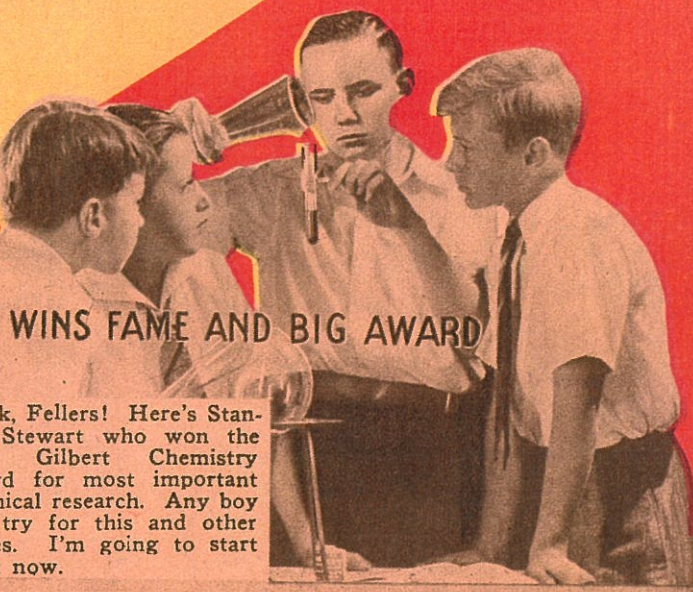


**Above**

The Jim Dandy set—Billy calls it—11 pieces that every young carpenter needs..... **\$1.00**



"This set is a corker," says Billy. "18 useful tools—just the kind of a tool kit any boy wants"..... **\$2.50**



**WINS FAME AND BIG AWARD**

Look, Fellers! Here's Stanley Stewart who won the \$100 Gilbert Chemistry award for most important chemical research. Any boy can try for this and other prizes. I'm going to start right now.



**MYSTO MAGIC**

"Sav, did I spellbind 'em at the last show I gave with the tricks in my Mysto Magic!" relates Billy. "So simple and easy—the book tells how"..... **\$1.00**



**PUZZLE SET**

"Gee, but I fooled Daddy with some of these puzzles," Billy said. "Thirteen puzzles in this set"..... **50c**

**Listen, fellers—FREE!** Mr. Gilbert wants us all to have his magazine, "Gilbert Thrills." Tells how boys have won fame and awards in Mr. Gilbert's contests. Dandy stories—pictures, too. Clip coupon and mail today.

Mr. A. C. Gilbert, The A. C. Gilbert Co.  
25 Erector Square, New Haven, Conn.

Please send—free—Gilbert Thrills Magazine combined with big color catalog on the Great New Erector.

Name .....

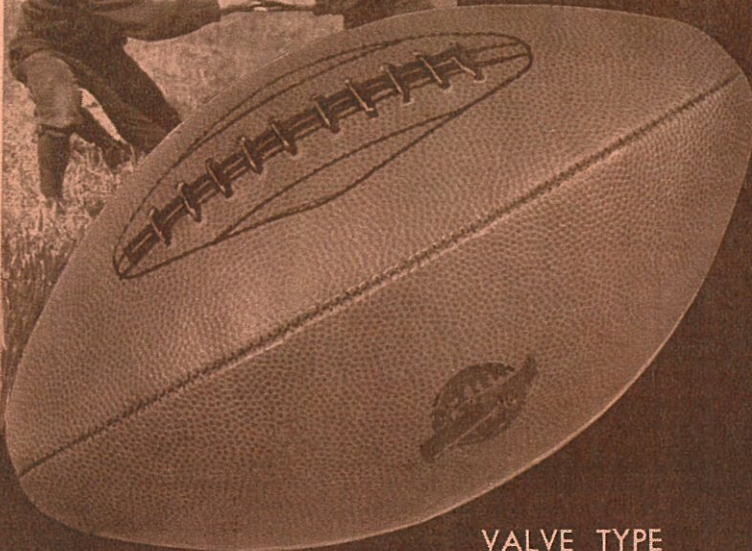
Street .....

City ..... State .....





*It's a tricky pass  
with this...*  
**REGULATION  
FOOTBALL**



VALVE TYPE

Hi, fellows, here's big value in a football that's regulation and will score many a touchdown. Latest valve type with built-in rubber valve. Strong artificial leather cover in pebble grain that outlasts ordinary split cowhide footballs. Comes to you already inflated, ready for the kick-off. Extension valve for inflating included.



*You'll go fast as the  
wind on these...*  
**BALL BEARING  
ROLLER SKATES**  
WITH  
ANKLE PADS

**\$1.69**

For  
Boys  
or Girls  
NICKEL-  
PLATED



*Rubber Cush-  
ioned Axles*

Billy and Ruth in presenting these Roller Skates have this to say: "Topping so many of Santa's Christmas lists were Roller Skates, that he just had to do something special for us, and this pair of nickel-plated skates is the sensational value we bring our friends." Heavy pressed steel wheels with steel ball bearings for easy running. Strong steel frames with non-slip tread, adjustable from 8 to 11½ inches. Rubber cushions on each axle take out all jolts and give smooth riding. Key and ankle pads included with each pair.

**98c**  
for every "REAL" Boy

**the BILLY HIKING SET**

"Listen, boys, I've got good news for you," is Billy's message to you. "This is my 'extra special' that I brought back from Santa's North Pole workshop for you, there's nothing like it anywhere. A swell 4-bladed outdoor knife-master blade, screw driver, bottle opener, belt punch and can opener. Stag handle. 14-inch chain with combination compass and magnifying glass."



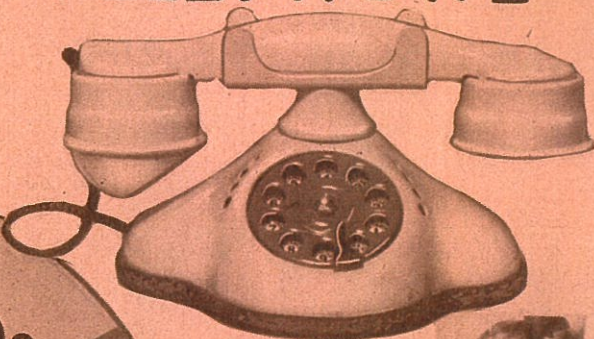
4  
BLADES  
COMPASS

**69c**

MAGNIFYING  
GLASS



**DO YOU HAVE ONE OF YOUR OWN?  
TELEPHONE**



**98c**



"A dial telephone of your own," says Ruth. "The modern French type just like Mother's. You can call up all your friends. Just dial your number—see, the bell rings, and when you pick up the hand set a voice says, 'Hello.' Bright-colored enameled finish. Phone has a felt base so it won't scratch the table."



## POPEYE AND OLIVE OIL FLYERS



48c

Billy wound up this mechanical toy and did Ruth laugh as Popeye and Olive Oil in their airplanes raced around the pylon.

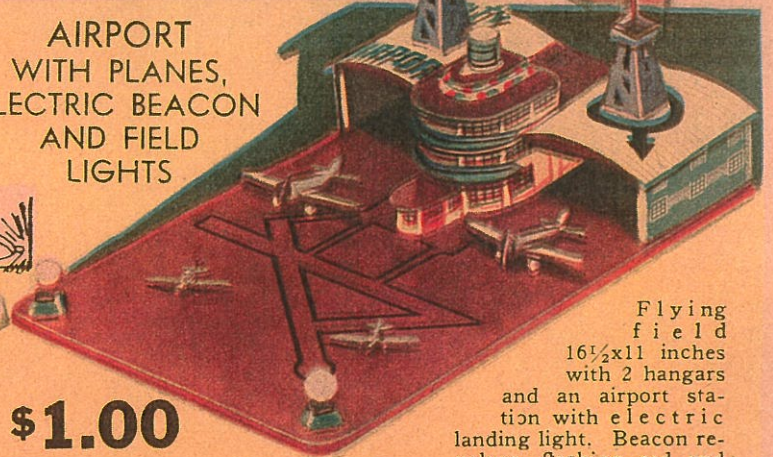
Sweet Pea, Wimpy, Castor Oil, Geezil and Popeye's other friends stand in the flying field below and watch, cheering them on.

If you are a friend of Popeye you will want one of these toys—runs a long time on a single winding.

Fellows: I picked these **MARX** MECHANICAL TOYS as the big hits of the year. Billy



## AIRPORT WITH PLANES, ELECTRIC BEACON AND FIELD LIGHTS



\$1.00

Flying field 16½x11 inches with 2 hangars and an airport station with electric landing light. Beacon revolves, flashing red and

green. Tower on each hangar, a windsock on one and a flag on the other. With small and large planes

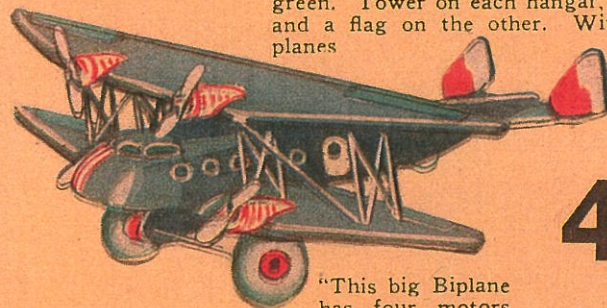
## SELF-REVERSING COUPE



98c

"Streamline—and what action," exclaims Billy.

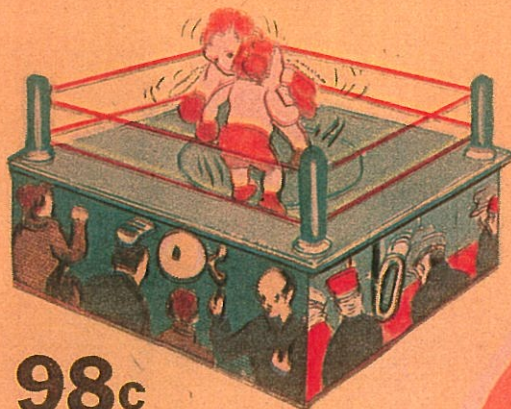
"Wind up this big 16½-inch coupe, see it dash across the room. And when it hits the wall, it automatically runs backwards. Then, when the rear bumper hits the wall, it reverses again and runs forward. Interests everyone."



## STREAMLINE BIPLANE

49c

"This big Biplane has four motors—the kind you see in transcontinental service," comments Billy. "The wingspread is 18½ inches—think of that. A heavy spring motor sends the propellers whirling around at a great rate."

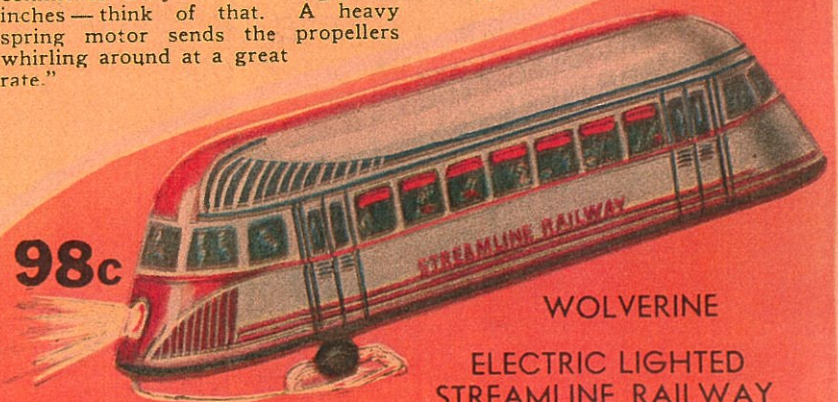


98c

## PRIZEFIGHTERS

"Here's a new one that every boy will want," says Billy. "Just like a real prize fight. The fighters spring out of their corners and a harder fight you never did see. At the end of the round a gong rings and one of the men is hanging on the ropes. 10 rounds of excitement on one winding."

98c



## WOLVERINE

## ELECTRIC LIGHTED STREAMLINE RAILWAY

"So real and so modern." Ruth was describing the Streamline Railway to a little friend. "You'll like its bright colors of aluminum, red and blue and the loud bell that rings traffic out of the way as you pull it along. It's a good, strong toy, too. This is the kind of a toy little folks drop bigger and more expensive toys to play with" is the opinion of Ruth. "They won't tire quickly of Streamline Railway Car," she says.