

A Message to Little Folks from Billy and Ruth

Billy and Ruth
824 222
PHILADELPHIA, PA.

SCRAPPY BAND

98c

Margy, dressed in a little Hawaiian skirt, dances as Scrapy plays sweet music on his xylophone.



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 follows you about on the end of the string.

\$1.00



To Little Folks Everywhere
We didn't forget the thousands and
for he we know and love
- Father 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.



JUNIOR TINKERTOY

We'll bet Mother and Daddy 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 Tinkertoy. It's so easy, too.

50c



TINKERTOY

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

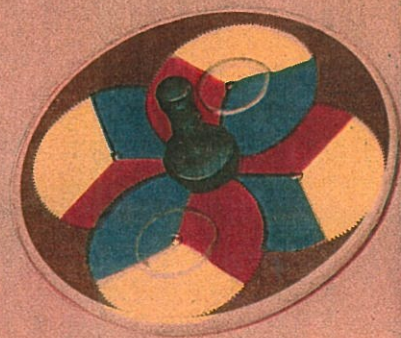
75c



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



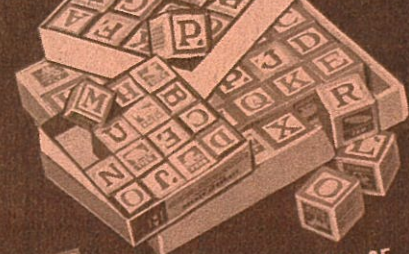
So Soft—So Cuddly!
STUFFED ANIMALS

\$1.00
AND
\$1.95

Ruth says: "They're such cunning rascals—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**

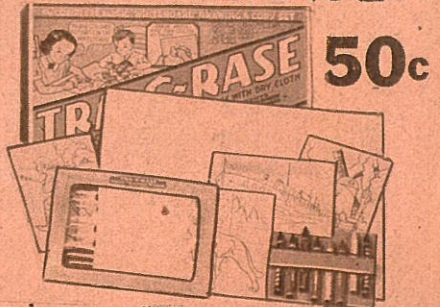
SET OF 118 PIECES

\$1.00



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

TRA-C-RASE



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

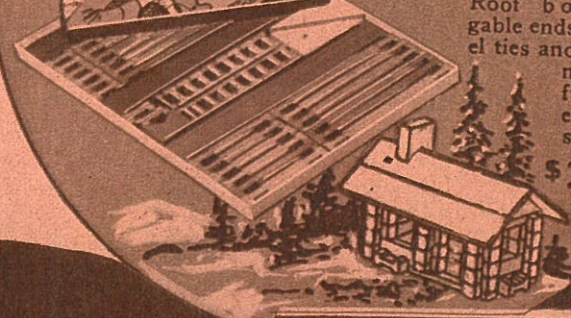
AMERICAN LOGS



"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, down-tyes and chimney furnish in set.

\$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

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

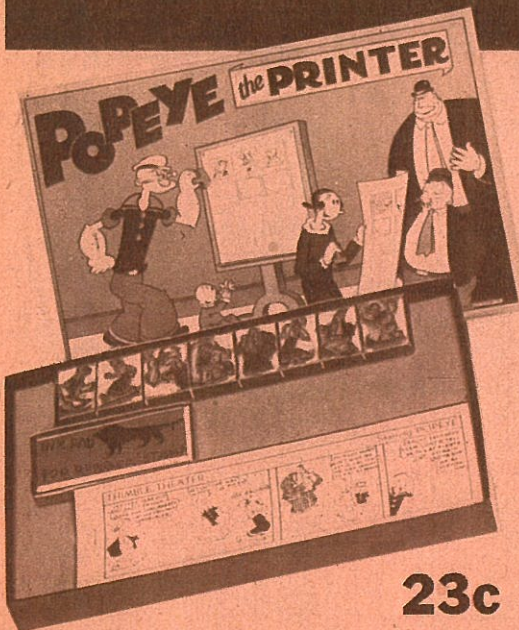
"Boys and Girls,"

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.



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."

23c

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

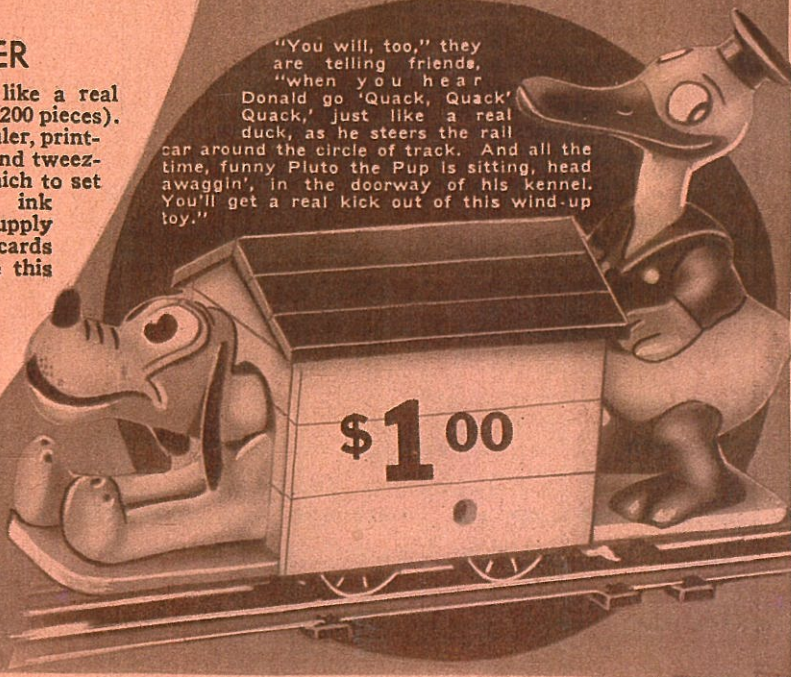


A Big Streamline Train

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' 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"

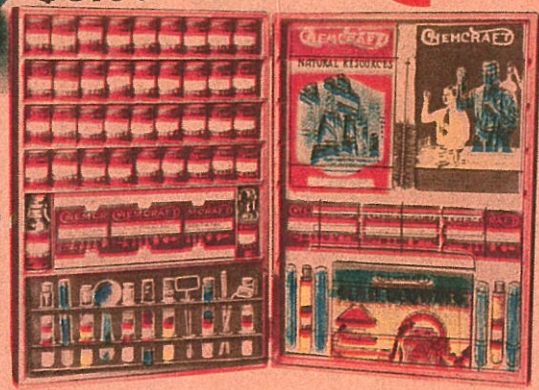
\$5.00

REGISTERED TRADE MARK
**CHEMCRAFT
 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."

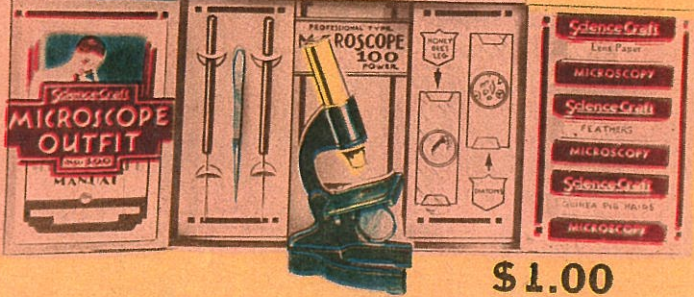


\$2.00

"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
 REGISTERED U.S. PAT. OFFICE
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."

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."



\$2.00



**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.

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



**G-MEN
FINGERPRINT
SET**

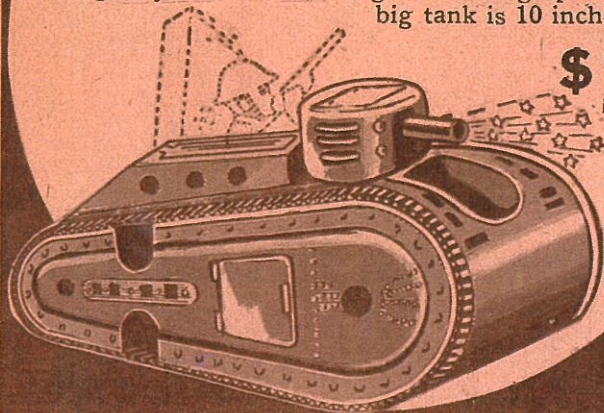
"Fellows, I'll let you in on somepin'," says Billy. "This G-Men Fingerprint Set is made for Santa Claus by the folks who make equipment for the real G-Men. Honest! So you know it's right. And this set is complete, too, with the new transfer tape that takes the fingerprint evidence and transfers it to 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."



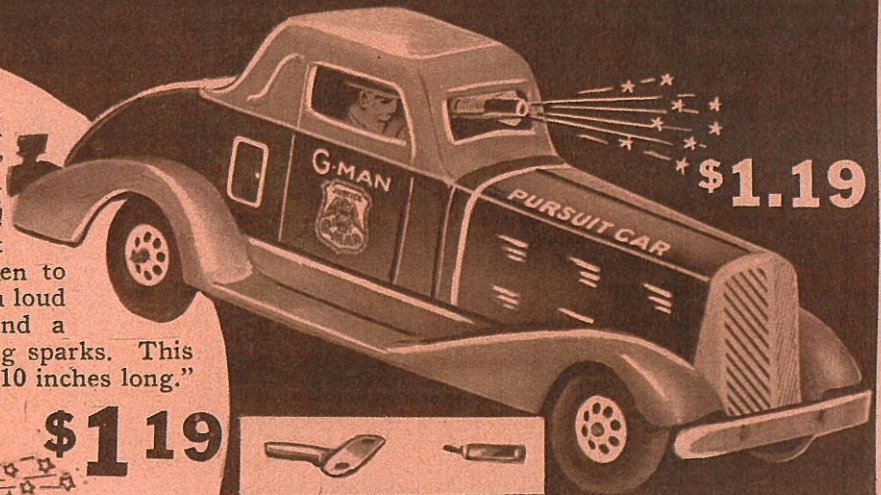
98c PER SET

**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



\$1.19

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**

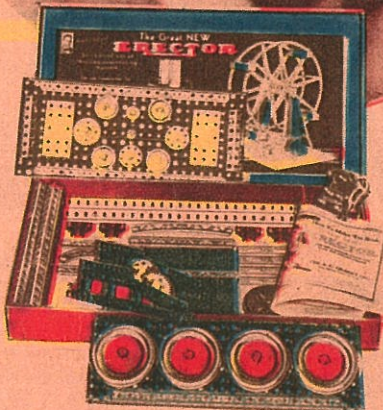
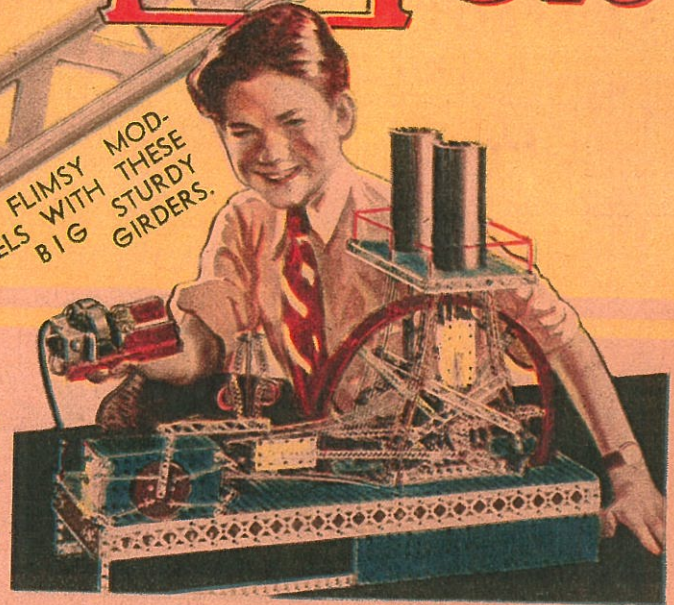
Hello boys!

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**

