

THE 1937

# Billy and Ruth

Reg. U. S. Pat. Off.

# BOOK OF TOYS

From Santa's Workshop



## JOE THE MOTORISTS' FRIEND

9 S. Market Square, Harrisburg, Pa.	63 N. Main St., Chambersburg, Pa.
157 N. Hanover Street, Carlisle, Pa.	47 W. Market St., Lewistown, Pa.
24 W. King Street, Lancaster, Pa.	173 Baltimore St., Cumberland, Md.
6 W. Main Street, Waynesboro, Pa.	6 N. Loudoun St., Winchester, Va.
107 W. Main St., Charlottesville, Va.	W. Court Square, Harrisonburg, Va.
3 STORES IN Baltimore, Md.	

Prices shown in this book are list prices — Joe's prices, as usual, are much lower!

PRICE 10 CENTS

Boys & Girls  
**ENTER OUR  
 BIG PRIZE  
 CONTEST**

See  
**PAGES 16 AND 17**

*It's lots of fun!*

1937



Hi'ya fellows! Just look at these swell toys. They're plenty O.K. - Billy



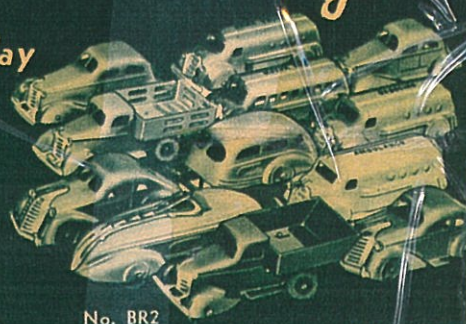
Hold real phone conversations!  
**MACK TELEPHONE SET**

Billy says: "Just like a real telephone—you can talk over this set a distance of 100 ft. from room to room, upstairs to downstairs or house to garage. Signal buzzer in each phone. Operates on flashlight batteries."

**\$2.00**

No. BR1

You can play all day with this Set of **12 TRUCKS AND AUTOS**



No. BR2

All 12 for

**\$1.19**

"There's every kind of streamlined auto and truck that you can imagine in this set" say Billy and Ruth. All are heavy gauge steel, 6 to 7 inches long, finished in various colors. Own a parking lot of your own and have fun with these.



**VALVE TYPE FOOTBALL**

**98c**

"Made to stand a lot of kickin'" says Billy of this regulation size football with its pebble-grain, artificial leather cover that wears better than split cowhide. Valve type. Inflated—all ready for the kick-off.

No. BR3

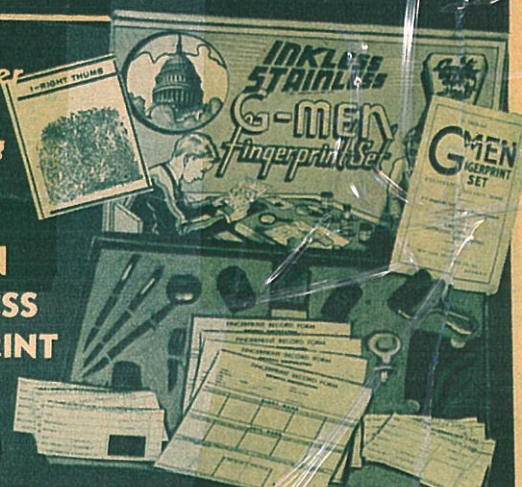
Tell Mother you won't soil a thing with the new

**G-MEN STAINLESS FINGERPRINT SET**

**\$1.00**

"No more soiled hands or clothes with messy, black ink" says Billy. The new fingerprint compound in this set is inkless and stainless. In addition, set includes fingerprint powder and lifting tape, magnifying glass, roller, brushes, record cards, instruction book, etc.

No. BR5



No. BR4

**\$1.00**

**FLASH! WESTERN UNION RADIO TELEGRAPH SIGNAL SET**

Send messages up to 150 feet in 3 ways with this set—Buzz—Buzz as in wireless—Flash of Bulb as in night signalling—Click-Click as in telegraphy. Operates on flashlight batteries. Western Code on top of each instrument. Western Union blanks included.

Boys—you'll use this fine Knife, Compass and Sun Glass every time you go camping or hiking!

**Billy's HIKING SET**

Designed by Billy for every boy who likes the great outdoors. Dandy big 4-bladed knife with master blade, screw driver, bottle opener, belt punch and can opener blades. 14 inch chain with compass and sun glass.

**79c**



No. BR6



Girls: You'll have such fun playing house - here's what I use when I'm hostess to my little friends Ruth



At 3 o'clock—it's time for tea! The modern miss will use this



**TEA WAGON**

by WOLVERINE

"Surprise your friends — serve tea in latest style," says Ruth. This strong, metal tea wagon on wheels has a tray, tea pot and 3 cups and saucers all in pink and blue enamel. All dishes are non-leakable and durable. Non-injurious materials with decorations and colors baked on. Washing will not affect them.

**\$1.00**

No. BR7

tray, tea pot and 3 cups and saucers all in pink and blue enamel. All dishes are non-leakable and durable. Non-injurious materials with decorations and colors baked on. Washing will not affect them.



**21 PIECE GYPSY WARE TEA SET \$1.00**

The latest!

The set Ruth uses for her tea parties. "This Gypsyware in 4 gay colors, Mother tells me, is the rage" she said. 21 pieces (all you need to entertain three friends) includes 4 plates, 4 cups, 4 saucers, 4 cereal bowls, cream pitcher, sugar bowl with lid and teapot with lid.

No. BR8



**Wolverine KITCHEN CABINET**

**\$1.00**

"I 'keep house' with this ivory metal kitchen cabinet," says Ruth. "You simply slip top off and it becomes a kitchen table with white enameled top. Play packages of food products included. Size 14 ins. long, 7 ins. deep, 13½ ins. high.

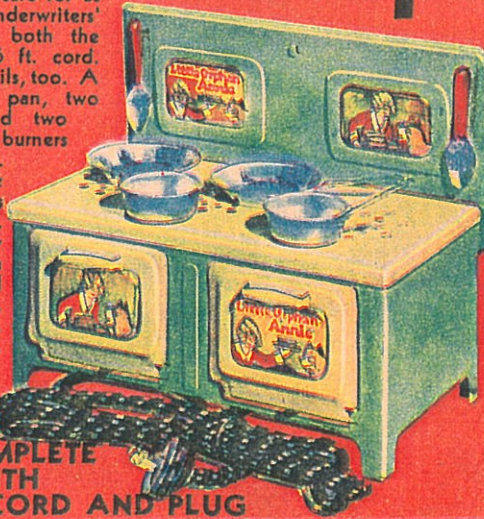


**ELECTRIC STOVE**

WITH 6 UTENSILS **\$1.00**

Ruth loves her Orphan Annie real electric stove. She says. "It's safe for us to use—the Underwriters' Lab. approved both the stove and its 6 ft. cord. There are 6 utensils, too. A pie plate, fry pan, two sauce pans and two spoons. 2 top burners and 1 in the oven. Orphan Annie design on doors and splashboard. Made of heavy steel in baked-on colored enamel finish. 9½ ins. long, 8½ ins. high, 5¼ ins. wide.

No. BR10



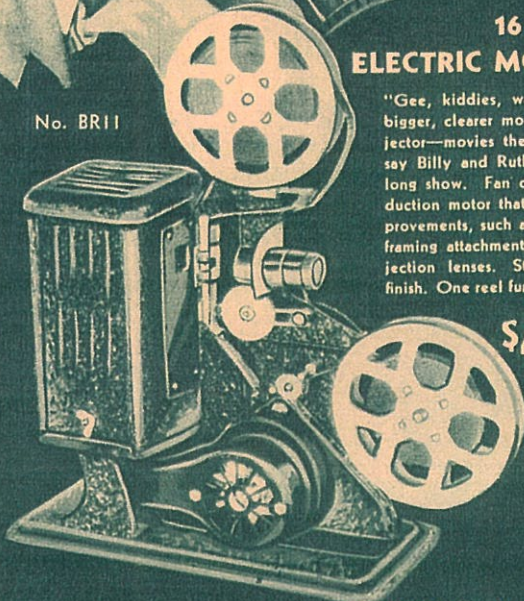
**COMPLETE WITH CORD AND PLUG**

"Give the whole family a real movie show," say Billy and Ruth

**MOVIE PROJECTORS**



No. BR11

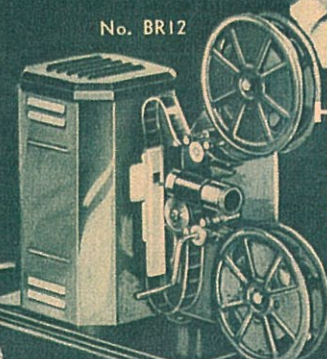


**16 MM  
ELECTRIC MOTOR DRIVEN**

"Gee, kiddies, wait 'till you see the finer, bigger, clearer movies you get with this projector—movies the whole family will enjoy" say Billy and Ruth. 200 ft. capacity—for a long show. Fan cooled, 110 volt A. C. induction motor that won't get hot. Latest improvements, such as vertical tilting adjustment, framing attachment, polished and ground projection lenses. Steel body in black crystal finish. One reel furnished.

**\$4.95**

No. BR12



**16 MM  
HAND OPERATED**

Think of it!—movies 30 inches wide with this dandy projector. Good, clear ones too for there's an adjustable lens. Runs so smoothly. That's because it has a double sprocket and double claw drive. Holds 100 feet of film. Cord and one reel furnished.

**\$2.75**

**16 MM NON-INFLAMMABLE MOVIE FILMS**  
We can supply you with the latest releases showing popular stars and cartoon features in 16 MM non-inflammable films from 10 ft. up.

**See Science in Action!  
MICRO  
SCIENCE-SCOPE  
Interesting—Educational**



The Hit of the 1937 Toy Season. More than just a toy—it is educational, interesting, scientific, amusing. Opens up the scientific wonders of nature and chemistry. Thousands of experiments enlarged and in natural colors are projected before your eyes so you can watch them. The chemical reactions of water or other fluids on specimens—the formation of crystals and other phenomena in chemistry may be actually seen in their natural colors. Chemicals, specimen slides, tweezers, stirring rods, dissecting needle and special lamp included.

No. BR13

**\$5.00**



Easy to Build

See 'em fly!

**"FLYIN' FOOL"  
ALUMINUM  
AIRPLANES**

**25c**

Billy says: "Fellows, it's fun to build your own 'Flyin' Fool' airplane—you save money too. Really, it's easy, for the aluminum pieces are all marked to cut out with scissors. When finished, you have a big, shiny metal airliner that will fly hundreds of feet.

No. BR14—14 in. Wingspread  
No. BR15—17 1/4 in. Wingspread

25c  
50c

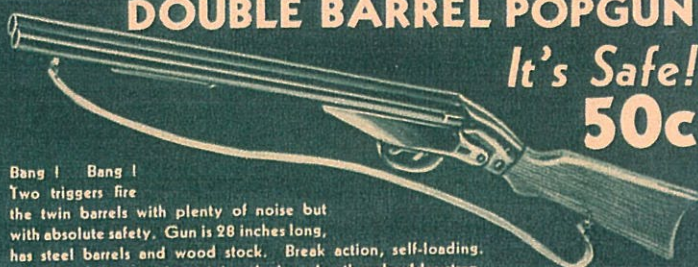
**Assembled - Ready to Fly  
\$1.89**

Boys, here's a beautiful, sleek, racy plane, modeled after those airliners you see at the airport. All wing struts have been eliminated. Completely assembled, of bright aluminum, all ready to fly. 16 inch wingspread, 13 inches long.



No. BR16

**DOUBLE BARREL POPGUN  
It's Safe!  
50c**



Bang! Bang!  
Two triggers fire the twin barrels with plenty of noise but with absolute safety. Gun is 28 inches long, has steel barrels and wood stock. Break action, self-loading. Automatic safety cork retaining device. Leather shoulder strap.

No. BR17

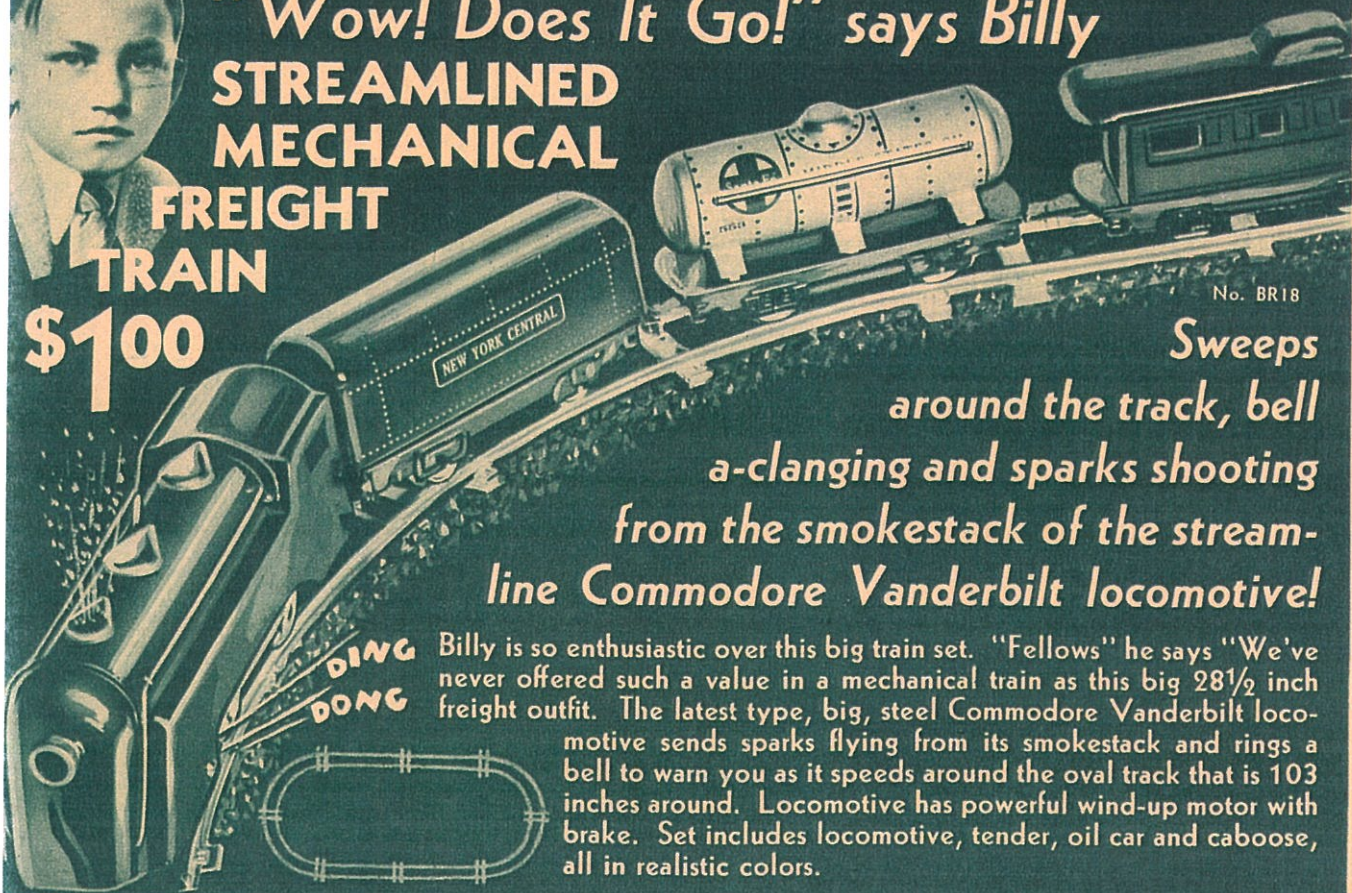


**"Wow! Does It Go!" says Billy**

**STREAMLINED  
MECHANICAL**

**FREIGHT  
TRAIN**

**\$1.00**



**Sweeps  
around the track, bell  
a-clanging and sparks shooting  
from the smokestack of the stream-  
line Commodore Vanderbilt locomotive!**

Billy is so enthusiastic over this big train set. "Fellows" he says "We've never offered such a value in a mechanical train as this big 28 1/2 inch freight outfit. The latest type, big, steel Commodore Vanderbilt locomotive sends sparks flying from its smokestack and rings a bell to warn you as it speeds around the oval track that is 103 inches around. Locomotive has powerful wind-up motor with brake. Set includes locomotive, tender, oil car and caboose, all in realistic colors.

**DING  
DONG**



No. BR18A



**AIRPORT  
GARAGE**

"Gosh, just look at the electric lighted gas pump in the filling station of this 9-piece set!" says Billy. The Airport Garage is formed from the printed box in which set is packed. The six 6-in. heavy steel cars in-

**1.00** clude Dump Truck, Wrecker, Tank Truck, Coupe and 2 Buses. Then there's a big, steel Airplane with 9 1/2 inch wingspread.

**Big PLAY FORT**

**With  
FLAG AND  
CANNON**



**\$1.00**

"No toy holds greater play value than a fort" says Billy. "Every boy loves to be commander of the fort defending his city against the attack. With this fort, he can raise the drawbridge, preventing the enemy from entering the gates of the fort and drive them away with a steady gunfire from the cannon mounted on top, while his "lookouts" in the towers keep him posted as to the enemy's movements. He challenges anyone to attack and pull down his flag flying high above the fort. Strongly built of wood and Gypsum board, fort measures 19 x 11 x 10 inches, finished in realistic colors.



**TEXACO  
ROADSIDE  
STATION**

You'll have a busy day with this station" Billy tells his friends. An attendant to fill your tank from either of two red "Fire Chief" gas pumps, each with a rubber hose. He can make most any repairs to your car with the tools included. Realistic Roadside Station from which a pretty girl comes to take your order for lunch which she serves to you right in your car. Station is 16 x 11 3/4 x 10 ins.

**\$1.00**

1937

# Billy and Ruth KNOW WHAT LITTLE TOTS WANT



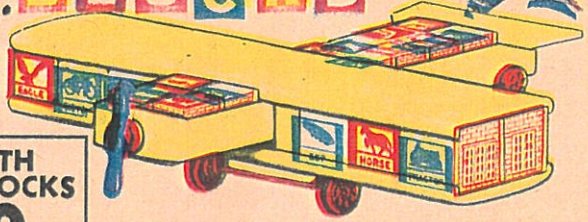
THEY WILL LOVE THIS  
**MUSICAL TOP**

Billy and Ruth know tots will dance with glee when they hear the beautiful choral tones of this big, metal top as it spins. A push sends it spinning away, the colorful soldiers on sides parading 'round and 'round.

**50c** No. BR19

Three Cheers For...

**HALSAM BLOCKS**



WITH 18 BLOCKS  
**50c**

Double Play Value  
**AIRPLANE WITH BLOCKS**

"Tots will never tire of playing with airplane blocks" remarked Ruth. "That's because they can use the colorful wood airplane as a pull toy and then have plenty of blocks to build with" replied Billy. Colored safety blocks have animals, articles and alphabet characters embossed on them.

No. BR20—15 in. airplane with 18—1 1/16 in. blocks **50c**  
No. BR21—Larger airplane with 12—1 1/16 in. and 12—1 1/4 in. blocks. **\$1.00**



**HI-LO BLOCKS**

"Why didn't someone think of this Hi-Lo block before" ask Billy and Ruth. "There's so much more fun for kiddies because the new interlocking groove permits blocks to be fitted together in ways never before possible. Two ends embossed with animals, articles and alphabet characters, finished in colored enamels."

No. BR22 18 Medium Blocks **25c** | No. BR23 18 Large Blocks **50c** | No. BR24 50 Blocks 32 Medium and 18 Large **\$1.00**

Little tykes love the amusing action of..  
**FISHER-PRICE TOYS**



**POPEYE COWBOY**

"Popeye gives you a new thrill—a one-man Rodeo. He's tossed up and down on his bucking steed as you pull the toy along" say Billy and Ruth. Tots love the Popeye cowboy action and the sound it makes like a galloping horse.

**50c** No. BR25



**DONALD and DONNA DUCK**

Here's Donald Duck dressed as a Spanish Caballero actually playing a serenade on his xylophone to Donna Duck as tot pulls them along. Donna responds with a dance that not only thrills Donald but all tots as well.

**\$1.00**

No. BR26



**PRANCING HORSES**

Billy's choice. He says "Tots'll go for these two big thoroughbreds racing along, prancing up and down, each trying to gain the lead, bells a-jingling."

**50c**

No. BR27



**TEDDY CHOO-CHOO**

Billy and Ruth agree this lovable brown Teddy, ringing a loud "ding-dong" on the bell of his puffing toy engine to clear the way, will win the hearts of all little ones.

**25c**

No. BR28