

Billy and Ruth

REG. U.S. PAT. OFF.

1938 BOOK OF

TOYS

MAKES THE DREAM OF EVERY
BOY AND GIRL COME TRUE!



**10,000
PRIZES**
for Boys and Girls
of America
SEE DETAILS
**BILLY AND RUTH
PRIZE CONTEST**
PAGES 38-39-40



1938

KIEWEG-PETERS COMPANY

Kewaunee and Luxemburg



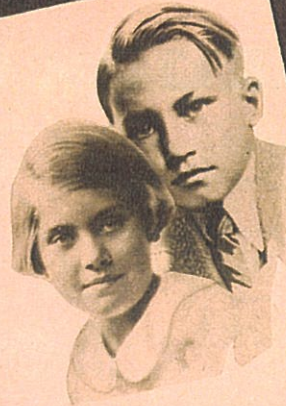
CHRISTMAS GIFTS FOR THE ENTIRE FAMILY AT THIS STORE

Boys and Girls, HERE'S A PERSONAL MESSAGE FROM . . .

Billy and Ruth

Reg. U. S. Pat. Off.

BOX 333
PHILADELPHIA, PA.



To all our friends,
Everywhere.

We have the best news for you.
It's about our trip to Santa's North
Pole Workshop. We wish you could have
been with us to see all the swell toys
Santa is getting ready for all you girls
and boys to make this the best Christmas
ever.

Santa knew you'd want to know all
about the new toys and games and dolls
and things he's making, so we're show-
ing them here in our book.

Pick out those you like best and
show the pictures of them in this
book to Mother and Daddy. The
store whose name is on the cover of
this book wants you to come in
and see these and all the other toys
they have.

Your friends,
Billy and Ruth

P.S. Be sure to enter our big
Prize Contest. See pages 38, 39, 40



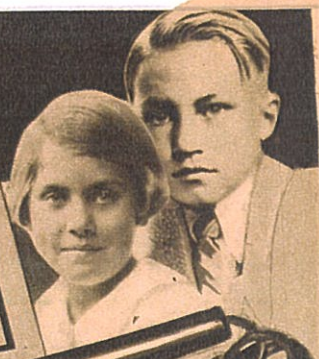
Billy and Ruth's own ELECTRIC WOODBURNING SETS



No. BR2



No. BR1



"Look at all the fine things to make in this set," exclaimed Ruth. "You bet!" replied Billy. "There's a dandy letter holder for your desk and a nifty tie rack. And five plaques, too. Pieces are made of wood, all marked for you to burn in the designs with electric pencil included. Paints and a brush to color them, too."

"Here's another fine woodburning set," says Billy. "It's such fun to make beautiful plaques that you can use for gifts or to hang on the wall of your room. Four of them are included in this set, all stenciled for burning in the designs with electric pencil supplied. Then you can color them, for there are paints and a brush in the set."

\$1.49

95c

Billy and Ruth's 3 DIMENSIONAL PAINT SET

98c

"New and different," agree Billy and Ruth. "The 'third dimension' means the figures in your painting have depth—they stand right out, life-like and real. They are pressed out of wood fibre and are easy to color. They are washable. 13 different pieces, plaques and pictures are furnished for you to color. You get a real color. You get a real artist's palette with 6 colors and a brush in this set, too." No. BR3.



TINKERSAND PICTURES

50c

"Painting with sand—a really new idea," says Billy. "All you do is cover the picture designs on cards with glue, then sprinkle colored sand over them and you have a beautiful picture. Set contains 10 pictures ready to sand-paint, together with glue, 3 tubes of colored sand and a brush."



No. BR6

SNOW WHITE CRAYON SET

"My friends will want this big set," Ruth says. "You can make beautiful pictures of Snow White and the

SNOW WHITE PAINTING OUTFIT

Ruth likes this set because "You never run out of colors with which to paint your picture—there are 27 different colors. Think of that! 8 crayons, too!



25c

Seven Dwarfs. It's easy—the outlines are all ready for you to color with the 24 different colored crayons." No. BR5.



You'll have many hours of fun painting and coloring the pictures of Snow White and the Seven Dwarfs." No. BR4.

50c





Ruth knows all little folks will want the new

HALSAM BLOCKS SNOW WHITE AND THE 7 DWARFS

"All kiddies will have such fun building scenes from the movie with Snow White, Doc, Dopey and the rest of the dwarfs embossed in brilliant colors on 2 ends of blocks," Ruth says. "Then, too, letters of alphabet and familiar objects appear on the other sides."



18 Small Blocks

25c

16 Large Blocks

48c



Lots of Play Value

BIG PULL TOY

WITH 21 BLOCKS

No. BR9

48c

"There is extra play value for children in the pull toy in which the 21 blocks are packed," says Ruth. "It is 10½ ins. long, in bright colors and the child learns to spell out words by putting them in the wagon. Blocks are embossed on 2 ends with pictures and familiar objects. Sides of blocks printed with alphabet letters."

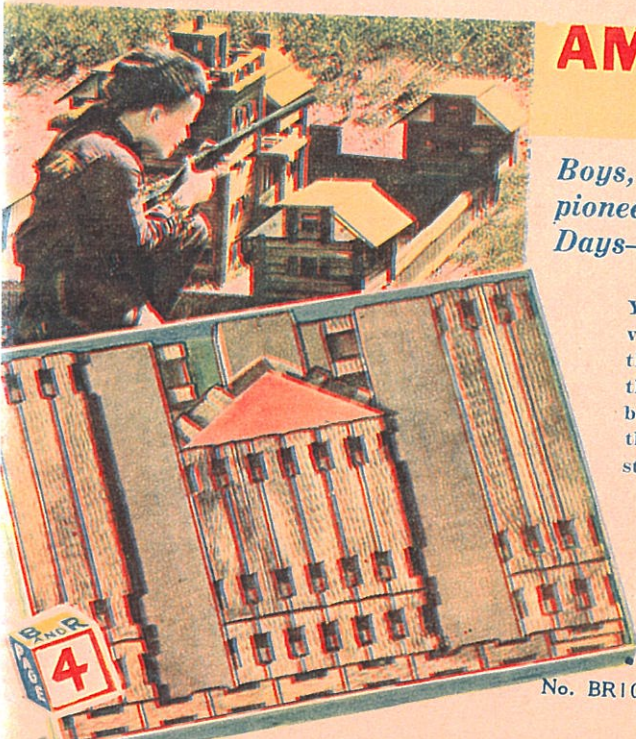


No. BR8

You can build 'em so high and they won't tumble!

HI-LO BLOCKS

"Just think how much more fun you'll have building high piles of blocks that won't tumble before you are finished," Ruth said. "For each block has grooves in two sides that lock together. That enables you to pile them in all kinds of shapes and designs never before possible with blocks. Then two ends are embossed with animals and articles that have the name spelled out, all in bright colors and on the opposite end the initial letter for that picture is shown. The other two sides are printed with different animals, articles and alphabet characters."



AMERICAN LOGS

Boys, play you're a pioneer of the Frontier Days—build log cabins

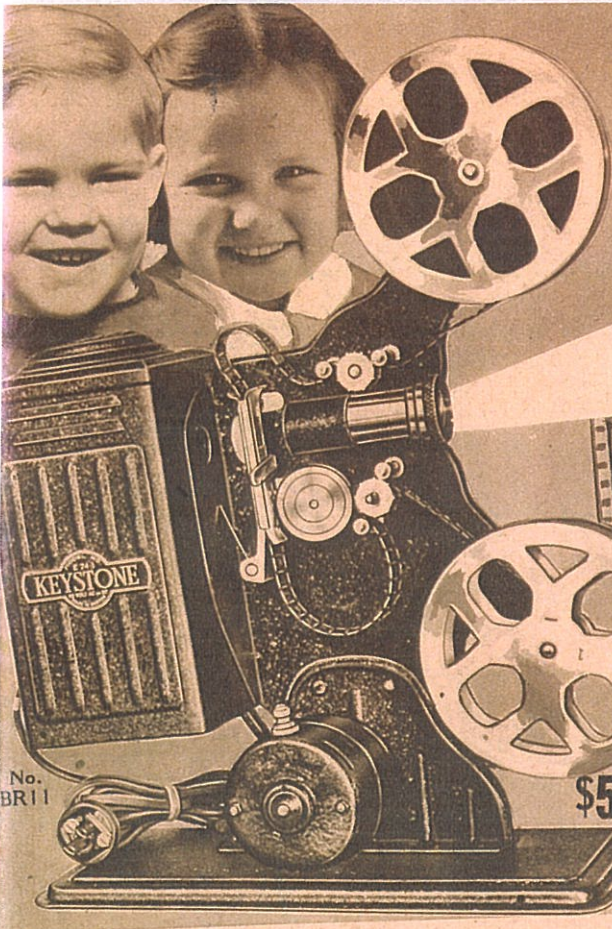
You can build forts and villages of log cabins like the early American Settlers built—play "Cowboy and Indians" with them. Logs are rough, stained and notched to form rigid buildings.

50-Piece Set . . . **48c**

67-Piece Set (Larger Pieces) **98c**

No. BR10

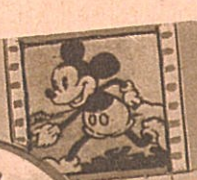
18 Medium Blocks	25c	18 Large Blocks	48c	36 Large Blocks	98c
------------------	-----	-----------------	-----	-----------------	-----



No. BR11

\$5.95

**Boys and Girls—
Give Real
Movie Shows
With
These**

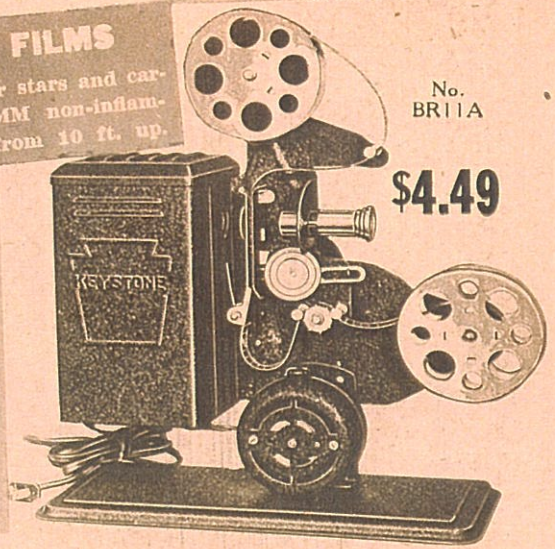


16-MM FILMS

Latest popular stars and cartoons in 16-MM non-inflammable films from 10 ft. up.

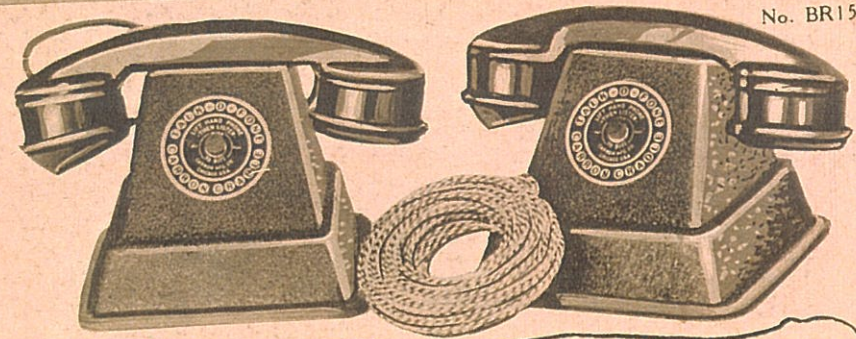
**Motor-Driven
Takes 200-Ft.
16-MM Film for
15-Minute Show**

Shows clearer, finer pictures than machines selling for lots more money. Fan-cooled, A. C. motor with switch. Motor rewind. Powerful projection lens. Swivel for angle projection. With two 200-ft. reels. 150-watt lamp. Cord and plug.



No. BR11A

\$4.49



No. BR15

**Have Your Own Telephone System
Real TELEPHONES**



More than a toy—set has 2 real telephones of latest style, for conversation room to room, house to garage, etc. Operates by batteries (not included). Coil of wire furnished. SET

\$2.95



No. BR14

BANK-PHONE

Increases play value, for the coin slots make an imitation pay station of this modern toy telephone. Coins deposit in base, making a dandy bank. Bell rings when dial is revolved.

49c



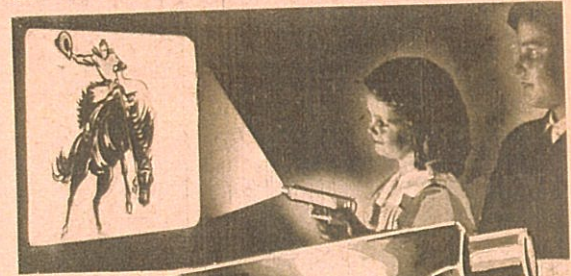
ELECTRIC TAPPING SET

It's easy now to make beautiful hammered metal plaques, for this set has an electric tapper, complete with cord and plug. Safe; child cannot harm himself. 5 metal plaques included. No. BR13.

98c

**MOTOR-DRIVEN—100-FT.
16-MM FILM CAPACITY FOR
8-MINUTE SHOW**

The whole family will enjoy the real movie show you can give with this. Remarkably clear pictures, too. Fan-cooled, A. C. motor has switch. Flared lens. Tilts for angle projection. Complete with cord and plug, two 100-ft. reels and 125-watt lamp.



No. BR12

**AUTO-MAGIC
PICTURE
GUN**

Surprise your friends—show them this gun that looks like the latest automatic—then astound them by shooting pictures on wall, ceiling or floor. Pictures change as you pull the trigger. 28 views in a film—3 films included.

98c



**SAFETY FILMS
for Magic
Picture
Gun**

3 for 25c





No.
BR16

You'll Be So Proud to
Take Your
Dolly a
Walk in This
Beautiful

**DOLL
CARRIAGE**

\$5.55

"When you go for a stroll you'll be the envy of all your friends if dolly is riding in this fine doll carriage," says Ruth. "I'm sure dolly will be proud to ride in style, too. This carriage is larger than most selling for lots more money. Body is rich looking, of fibre as used on the expensive carriages. There's a decoration on the body and hood has windows so dolly can look out. Knobs tighten hood in any position to shade your doll. Wheels have rubber tires.

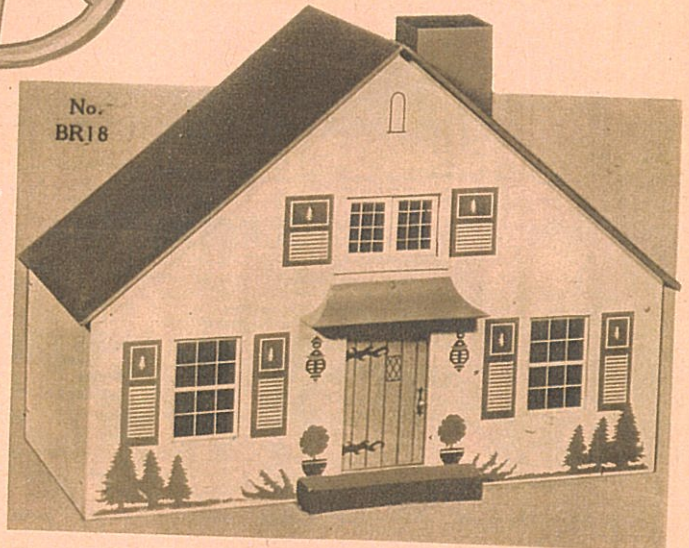


No.
BR17

**DOLL
COTTAGE**

Just imagine the fun you'll have playing "house" with this big two-story doll cottage that's 18½ x 13½ x 8½ inches. It's finished as a beautiful cottage in the suburbs should be; yellow with green roof and shutters. Back is open so you can furnish and move furniture about.

\$1.00



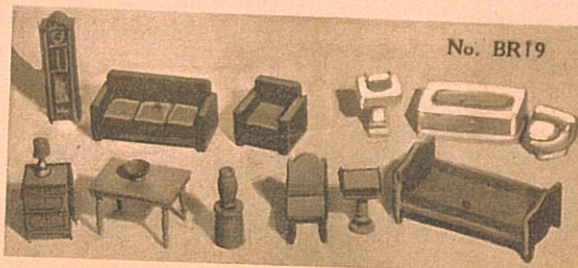
No.
BR18

**A Perfect Beauty!
DOLL COACH**

Real class — highest quality. The wood veneer body is beautifully finished and decorated. Foot extension enables you to put your big doll in this coach. Bow-type, collapsible hood of imitation leather with nicked spreaders and knobs. Wire wheels with large hub caps and rubber tires.

\$6.95

Get This Furniture for Doll Cottage Above!



No. BR19

**DOLL HOUSE
FURNITURE**

16 pieces of furniture—think of it! Enough to furnish 4 rooms. Made of wood, modernly styled. There are pieces for living room, dining room, bedroom and bath-room.

\$1.00

