

GO  
TO  
SLEEP  
EYES

Girls: This is my very own  
**RUTH DOLL**  
America's Most Beautiful Doll



21 INS.  
TALL

REAL  
HUMAN  
HAIR  
CURLS

No.  
BR37

**\$3.98**

She couldn't be sweeter, girls, and I know you'll adore her. I was so fussy—I wanted the doll that carries my name to be not only big, but she had to be beautiful and dressed in the very best. So, after looking at hundreds of dolls, I offer this to all my friends as the finest doll in America. You'll be so proud to show Ruth to your friends—they'll be sure to rub their eyes for it's hard to believe this big, chubby darling is a doll—she looks so real.

*Just Think, Girls, All These Features:*

- Big—21 inches tall.
- Chubby type—correctly proportioned in life-like detail.
- Big glass-like eyes that go to sleep and have real lashes.
- Pearly white teeth and little red tongue show thru her rosebud lips.
- Human hair (she's a blonde) set in latest style with the cutest ringlet curls.
- Hard-to-break composition thruout.
- Tilting head, movable arms and legs.
- Dressed to go places in any weather. The cutest coat and hat of white flannel to keep her warm on cold days. Tie-scarf at neck keeps her snug. Coat and hat trimmed with corded rayon in 2-color combination. Her name is embroidered on her hat. Beautiful organdie dress, combination underwear, rayon socks and buckled imitation shoes complete her attire.



I'm  
Ann

*Your  
Choice 98¢*

Mary Jane

"So chic" you'll say. This modern miss is 19 ins. tall, of composition that's hard to break, brown eyes and black modeled hair. Mouth, slightly open, reveals teeth and tongue. You'll love her shepherd plaid checked dress and hat to match with black felt brim. One-piece underwear, shoes and stockings complete her outfit.



19  
INS.  
TALL

No.  
BR3

My name is "Toots"

25 INS. TALL

I'm a big, chubby baby. Cuddle me—my stuffed body is so soft. I cry like all real babies do. Put me down and my eyes, under long lashes, close to sleep soundly. My mouth is opened in a big smile so you can see my snow-white teeth and red tongue. Head, arms and legs are composition. I'm dressed in rubber panties, slip, organdie dress and pretty bonnet to match, socks and shoes.

**\$1.98**

No.  
BR34



15 1/2 INS. TALL  
Ruth says of Ann—"She's a lovable, big, all-composition baby, 15 1/2 ins. tall with modeled curly hair and wistful, blue eyes, painted to look so real." Chubby arms and legs. Dressed in lace-trimmed organdie dress, bonnet to match, petticoat, diaper and socks.





21  
INS.  
TALL

No.  
BR43

Connie



22  
INS.  
TALL

No.  
BR41

Peggy



22  
INS.  
TALL

No.  
BR40

Evelyn

"A dainty miss," Ruth describes Connie. 21 ins. tall with soft, stuffed body, composition head, arms and legs. She cries—she has go-to-sleep eyes with real lashes and beautiful ringlet curls of human hair. Dressed in pretty polka dot organdie dress, hat to match with buckram peak and ruffle edge, petticoat, bloomers, silk socks and buckle shoes. **\$1.98**

Ruth says: "Peggy is hard to resist—she's so pretty with a big smile that reveals, thru open mouth, her teeth and tongue. A big girl—22 ins. tall. Her sleeping eyes have lashes and her curls are of human hair. She can tilt her head, move her arms and legs. Dressed in sport dress, velveteen coat, trimmed with imitation leopard collar, muff and hat. One-piece combination underwear, shoes and stockings. **\$2.98**

A friend, of whom Ruth says: "I know you'll love her as I do." Her cute mouth is open just enough to show her teeth and tongue. Moves her composition head, arms and legs at will. Go-to-sleep eyes have real lashes. A silk ribbon keeps her real human hair in order. Evelyn is 22 ins. tall. She's dressed in velveteen suspender skirt, rayon blouse with velveteen collar to match skirt, one-piece combination underwear, shoes and stockings. **\$2.49**



No.  
BR39

Susan's  
A Cute  
Baby

This chubby baby is 12 1/2 ins. tall. Pretty dimples—a big smile. Her brown painted eyes and black modeled hair, the way she turns her head, the cute dress she wears, combine to make her a "sweetheart." Diaper and socks complete her attire.

Your Choice 50¢

You'll Love  
Rose

"Another favorite of mine," says Ruth. "You will like Rose when you meet her." Of hard-to-break composition, she's 14 ins. tall, moves her head, arms and legs. Rose has blue painted eyes and painted, modeled hair with hair ribbon. Sweet bolero-type dress, one-piece combination underwear, shoes and stockings.



No.  
BR38

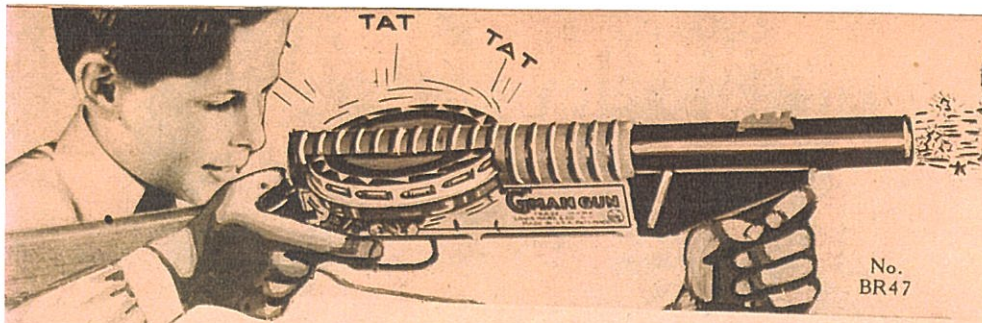
Her Name Is  
Edith  
She Cries!  
She Sleeps!

Take her in your arms—Edith will snuggle up. Lay her down for her nap—her eyes close. Cries sometimes, but then all babies do. Soft, stuffed body with composition head, legs and arms. Dressed in heavy flannel coat and cap to match, organdie dress, stockings and moccasins. She's 18 ins. tall.

98c

No. BR42





No. BR47

**\$1.00**

**G-MAN SPARKLING MACHINE GUN**  
With Revolving Turret

"Boys," says Billy, "here's a new design of the latest type machine gun similar to those used by G-Men. Just take hold of this big 22-inch gun, swing it to your shoulder, grip the stock support in your left hand, get your aim and start it pumpin' by pulling the trigger. See the bullet magazine turn just as in the real guns, hear that "rat-tat-tat," see the sparks shooting out the end of barrel. All you need to do to start being a G-Man, hunting down criminals, is to wind the strong spring motor of gun. This is REAL, fellows."

**WALKING DRUMMER BOY**

**59c**

You'll get a big laugh and your friends will too as you watch this drummer boy strutting, beating a tune on his base drum that is so big he has to push it along on wheels. Strong wind-up motor runs a long time. Drummer boy and drum finished in bright colors.



No. BR45



**MARX**

No. BR44



**BALLET DANCER**  
**25c**

Wind up this toy and see the dancer swing into her ballet, dancing on her toes. Round and round she goes—you'll wonder what keeps her going so long.



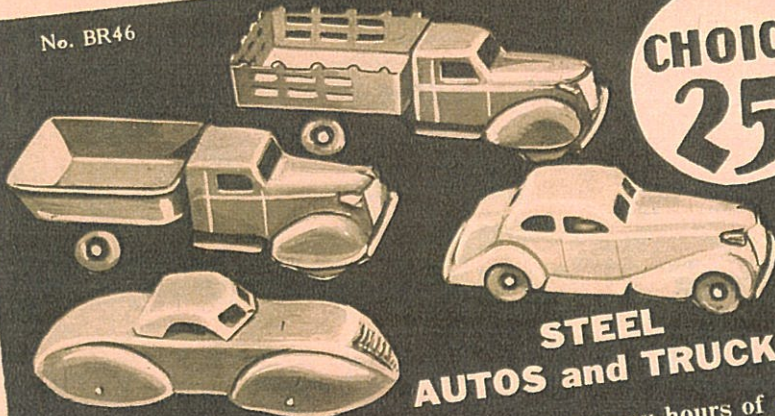
No. BR49

**MAINLINER PLANE**

A big plane, just like those 4-motored transport airliners that fly their schedules across the country. Made of heavy gauge metal with 3 easy-rolling wheels. 10 1/4 inches long. 14 1/2-inch wingspread. You'll have plenty of fun with this.

**25c**

No. BR46



**CHOICE**  
**25¢**

**STEEL AUTOS and TRUCKS**

These heavy steel floor toys will provide many hours of play for any child. There are several models to choose from—why not ask Santa for two or three so you can have a whole fleet of trucks? Modern styled bodies, finished in brightly colored enamels.



No. BR48

**SPARKLING PLANE**

You'll marvel at the speed and action of this mechanical streamline combat plane that travels either straight or in a circle, guided by the pilot in the cockpit. Two machine guns mounted on wing shoot sparks as plane travels along. 13 3/4 ins. long; 18 1/2 in. wingspread.

**50c**



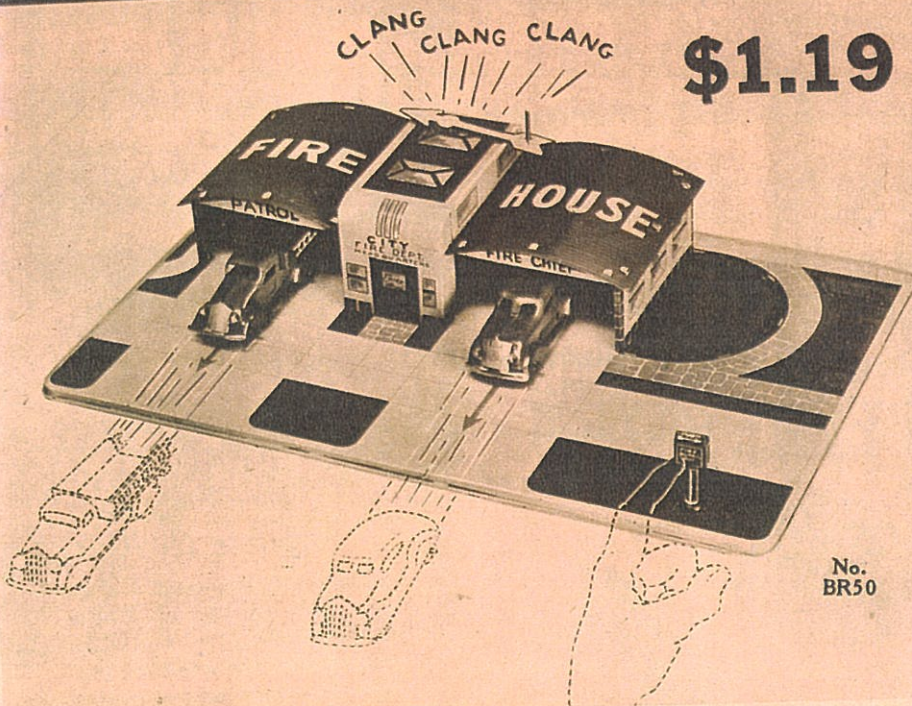
# STEEL AND MECHANICAL TOYS



*Billy & Ruth*  
KNOW YOU'LL  
LIKE THEM

*Especially*  
*this . . .*  
**GENERAL ALARM  
STATION FIRE STATION**

"Clang—Clang—Clang"—Hear that bell sounding a fire alarm? But wait—now the action starts. Touch the alarm lever and—presto—the two fire cars dart out of the fire house, racing to the scene of the blaze. "Boy, this is really some action toy," says Billy. "Don't miss this hit of 1938. It's big—16 7/8 x 11 ins., sturdily made of metal and finished in bright colors. A Fire Chief Car and Fire Patrol are included."



**\$1.19**

No. BR50

*One of the Most  
Novel Action Toys  
of the Season!*  
*It's . . .*

## GUID-A-SCOTTIE

The dog that  
walks in any  
direction you  
want him  
to go.

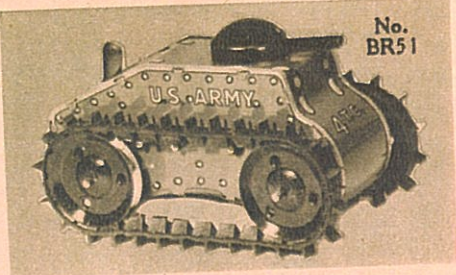


You'll amaze your friends as you take Scottie for a walk and at your command, your doggie turns left or right, in a circle or straight ahead, all the time waggin' his tail. It's all done by the tension on Scottie's leash. Scottie is a big dog, 12 1/2 ins. long and finished to look so real. Just wind him up and away he goes.

**\$1.19**



No. BR53

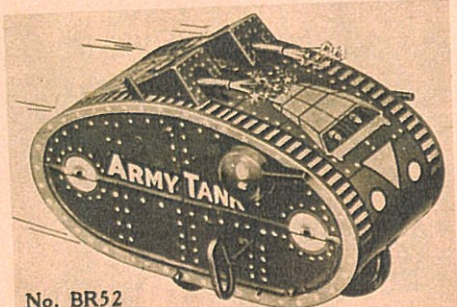


No. BR51

## CLIMBING TANK

Like the modern army tank in appearance and action. Has gun turret on top. Strong spiral spring motor with brake. Its rubber belts enable it to climb steep grades and run over obstacles. 5 1/4 ins. long.

**25c**

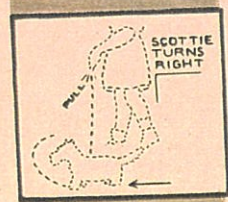
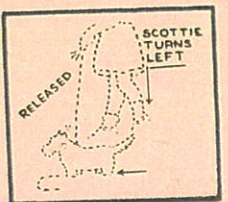


No. BR52

## SPARKLING ARMY TANK

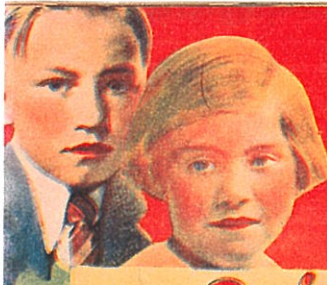
Newest type army tank runs along shooting sparks from the two guns mounted on top of body. Powered by strong spring, wind-up motor. Strongly made of steel, 8 ins. long, finished in realistic colors.

**49c**



# NEWEST GAMES!

*Billy and Ruth played them and say they're swell!*



## Swing-IT

*The New*

**BINGO AND HORSE-RACING GAME**



No. BR56

**98c**

Billy raves about this game. "It's really two games in one," he says. "And a whole crowd can play—up to 12 people. Dad likes it, too. Swing the arrow around—when it stops it indicates the number called. Wooden pegs serve as markers—they won't slide off as other markers do. Then you can play Horse-Racing—on each card is a 'U' design over which race's run. Spinner board and all cards are wood.

## G-MAN PATROL GAME

"Boy, is this hot!" exclaimed Billy. "It's more than a game—alho your aim must be good to be the winner with a high score."



No. BR54

**98c**

*Exciting as a movie thriller!*

There's a thrill-a-minute when you play you're a G-man and mow down, with wooden bullets from the rapid-fire gun, the 6 gangster figures as they come within range on the busy city street. When you hit 'em—down they go to score your points. Full of realistic action—you'll go for this."



**Rapid-Fire Gun**

## Everybody's playing MARBLE BINGO

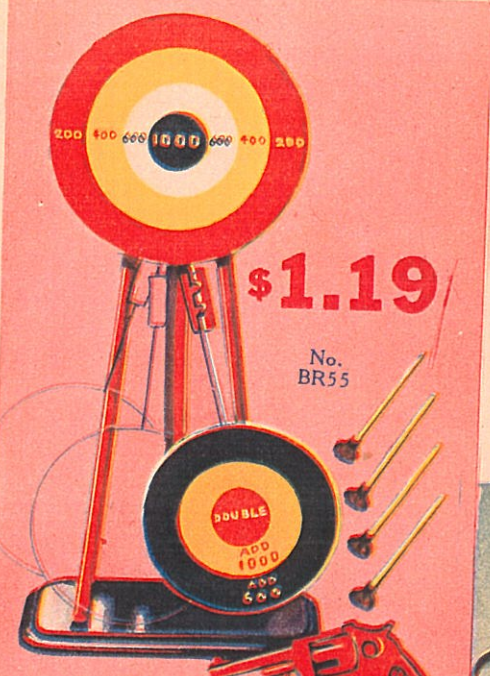
*When you make "Bingo," hit the bell and add 1500 to your score!*



No. BR57

**98c**

Ruth watched Billy play. "It looks so easy to make Bingo, but 'll bet it's not," she cried. "You try it," replied Billy, "and if you can shoot marbles in a row and have a marble left, you can try to hit the bell—that'll give you 1500 more on your score."



**\$1.19**

No. BR55

## SWINGING ARM TARGET GAME

Ruth says, "It takes a good aim to hit the target on arm swinging back and forth, propelled by a strong windup motor. Add that score to what you make on target at top of easel. Steel target pistol and four rubber suction darts are furnished.

# FUN FOR ALL WITH THESE GAMES



## "2 FOR 2"

Two fine games—"Boxes" and "Tic-Tac-Toe"—each for two players. Interesting and instructive for children from 6 years of age up.

**50c**

No. BR58



## JUMPING JUPITER

"What makes the discs jump?" you'll ask. Just hold one in your hand a minute—put it down in center—then see it jump high. Where it falls designates your score.

**\$1.00**

No. BR60

## SPINNET TOP

Any child old enough to twirl the little catalin tops between fingers will enjoy this game. Tops spin around and land in holes that determine the score. Two, three or four can play.

**50c**

No. BR59



**98c** No. BR61

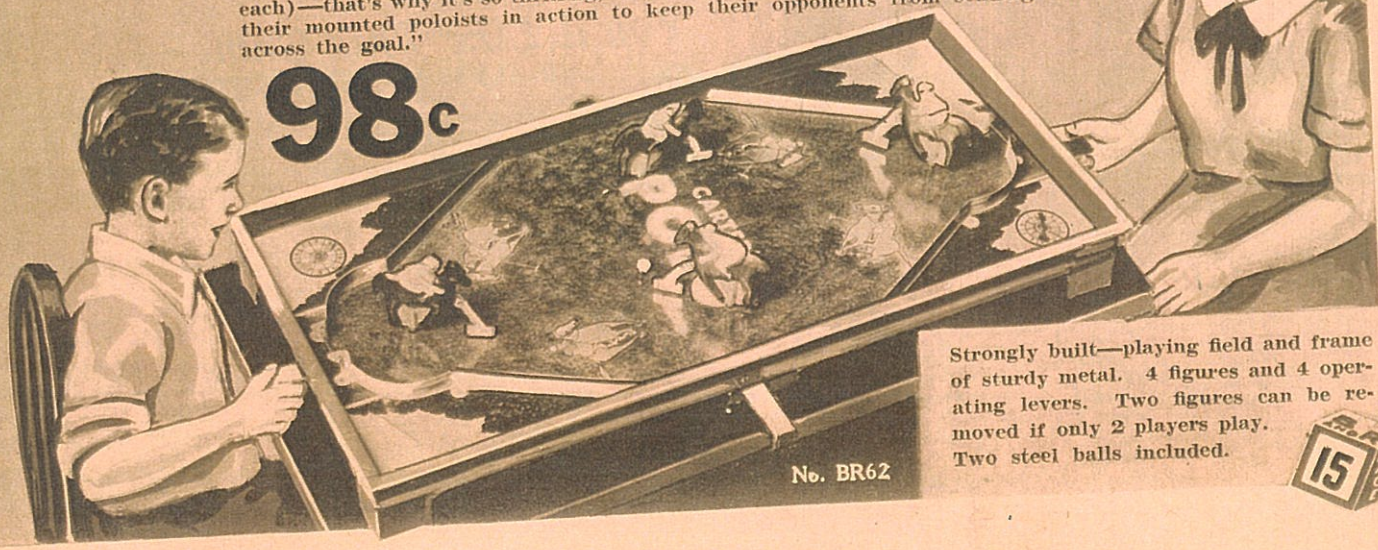
## The Game that's all the Rage! HOP CHING CHECKERS

This Chinese game is the new craze. Played with marbles (of which 60 are furnished) on large 17x19 in. 3-ply varnished wood board. Fun for the whole family up to 6 players.

## Action — Speedy Play — that's why you'll like POLO

"In Polo, you play against an opponent—or four can play (2 teams of 2 players each)—that's why it's so thrilling," say Billy and Ruth. "Players have to keep their mounted poloists in action to keep their opponents from sending ball across the goal."

**98c**

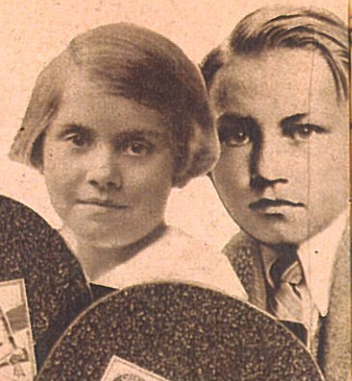
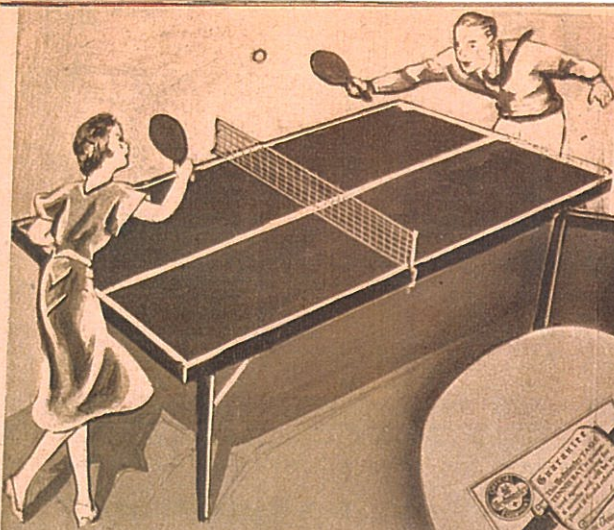


Strongly built—playing field and frame of sturdy metal. 4 figures and 4 operating levers. Two figures can be removed if only 2 players play. Two steel balls included.

No. BR62



# Billy and Ruth PLAY A GAME OF TABLE TENNIS

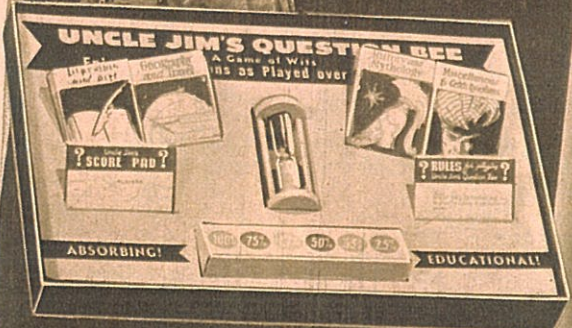


"Table Tennis is swell fun," agree Billy and Ruth. "And this set has bats approved for tournament—the kind champs use. Four, 3-ply bats (two with sanded faces and two with cork faces), two strong, adjustable table clamps to hold the nice net furnished. Set is complete with four high-grade table tennis balls.

**\$1.95**

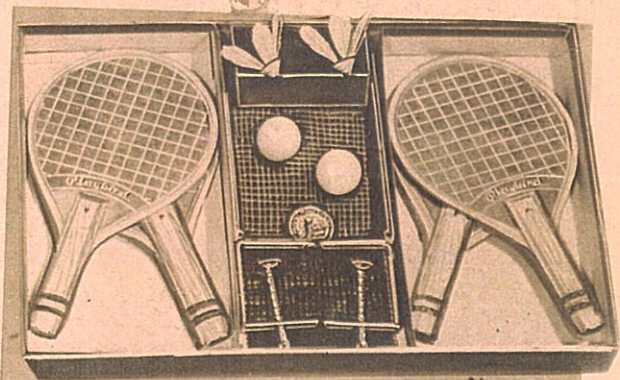
We also have a big value in a set with four regulation bats, two table clamps, net and two balls. No. BR63, **98c**

No. BR64  
**\$1.95**



New—Popular!  
**COMBINATION  
TABLE TENNIS  
AND  
BADMINTON**  
**\$1.95**

2 games in 1. Brackets adjust net for table tennis or badminton. Set has 4 non-warping Masonite paddles, 2 feathered shuttlecocks and 2 table tennis balls.



No. BR65

You'll Like This Game—It's NEW!  
**L'I' ABNER SHOOTING GALLERY**

No. BR67  
**98c**

"A different kind of shooting game," says Billy. "You'll laugh at L'il Abner and the other funny folks of Dogpatch on the shooting gallery. See how many of them you can knock down. The gun shoots 20 harmless cork balls without reloading."



**A Game of Wits 98c**  
"Gee, this is swell," say Billy and Ruth. "There are 176 questions and answers taken from the radio script used by Uncle Jim in his weekly Question Bee over NBC. There's a timing glass, too, and a score sheet. Percentage discs to award players. Any number can play this game that teaches as you play." No. BR66.

