



*Bon-Ton opens his pack to Billy and Ruth*

THE STORE FOR EVERYBODY  
**THE BON-TON** DEPARTMENT STORE

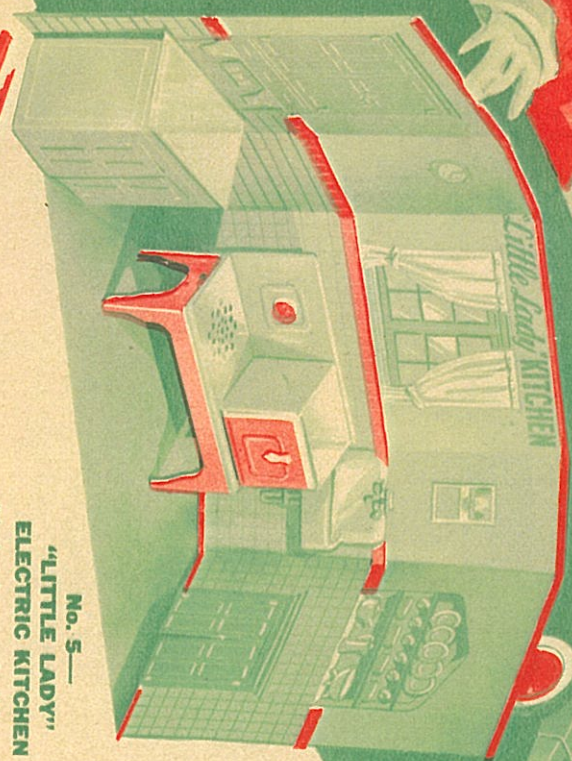
223-231 Northampton Street  
EASTON, PA. 1934

*Billy and Ruth*

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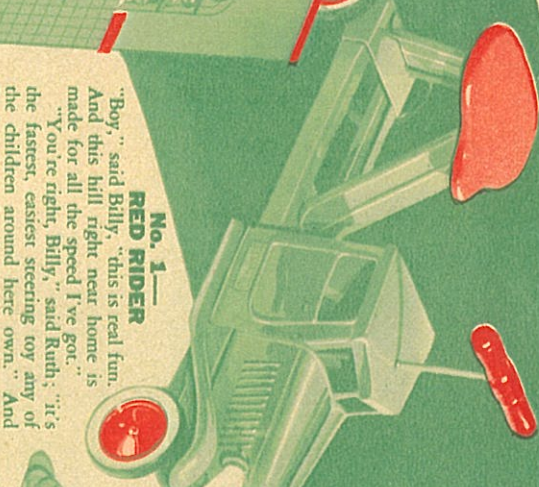
**H**ELLO girl fellows! Dad said down to the street Did we linger a got over the shoe And boy, did trains and toy electric rang him. We were a he said we're lu Ruth isn't th guesses she's go outter to begin rather go down Get Mother

P. S. We've des



**No. 5—  
"LITTLE LADY"  
ELECTRIC KITCHEN**

"At last I can cook all by myself without being in Mother's way," exclaimed Ruth. A complete kitchen with a real electric range that cooks. Utensils and food products shown in illustration are included. **94c**



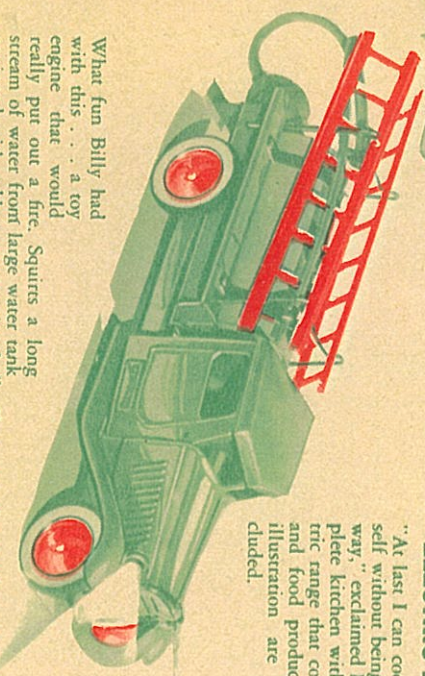
**No. 1—  
RED RIDER**

"Boy," said Billy, "this is real fun. And this hill right near home is made for all the speed I've got."  
"You're right, Billy," said Ruth, "it's the fastest, easiest steering toy any of the children around here own." And Ruth is right for this Red Rider has the latest type stream-line, nickel plated radiator and divided windshield. Strongly constructed of heavy gauge steel. Bright red enamel finish. Electric headlights, with battery. Steel wheels. Rubber tires. **\$1.29**



**No. 3—MICKEY MOUSE 21-PIECE TEA SET**

"Well," said Ruth, "boys like you may not appreciate it as much as my girls do, but we had a most delightful tea party with this set of metal dishes decorated with Mickey Mouse designs. Why? we had eaten all the food." Mickey looks so happy! And, because they're metal, the dishes don't break. Twenty-one pieces include 6 cups, 6 saucers, 6 four-ounce plates, tea pot with cover, and **44c**



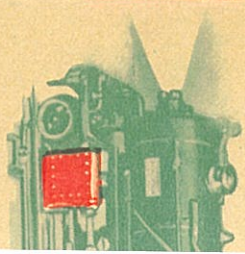
**No. 2—  
GENUINE  
"STRUCTO"  
PUMPING  
FIRE  
ENGINE**

What fun Billy had with this... a toy engine that would really put out a fire. Squirts a long stream of water from large water tank equipped with rubber compression bulb. Two extension ladders and red and green headlights which operate on electric dry cells. **\$1.95**



**No. 4—  
AMERICAN FLYER  
TYPEWRITER**

"I'll do my homework on it," said Ruth. "And I'll write my club reports and letters," said Billy. "It will make a game out of school work," said both. As neatly like a commercial machine as a toy has ever been made. Does not print from rubber characters but writes through a reversible ribbon from characters cut into metal. Long lasting, durable. Produces letters that look professional. Takes standard 8 1/2-inch width paper. Has self-aligning paper feed. **\$2.45**



# Look through this Book AND SEE WHAT SANTA HAS IN STORE FOR US

**H**ELLO girls! Hello fellows! Gee, we sure had the swellest treat! Dad said "Get ready, Billy and Ruth, and I'll take you down to the store to see Santa's advance display of Christmas toys." Did we linger a minute? I should say not — we got dressed so quickly he hardly got over the shock.

And boy, did our eyes open wide when we saw the display down at the store. Dad liked the trains and toy railroads as much as we did. Ruth wanted Christmas to come sooner so that she'd get the toy electric range that really cooks. Billy wanted to take that fire engine that really pumps water right home with him. We were all over the place — there's so much to see. And we think that Dad wishes he were a boy again 'cause he said we're lucky to live in an age when engineers and others sit up nights to design toys for us children.

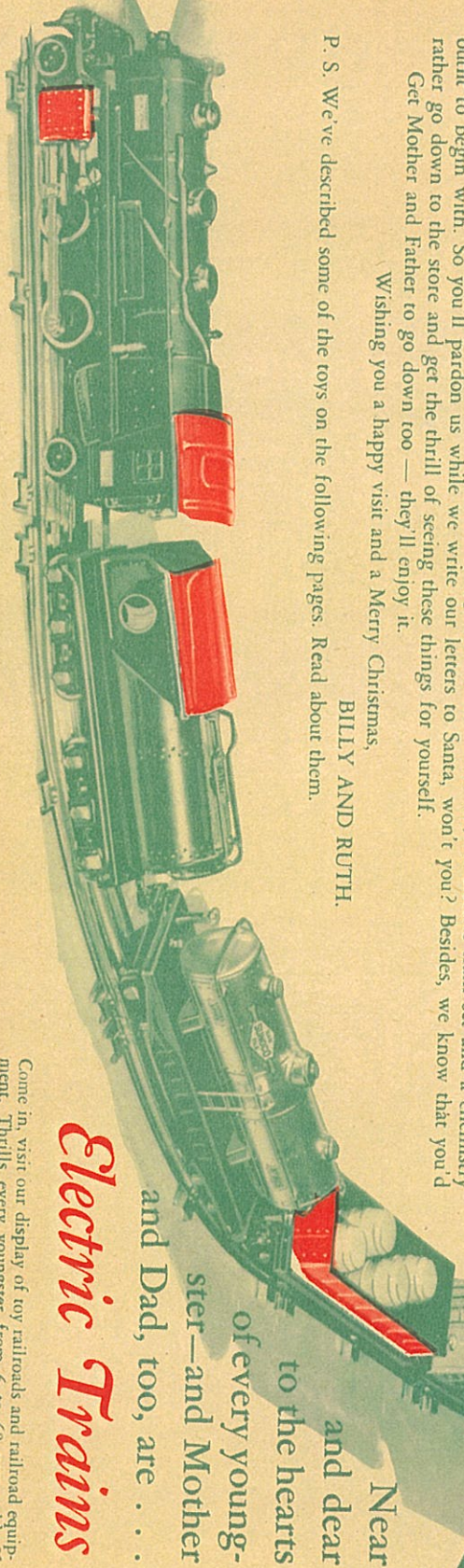
Ruth isn't through making up the list of things she wants. She's started with a doll, an electric range, some games, and guesses she's going to list the whole store. Billy wants a typewriter, an Errector set, an electric train set and a chemistry outfit to begin with. So you'll pardon us while we write our letters to Santa, won't you? Besides, we know that you'd rather go down to the store and get the thrill of seeing these things for yourself.

Get Mother and Father to go down too — they'll enjoy it.

Wishing you a happy visit and a Merry Christmas.

BILLY AND RUTH.

P. S. We've described some of the toys on the following pages. Read about them.



## Electric Trains

Near and dear  
to the hearts  
of every young-  
ster—and Mother  
and Dad, too, are . . .

Come in, visit our display of toy railroads and railroad equipment. Thrills every youngster from 6 to 60 years old. If you don't enjoy every minute, then you've never been a child.



**TEA SET**  
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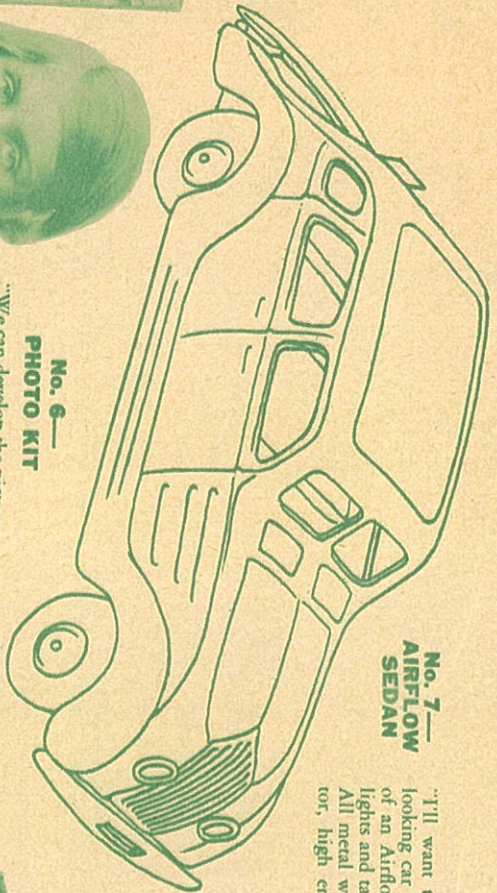


# PHOTO KIT



## No. 6— PHOTO KIT

"We can develop the pictures we snap," said Ruth. "Yes," replied Billy, "and make as many prints as we want." "Everything for taking, developing and printing real photographs," agreed Billy and Ruth. Contains camera with genuine Eastman lens, printing frame, Eastman film, Durez developer tray, 2 bottles of developer powder, fixing powder, measuring gears and rod, Durez fixing bath tray, photographic paper. Complete instruction book and photo album. **\$1.79**



## No. 7— AIRFLOW SEDAN

"I'll want this, too," said Billy. "It will be the speediest looking car in my whole toy garage." It's a 14 1/2-inch model of an Airflow design Chrysler, equipped with electric headlights and tail light. Powered by a famous spring-wind motor. All metal with rubber tires. Brightly nickel-plated radiator, high enamel body. Price, including battery. **98c**



## No. 9—PAIS O' FUN

A thrilling game that will bring lots of fun. Five colored marbles to match colors of pails, with full directions engraved on game. 23 inches long, 8 inches high. Let's get one and invite our friends to play," said Ruth. Billy enjoyed it so much that he really couldn't disagree with his sister. **94c**

## No. 8—FINGER PRINT SET

"If I had this set last year, I'd have found out which one of the fellows stuck their thumb on our newly painted fence," said Billy, "but Nick Carter will have nothing on me now." All the equipment necessary to record and detect fingerprints. Complete instructions and illustrations on pursuit of this scientific game. **50c**



## No. 10—LITTLE ORPHAN ANNIE EMBROIDERY SET

"This will keep me busy and keep my doll well dressed," said Ruth. Six real miniature dresses to fit the 7-inch bisque doll which comes with the set. Dresses are printed on cambric ready to be finished. Also includes a large "Orphan Annie" doll to be embroidered and filled with cotton, and a handkerchief to be embroidered. 4 skeins of silk, needles, hoops, scissors and trimmable included. **89c**



**89c**



**No. 13—ELECTRIC STREET CAR**  
"It really does so well along," shouted Bill when you press the all metal trolley electric light. Autoneer as car is pulled along battery included.



the speediest  
1/2-inch model  
electric head-  
g-wind motor.  
radia- **98c**  
ety.



**O' FUN**  
ill bring lots of  
s to match colors  
ons engraved on  
8 inches high.  
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isagree **94c**



**No. 12—TRAILER TRUCKS WITH BLOCKS**  
"Well, I won't have to load the trailer with spoons," said Billy. "Blocks are more fun." A truck and 2 trailers which make a unit 24 1/2 inches long. Twenty good-sized blocks embossed with letters of alphabet. Well made of selected wood. **89c**



"Well, here's one projector that really works," said Billy. "Yes, we can give a movie show every week with different pictures, too. Will you give a movie show to the girls in my club?" asked Ruth. The projector is equipped with a standard socket for a light bulb and the picture may be shown on any light surface, wall or sheet. 36 films to choose from. **98c**  
Movie Jector **98c**  
Films **10c**

**No. 15—MOVIE JECTOR AND FILMS**



**No. 11—MICKEY MOUSE EASEL BLACKBOARD**  
"Let's play school when we get this," said Ruth. "No, I want to learn how to draw Mickey Mouse," said Billy. 15 Mickey Mouse characters, numerals and alphabet on chart. Smooth, durable and washable. Painted in orange, red, white. **\$2.39**



**No. 13—ELECTRIC LIGHTED STREET CAR**

"It really does something besides rattle along," shouted Billy. "The light goes on when you press the bulb," said Ruth. And all metal trolley equipped with a bright electric light. Automatic bell rings loudly as car is pulled along. Bulb and battery included. **89c**

**No. 16—WORLD FIELD GLASSES**

"Dad says these were designed by the chief navigator of the first Byrd Antarctic Expedition," said Billy. High ground and polished lenses. High power. Includes suede strap for carrying over shoulders. "We'll have lots of fun at foot-ball games, scouting hikes and on Runo rides," said Billy to Ruth. **98c**



**No. 14—HEALTH RIDER**

"Guess we're too big for this," agreed Billy and Ruth. Exercise is fun with this safe toy. All steel except seat, which is of finest selected hard wood. No corners, no sharp edges. Glides over floor like modern furniture. Does not mar. Supports child of from 20 to 40-pound weight. Cannot tip over. **96c**

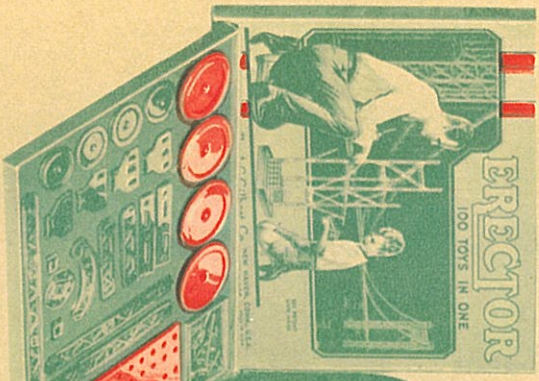


"I WANT EVERY ONE OF THE TOYS ON THIS PAGE"

*Billy*



"Everybody knows Erector sets," said Billy to Ruth.  
 "Yes," replied Ruth, "and girls like to play with them as well as boys."  
 "Girls, huh! Dad and Mother always join me, just as they will when I get that Stanlo set and the chemistry outfit," replied Billy.

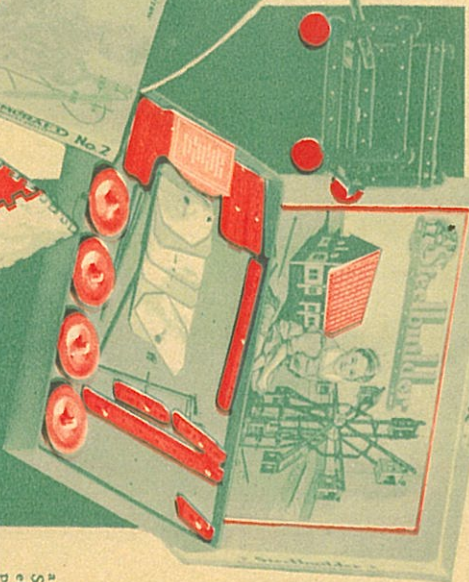


**Nos. 19-20—ERECTOR SETS**  
 "I'm not going to be left out this year," said Billy. "Last year all the fellows 'cept me got an Erector Set." Hundreds of thrills for the boy engineer. Builds models of every description. Add parts as needed. Size 1 builds 50 different models, including a jib crane and a battleship, a truck, etc. Size 3 builds 75 models, such as a ferris wheel, a drawbridge, etc. Complete How-to-Make 'Em Book with each set.  
 Size 1 **\$1.00**  
 Size 3 **\$2.50**

**Nos. 17-18—CHEMCRAFT OUTFITS**  
 "Chemistry is important to industry and in criminology," said Dad to Billy. "And in cooking and testing fabrics," said Mother to Ruth. Here are two Chemcraft sets. Size 1 has 20 different chemicals and pieces of apparatus and enables you to perform 134 scientific experiments and tricks. Size 2 contains 34 items and allows you more than 240 experiments and tricks.  
 Size 1 **89c**  
 Size 2 **\$1.85**

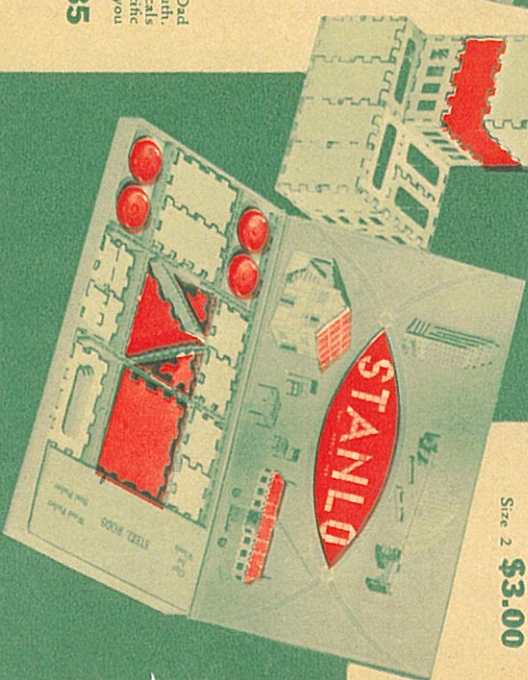
**No. 21—STEELBUILDER**

"Boy, now I can build a castle with real walls," said Billy. Punched and grooved girders which hold together with interlocking corner pieces. Also uses bolts and nuts. Builds realistic models in color. This set contains girders, shafts, wheels and plenty of flat panels so necessary in making realistic models.  
**\$2.95**



**Nos. 22-23—STANLO BUILDER**

"Gee, another construction set," said Billy. "and this one builds projects with solid steel walls. I don't need nuts or bolts because Stanlo units are self-locking." Size 1 builds 50 models. Size 2 has more pieces and colors. Complete instruction book with each set.  
 Size 1 **\$1.25**  
 Size 2 **\$3.00**



**No. 28**  
 "You can play one with mine," said Ruth when we get tired in this Gold Chase are three action games on the back of each beautifully lithographed. A set of checkers is included in each set.



**No. 3**  
 "Both of us can other children to steel posts, two to play. Exchanging an



**No. 26—BASKETBALL**  
 "It's full size," said "That's why I want Made of extra heavy able, pebble grained rubber valve bladder. Can play with inflating and lac- **\$1.**

GE"  
Billy

riders with real walls," said Billy. "I don't like the riders which hold together. Also uses bolts and nuts. Builders resist models. This set contains riders, shafts, wheels and plenty of flat pins. It is so necessary in making realistic models."  
**\$2.95**

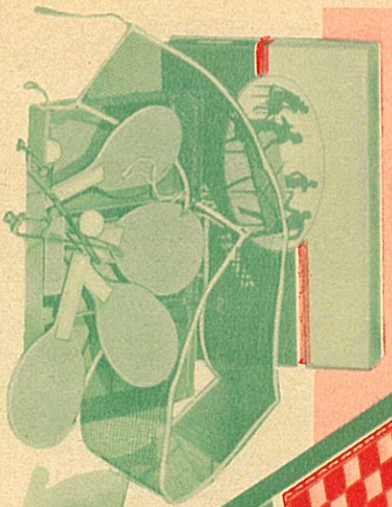
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Size 1 **\$1.25**  
Size 2 **\$3.00**

**No. 29—GOLD CHEST OF GAMES**

"You can play one game with your friends while I play one with mine," said Ruth. "Yes," replied Billy, "and when we get tired, there's always another game in the Gold Chest of Games. There are three board games (all metal) and on the back of each action game is a beautifully illustrated board game. A set of checkers and a pair of dice included in each chest."  
**\$1.19**



**No. 30—TABLE TENNIS SET**

"Both of us can play," said Ruth, "and we can invite two other children to play with us." Four sanded rackets, two steel posts, two balls, and a 60-inch net. For real play. Exciting and good exercise. Rules included.  
**98c**



**No. 26—BASKETBALL**

"It's full size," said Billy. "That's why I want it." Made of extra heavy, durable, pebble grained, imitation leather. Cemented rubber valve bladder. Complete with inflation pump and lac-ing needles.  
**\$1.59**

**No. 27—FAMOUS NO. 5 UNION ROLLER SKATES**

"The gang's got their skates and now we can join em," said Ruth. "Sure," replied Billy, "and we'll have the best skates of the lot. Genuine Union Roller Skates. Strong, well finished ball bearing. Adjustable to any size. Leather ankle straps."  
**\$1.39**  
Price per pair



**No. 25—FOOTBALL HELMET**

"Now Mother won't be afraid to let me play," said Billy, to which Ruth replied, "And it makes you look so professional that the other teams will fear you." A skull protector for young players. Padded with felt. Made of stiffened, reinforced leatherette.  
**88c**



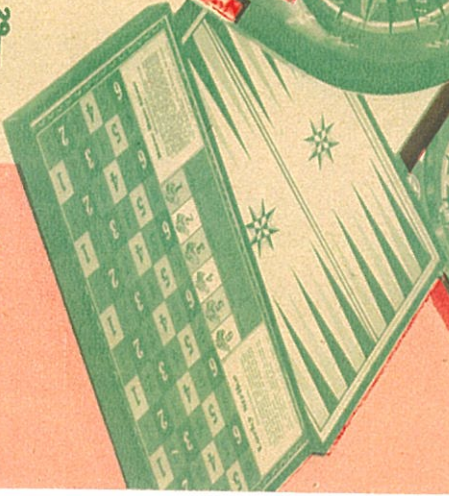
**No. 24—VALVE TYPE FOOTBALL**

"Our team needs this," said Billy. "It's a genuine split cover football that will take a lot of punishment."  
**88c**



**No. 29—GOLD STAR GAME**

"My friend, George, says this is the most popular pin game in the lot. I sure want to own it and play him," said Billy. Plenty of exciting action. Solid construction. Good spring action.  
**\$1.00**



Billy and Ruth's parents decided long ago that no home can have too many games. There are rainy days, unexpected visitors, and other times when busy minds and idle hands are better off engrossed in good lean fun.

"It's real fun to have different games instead of playing the same one all the time," agreed Billy and Ruth.

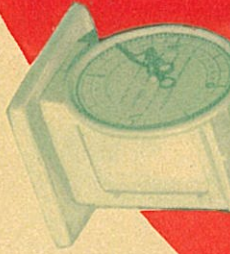
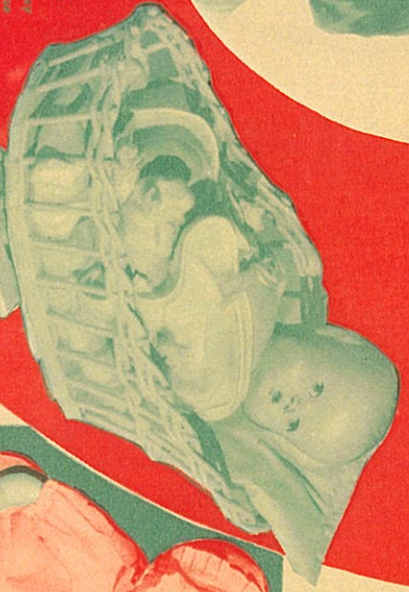




**No. 32—  
DOLL ON SCALE**

"Please I can't get off of my dolls," said Ruth. "I want one as a doll scale. This doll is 7 1/2 inches high, has movable head, arms and legs, dressed in elegant, both sides and neck. It has a basket on its back and perfect feet together with beautiful ribbon." (Children, please see item 3)

**\$1.95**

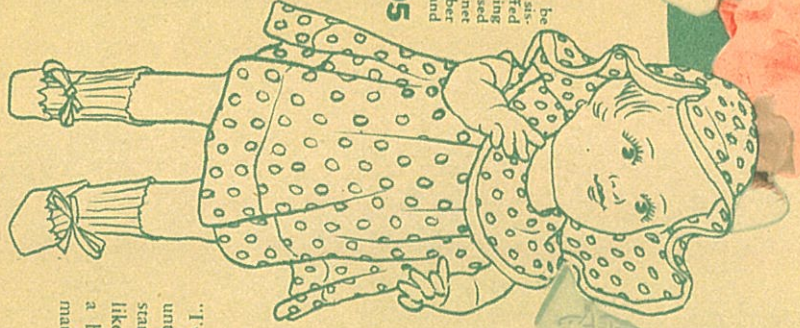
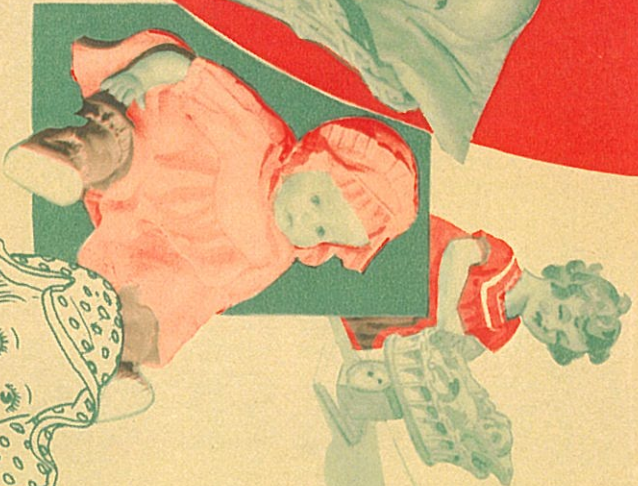


**No. 36—  
DOLL'S BED**

"Now I'll have to make doll's bed when Mother makes hers, and put doll to sleep before I go to my bed," said Ruth. "Big enough to take a large doll. Size 14 x 26 inches. Made of hard material, well constructed according to Colonial design. Complete with mattress." **\$1.79**

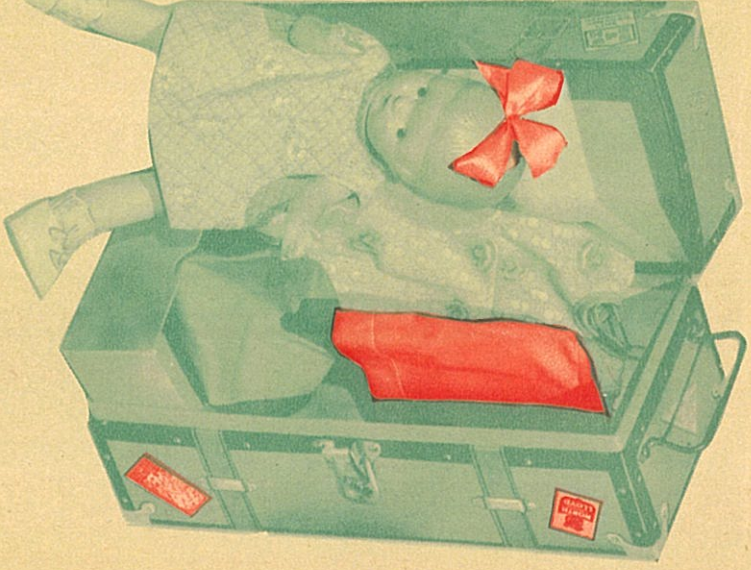
**No. 34—  
BABY DOLL**

"Oh, and this one will be the other doll's baby sister," said Ruth. "Stuffed body with a voice, moving eyes and lashes, dressed in organdy dress, bonnet with match, petticoat, rubber pants, moccasins and stockings." **\$1.95**



**No. 31—TRUNK AND DOLL**

"Just the doll to take with me on an auto trip or a vacation trip," said Ruth. "A lithographed trunk containing a 11 1/2-inch doll with turning head, movable arms and legs. Dressed in a percale dress; underwear, shoes and stockings. Two metal hangers, extra pair of pajamas and extra sport coat with beret to match are included." **98c**



**No. 33—RUTH'S FAVORITE DOLL**

"I've already named her but I'm going to keep it a secret until Christmas morning," said Ruth. "17 inches tall, she stands by herself. Has moving head, arms and legs. Ruth likes her open mouth because she can feed her doll from a bottle. Dressed in organdy, with bonnet to match. Has shoes, stockings, undies and petticoat." **98c**



**No. 40—  
METAL GROCERY STORE**  
"You can be the grocer. I'll buy food for Ruth. Looks like store, with striped wrapping paper, play money. Merch all samples of well." **\$1.50**



**No. 42—  
AND SA**  
"We can play so and really keep is divided into 3 is depressed. Made with gold trim. 4 1/2 Play money pie

**No. 35—  
DOLL CARRIAGE**

"Just the thing for me to take dolly out for a stroll," said Ruth. "Has the fibrous hood and body, stationary gear, wire handles. Size of body 16 x 8 inches. Wire spoke wheels with rubber tires. Reclining back. Finished in tan." **\$2.49**

