



REG. U.S. PAT. OFF.

Billy and Ruth

1939

MARCH OF

TOYS

*Featuring Their
Friends*

HAROLD W. T. PURNELL

Georgetown, Del.

1939

THE CHRISTMAS GIFT STORE FOR THE ENTIRE FAMILY

*your friends:
Billy and Ruth*

Billy and Ruth present a few of their many friends

Dear friends:

We are sure happy to introduce to the boys and girls of America, these of our friends, who will have loads of fun playing with the swell toys we have helped Santa select this year. Be sure to tell Mother and Dad to look thru this toy book and visit the Dealer whose name appears on the front cover and then keep this copy for your very own. Don't forget to write us at Box 333, Philadelphia, Pa. We'll sure be glad to hear from you and will answer your letters quickly.

Your sincere friends,
Billy and Ruth

Buy early—a small deposit will secure any selected articles until Dec. 20th.

Do your Christmas Shopping at the Store whose name appears on the front cover of this book.



PEGGY

JIMMY



GEORGE



CLARA



JEAN



HOWARD



PEARL



DORIS



ELSIE



JACK



TOM



IDA



HELEN



FRANK



TED



ED



FLORENCE



ARTHUR



BETTY



BEN



CHARLEY



MARGIE



MAY



FRED



MILDRED



MARY



BOB



BERT



ALICE



DOT



RALPH



HARRY



SARAH



ETHEL



DAVE



ANN

GAMES

Selected by Sarah
and Ben, two friends
of Billy and
Ruth

Hi-Yo-Silver LONE RANGER TARGET GAME

"Boy, oh boy, is this fun," cries Ben. "Just watch me add up a real score." Scores are divided off so that a high score can be made by putting darts within the rope loops. A pencil is imposed for hitting Lone Ranger or Silver. Complete with gun and four Alumin-um shaft darts. . .

No. BR8

98¢

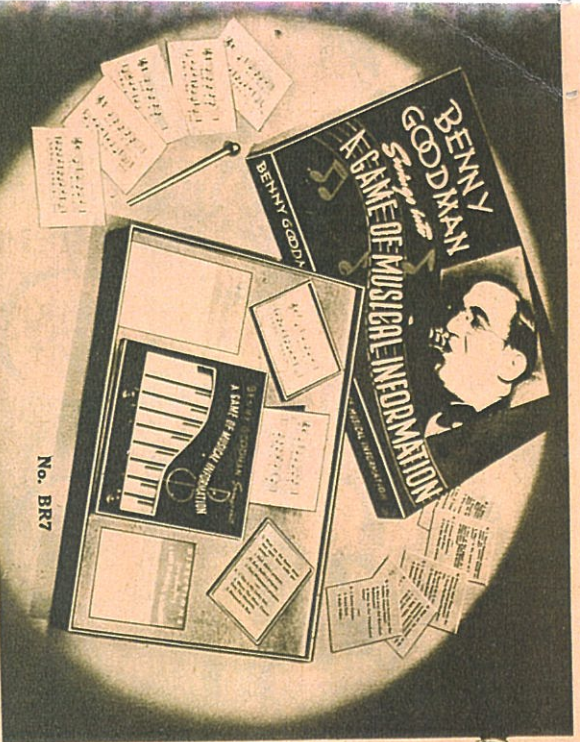


A Game of Musical Information

BENNY GOODMAN SWING GAME

The King of Swing gives you the most original and appealing game. Any number can play. Game has the "Swing-Plano-Box", a new type of instrument, exclusive with this game. Has complete directions.

98¢



LET'S COOK A Game for Little Housekeepers

"You'll want this game," says Sarah. "It's amusing and fascinating and at the same time, educational. A sporty game for grown-ups, too."

49¢



No. BR2



TRANSPORT PILOT

A realistic aviation game for air-minded young Americans. Based on Department of Commerce regulations, players compete to be first to become a transport pilot.

49¢

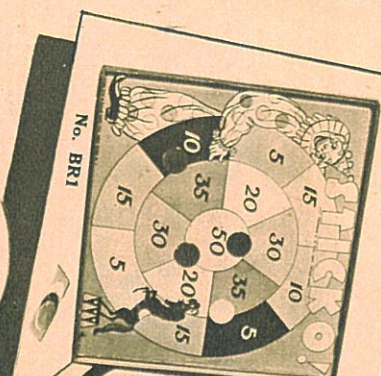


No. BR4

STICKO

This is grand fun. A colorful circus scene is the background for a target covered by Sticko's magic surface. The discs count where they land. Complete with rules. . . .

25¢



No. BR1



Learn while playing

HAPPY TIMES TABLE

You just can't do without this game. It gives you many happy hours and at the same time you are learning your Multiplication Tables. Provides fun and amusement for Mother and Dad, too.

49¢

Spin the Wheel— Call the Animal

ANIMAL BINGO

Plenty of action and color in this game. The wheel has pictures of animals instead of numbers, which you cover up like in regular Bingo. It's different!

98¢

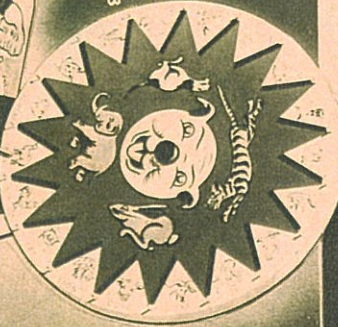
Boys and Girls become thrifty shopkeepers with "WE PLAY STORE"

Everyone likes to play "store"—you can buy and sell and make change. Two to six of your friends can play. You get six large cards, 150 counters and cardboard play money. . . .

98¢



No. BR3



No. BR5



Billy and Ruth 3



**Billy's
Friend, Ed,
Hits a Moving
Target on his
MECHANICAL
SHOOTING GALLERY**

\$2.00
"Watch me knock off one of those moving ducks," shouted Ed. "Think it's easy?—well, you just try it. When you hit a moving duck, it falls over and a number appears. This shooting gallery is just like the one I saw at the carnival." Made of metal, finished in bright colors. 15 ins. long, 12 ins. high. With it you get a double-barrel target gun and 6 suction cup darts. No. BR10

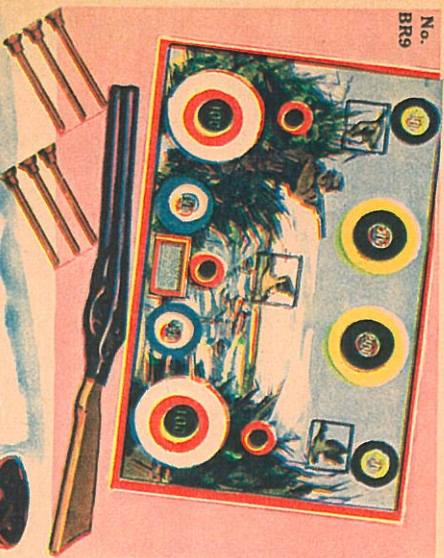
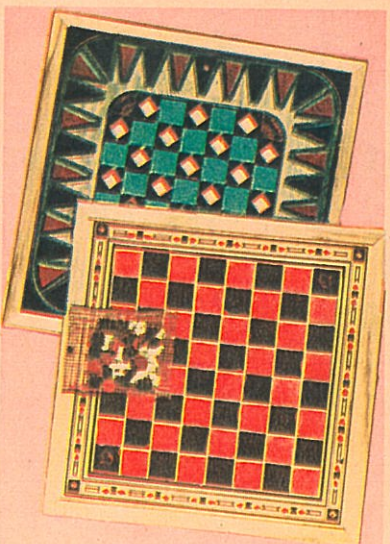


**"DUCKING DUCKS"
TARGET GAME**

\$1.00
When you hit one of the 3 ducks it disappears a number appears. Then add to this score by hitting bull-eyes on target. Made of metal, 14" x 23". A double-barrel target gun and 6 rubber suction cup darts included.

CHEKANNON BOARD

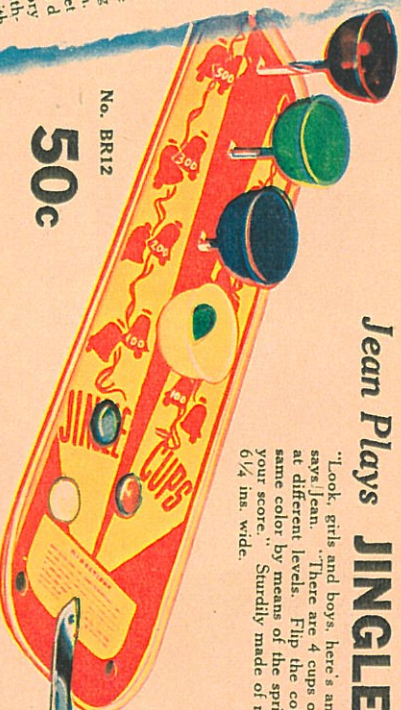
\$1.00
Five games (Checkers, Chess, Backgammon, Chess, Check and Yumpp) can be played on the 2 sides of this big 19 1/2 in. square plywood board with heavy wood frame. Complete with checkers and chess men.



**Test Your Skill
ARCHERY
SET**

\$2.00

Ed likes Archery, too. "It's all the reggie," he says. This big set has a target on a trip on a Hickory stand. Hickory Bow and 4 feathered arrows with rubber suction cups. No. BR13B



**Jean Plays
JINGLE CUPS**

"Look, girls and boys, here's an entirely new game," says Jean. "There are 4 cups of different colors and at different levels. Flip the colored discs in cup of same color by means of the spring shooter to double your score." Sturdily made of metal, 18 1/2 ins. long, 6 1/4 ins. wide.

No. BR12

50c

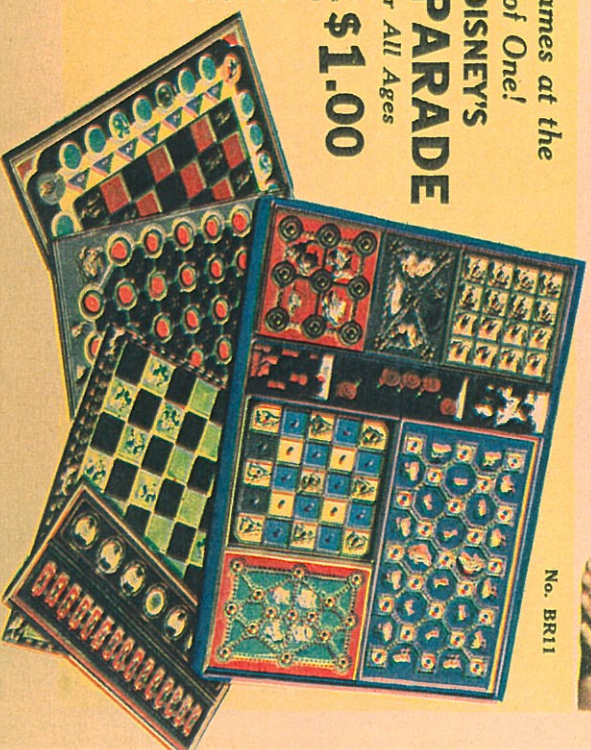
No. BR11

**Fifteen Games at the
Price of One!
WALT DISNEY'S
GAME PARADE**

Games for All Ages

\$1.00

There's a whole parade of Walt Disney's characters (Seven Dwarfs, Donald Duck, Mickey Mouse, the Three Pigs, etc.) on the four brightly colored playing boards and two peg game platforms. Fifteen games for all ages may be played, from simple Tic-Tac-Toe to Chess. Complete with checkers, chess pawns and



**Another Thrilling
Game
ANIMAL
ARCHERY**

\$1.00

Choice of several animals on targets, 16" x 36". Each target is marked off into scoring zones and with a 36-in. Hickory bow and 4 feathered rubber suction cup arrows included.

No. BR13R





MILTON BRADLEY

Games

Billy and Ruth's
friends Bob and Ann
play

GO TO THE HEAD OF THE CLASS

Bob's ten years old, Ann is twelve. They say this is great fun for all you boys and girls their age or older, who like to play games that test your knowledge of things learned in school.

"Burch" and "Dimples," "Skinny" and "Red" are some of the pupils (you can take your choice). You move your favorite from desk to desk, according to how correctly you answer teacher's questions in spelling, history, geography, etc. The winner, of course, is the one who gets to the head of the class first. Two to eight can play.

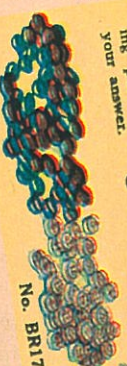
\$1.00

The new "What'd'ye Know" radio
game that's all the rage

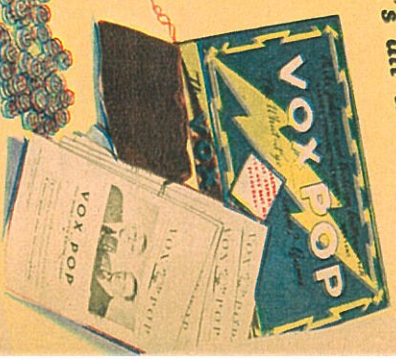
VOX POP

Another question and answer game for the older boy and girl. You and your friends (any number) can play Vox Pop as they do on the radio, drawing from question bags and scoring points for their answers.

50¢



No. BR17



No. BR15



THREE FINE GAMES FOR BOYS AND GIRLS

"Facts worth knowing." Your Choice of "Science," "Government" and "Fine Arts." Cards ask the questions — hard ones count 5 points, easy ones 2 points. A book contains all the answers.

Your Choice 25¢

No. BR18

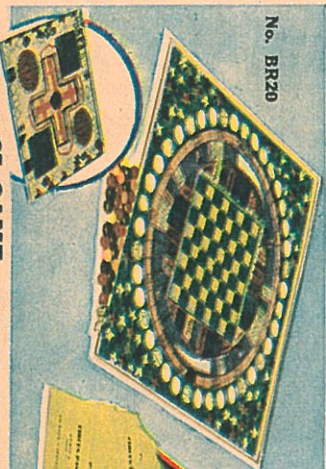


Your Choice ... 25¢

- CINDERELLA
- THREE LITTLE KITTENS
- GINGERBREAD BOY

Story games that little folks know and will love. 2, 3 or 4 can play. Bright colored playing board, spinner and playing pieces.

No. BR20



25 GAME

COMBINATION BOARD

Think of it—25 different games—every one lots of fun—can be played on the two brightly colored sides of this board. There are games for every age. Playing pieces and dice included. You'll enjoy Ghost, Flight, Hilarity-Hop, Zigzag Trail, Seven-Eleven, Checkers, Whiz, Clean Up, Rocket Trip, All Star, Put and Take, Game of Fate, Crokinole, Speed Boy, Game of India, Game of the States, Cannonade, Smoke Screen, Bee-Na, Go-Bang and all the others.

25¢

No. BR16



PECK'S BAD BOY

You all know the story of "Peck's Bad Boy" With the Circus, and no doubt, you've seen the movie, too. Well, here's the game of Peck's Bad Boy that is a scream. You remember how Bill and his friends got into the circus and all his adventures inside. Well, it's just like going to the circus with Bill when you play this game—there are hot dogs, and the strong man, clowns and elephants, too. And the trouble Bill gets into. You'll enjoy this game for 2, 3 or 4 players. Large, colored playing board and playing pieces.

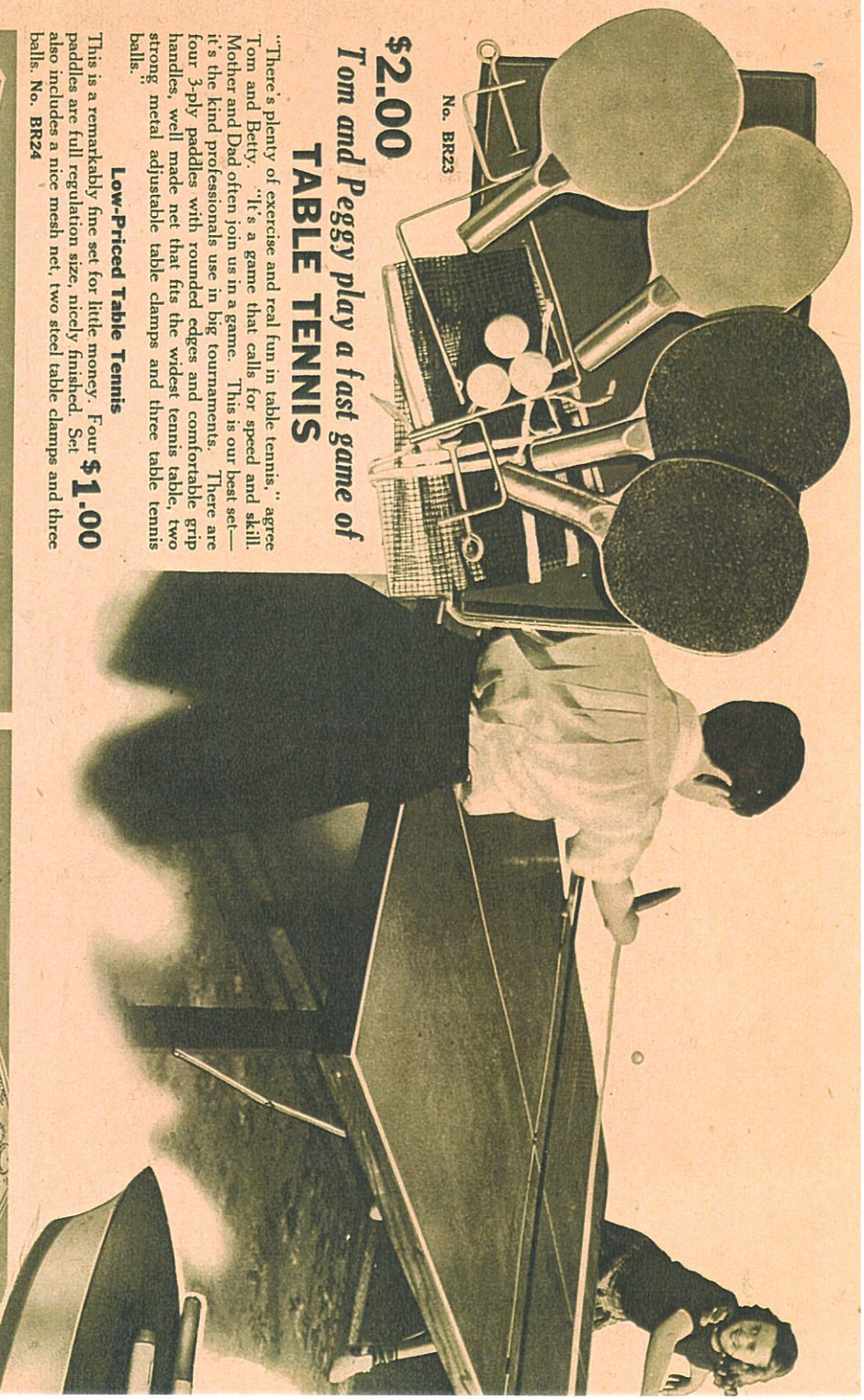
\$1.00

PINOCCHIO

This game is based on the story of Pinocchio, the Merry Puppet, who was created by Gepetto, from a piece of wood found in a carpenter's shop. As soon as Pinocchio was made, he decided to run away so that he would not have to go to school and study. In the game, the 2, 3 or 4 players take Pinocchio through his adventures with Fire Eater, the Fox and Cat, the Fairy, and the 3 Doctors. Familiar places in the story such as the Gray Goose Inn, the Fairy's House, Field of Wonders, Village of the Busy Bees are all in the game. Moving around the large, colored, playing board, player reaching the Cottage of the Talking Cricket first wins the game.

\$1.00

Billy and Ruth 5



No. BR23

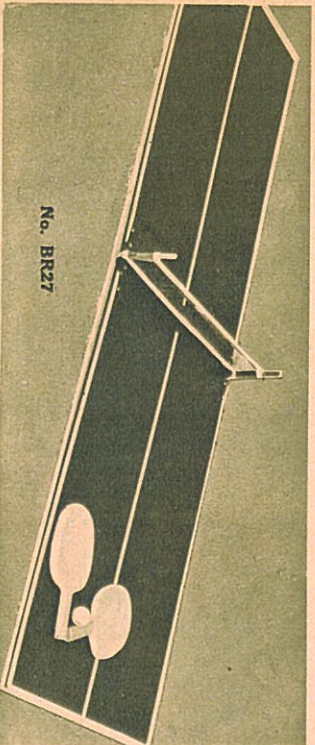
\$2.00

Tom and Peggy play a fast game of TABLE TENNIS

"There's plenty of exercise and real fun in table tennis," agree Tom and Betty. "It's a game that calls for speed and skill. Mother and Dad often join us in a game. This is our best set—it's the kind professionals use in big tournaments. There are four 3-ply paddles with rounded edges and comfortable grip handles, well made net that fits the widest tennis table, two strong metal adjustable table clamps and three table tennis balls."

Low-Priced Table Tennis

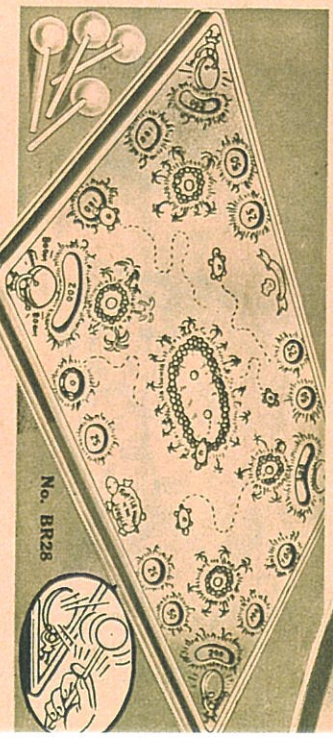
This is a remarkably fine set for little money. Four **\$1.00** paddles are full regulation size, nicely finished. Set also includes a nice mesh net, two steel table clamps and three balls. No. BR24



No. BR27

Now you can play Table Tennis on Any Table! TABLE TENNIS TOP AND OUTFIT

Play table tennis in any room. Just lay table tennis top that's 72" x 24" across a table and play—the net is already in position. Top folds in half—easily put away in closet. Top is made of Masonite and will not warp. Playing surface finished in green with court marked off by white lines. Two paddles and a ball included.



No. BR28

This New Game is making a Big Hit! TURTLE HUNT

Frank says: "Turtle Hunt is more fun because you play against opponents. You can steer your turtle thru the jungle by beating with rubber drum stick on the tom-tom in corner. Watch out or your opponent will steer your turtle into a trap."

\$1.00

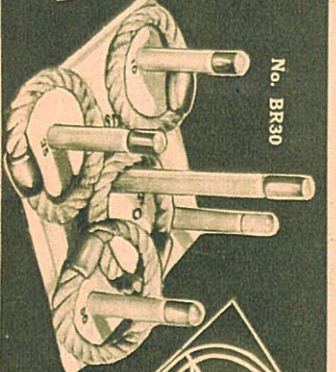


No. BR35

ABC LOTTO

A dandy game that two to eight kiddies of "pre-school" and "early-school" age may play. Helps teach the forming of simple words of the alphabet and colors. Eight large cards with words and 64 counters in eight different colors.

\$1.00

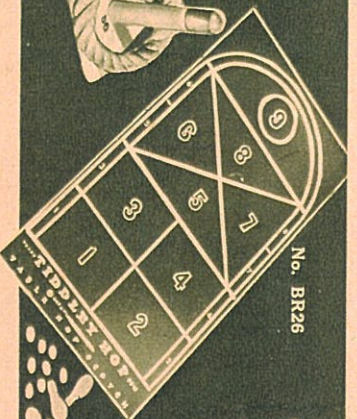


No. BR30

RING TOSS

"Mother and I play against... Daddy and Billy," says Ruth. "Center peg is the hardest, but it counts 100, so try for that." Hardwood base and 5 pegs nicely varnished and tipped in color. Ring the peg of same color as wooden spoon on rope ring for double score.

\$1.00

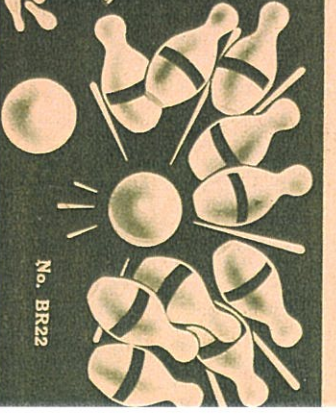


No. BR26

TIDDLEY HOP

You've played Hop Scotch and Tiddledy Winks, we're sure. Tiddley Hop is a combination of these. The object is to snap a wink into each of the 9 numbered areas laid out on the green felt playing field in fewest turns.

50c

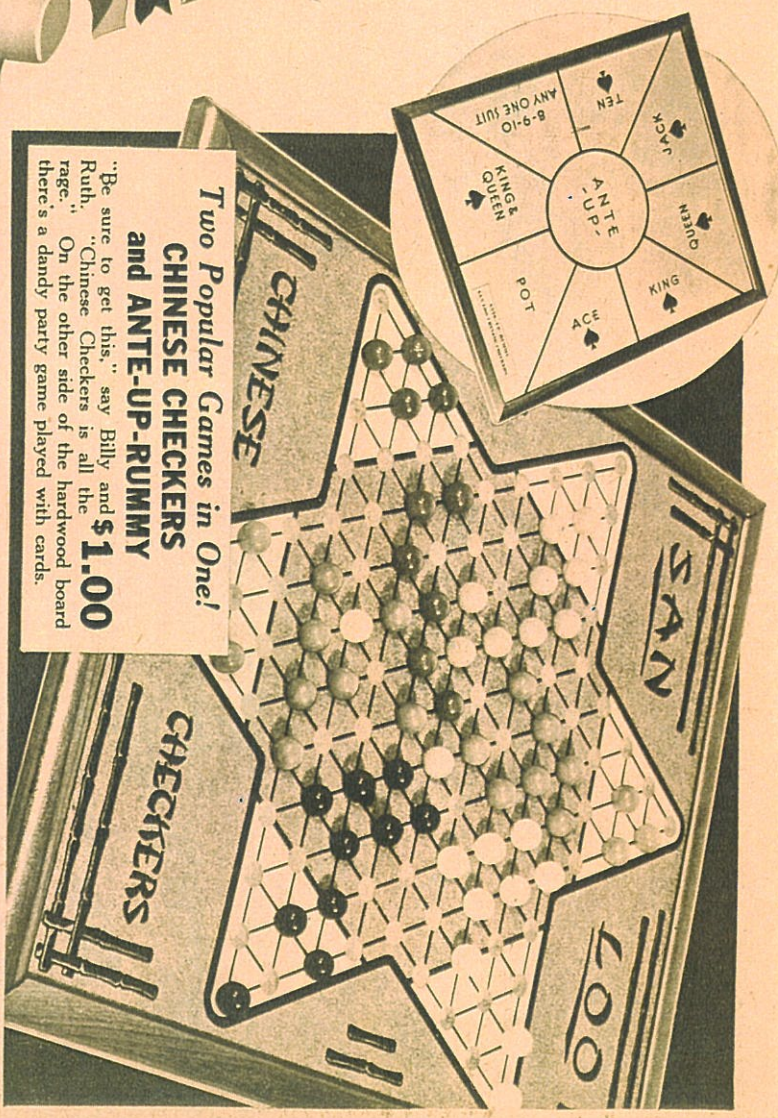


No. BR22

DUCK PINS

Billy often watched his Daddy play Duck Pins at the bowling alley. Now he has a set of his own that is made exactly like the big ones, only smaller. Ten varnished hardwood duck pins with red stripe and 2 red wood balls.

50c



**Two Popular Games in One!
CHINESE CHECKERS
and ANTE-UP-RUMMY**

"Be sure to get this," say Billy and \$1.00 Ruth. "Chinese Checkers is all the rage." On the other side of the hardwood board there's a dandy party game played with cards.



No. BR32

Billy says:
"Look, Fellows,
a Battle at Sea!"

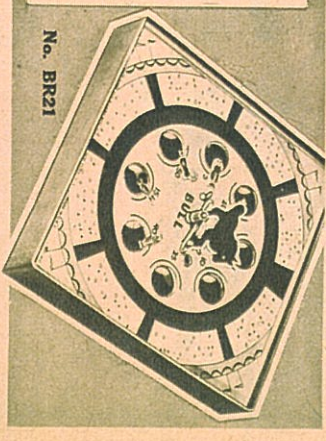
BATTLESHIP WITH SHOOTING GUNS

Play you're in the Navy—Captain of \$1.00 this big battleship, putting out to sea. Enemy ships appear—load one of the guns. Ready—Aim—Fire! A hit. Fire the other gun. Another perfect shot. Big 16-inch realistic wood battleship in gray with varnished deck. Two guns shoot wooden projectiles. 6 small dummy guns. Four standing ship targets.



**A Dandy Game!
DODGE the BULL**
You'll marvel—your friends will too—at the rousing, raving bull storming about the center of the arena lined with a crowd of spectators. He's chasing the matadors, foreadors and pickadors, butting them into the 8 holes around edge to score your points. A thrilling magic magnetic game.

25c



No. BR21

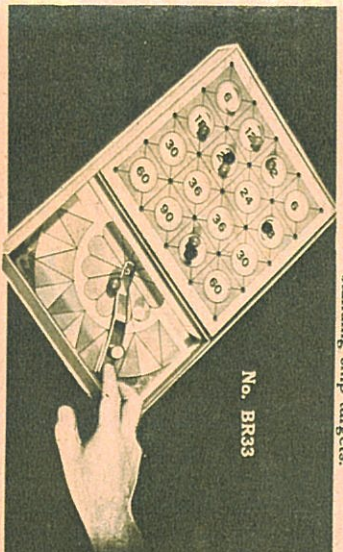
**Hit the Bullseye—
Your Dart Goes Thru
BUST-EM
TARGET GAME**

This 9 1/2-in. square metal target has replaceable paper bullseye. Colored circles and corners score points too. With target pistol and 2 rubber section cup darts.

25c



No. BR31



No. BR33

**A Skill Game—Lots of Fun
FLIPPO**

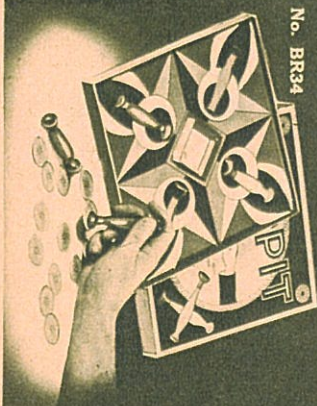
Ruth likes this new game of skill. "So full of action," she says. You put a marble on the metal spring board, flipping it on to the platform where it drops into one of the numbered openings to score. "But if more than one marble drops into a hole, you have to divide the score," Ruth warns.

50c

**Exciting—
KUPPIT**

Bob's favorite. "Four can play. There's a wild scramble to pick up the greatest number of discs with Kuppit handle fit with rubber suction cup. Looks easy? Well, there's a catch in it—some discs have little holes in 'em to make it hard."

50c



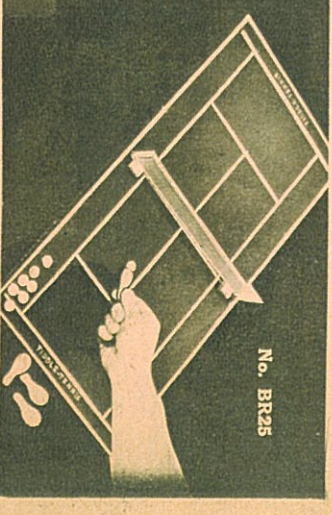
No. BR34

**Combines the fun of Tiddley
Winks and Table Tennis**

TIDDLE TENNIS

Ann calls it "a great game." A combination of Tiddley Winks and Tennis. Green felt miniature tennis court has net over which you snap the winks with paddle shaped chips instead of hitting a ball as in tennis.

50c



No. BR25



HEAVY DUTY STAKE TRUCK

New streamlined, cab over engine style. Heavy gauge steel. Miniature hand truck included. Size, 21" long, 6½" high and 5¾" wide. **98¢**



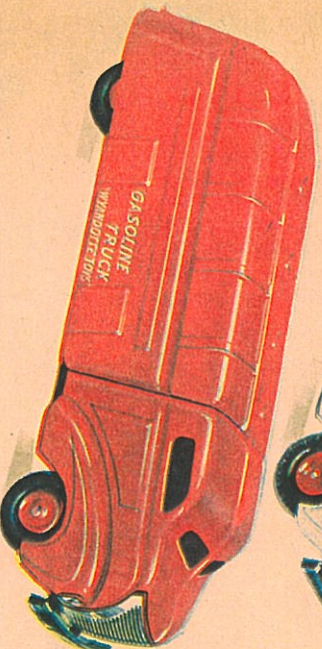
HEAVY DUTY DUMP TRUCK

New streamlined truck, cab over engine style. Heavy gauge steel. New style dumping arrangement, body raises and then dumps and back opens. Miniature shovel included. Size 21" long, 6½" high and 6¾" wide **98¢**



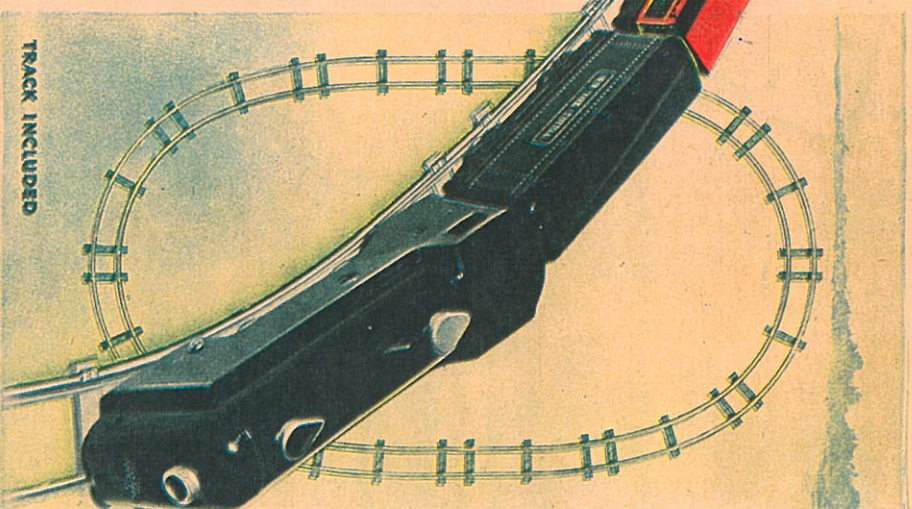
HEAVY DUTY MOTOR BUS

New streamlined replica of the latest cab over engine style bus. Heavy gauge steel, door on rear opens. Size 21" long, 6½" high, 5¾" wide. **98¢**



HEAVY DUTY GASOLINE TRUCK

New style cab over engine truck. Heavy gauge steel. Door on rear which drops down forming ramp to load. Size 21" long, 6½" high, 7¼" wide. **98¢**

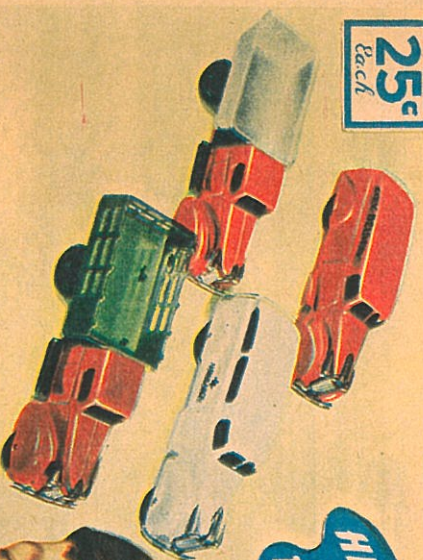


TRACK INCLUDED

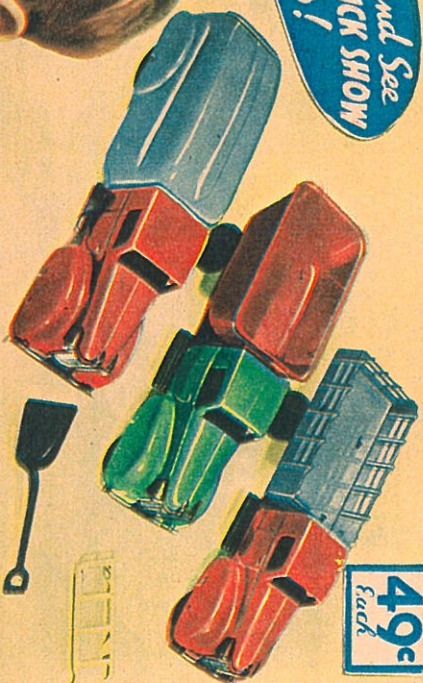
No. BR39 MECHANICAL FREIGHT TRAIN

Just wind them up and away they go awhizzin! No matter how many other toys you select from this Book, you will want one of these fine wind-up train sets. Sturdily built with super power Spring Motor. Looking for plenty of action? Here it is!

25¢
Each



ALL FELLERS
Come On Over and See
THE BIGGEST TRUCK SHOW
in Years!



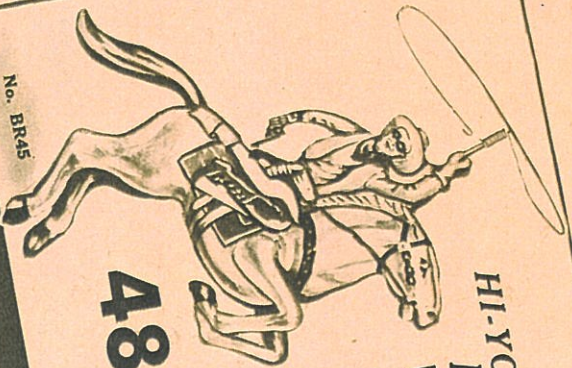
49¢
Each

No. BR36
Every boy will want a fleet of these. It is truly the finest Truck assortment in years. Pick your choice from these dandy models. Made of heavy steel. About 11 inches long. They are just the "latest word" and will please every boy.



No. BR37
The very latest models. Your choice of a Stake Truck, or a Dump Truck, or a Delivery Truck. They are fine big items, about 16 inches long. Added features.—Made just like real Trucks with all the trimmings. A barrel of fun for wide awake boys. Truly what every boy can have a lot of fun with.

HI-YO-SILVER! Here's the LONE RANGER MECHANICAL TOY



No. BR45

48¢

"Boy, oh boy, wait til you see this toy in action," says Billy. The Lone Ranger whips a lasso over his head in a circle. His other hand holds a pistol and down, swings up and prances on while Silver prances on his hind legs.

A Good Doggie! ROLLOVER PLUTO



No. BR44

49¢

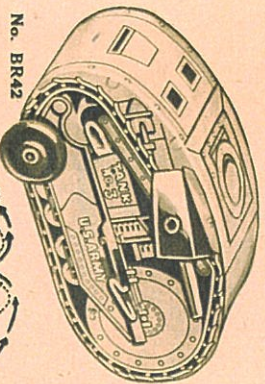
He runs along the ground and at intervals, rolls completely over sideways, lands on his feet and then continues his forward action.



RUNS ALONG

TURN'S OVER

CONTINUES



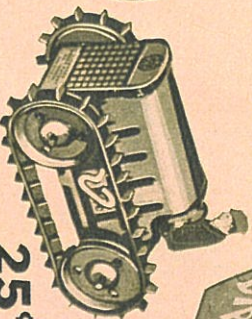
No. BR42



Big TURNOVER TANK

As Tank is running, a separate arm controlled by the motor drops down and forces tank over on its back. It rolls completely over to its original position and continues to run in same direction as previously.

49¢

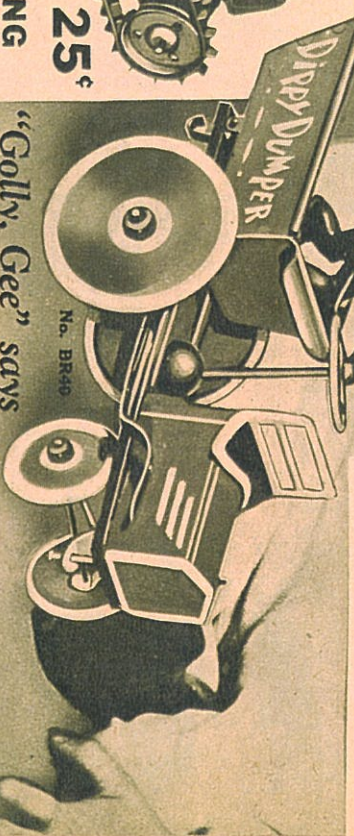


No. BR41

25¢

CLIMBING TRACTOR

Watch this Tractor climb steep grades and run over obstacles. It is equipped with sure-grip, endless rubber belts, spring motor and has key attached. Has man in the seat and a brake for starting and stopping.



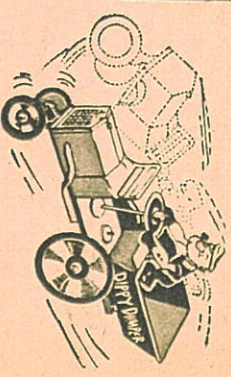
No. BR40

"Golly, Gee" says Harry—"Look at this funny

POPEYE DIPPY DUMPER AUTO"

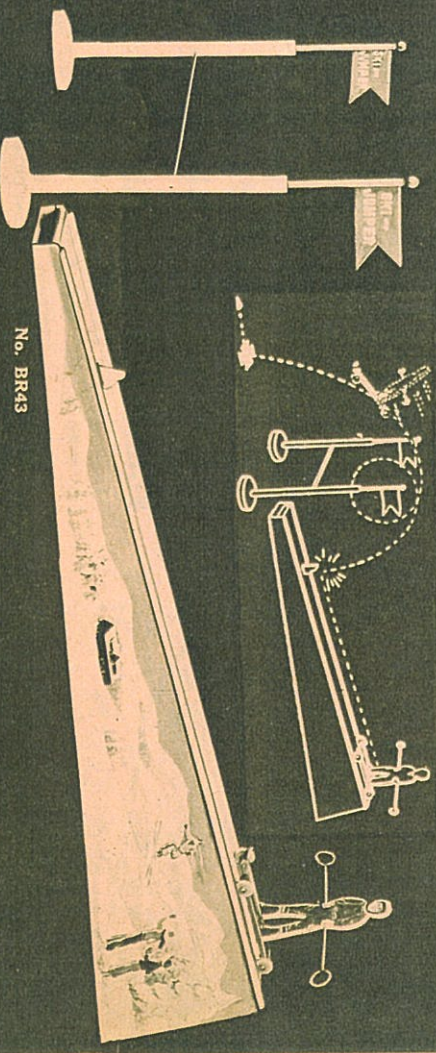
You just must see Popeye as he loses control of the truck. Watch Popeye hang on to the wheel, as truck goes back and forth and around in circles. It has heavy clockspring motor with key attached.

49¢



Flash! Down the incline he comes . . . turns a somersault and over the bar he goes! It's the new
SKI-JUMPER
Has Skier and two flag poles connected by wire cross bar. Remarkable action and it's very amusing for both young & old.

98¢



No. BR43