

# GILBERT ERECTOR



Tell Dad to get you an **ERECTOR.**

It's a dandy beginner's set. Large assortment of parts and How-to-Make-'Em Book. You can make different **\$1.00** models such as jib crane, battleship, etc.

No. BR137

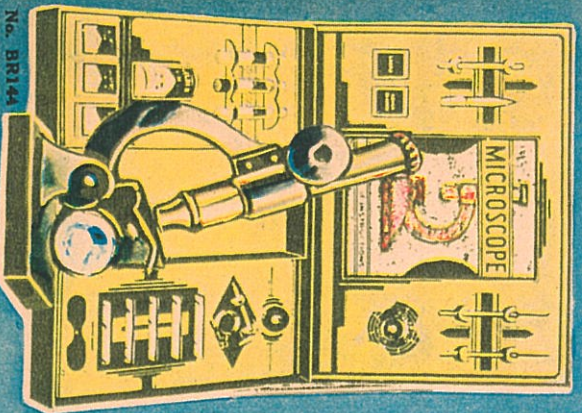
With this "Apprentice Set" you can build ever so many things such as a ferris wheel, draw bridge, etc. Book included tells you how. **\$2.50**

No. BR138

The Set with powerful mechanical motor. No wires, batteries or transformer necessary. Build windmills, trip hammers, trucks, etc., and then—watch 'em run. Boy, this set is **\$5.00** real!

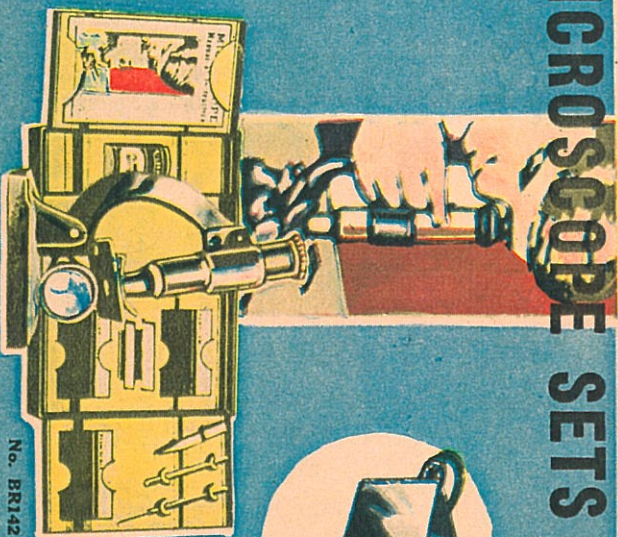
No. BR139

## MICROSCOPE SETS



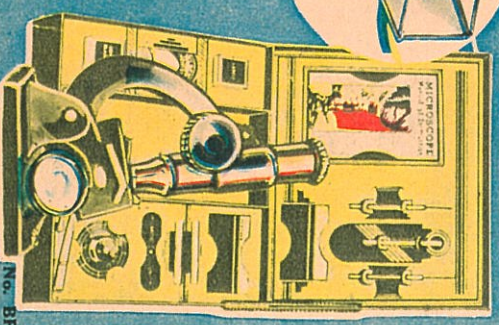
No. BR144

"Gosh!" says Arthur, "look at the beautiful color in that piece of human hair, as seen through the 200-Power Polarizing Microscope contained in this Set." In addition, set contains mirror, clips, dissecting needles, chemicals, stains, etc. **\$3.50**



No. BR142

This set has a 150-Power Microscope, with arrangement for tilting, spring clips to hold slides, an adjustable mirror, slides, specimens, dissecting needle, forceps, etc., to enable you to study the wonders of Nature. **\$1.25**



No. BR143

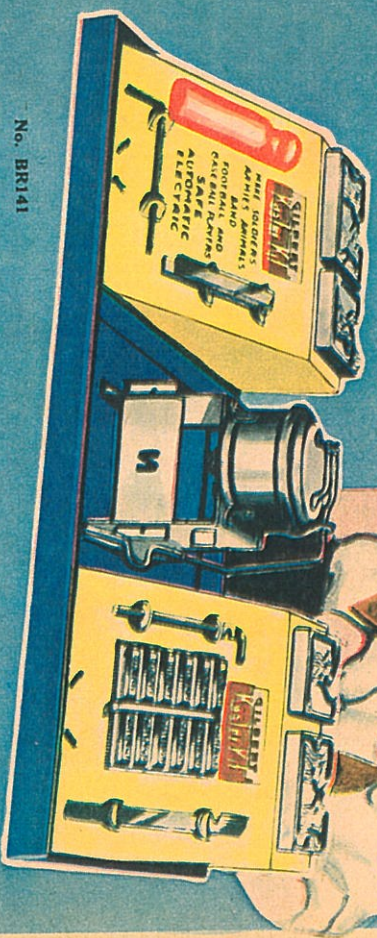
Gorgeous color come to life under the polarizing Microscope. Set contains Polaroid, J.V., and 150-Power Microscope. Adjustable mirror, glass slides, specimens, cover glasses, dissecting needles and manual. **\$2.50**





*Ralph and Dave have  
swell fun with their...*

## KAISTER KITS



No. BR141

You can make whole armies of soldiers. Your friends will like them so well, they'll want you to make some for them, and you can earn some extra spending money. Set contains complete outfit for casting soldiers, etc. Electric and Automatic and has Underwriters' approval. Tell Mother and Dad they've nothing to fear, set is perfectly safe. Mounted on Steel Base.

**\$3.50**

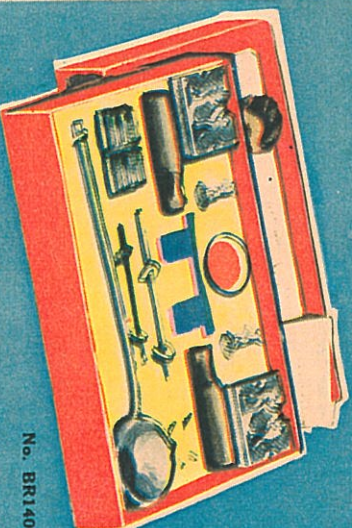


No. BR148

## PUZZLE SET

"It's loads of fun trying to dope out these puzzles. Set contains 13 of them and complete instructions. You'll be the life of every party," says Billy. "For they'll be hard for every one but you."

**50c**



No. BR140

Ralph says, this is real simple to operate. It's non-electric. Mold, pin locks securely in spring grip receptacle. Wooden handles for lifting. Complete with 1 Mold, cleaning and handling tools, 6 pigs metal pouring ladle, can of paint for coloring and instruction sheet.

**\$1.00**

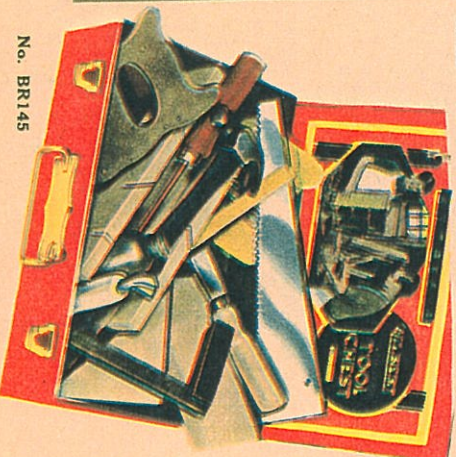


No. BR147

## MYSTO MAGIC

Ten tricks, simple and easy for you to perform, yet your audience will marvel at your "magic." Includes the famous and mysterious Photoplasmic Mystery, Vanishing Handkerchief, Phantom Card Trick, etc.

**\$1.00**

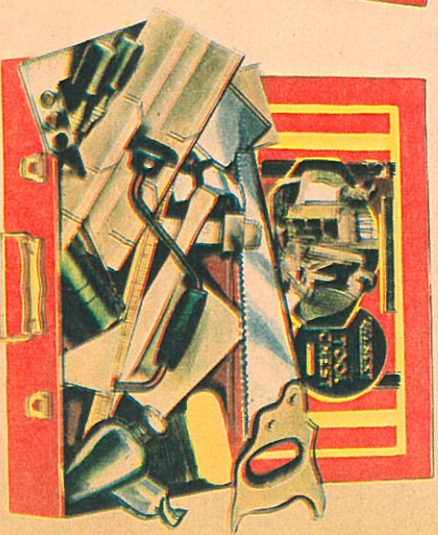


No. BR145

## TOOL CHEST

Billy says, "You can be a real help around the house doing those little odd jobs." Set contains 10 pieces in blue metal carrying case with brass handle.

**\$1.00**



No. BR146

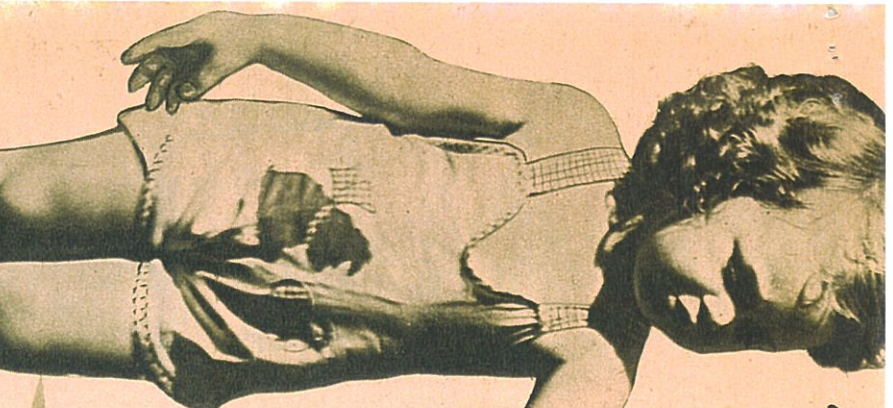
## TOOL CHEST

Just think—18 useful tools in this dandy Set. You can go in for carpentry in a "big way." Tools are in a red metal carrying case with brass handle. You'll be so proud to own this Set.

**\$2.50**



"Mama, that's what I want"  
says Ruth's little  
neighbor, Clara



## Big Values in TUBULAR VELOCIPEDES

Isn't it a knockout? Look at its streamlined construction. Adjustable nickel-plated handle bar and "comfort" saddle. Has a dandy mudguard, too. Equipped with one inch rubber tires. Finished in Dubonnet, with fancy white head and white striping, silver wheels with Dubonnet rims.

**12 IN. SIZE**  
**\$5.50**

**16 IN. SIZE**  
**\$6.35**

**20 IN. SIZE**  
**\$7.40**

## Low Priced VELOCIPEDES

Boy, wait 'til you see this snappy looking model. Indian red finish with cream wheels and handle bar. Rubber tires and pedals. Adjustable handle bar and saddle.

**10 IN. SIZE**  
**\$2.59**

**13 IN. SIZE**  
**\$3.19**

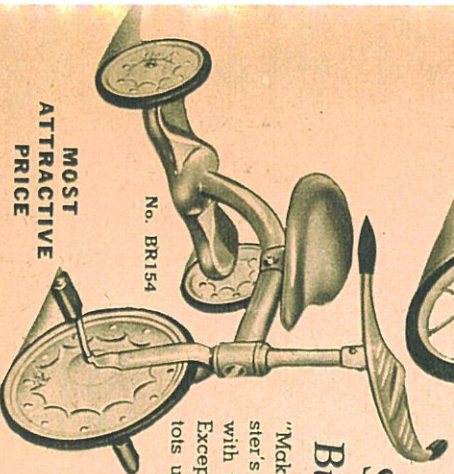
No. BR152



## Speedy Little Bike for Tots

"Make some little youngster's dream come true with this Bike", says Ruth. Exceptionally sturdy and lasts up to three years will love it. Full tubular construction. Has adjustable saddle and handle bar.

No. BR154

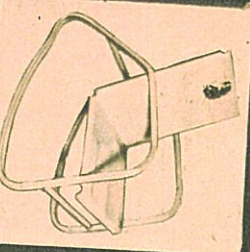


**MOST  
ATTRACTIVE  
PRICE**

32 Bell and Bell

AIRPLANE CONSTRUCTION, LIGHT IN WEIGHT BUT RUGGED  
KNOCKS DOWN TO A SMALL UNIT  
NUTS AND BOLTS ELIMINATED  
CHAINS ADJUST FOR HEIGHT OF SWING

See how  
happy it  
has made  
little  
Jimmy



UNFASTEN SHARP  
ON CHAINS AND  
USE ROCKER  
SEPARATELY

No. BR155

## ROCK A SWING

Actually two-toys-in-one! Use it as a Swing and when kiddie desires a new toy, just unsnap the chair and presto!—you have a modern streamlined Rocker. Just think—no tools are necessary to assemble or take down this toy.

USE IT  
OUTDOORS  
OR  
INDOORS

RUBBER  
TIPS  
PRICED LOW



## Now Alice has this nifty ZEPHYR AUTOMOBILE

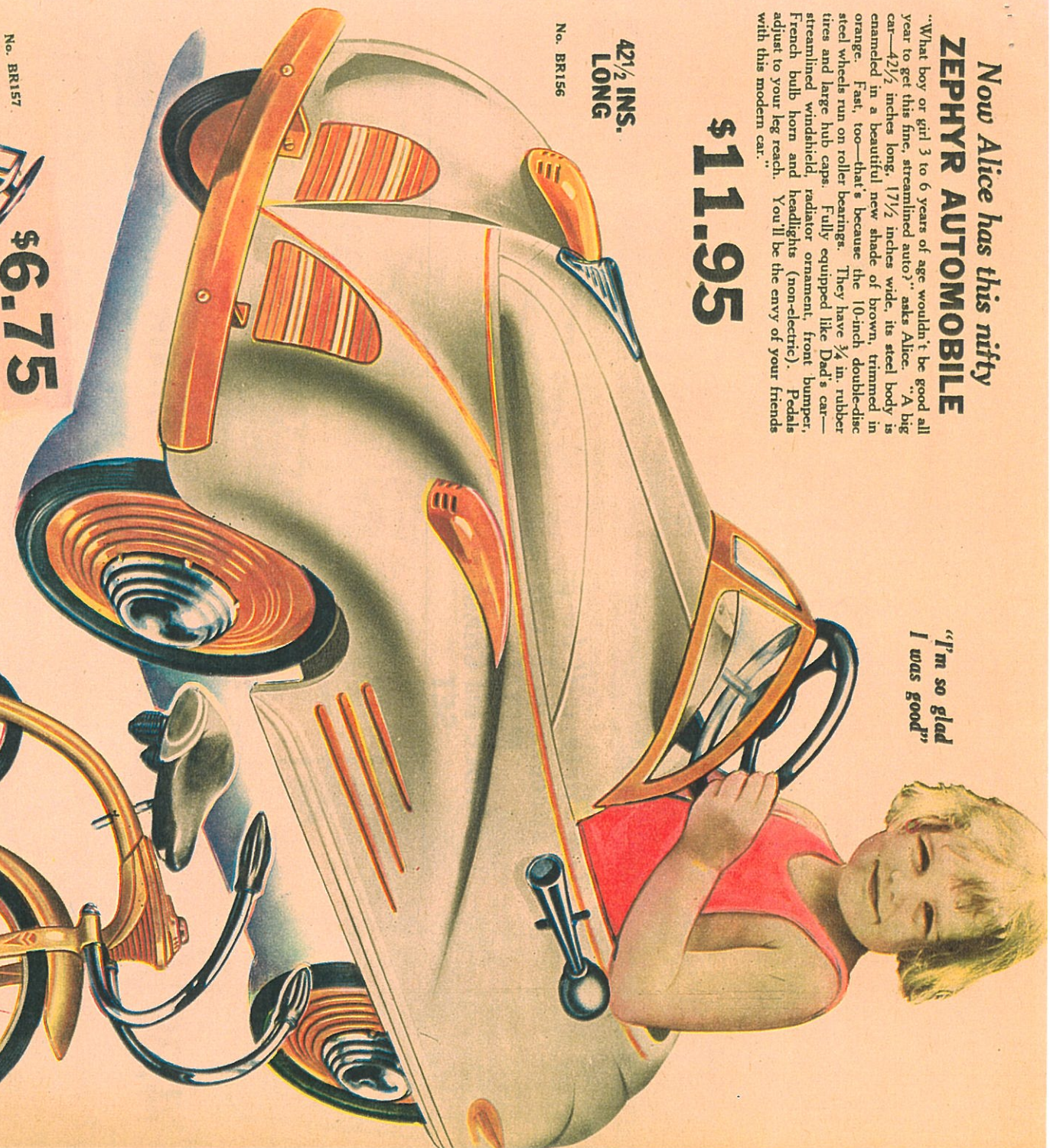
"What boy or girl 3 to 6 years of age wouldn't be good all year to get this fine, streamlined auto?" asks Alice. "A big car—42½ inches long, 17½ inches wide, its steel body is enameled in a beautiful new shade of brown, trimmed in orange. Fast, too—that's because the 10-inch double-disc steel wheels run on roller bearings. They have ¾ in. rubber tires and large hub caps. Fully equipped like Dad's car—streamlined windshield, radiator ornament, front bumper, French bulb horn and headlights (non-electric). Pedals adjust to your leg reach. You'll be the envy of your friends with this modern car."

"I'm so glad  
I was good!"

# \$11.95

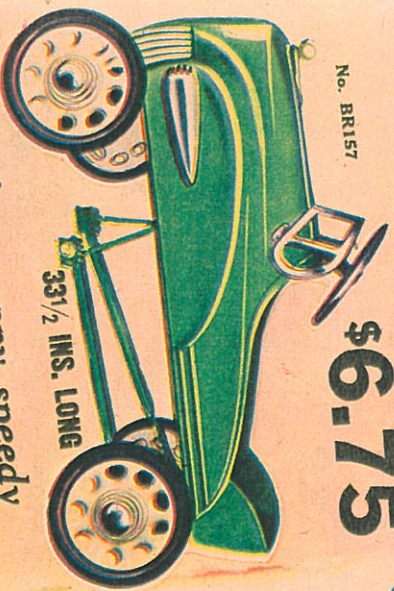
42½ INS.  
LONG

No. BR156



# \$6.75

No. BR157



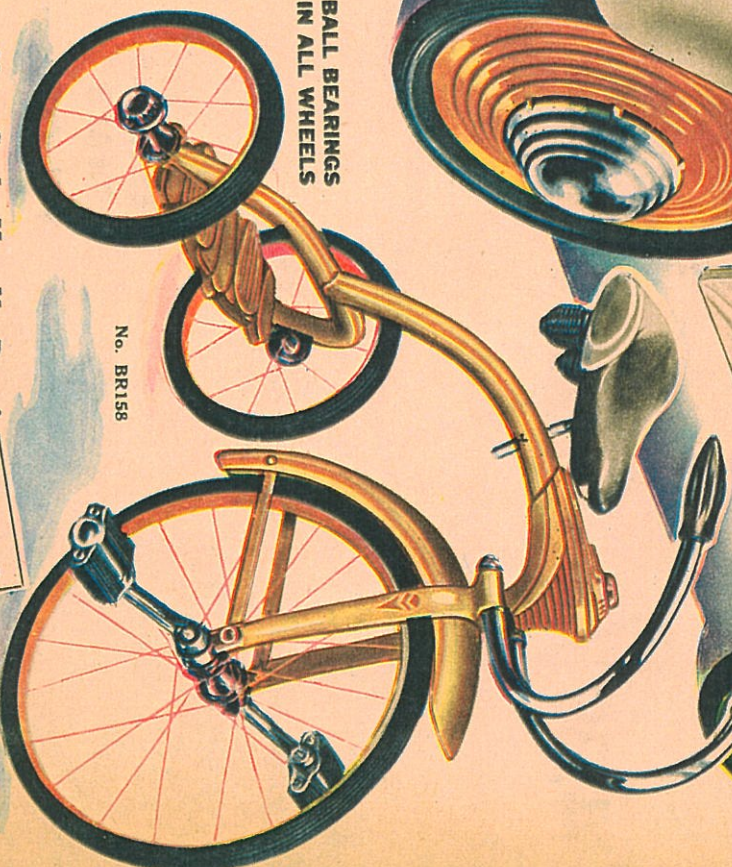
33½ INS. LONG

## Here's a snappy, speedy ROADSTER

Other cars will have to take your dust as you speed along in this flashy green roadster with ivory trim. It's the ideal low-priced car for any tot 2 to 4 years old. 33½ ins. long, 17 ins. wide. Latest artillery-type 8-inch disc steel wheels have large beaded hub caps and rubber tires. Body of sturdy ornament and long dummy headlights. Steel to give many miles of happy motoring.

BALL BEARINGS  
IN ALL WHEELS

No. BR158



## New Style Handle Bars! TUBULAR VELOCIPEDES

12-IN. SIZE  
\$8.95

20-IN. SIZE  
\$10.95

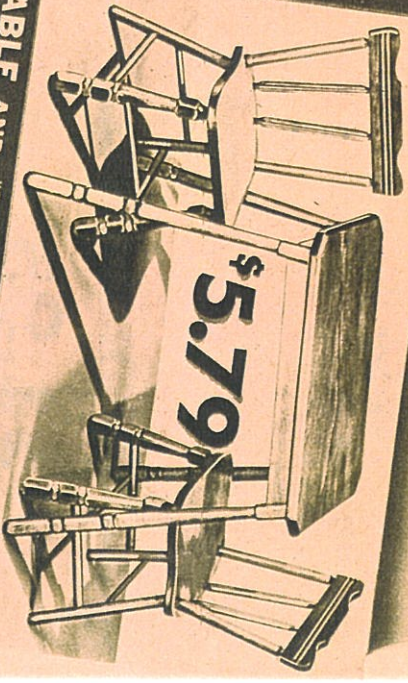
16-IN. SIZE  
\$9.95

The newest thing on wheels—and the finest. Note the new under-slung handle bars that make steering easier. Heavy 1¼-inch electric welded tubular frame will "take it" for years. All wheels run on ball bearings and have bicycle-type spokes and 1-inch rubber tires. Pedals and saddle also the kind used on bicycles. Fender on front wheel. Large rear platform. Beautiful colored enamel finish.





*Ruth's friends  
Pearl and Ethel  
are having a  
Tea Party.  
Won't you  
come?*



**\$5.79**

**TABLE AND  
CHAIR SET**

"Gosh," says Ethel, "Isn't this Set a honey? Look at the heavy turned club legs on the Table and Chairs and the finish is Early American Maple and will fit in nicely with your play room furnishings".

No. BR160

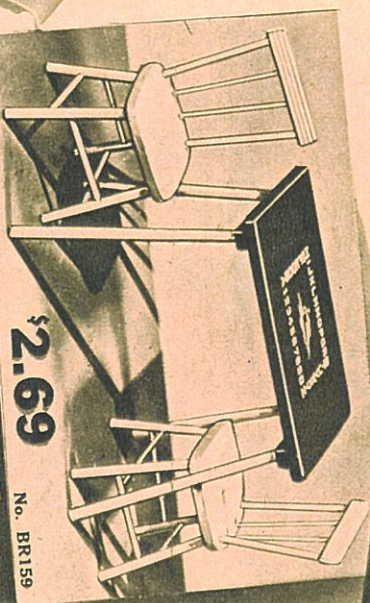
*Your Tea Party will be a  
great success with this*  
**METAL  
TABLE and CHAIR  
SET**



No. BR161

**\$4.39**

Table is one-piece steel embossed top with round corners. The chairs are form-fitted for comfort, and they have arm-rests, too. Set is smartly designed and streamlined. Your friends will love it and you'll be so proud to own it



**\$2.69**

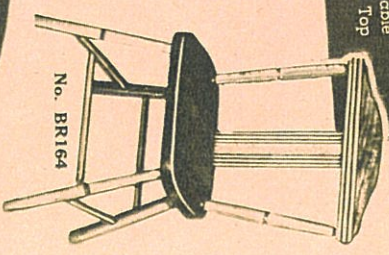
No. BR159

**TABLE AND CHAIR SET**  
It's such fun to entertain when you have a lovely Table and Chair Set. This one has Cadet Blue Table Top with Ivory Chairs and Table Legs.

*A Good Sturdy  
CHAIR*

A dandy Chair in beautiful Maple finish. Practical for the play room or nursery. Children will love it and it's built to last a long time.

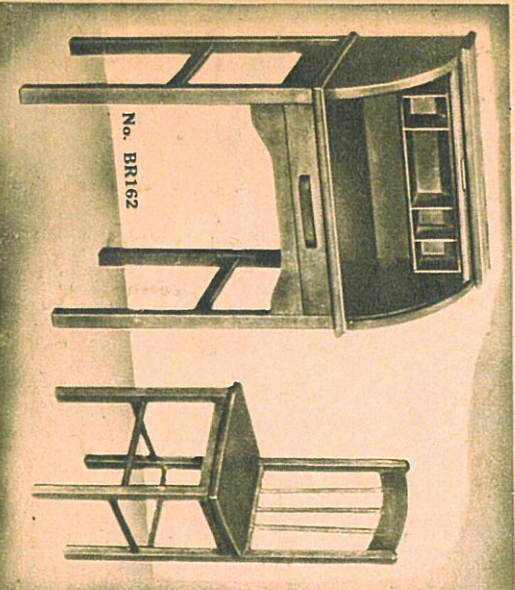
**\$1.49**



No. BR164

*Modern Metal*  
**ROCKER**

"A beautiful streamlined Rocker," says Pearl, "and be sure you tell Mother that it is tumble-proof." It cannot upset either sideways or back-

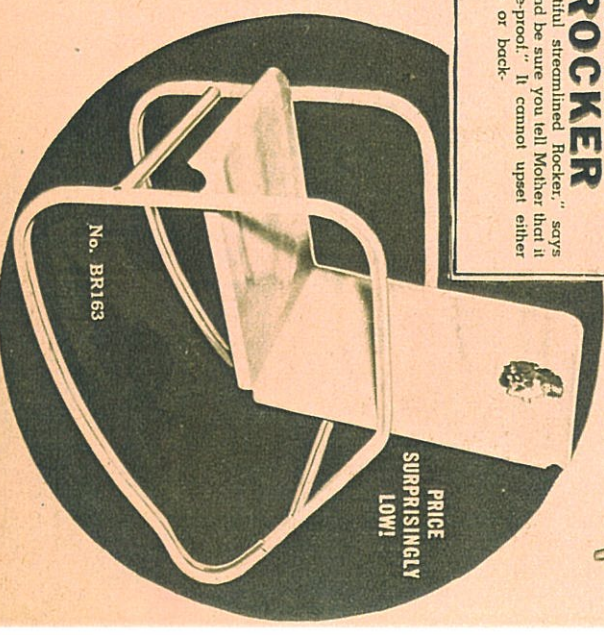


No. BR162

*A beautiful  
DESK AND  
CHAIR*

**\$7.95**

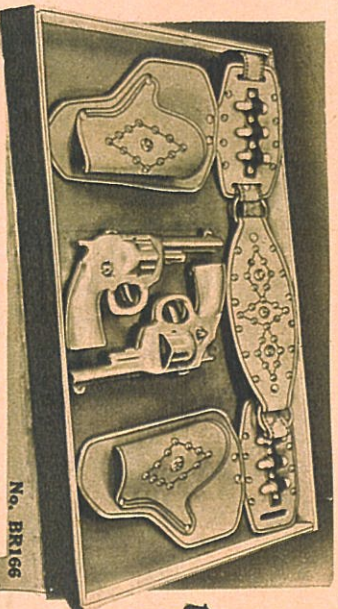
You'll be the "talk of the town," with this Desk and Chair. It has pigeon-holes to keep your papers in order and a drawer, too. Makes home-work and letter-writing fun! Beautifully finished in Maple with Gloss Varnish.



No. BR163

**PRICE  
SURPRISINGLY  
LOW!**





No. BR166

**A peach! HOLSTER SET**  
This is the set you've dreamed about. Made of genuine leather. Western type belt. Six bullets, two clicker pistols. Decorated holsters and belt.



No. BR167

**ELECTRIC WOODBURNING SET**  
Consists of Underwriter's Approved Woodburning pen, set of 6 plaques all marked for you to burn in the design, pair of book ends, strip of sand paper, six water colors and brush, so you can paint them.



No. BR168

**New! ELECTRIC WOODCARVING**  
You'll have a grand time with this set. Consists of an Electric Wood-carver, three woodcarving plaques all marked for you, and one roll of sandpaper.



No. BR169

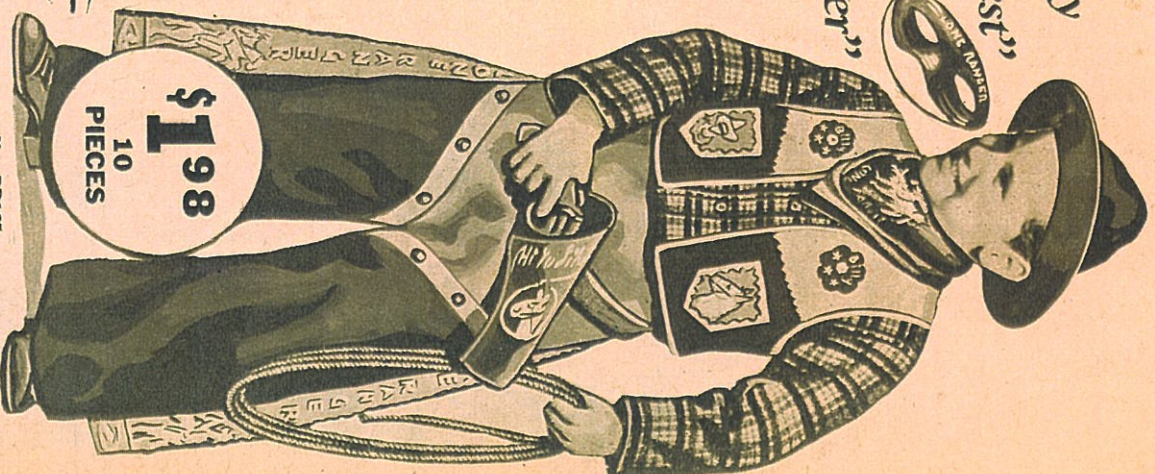
**WOOD PLAQUES**  
for  
**Woodcarving**  
When you run out of plaques you can get this Set. Consists of five extra woodcarving plaques.

**50¢**

Jack is all ready  
to play "Wild West"  
dressed in his

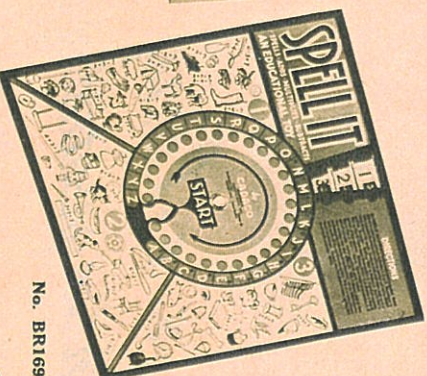
**'Billy Lone Ranger'  
COWBOY  
SUIT**

Billy says this outfit is "Tops" and you'll agree when you see it! The vest and trousers have Lone Ranger decorations. Flannel shirt and leatherette holster and belt, neckerchief, rope, click pistol and a mask, and a dandy black duvelyn hat. . . . Billy's name is on the vest pocket, to show it's an authentic "Billy Lone Ranger" suit.



No. BR165

**\$1.98**  
10  
PIECES



No. BR169B

**"SPELL IT"**

**The New Educational Toy  
SPELLS  
ADDS  
SUBTRACTS**

A Delightful game. If you want to know how to spell an object on the board, you "dial" the letters, or the numbers, to solve a problem on the board. Durable—no mechanical parts to get out of order. Complete directions printed on the board.

Exciting Fun . . .

**"WHAT'S MY NAME"**  
Played as you've  
heard it on the radio

You get 96 clue cards  
with four clues each,  
and it's designed to be played  
exactly as on the radio. Play  
money is supplied. A mecha-  
nical timing device in the form  
of a clock, is part of this excit-  
ing game.



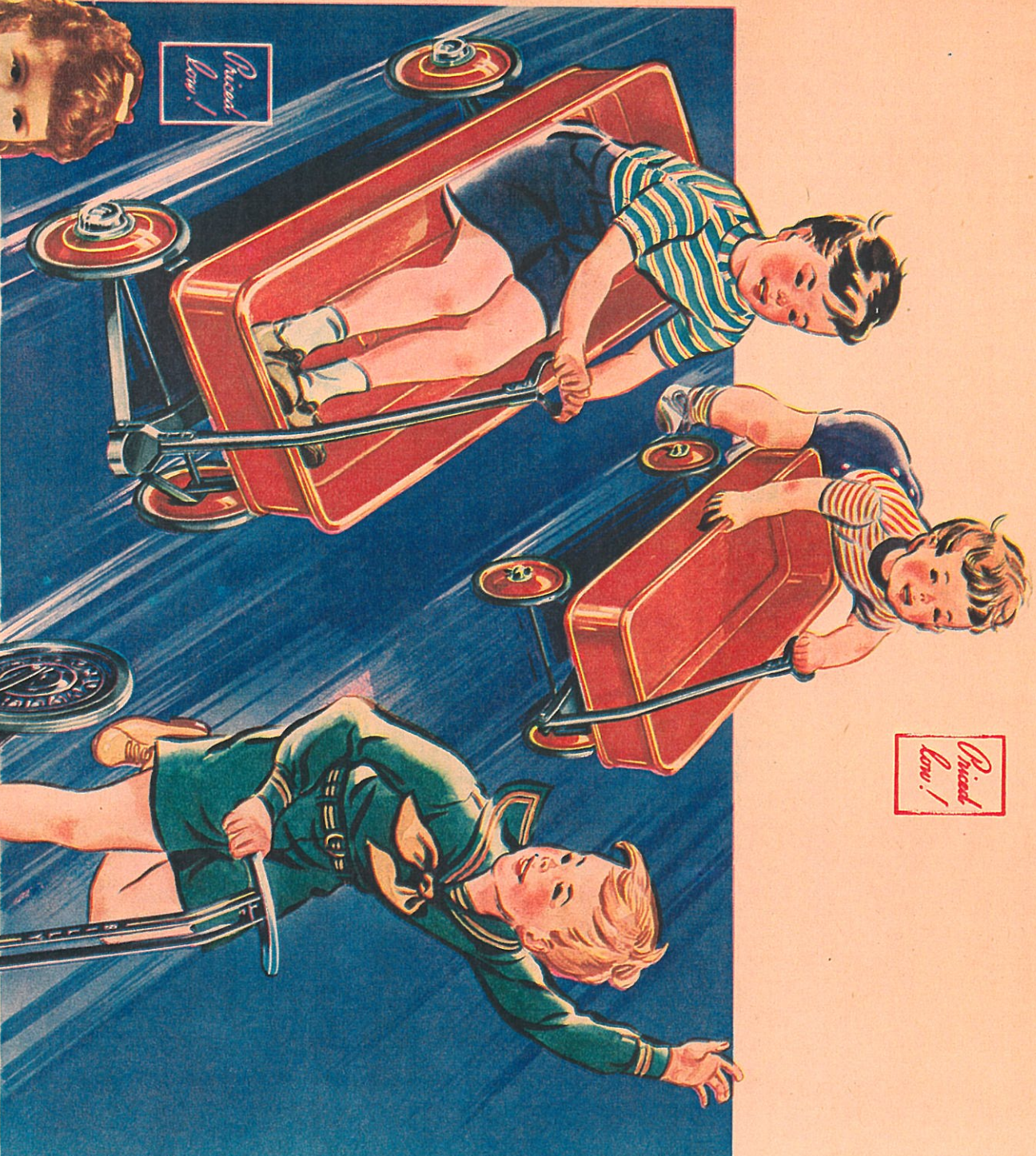
No. BR169R



*Billy and Ruth 35*



Priced  
Low!



Priced  
Low!



*Wheel-e-e-ling  
along with the greatest of ease*

**THESE ARE SPEED HITS BECAUSE THEY HAVE  
PERFECT CONSTRUCTION AND BIG RUBBER TIRES**

No. BR170

## "SPIFFY" WAGON

Somehow or other if Mother had the vote she would pick this great wagon as the best possible gift for boys and girls — especially recommended by Billy.

This wagon, with its 8 inch. Congo Bearing wheels, is just great to use on errands. We all have a bushel of fun with it. Body 34 inches x 15½ inches. Big Rubber Tires.

No. BR171

## WAGON for Little Tots

- For all little folks
- Big Rubber Tires

Double disk wheels. Body 20 inches long, 10 inches wide.

No. BR172

## "NIFTY" SCOOTER

First it's Ruth—then Billy who have the fun with this Speedy Scooter. Airflow, special roller bearing, just a perfect beauty. Big one with tires—Length 38½ inches. All our friends just love it.

*It's  
just  
a  
peach!*

**\$2.79**





*Jack says-  
I fixed up  
this swell lab  
with these*

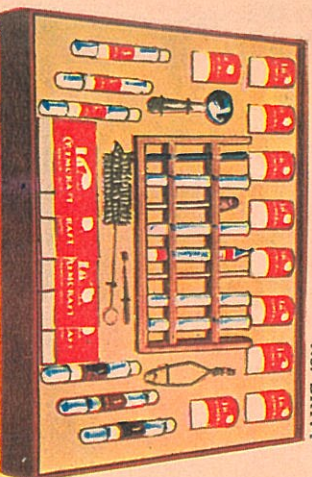
No. BR173



"Boy, what a set," says Billy. "Just dandy for the beginner. It contains 22 chemicals and pieces of apparatus, and you can tell Mother it's perfectly safe for you to have."

**\$1.00**

No. BR174



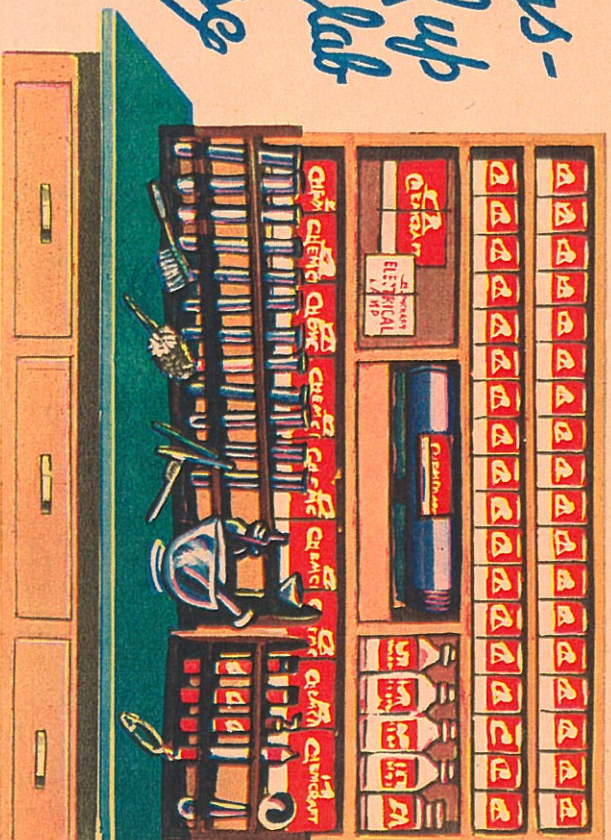
"Wow! It's a honey," says Jack to Billy. "Has a rack for the test tubes, too." Set has 35 chemicals and pieces of apparatus. Book explains over 210 experiments.

**\$2.00**

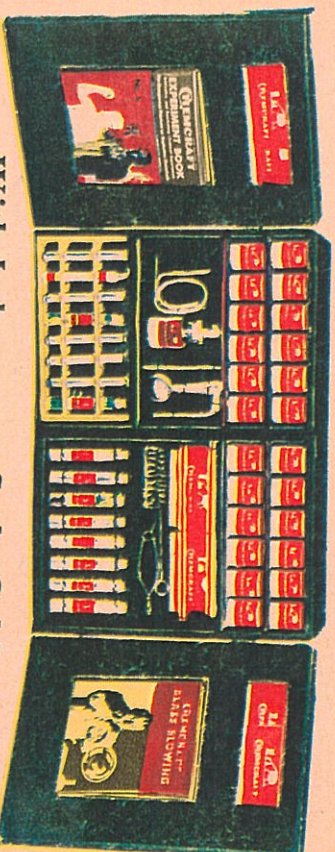
### And then **CHEMISTRY SETS** by A. C. Gilbert



22 pieces of Chemicals and apparatus, including wood test tube rack. No. BR149 **\$1.00**  
23 pieces of chemicals and apparatus, lots of shelf room and wooden test tube rack. No. BR150 **\$2.00**  
151 experiments. No. BR150 **\$3.50**  
You can do 345 experiments with the 49 pieces of chemicals and apparatus included with this set. No. BR151



## CHEMCRAFT OUTFITS



With **Laboratory Style Cabinet** No. BR175

"It's a knockout—it's colossal," exclaims Jack. "It's a 'must,'" says Billy. Laboratory style cabinet, hinged doors. Contains 62 chemicals and pieces of apparatus. Manual explains more than 450 experiments and an additional manual tells you all about Glass Blowing and an alcohol blow torch is furnished for this.

**\$5.00**

### **KAST-A-TOY METAL**

#### **CASTING SETS**



**\$2.00** No. BR177



**\$1.00** No. BR178

You'll have lots of fun with this. Everything you need to make your own lead soldiers—including Ace Electric Ladle, Mold, Metal.

Absolutely safe, for it contains Ace Electric Ladle for melting and pouring toy-casting metal. Also has Mold, Mold Rest, Mold Clamp, Metal.



# Write to Billy and Ruth

REG. U. S. PAT. OFFICE

*Dear Boys and Girls—Everywhere:*

Our many friends all over the country send us just the nicest letters. We like to get them, and we answer every one. Won't you write and tell us how you have fun and what Toys you like best? If you would like any of the gifts below, just send us how exact amount of postage stamps or coins, addressed to Billy & Ruth, Box 333, Phila., Pa., and we'll see that you get them. Tell us also the Dealer's Name and address that appears on the Front Cover of this Book.

Your friends,  
*Billy and Ruth.*



## PHOTO NECKLACE

A pretty charm on a neat chain encloses your picture. Send snapshot photo and 25c in stamps or Coin to Billy and Ruth, Box 333, Phila., Pa.

## BILL FOLD

A dandy wallet with your name on it for only 25c in Stamps or Coin. Write to Billy and Ruth, Box 333, Phila., Pa.

## STEEL LETTER FILE

Keep your letters in neat order. Send 50c in Coin or Stamps to Billy and Ruth, Box 333, Phila., Pa.



## CARTOON BOOK

Learn to draw. It's easy. Read Cartoon Course for only 10c in Stamps or Coins. Write to Billy and Ruth, Box 333 Phila., Pa.

## THE STORY OF BILLY AND RUTH

An interesting Book of the life story of Billy and Ruth. Sent FREE to every child writing a letter to Billy and Ruth who also sends coin or stamps for another item on this page. Write to Billy and Ruth, Box 333, Phila., Pa.

THESE PREMIUMS ARE ONLY OBTAINABLE BY WRITING TO BILLY AND RUTH, BOX 333, PHILA., PA. SEND NECESSARY STAMPS OR COINS AND DEALER'S NAME FROM WHOM YOU GOT THIS BOOK.

## Join our Boys' and Girls' Club BUTTON AND CARD

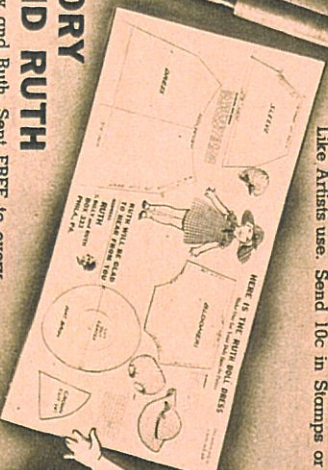
Send 10c in Stamps or Coin to Billy and Ruth, Box 333, Phila., Pa.

## RULER

A good 12-inch Wood Ruler. Send 5c in Coin or Stamps. Join our Boys' and Girls' Club.

## DRAWING PEN AND HOLDER

Like Artists use. Send 10c in Stamps or coin.



## DRESS PATTERNS

Ruth's own Doll Dress Pattern for 10c in stamps or coin, obtainable only from Billy and Ruth, Box 333, Phila., Pa.

