

98<sup>c</sup>



**U-BUILD 'EM BLOCKS**

From 1 set of seven blocks, child can construct 6 big objects in full color by simply rearranging the position of the Blocks. Has all the well-known appeal of ordinary blocks, plus the fascination of constructing objects that provide "puzzle building" for the child.

ASK FOR 10BR1

*they'll laugh*



1<sup>00</sup>

**MUSICAL BLOCKS**

Set of 4 blocks, each with its own musical chimes. These pleasant sounding musical blocks help sharpen Baby's sense of hearing. Baby will love them, because they'll keep him amused for hours

ASK FOR 10BR2



**HI-LO BLOCKS**

No nails to hurt fingers—no splinters to worry you. Non-poisonous enamel. . . . Kiddies can pile 'em real high and they won't tumble, because these blocks have grooves in two sides which lock together. Two sides have an animal or article, embossed in color with corresponding name, and remaining two sides have the first letter of animal or article.

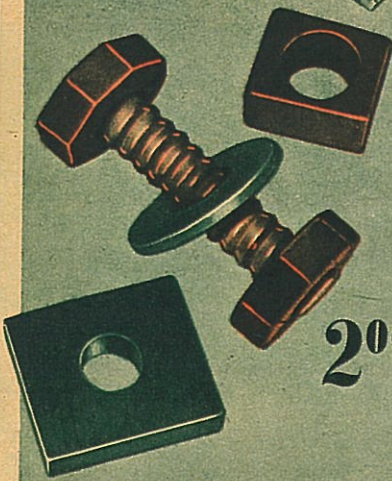
- 30 LARGE BLOCKS 1<sup>00</sup>
- 16 LARGE BLOCKS 50<sup>c</sup>
- 15 SMALL BLOCKS 25<sup>c</sup>

**NUT-N-BOLT**

It is a stacking toy . . . teaching eye and hand co-ordination, requiring a further and a more notable achievement in learning to screw the nut to the bolt . . . You'll be able to see baby's every-day improvement. It looks just like a real nut and bolt.

ASK FOR 10BR3

2<sup>00</sup>



1<sup>25</sup>

**JUDY WOODEN PUZZLES**

Kiddies enjoy working with these gaily colored puzzles, made of comfortably large pieces of wood. The backgrounds are of one-piece construction with solid wood back, this furnishing a container as well as the outline for each design. Sturdy—will stand up under constant use.

ASK FOR 10BR4



# as they learn

Dear Mothers:

You may not be able to get these Hi-Lo Blocks from your storekeeper, and so, if that's the case when you visit him, we're sure he'll be able to suggest something in place of these. We're trying awfully hard to have a good supply of all the things shown in our Book, but this may not always be possible. So when you can't get what you go in for don't be disappointed—take something else, and just remember we're all of us doing the best we can.

Your pals forever,  
*Billy and Ruth*



250

## MAK-A-TOY

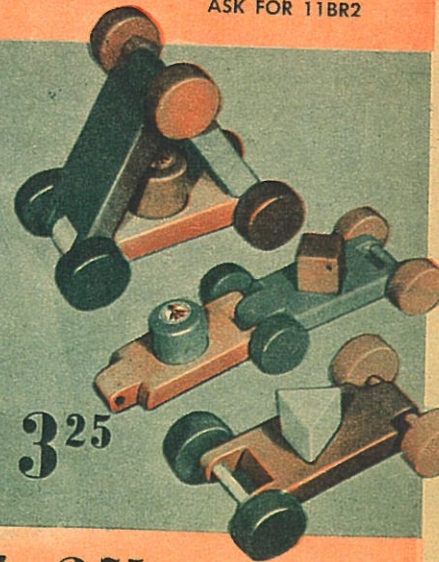
"Look, Mothers, at least four splendid pull toys can be constructed with this beautiful toy," say *Billy and Ruth*. Fulfills the desire of every child to exercise young creative ability. Unlimited play value.

ASK FOR 11BR2

## BLOX-CARS

Can be used as one, two, or three pull cars, or pyramid cars, tank, etc... Includes fitting blocks. Encourages the necessary skills for pushing and pulling... taking objects apart and reassembling. All wheels are threaded to wooden axles. Loads of play value.

ASK FOR 11BR3

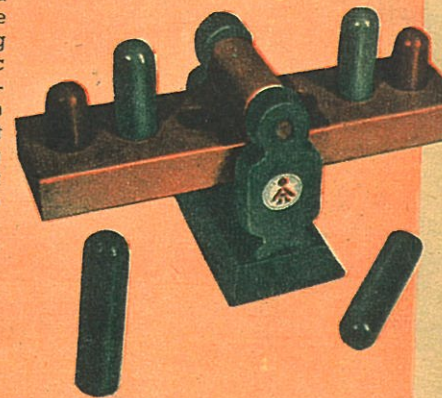


325

## PLAY-A-WEIGH

This teeter-totter scale will give pleasure and instruction. It can be used as a simple peg board teaching basic eye and hand coordination, and when fastened to the base it becomes a balancing scale, teach weight and size relationship through balance... Fascinating to youngsters. ASK FOR 11BR4

275



350

## LETTER BLOX

"Mothers," say *Billy and Ruth*, "tots will have a lot of fun with Letter-Blox... at the same time get important pre-school training."

By placing the correct pieces together, every letter of the alphabet is constructed in perfect letter design. A Primer is included, showing 200 words which can be spelled using only one set of Blox. Letter-Blox are also design blocks. 20 charming designs can be made.

ASK FOR 11BR1



## NESTED BLOCKS

"The ideal gift for Baby," says *Ruth*. "Colorful and they're decorated with lively Animal pictures and story book people. They fit inside of each other and they stack up on top of each other. Really swell!"

Set of 9 Blocks 100  
ASK FOR 11BR5

Set of 7 Blocks 59c  
ASK FOR 11BR6

Set of 5 Blocks 35c  
ASK FOR 11BR7





*Will make his heart beat faster -- too!*

### TOY DRUMS

"Boy, you can really 'beat it out' on these swell Drums," says Billy . . . Made of strong cardboard, sturdy. Decorated in patriotic colors.

12 inch Drum with 10 inch Sticks, red, white and blue ribbon.

**79¢**

ASK FOR 12BR1

11 inch Drum with 10 inch Sticks, red, white and blue ribbon.

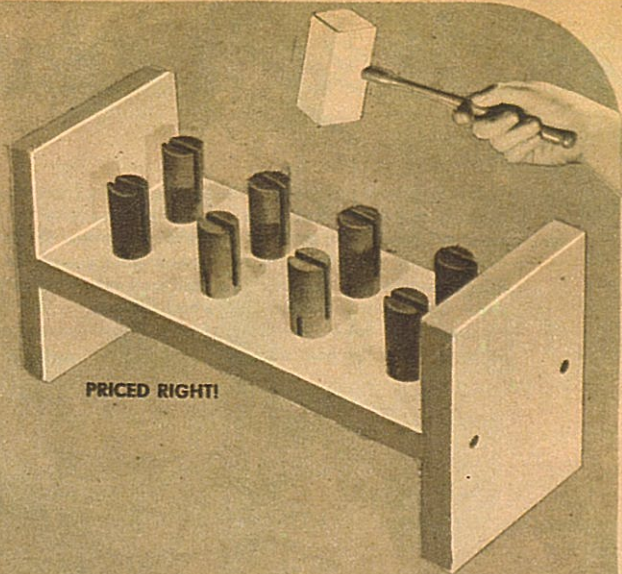
**50¢**

ASK FOR 12BR2

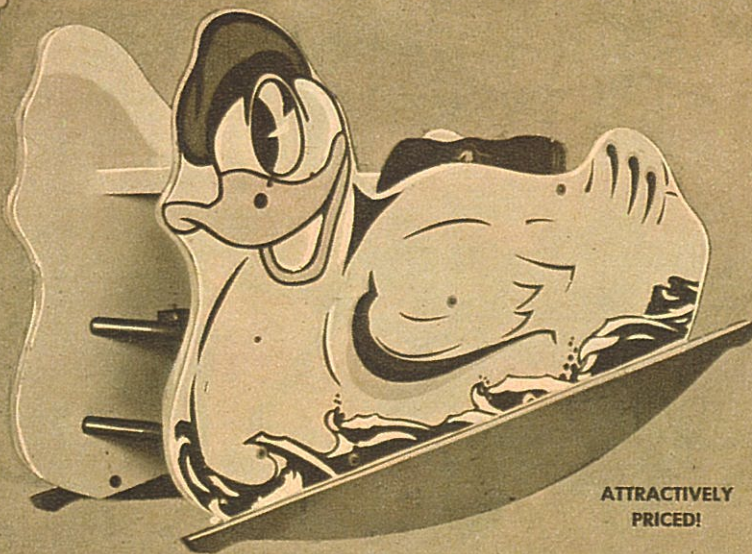
*Will keep 'em busy and happy!*

### POUND-A-PEG

"Kiddies will stay out of mischief for hours," says Ruth . . . "Helps build strong muscles, too. Pound the pegs level with the board, then turn it over, and pound them back again. Lots of fun." Comes with large wooden mallet. ASK FOR 12BR3



PRICED RIGHT!



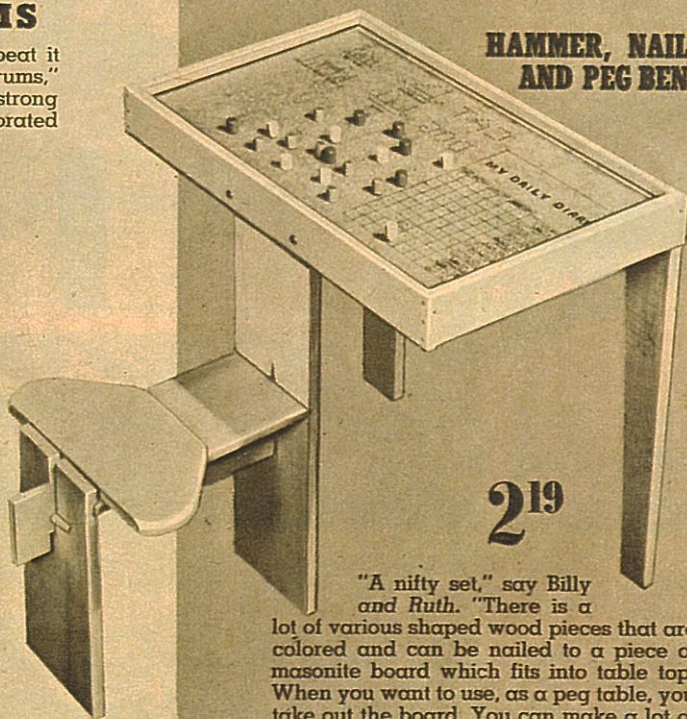
### DUCK SHOO-FLY

"Mothers, help those young muscles to grow strong and healthy" . . . says Ruth. "This gay looking Duck Shoo-Fly will keep Baby happy for hours." Sturdily constructed.

ATTRACTIVELY PRICED!

ASK FOR 12BR4

### HAMMER, NAIL AND PEG BENCH



**2<sup>19</sup>**

"A nifty set," say Billy and Ruth. "There is a lot of various shaped wood pieces that are colored and can be nailed to a piece of masonite board which fits into table top. When you want to use, as a peg table, you take out the board. You can make a lot of designs with the pegs that come with this set. You also get a wood mallet, nails and instruction sheet." Built to take a lot of pounding.

ASK FOR 12BR5



**1<sup>19</sup>**

### BAG OF BLOCKS

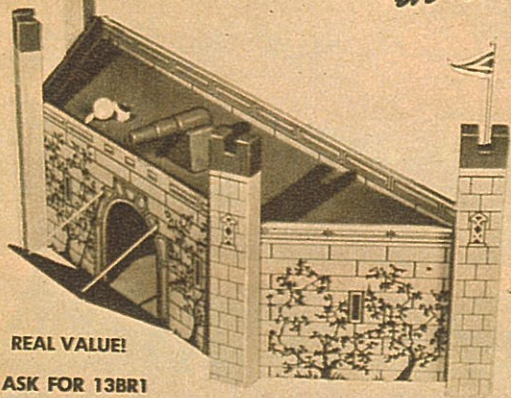
Blocks have slightly rounded edges for safety. They are of the finest hardwood, accurately made for substantial building. Large variety of shapes of correct design. Comes in an extra strong cotton bag with beaded drawstrings.

ASK FOR 12BR6

on land!

on sea!

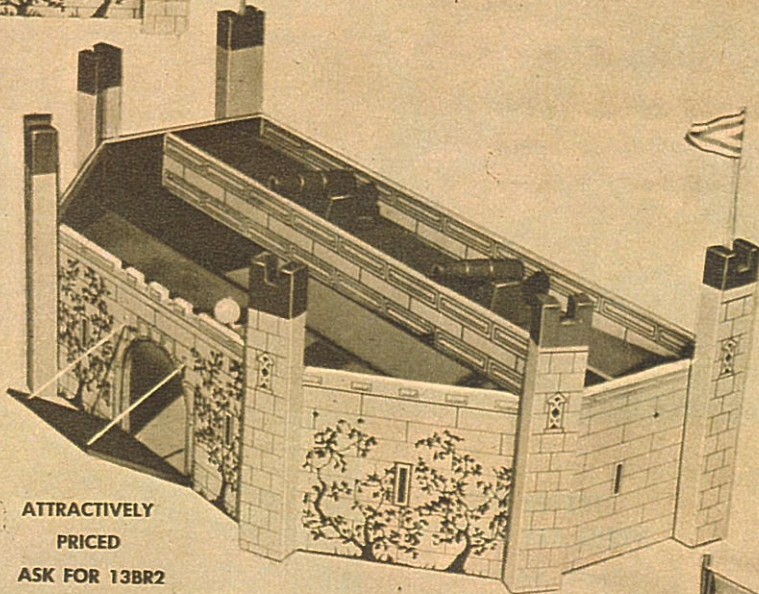
in the air!



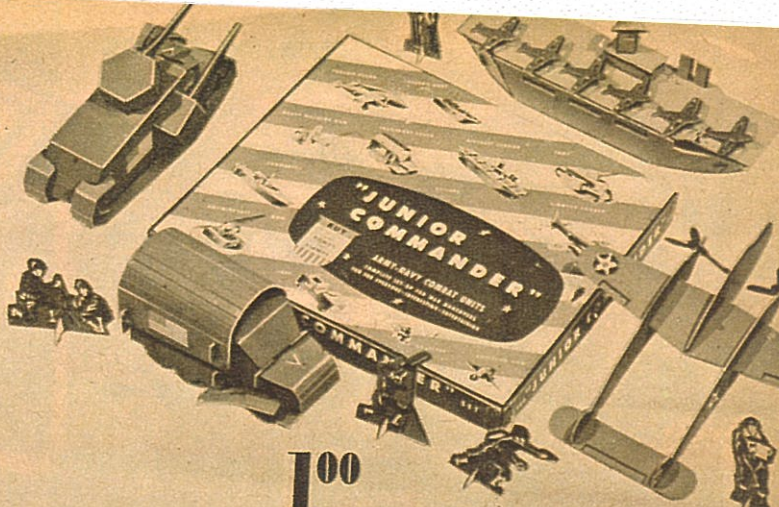
REAL VALUE!  
ASK FOR 13BR1

### FORTS

"These good looking, well made Forts will keep you safe from the enemy," says Billy. "The cannons have real action and the drawbridges raise and lower, with cord and pull ball." Have hard pressed wood walls and tops. Towers are solid wood... Attractively painted in cream and six other colors.



ATTRACTIVELY  
PRICED  
ASK FOR 13BR2



1<sup>00</sup>

### JUNIOR COMMANDER

"This exciting Army-Navy Combat Set is complete for land, sea and air maneuvers," says Billy. "Every unit scaled and detailed. Easy to make up. Contains 11 major pieces with 6 small planes for deck of the Aircraft Carrier and 26 soldiers, sailors, paratroopers, aviators and others." ASK FOR 13BR4



50¢

### COMMANDO PERISCOPE

spot 'the enemy' without being seen," says Billy. "Gosh, it's wonderful... You can see around the corner, or over top of your hideout and no one knows you're there."

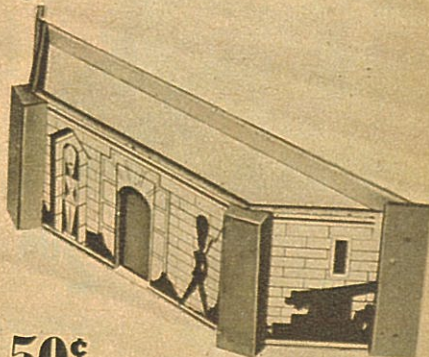
ASK FOR 13BR3

### FORT

"In places where you don't need much protection, this Fort will be just the thing," says Billy. It's made of Masonite and it has a sliding door. Sturdy. Attractively painted in 2 colors.

ASK FOR 13BR5

50¢

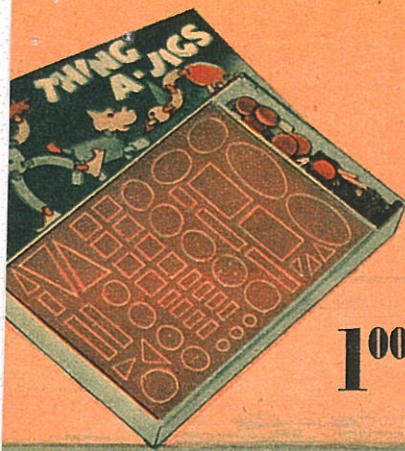


### THE GENERAL 59¢

"This set rates four stars in any man's army or navy" says Billy. "There are 8 major pieces, consisting of Army Liberator, Navy Flying Mars, Navy Interceptor, Tank Aircraft Gun, Anti-Tank Gun, Jeep, Heavy Machine Gun and 16 fighting men."

ASK FOR 13BR6



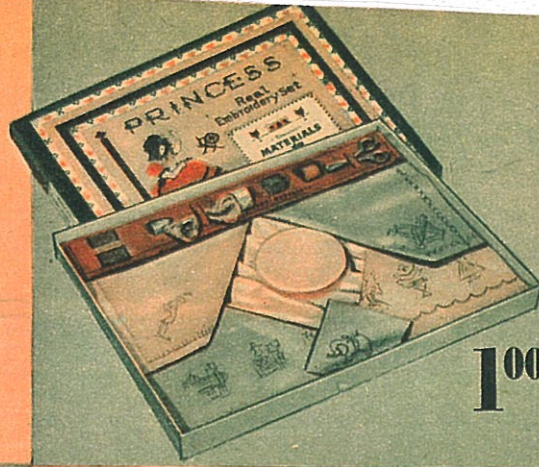


**THING-A-JIGS**

"You'll have ever so much fun," say Billy and Ruth, "making comical things. You can make funny animals, cartoon characters and funny figures of all kinds, and you can make them stand up on the wooden stands that come with this set. Even the grown-ups will get a kick out of this set."

ASK FOR 14BR1

1<sup>00</sup>



**EMBROIDERY SET**

"Mother will be so proud of you when she sees the beautiful things you'll make," says Ruth. "This set has 2 guest towels and 3 wash cloths, made of good material, all stamped for you to embroider, 3 large balls of yarn, 1 skein silk yarn, needles, thimble, pair of large scissors, pair of wooden hoops"

ASK FOR 14BR6

1<sup>00</sup>

**WAACS SEWING SET**

"Here's a honey," says Ruth. "Imagine, you can make a WAAC uniform for your doll. This set contains a doll with jointed arms, complete set of patterns and materials. There's a little book, too, giving information on the duties of the Waacs."

ASK FOR 14BR2



1<sup>00</sup>

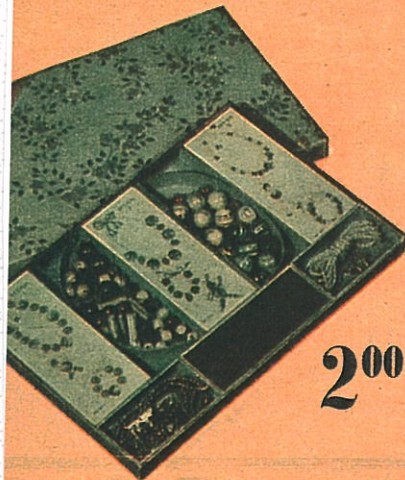
**JUNIOR MISS HAT SHOP**

"Gee, girls" says Ruth, "you can own your own hat shop. This set comes complete with untrimmed hats, flowers, feathers, ribbons, gay colored buttons, mirror, stiff net linings, scissors and a real wooden hat block. Everything you need to make Dolly's hats the envy of all your friends."

ASK FOR 14BR7



1<sup>98</sup>



**JUNIOR MISS "TEEN AGE" OUTFIT**

"You'll be able to make 3 lovely ensembles that will go with most any outfit," says Ruth. "They're truly beautiful and anyone would be proud, and happy, to wear them after you've made them up."

ASK FOR 14BR3

2<sup>00</sup>



**JEAN DARLING SEWING SET**

"This outfit gives you an idea of what the well dressed dolly will wear," says Ruth. "You get a flapper doll, dresses, and rompers, all cut out ready for you to sew, 3 balls sewing thread, pair of scissors, thimble and a package of needles."

ASK FOR 14BR8

1<sup>00</sup>

**STRINGCRAFT**

"Real fun for everyone," say Billy and Ruth. "Boys can make belts and suspenders, girls can make necklaces and bracelets." This set has 36 wood cut-outs in three designs, with holes, all ready for stringing, also 6 colored tipped strings and easy instructions."

ASK FOR 14BR4

There are 18 wood cut-outs in three designs, with holes, all ready for stringing, 4 colored tipped strings and easy instructions.

ASK FOR 14BR5



1<sup>00</sup>

59¢

**COLORFUL BASKET MAKING**

"You'll have lots of fun, and at the same time make beautiful and useful baskets," says Ruth. There's enough materials to make 5 complete baskets in this set.

ASK FOR 14BR9

This set is like the big one, except it contains enough materials to make 3 complete baskets.

ASK FOR 14BR10



1<sup>00</sup>

59¢



**LOOM WEAVE AND TAPESTRY SET**

"You'll do some beautiful work with this set," says Ruth. "It's easy, too. You get a tapestry frame and a weaving needle, 2 large skeins of yarn, 3 tapestry outlines and an instruction sheet for loom weaving."

**1 00**

ASK FOR 15BR1



**FLOWER SHOP**

"Open up a Flower Shop," says Ruth. "Hours of fun making corsages and potted plants for your friends. You can also make wall plaques. Comes complete with everything you need and easy to follow instructions."

**1 19**

ASK FOR 15BR4

**SNOWFLAKE JEWELRY**

"Gosh, kids," says Ruth, "it's a real thrill to see the beautiful things you can make with this outfit. You get a big supply of snowflake beads, fancy large wood beads, thread and all the other materials you need to make this smart jewelry."

**1 25**

ASK FOR 15BR2



**JUNIOR MISS JEWELRY SET**

"Girls, here's just what you've been waiting for! Now you can make your own beautiful Costume Jewelry. Either of these sets will make two complete ensembles of necklaces, bracelets and charms. Pretty enough to give as gifts to big Sister, Mother and Aunty."

**1 25**

ASK FOR 15BR3

*"Pleasure Giving Gifts that are both pretty and Practical"*  
**RUTH**

