

rather go down outfit to begin guesses she's go

Get Mother

trains and toy re

got over the sho

And boy, di

Did we linger a down to the st treat! Dad said

ELLO gir fellows

he said we're lu toy electric rang

Ruth isn't th

him. We were a

P. S. We've des



aligning paper

\$2.45

per. Has self-

equipped with rubber compression bulb. Two extension ladders and red and green head-lights which operate on electric dry cells. Enameled in red and orange. Including 2 dry cells.

ENGINE

stream of water from large water tank



they're metal

FLYER

mework on . "And I'll reports and sible ribbon s cut into ut of school RITER ial machine been made trom rub-As nearly It will

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

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

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 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 Erector set, an electric train set and a chemistry

he said we're lucky to live in an age when engineers and others sit up nights to design toys for us children.

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 toy electric range that really cooks. Billy wanted to take that hre engine that really pumps water right home with trains and toy railroads as much as we did. Ruth wanted Christmas to come sooner so that she'd get the

of every youngto the hearts and dear Near

and Dad, too, are . . ster-and Mother

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.

got over the shock.

Did we linger a minute? I should say not — we got dressed so quickly he hardly

And boy, did our eyes open wide when we saw the display down at the store. Dad liked the

down to the store to see Santa's advance display of Christmas toys."

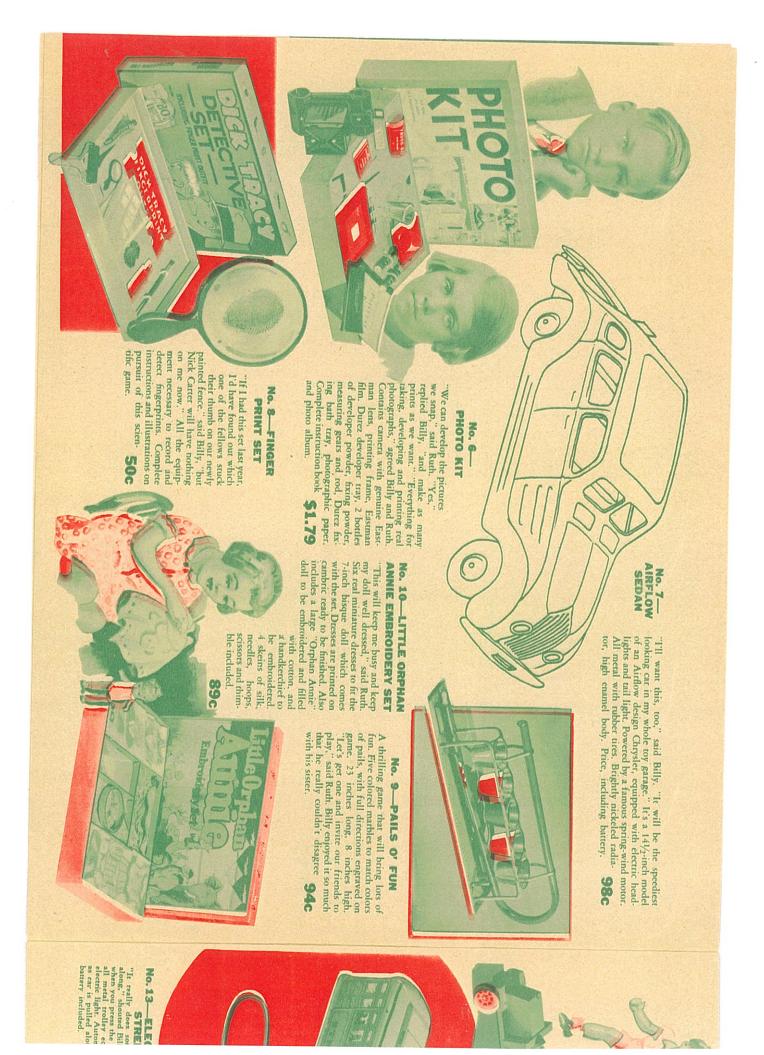
fellows! Gee, we sure had the swellest treat! Dad said "Get ready, Billy and Ruth, and I'll take you

ELLO girls! Hello

appreciate it as il tea party with Mouse designs, d eaten all the

letters that nal. Takes th width paasting, dur

\$2.45



1/2-inch model electric headg-wind motor. the speediest 98c

## O' FUN

ons engraved on 8 inches high. e our friends to joyed it so much disagree ill bring lots of 94c

No. 13 STREET CAR -ELECTRIC LIGHTED

"It really does something besides rattle along," shoused 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 89c battery included.

"Dad says these were designed by the chief navigator of the first Byrd Annarctic Expedition," said Billy. High ground and polished lenses. High power. Includes suede strap for earrying over shoulders, ball games, scouling hikes and on auto rides," said Billy to 98cc

No. 16 WORLD FIELD GLASSES

ated in orange, red, white. slate preparation. Decor-

\$2.39

acters, numerals and alphabet on chart. Smooth, durable and washable

"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 char-

No. 11-MICKEY MOUSE EASEL BLACKBOARD

No. 12-TRAILER TRUCKS WITH BLOCKS

"Well, I won't have to load the trailer with spools," said Billy. "Blocks are more fun." A truck and 2 trailers which make a unit 24½ inches long.

Twenty good-sized blocks embossed with let-

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 jector 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.

Movie Jector 98C Films 10c MOVIE JECTOR AND FILMS



"Guess we're too big for this," agreed Billy and Ruft, Ex. ercise 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 96c of from 20 to 40-pound weight. Cannot tip over.



"Yes," replied Ruth, "and girls like to play with them as well as boys." "Everybody knows Erector sets," said Billy to Ruth

chemistry outfit," replied Billy. just as they will when I get that Stanlo set and the "Girls, huh! Dad and Mother always join me,

No. 21— STEELBUILDER

"Boy, now I can build a castle with real walls," said Billy, Punched and grooved girders which holds to gether with interlocking comer pieces. Also uses bolts and nurs. Builds realistic models in color. This set contains girders, shafts, wheels and plenty of flat panels so necessary in making realistic models.

"You can play one with mine," said Rut when we get tired, in this Gold Chest o are three action game on the back of each beauffully lithograp A set of checkers are included in each ch

\$2.95

Nos. 22-23 BUILDER STANLO

"Gee, another construction set," said Billy, "and this one builds projects with so it did street with so it 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

Nos. 17-18-CHEMCRAFT OUTFITS

"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.

Nos. 19-20-ERECTOR SETS

"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 I 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 3 \$2.50

Size 1 \$1.00

Size 2 \$1.85

play. Exciting an steel posts, two other children to Both of us can No.



BASKETBA No. 26

A. E. Market

Made of extra heavy able, pebble grained tation leather. Cen rubber valve bladder. plete with in-"It's full size," said 'That's why I war

ing needles. flating and lac-



de with real walls," said girders which hold toer pieces. Also uses bolts Builds realistic models Ihis set contains girder, shafts, wheels and plenty of flar panels so necessary in making realistic models.

\$2.95

#### Nos. 22-23-BUILDER STANLO

"Gee, another construction set," said Billy, "and this Billy," and this one builds projects with solid steel, with solid steel, 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 piece and colors. Complete instruction book with each set.

Size 1 \$1.25

### BASKETBALL No. 26

"That's why I want it."
Made of extra heavy, durable, pebble grained, imitation leather. Comented rubber valve bladder. Com-"It's full size," said Billy.

plete with in-flating and lacng needles. \$1.59

## No. 27-FAMOUS No. 5 UNION

"The gang's got their skates and now we can join 'em, said Ruth, "Sure," replied Hilly, "and we'll have the best skates of the lot." Genume Union Roller Skates, Strong, well finished, hall bearing. Adjustable to any size, Leather ankle straps.

Trice per pair \$1.39 ROLLER SKATES

### 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 siffened.

# No. 24\_VALVE TYPE

FOOTBALL
"Our team needs this," said
Billy. "It's a genuine split couhide cover football that will
take a lot of pun. 88C

engrossed in good lean little hands are better off times when busy minds and cided long ago that no home expected visitors, and other There are rainy days, uncan have too many games. Billy and Ruth's parents de-

\$1.00

Mo. 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 \$1.00

the time, agreed Billy and playing the same one all ferent games instead "It's real fun to have difof





