

THE 1937

# Billy and Ruth

Reg. U. S. Pat. Off.

BOOK OF

# TOYS

From Santa's Workshop



## JOE THE MOTORISTS' FRIEND

9 S. Market Square, Harrisburg, Pa. 63 N. Main St., Chambersburg, Pa.  
157 N. Hanover Street, Carlisle, Pa. 47 W. Market St., Lewistown, Pa.  
24 W. King Street, Lancaster, Pa. 173 Baltimore St., Cumberland, Md.  
6 W. Main Street, Waynesboro, Pa. 6 N. Loudoun St., Winchester, Va.  
107 W. Main St., Charlottesville, Va. W. Court Square, Harrisonburg, Va.  
3 STORES IN Baltimore, Md.

Prices shown in this book are list prices — Joe's prices, as usual, are much lower!

PRICE 10 CENTS

Boys & Girls  
**ENTER OUR  
BIG PRIZE  
CONTEST**

See  
PAGES 16 AND 17

It's lots of fun!





Hi'ya fellows! Just look at these swell toys. They're plenty O.K. - Billy

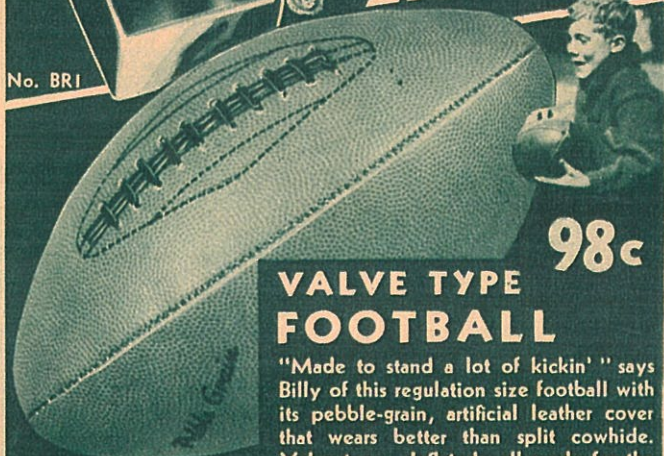


Hold real phone conversations!  
**MACK TELEPHONE SET**

Billy says: "Just like a real telephone—you can talk over this set a distance of 100 ft. from room to room, upstairs to downstairs or house to garage. Signal buzzer in each phone. Operates on flashlight batteries."

**\$2.00**

No. BR1



**VALVE TYPE FOOTBALL**

"Made to stand a lot of kickin'" says Billy of this regulation size football with its pebble-grain, artificial leather cover that wears better than split cowhide. Valve type. Inflated—all ready for the kick-off.

**98c**

No. BR3



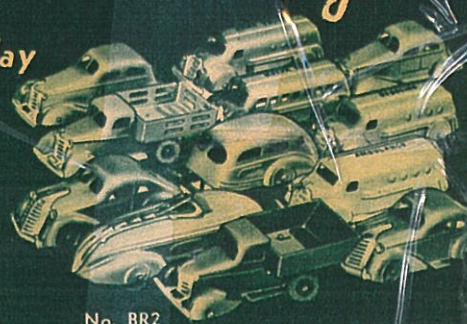
**FLASH! WESTERN UNION RADIO TELEGRAPH SIGNAL SET**

Send messages up to 150 feet in 3 ways with this set—Buzz-Buzz as in wireless—Flash of Bulb as in night signalling—Click-Click as in telegraphy. Operates on flashlight batteries. Western Union code on top of each instrument. Western Union blanks included.

**\$1.00**

No. BR4

You can play all day with this Set of **12 TRUCKS AND AUTOS**



No. BR2

All 12 for

**\$1.19**

"There's every kind of streamlined auto and truck that you can imagine in this set" say Billy and Ruth. All are heavy gauge steel, 6 to 7 inches long, finished in various colors. Own a parking lot of your own and have fun with these.

Tell Mother you won't soil a thing with the new

**G-MEN STAINLESS FINGERPRINT SET**

**\$1.00**

"No more soiled hands or clothes with messy, black ink" says Billy. The new fingerprint compound in this set is inkless and stainless. In addition, set includes fingerprint powder and lifting tape, magnifying glass, roller, brushes, record cards, instruction book, etc.



No. BR5

Boys—you'll use this fine Knife, Compass and Sun Glass every time you go camping or hiking!

**Billy's HIKING SET**

Designed by Billy for every boy who likes the great outdoors. Dandy big 4-bladed knife with master blade, screw driver, bottle opener, belt punch and can opener blades. 14 inch chain with compass and sun glass.

**79c**



No. BR6





Girls: You'll have such fun playing house - here's what I use when I'm hostess to my little friends Ruth



At 3 o'clock—it's time for tea! The



modern miss will use this

## TEA WAGON

by WOLVERINE

"Surprise your friends — serve tea in latest style," says Ruth. This strong, metal tea wagon on wheels

**\$1.00**

No. BR7

tray, tea pot and 3 cups and saucers all in pink and blue enamel. All dishes are non-leakable and washable. Non-injurious materials with decorations and colors baked. Washing will not affect them.



## Wolverine KITCHEN CABINET

**\$1.00**

"I 'keep house' with this ivory metal kitchen cabinet," says Ruth. "You simply slip top off and it becomes a kitchen table with white enameled top." Play packages of food products included. Size 14 ins. long, 7 ins. deep, 13½ ins. high.



The latest!

## 21 PIECE GYPSY WARE TEA SET \$1.00

The set Ruth uses for her tea parties. "This Gypsyware in 4 gay colors, Mother tells me, is the rage," she said. 21 pieces (all you need to entertain three friends) includes 4 plates, 4 cups, 4 saucers, 4 cereal bowls, cream pitcher, sugar bowl with lid and teapot with lid.

No. BR8



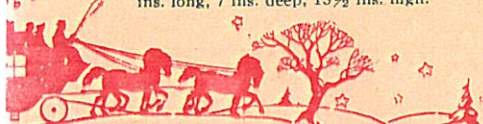
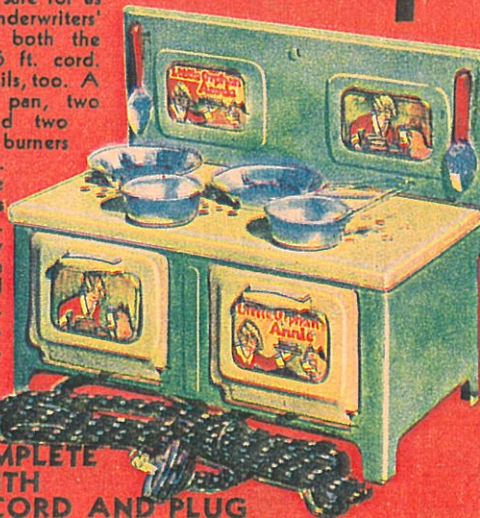
## Cook the tastiest dishes on this UNDERWRITERS' APPROVED ELECTRIC STOVE

WITH 6 UTENSILS **\$1.00**

Ruth loves her Orphan Annie real electric stove. She says. "It's safe for us to use—the Underwriters' Lab. approved both the stove and its 6 ft. cord. There are 6 utensils, too. A pie plate, fry pan, two sauce pans and two spoons. 2 top burners and 1 in the oven. Orphan Annie design on doors and splashboard. Made of heavy steel in baked-on colored enamel finish. 9½ ins. long, 8½ ins. high, 5¼ ins. wide.

No. BR10

COMPLETE WITH CORD AND PLUG





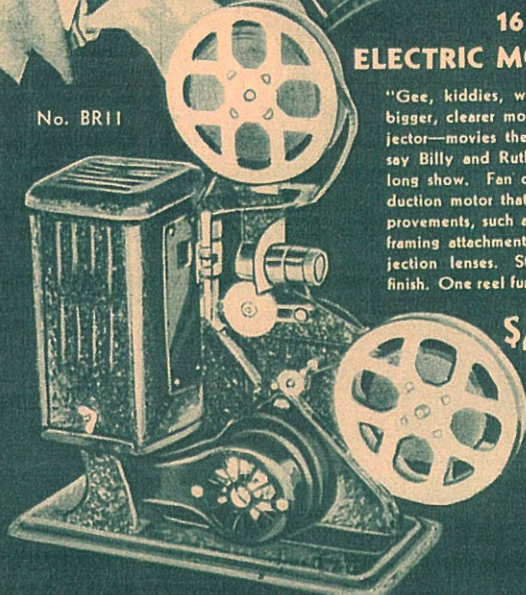


"Give the whole family a real movie show," say Billy and Ruth

## MOVIE PROJECTORS

### 16 MM ELECTRIC MOTOR DRIVEN

No. BR11



"Gee, kiddies, wait 'till you see the finer, bigger, clearer movies you get with this projector—movies the whole family will enjoy" say Billy and Ruth. 200 ft. capacity—for a long show. Fan cooled, 110 volt A. C. induction motor that won't get hot. Latest improvements, such as vertical tilting adjustment, framing attachment, polished and ground projection lenses. Steel body in black crystal finish. One reel furnished.

**\$4.95**

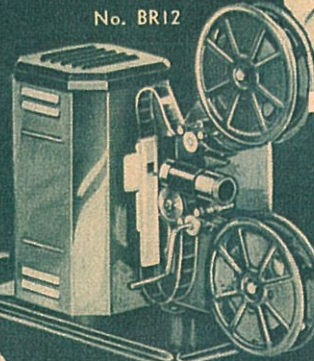
### 16 MM NON-INFLAMMABLE MOVIE FILMS

We can supply you with the latest releases showing popular stars and cartoon features in 16 MM non-inflammable films from 10 ft. up.

No. BR12



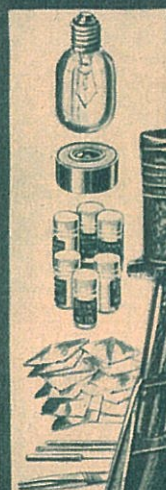
### 16 MM HAND OPERATED



Think of it!—movies 30 inches wide with this dandy projector. Good, clear ones too for there's an adjustable lens. Runs so smoothly. That's because it has a double sprocket and double claw drive. Holds 100 feet of film. Cord and one reel furnished.

**\$2.75**

## See Science in Action! MICRO SCIENCE-SCOPE Interesting—Educational



The Hit of the 1937 Toy Season. More than just a toy—it is educational, interesting, scientific, amusing. Opens up the scientific wonders of nature and chemistry. Thousands of experiments enlarged and in natural colors are projected before your eyes so you can watch them. The chemical reactions of water or other fluids on specimens—the formation of crystals and other phenomena in chemistry may be actually seen in their natural colors. Chemicals, specimen slides, tweezers, stirring rods, dissecting needle and special lamp included.

No. BR13

**\$5.00**



**25c**

### "FLYIN' FOOL" ALUMINUM AIRPLANES

Billy says: "Fellows, it's fun to build your own 'Flyin' Fool' airplane—you save money too. Really, it's easy, for the aluminum pieces are all marked to cut out with scissors. When finished, you have a big, shiny metal airliner that will fly hundreds of feet."

No. BR14—14 in. Wingspread  
No. BR15—17 1/4 in. Wingspread

**25c  
50c**

### Assembled - Ready to Fly **\$1.89**

Boys, here's a beautiful, sleek, racy plane, modeled after those airliners you see at the airport. All wing struts have been eliminated. Completely assembled, of bright aluminum, all ready to fly. 16 inch wingspread, 13 inches long.



No. BR16

## DOUBLE BARREL POPGUN It's Safe! **50c**

Bang! Bang!  
Two triggers fire the twin barrels with plenty of noise but with absolute safety. Gun is 28 inches long, has steel barrels and wood stock. Break action, self-loading. Automatic safety cork retaining device. Leather shoulder strap.

No. BR17





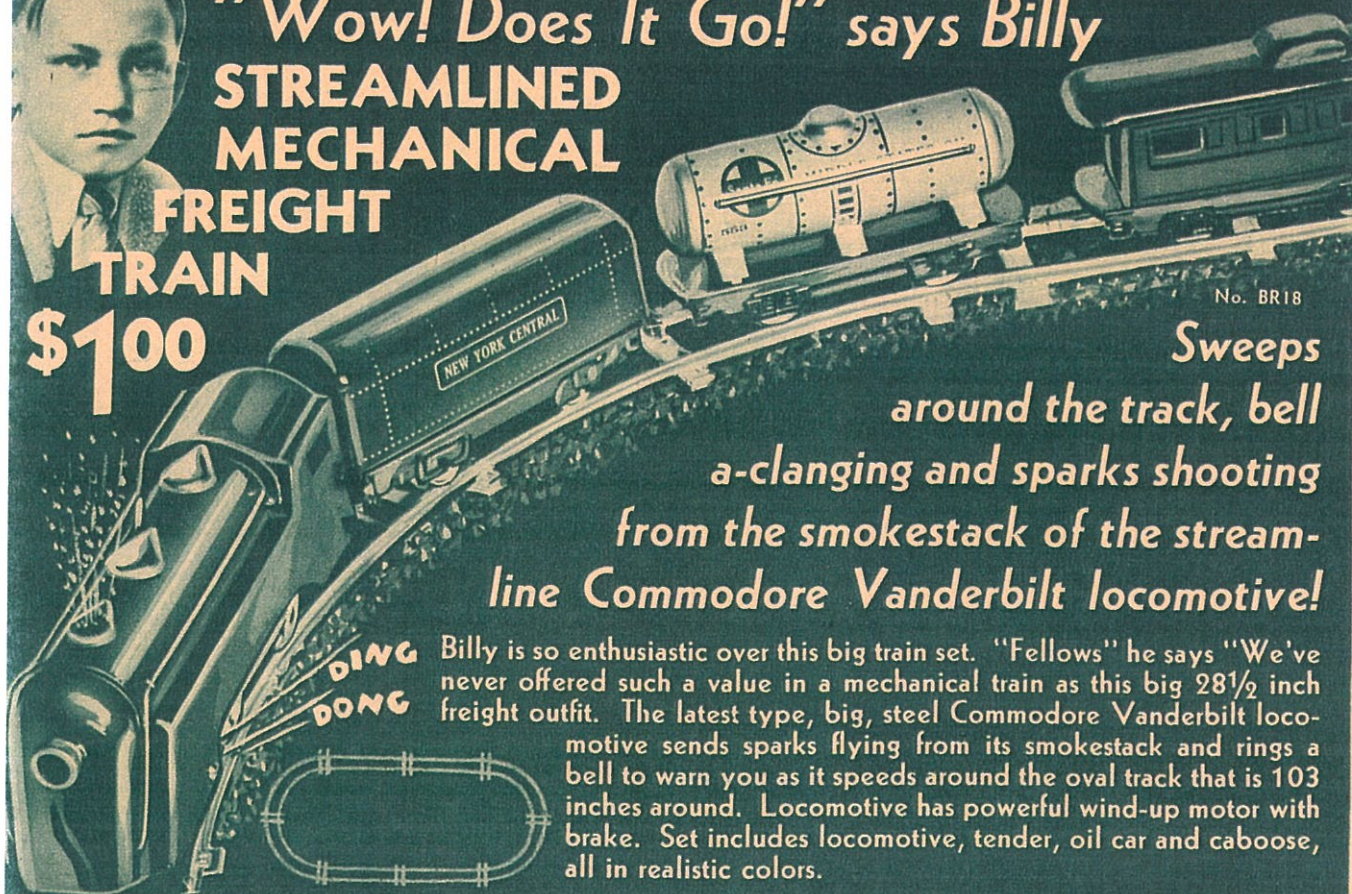
**"Wow! Does It Go!" says Billy**

**STREAMLINED  
MECHANICAL**

**FREIGHT**

**TRAIN**

**\$1.00**



No. BR18

**Sweeps  
around the track, bell  
a-clanging and sparks shooting  
from the smokestack of the stream-  
line Commodore Vanderbilt locomotive!**

Billy is so enthusiastic over this big train set. "Fellows" he says "We've never offered such a value in a mechanical train as this big 28 1/2 inch freight outfit. The latest type, big, steel Commodore Vanderbilt locomotive sends sparks flying from its smokestack and rings a bell to warn you as it speeds around the oval track that is 103 inches around. Locomotive has powerful wind-up motor with brake. Set includes locomotive, tender, oil car and caboose, all in realistic colors.



No. BR18A

**AIRPORT  
GARAGE**

"Gosh, just look at the electric lighted gas pump in the filling station of this 9-piece set" says Billy. The Airport Garage is formed from the printed box in which set is packed. The six 6-in. heavy steel cars in-

**1.00** clude Dump Truck, Wrecker, Tank Truck, Coupe and 2 Buses. Then there's a big, steel Airplane with 9 1/2 inch wingspread.



**TEXACO  
ROADSIDE  
STATION**

You'll have a busy day with this station" Billy tells his friends. An attendant to fill your tank from either of two red "Fire Chief" gas pumps, each with a rubber hose. He can make most any repairs to your car with the tools included. Realistic Roadside Station from which a pretty girl comes to take your order for lunch which she serves to you right in your car. Station is 16 x 11 3/4 x 10 ins.

No. BR18B **\$1.00**

**Big PLAY FORT**

**With  
FLAG AND  
CANNON**



No. BR18C

**\$1.00**

"No toy holds greater play value than a fort" says Billy. "Every boy loves to be commander of the fort defending his city against the attack. With this fort, he can raise the drawbridge, preventing the enemy from entering the gates of the fort and drive them away with a steady gunfire from the cannon mounted on top, while his "lookouts" in the towers keep him posted as to the enemy's movements. He challenges anyone to attack and pull down his flag flying high above the fort. Strongly built of wood and Gypsum board, fort measures 19 x 11 x 10 inches, finished in realistic colors.



1937

# Billy and Ruth KNOW WHAT LITTLE TOTS WANT



THEY WILL LOVE THIS  
**MUSICAL TOP**

Three Cheers For...

**HALSAM BLOCKS**



WITH 18 BLOCKS  
**50c**

Double Play Value

## AIRPLANE WITH BLOCKS

"Tots will never tire of playing with airplane blocks" remarked Ruth. "That's because they can use the colorful wood airplane as a pull toy and then have plenty of blocks to build with" replied Billy. Colored safety blocks have animals, articles and alphabet characters embossed on them.

No. BR20—15 in. airplane with 18—1½ in. blocks **50c**

No. BR21—Larger airplane with 12—1½ in. and 12—1¾ in. blocks **\$1.00**



18 BLOCKS  
**25c**

## HI-LO BLOCKS

"Why didn't someone think of this Hi-Lo block before" ask Billy and Ruth. "There's so much more fun for kiddies because the new interlocking groove permits blocks to be fitted together in ways never before possible. Two ends embossed with animals, articles and alphabet characters, finished in colored enamels."

No. BR22  
18 Medium Blocks **25c**

No. BR23  
18 Large Blocks **50c**

No. BR24  
50 Blocks 32 Medium and 18 Large **\$1.00**

## Little tykes love the amusing action of.. FISHER-PRICE TOYS



**POPEYE COWBOY**

"Popeye gives you a new thrill—a one-man Rodeo. He's tossed up and down on his bucking steed as you pull the toy along" say Billy and Ruth. Tots love the Popeye cowboy action and the sound it makes like a galloping horse.



No. BR26

### DONALD and DONNA DUCK

Here's Donald Duck dressed as a Spanish Caballero actually playing a serenade on his xylophone to Donna Duck as tot pulls them along. Donna responds with a dance that not only thrills Donald but all tots as well.



No. BR27

### PRANCING HORSES

Billy's choice. He says "Tots'll go for these two big thoroughbreds racing along, prancing up and down, each trying to gain the lead, bells a-jingling."



No. BR28

### TEDDY CHOO-CHOO

Billy and Ruth agree this lovable brown Teddy, ringing a loud "ding-dong" on the bell of his puffing toy engine to clear the way, will win the hearts of all little ones.



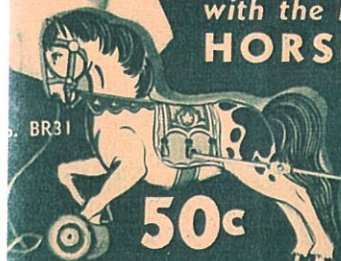
1937

Ruth says

## GONG BELL TOYS

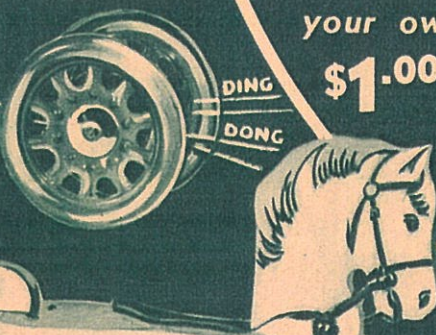
are always favorites with the little ones.

## HORSE CHIME



50c

"Ding-Dong, Ding-Dong" goes the nicked chime gong in bright colored wheels that gaily decorated Circus horse pulls along. Tots love the color, sound and action of this pull toy.



No. BR32

\$1.00

## HORSE RIDER

The grandest exerciser imaginable for the little tots. They have no end of fun as they sit astride the Horse Rider, reins in hand, riding about the room, bells in front and rear wheels sounding a merry ding-dong.

## Big 14 Inch TEDDY BEAR

All tots just love to squeeze this big, brown plush bear. And when they do, he squeaks. Teddy is soft-stuffed and his arms and legs are inside-jointed to move with ease—he can sit up like a real bear. Shiny glass eyes and there's a ribbon around his neck.

\$1.00



Every tot wants one!

50c

## WHEELBARROW

Billy says: "Just the ticket to please some little tot. He'll play for hours, carting his blocks about to build a house and, in good weather, outdoors, carrying sand, etc. Sturdily built steel tray 13 3/8 x 11 5/8 x 5 inches, enameled red. 6 inch double disc steel wheels. Wood handles."



No. GR29

There's nothing like having your own TELEPHONE

\$1.00

"Give them this realistic, latest-type French dial play phone" says Billy. Lift the hand set and a voice says "Hello." When you dial, a bell rings. Finished in colored enamel with a protecting felt base.

We also have this Smaller phone 50c without voice



No. BR30

## HOBBY CHIME

Ruth watched a tot playing with this and shouting "Gid-dap!" Tots have the thrill of a ride on the hobbies as they straddle the Hobby Chime and race away, to the tune of the chime bells in the large wheels, guiding Hobby with the reins on which are bells, too.

\$1.00



No. BR33

So soft and lovable!

## STUFFED ANIMALS

Selected by Billy and Ruth. "Oh, there's so many different kinds to choose from—Scotties, Terriers and other Dogs, Cats and Bears 'n everything" they say. All are so cute and cuddly with their soft stuffed bodies and beautiful silk plush coats. No wonder tots carry them about all day and want to take them to bed with them.

A VARIETY OF KINDS, SIZES AND COLORS TO CHOOSE FROM 50c AND \$1.00



No. BR34A

No. BR34



# girls: These darling, adorable



\$1.00

"I go to sleep"

No. BR37

**I'm Betty—so-o BIG!**

**20 INCHES TALL**

"Betty has grown so—she's really an armful" says Ruth. "You'll love her when she turns her head in the cunning way she has. Lay her down and she goes to sleep. But if, in picking her up, you squeeze her back—why, she cries. Head, arms and legs of hard-to-break composition. Soft body. Dressed in a pretty pink organdie dress and blue bonnet, underwear, socks and booties."

**This is Nancy—a beautiful baby doll**

**24 INCHES TALL \$2.00**

Ruth calls Nancy her Sweetheart! "Such a marvelous, big baby" she says. "Her eyes have real lashes and they close, in sleep, when you lay her down. Thru rosebud lips, two shining white teeth and a little red tongue show. She can turn her head. Chubby composition arms like a real baby and fat legs with dimpled knees. Stuffed body. Nancy's dressed in style—yellow organdie dress with smocking around collar, a lace-edged bonnet to match, slip, rubber panties — socks and booties, too."

"I say Mama"



No. BR38

**My name's Jean  
don't you want me?**



**SWEETUMS  
DRINKS HER BOTTLE  
WETS HER DIAPER  
GOES TO SLEEP**

**Complete with  
Layette and  
Carrying Case**

"Fill Sweetums' bottle, put the nipple in her mouth, see her drink it up—then she wets her diaper" says Ruth.

"Sweetums is 25 inches tall with composition head, arms and legs and stuffed body. She goes to sleep for her nap. When you take her out, you'll have a nice dress, slip and bonnet to dress her, for these, as well as extra diapers, safety pins and clothes pins are included in the latest-style carrying case."

\$2.00

No. BR39

**"I cry—I go to sleep"  
25 INCHES TALL**

**Dressed in her  
"Sunday Best"**

Ruth says: "When you see Jean, a beautiful baby, stunningly dressed in a luxurious long-sleeved flannel coat and bonnet to match, I know you'll want her. Take her out on cold days—she'll be snug and warm. Under her coat she wears the sweetest lace-trimmed dress, slip and rubber panties. Socks and booties, too. Jean smiles at you and thru red lips you see white, pearly teeth and a little tongue. Eyes with real lashes go to sleep when you lay her down. Her head, arms and legs are composition—her body is soft and cuddly."



\$2.50

No. BR40



# Dolls are looking for mamas *Ruth*



"This is  
the World's  
Finest  
Doll"  
Ruth



"I  
have  
real  
human  
hair and  
life-like  
sleeping  
eyes.  
I can  
stand  
alone."

No. BR41

Santa made this  
doll especially

for **RUTH**  
and named it for her!

"Truly, the sensation of 1937 dolls" says Ruth. "So adorable and life-like, it's hard to believe she's not real. As she stands there, her big, brown, life-like eyes of glass appeal to you to take her in your arms and hug her. Gorgeously dressed in beautiful, stunning, pink silk coat and hat, both trimmed with white Maribou fur, a dress of quality organdie, slip, underwear, socks and shoes. You'll love her black curls of real human hair—hair you can comb and dress to keep her looking her best. Sleeping eyes with real lashes. A smile lights up her face, showing fine, white teeth and a little red tongue. Her hard-to-break composition head, arms and legs are full-formed, finished in life-like coloring."

Highest  
Quality

**\$4.95**



Look at these two beauties  
friends call her  
**DOTTY**



"I stand alone  
I go to sleep"  
16 INCHES TALL  
**\$1.00**

Ruth tells her friends: "Dotty's a cunning miss who wins you with the way she turns and tilts her head and her puckered lips. Lay her down and she sleeps, peacefully. She's an all-composition doll, dressed to go places, in blue flannelette coat and hat tied with pink ribbon. Under her coat, she wears the cutest colored print rompers. Socks and shoes too."

No. BR42

And here's  
**MARY LOU**

"I have blond  
curls, real  
eyelashes and  
sleeping eyes"  
20 INCHES TALL

"Even on cold days I'll be warm in my two-tone 'Persian Lamb' plush coat, muff and Cossack hat. I have a pretty organdie dress, underwear, socks and buckled shoes, too. See, I can stand alone and turn and tilt my head. Do you like blondes? Then you'll like me for I have long, blonde curls. Some say my dimples are pretty when I smile, showing tiny teeth and tip of tongue. I go to sleep. You'll find me hard to break for I'm all-composition."



No. BR43

**\$2.50**



"I can  
stand  
alone"

"I cry  
My  
eyes  
sleep"

You'll  
love **MARGIE!**

26 INCHES TALL  
Her wee mouth is smiling  
just enough to show her  
teeth and tongue. There's a  
twinkle in her life-like eyes of glass that  
go to sleep. They have real lashes. She  
cries sometimes. Margie's dressed in  
the sweetest print dress and hat to  
match, slip, underwear, socks and  
buckled shoes. Composition head,  
arms and legs with stuffed body.