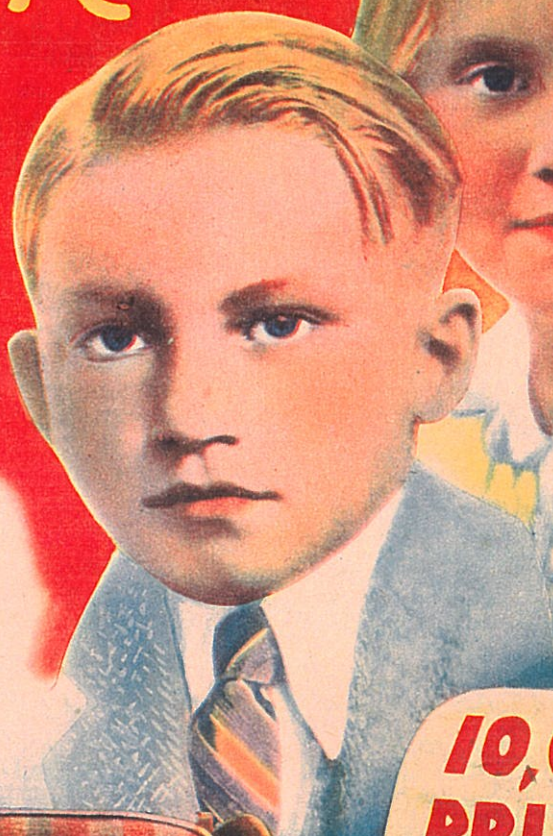


# Billy and Ruth

REG. U.S. PAT. OFF.

## 1938 BOOK OF TOYS

MAKES THE DREAM OF EVERY  
BOY AND GIRL COME TRUE!



**10,000  
PRIZES**  
for Boys and Girls  
of America  
SEE DETAILS  
**BILLY AND RUTH  
PRIZE CONTEST**  
PAGES 38-39-40

1938

### KIEWEG-PETERS COMPANY

### Kewaunee and Luxemburg



**CHRISTMAS GIFTS FOR THE ENTIRE FAMILY AT THIS STORE**



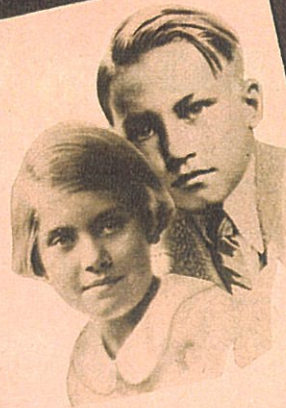
# Boys and Girls, HERE'S A PERSONAL MESSAGE FROM...



## Billy and Ruth

Reg. U. S. Pat. Off.

BOX 333  
PHILADELPHIA, PA.



To all our friends,  
Everywhere.

We have the best news for you.  
It's about our trip to Santa's North  
Pole Workshop. We wish you could have  
been with us to see all the swell toys  
Santa is getting ready for all you girls  
and boys to make this the best Christmas  
ever.

Santa knew you'd want to know all  
about the new toys and games and dolls  
and things he's making, so we're show-  
ing them here in our book.

Pick out those you like best and  
show the pictures of them in this  
book to Mother and Daddy. The  
store whose name is on the cover of  
this book wants you to come in  
and see these and all the other toys  
they have.

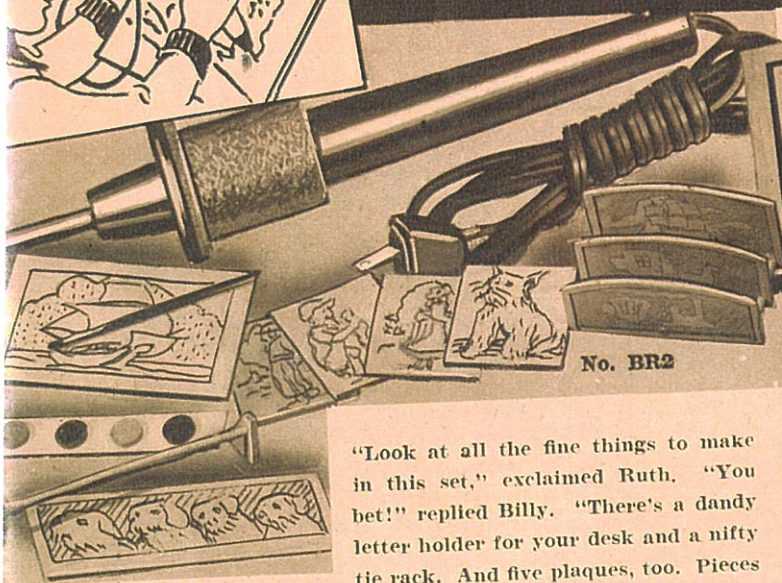
Your friends,  
Billy and Ruth

P.S. Be sure to enter our big  
Prize Contest. See pages 38, 39, 40





## A stylized illustration of a person with dark, curly hair using a hair dryer. The person is shown from the side, looking down at their hair. A power cord is plugged into a wall outlet. The illustration is in a simple, graphic style with bold lines and a limited color palette.



**\$1.49**

are made of wood, all marked for you to burn in the designs with electric pencil included. Paints and a brush to color them, too."



"Here's another fine woodburning set," says Billy. "It's such fun to make beautiful plaques that you can use for gifts or to hang on the wall of your room. Four of them are included in this set, all stenciled for burning in the designs with electric pencil supplied. Then you can color them, for there are paints and a brush in the set."

95c

"New and different," agree Billy and Ruth. "The third dimension means the figures in your painting have depth—they stand right out, life-like and real. They are pressed out of wood fibre and are easy to color. They are washable. 13 different pieces, plaques and pictures are furnished for you to color. You get a real artist's palette with 6 colors and a brush in this set, too." No. BR3.

## A collage of several Polaroid photographs. The photos are arranged in a slightly overlapping, fanned-out manner. The subjects include a cow's head, a sailboat on water, a person in a dark coat, a small house with a lantern on a pole, a mountain range, a person wearing a patterned shirt, and a person wearing a striped shirt. The photos have white borders and are set against a dark, textured background.

"Painting with sand—a really new idea," says Billy. "All you do is cover the picture designs on cards with glue, then sprinkle colored sand over them and you have a beautiful picture. Set contains 10 pictures ready to sand-paint, together with glue, 3 tubes of colored sand and a brush."

"My friends will want this big set," Ruth says. "You can make beautiful pictures of Snow White and the

25c

Seven Dwarfs. It's easy—the outlines are all ready for you to color with the 24 different colored crayons." No. BR5.

## A vintage illustration of a woman in a long, flowing dress sitting in a chair, framed by a decorative border. The border features a central arched window with a figure looking out, and side panels with stars and crescent moons. The entire scene is set against a background of stylized architectural elements.

Ruth likes this set because "You never run out of colors with which to paint your picture—there are 27 different colors. Think of that! 8 crayons, too!"

8 crayons, too!  
You'll have many hours of fun painting  
and coloring the pictures of Snow White  
and the Seven Dwarfs." No. BR4.

50c







*Ruth knows all little folks will  
want the new*

## HALSAM BLOCKS SNOW WHITE AND THE 7 DWARFS

"All kiddies will have such fun building scenes from the movie with Snow White, Doc, Dopey and the rest of the dwarfs embossed in brilliant colors on 2 ends of blocks," Ruth says. "Then, too, letters of alphabet and familiar objects appear on the other sides."



**18 Small  
Blocks**

**25c**

**16 Large  
Blocks**

**48c**



*Lots of Play  
Value*

**BIG PULL TOY**

**WITH 21 BLOCKS**

No. BR9

**48c**

"There is extra play value for children in the pull toy in which the 21 blocks are packed," says Ruth. "It is 10½ ins. long, in bright colors and the child learns to spell out words by putting them in the wagon. Blocks are embossed on 2 ends with pictures and familiar objects. Sides of blocks printed with alphabet letters."



## AMERICAN LOGS

*Boys, play you're a  
pioneer of the Frontier  
Days—build log cabins*

You can build forts and villages of log cabins like the early American Settlers built—play "Cow-boy and Indians" with them. Logs are rough, stained and notched to form rigid buildings.

**50-Piece Set . . . 48c**

**67-Piece Set (Larger Pieces) 98c**

No. BR10



No.  
BR8

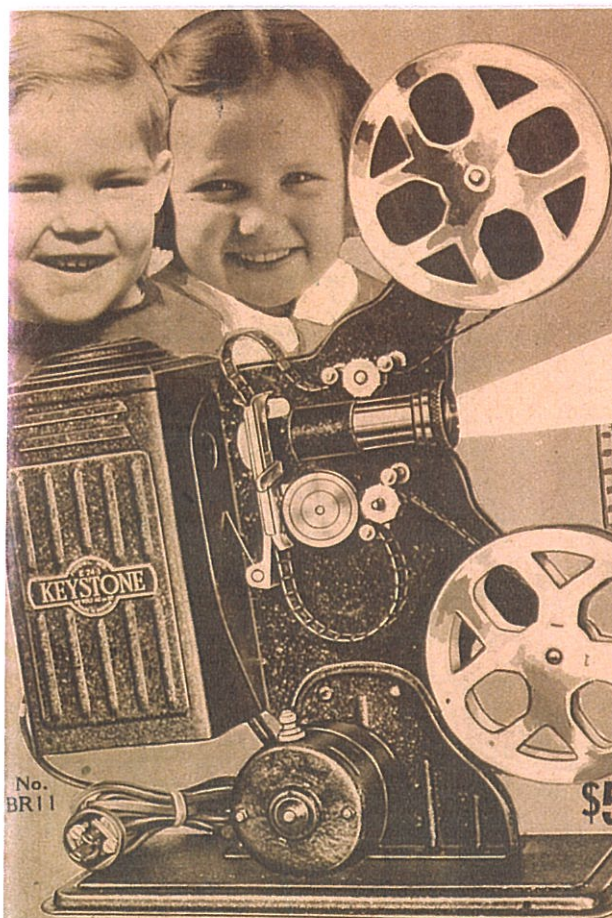
*You can build 'em so  
high and they won't  
tumble!*

## HI-LO BLOCKS

"Just think how much more fun you'll have building high piles of blocks that won't tumble before you are finished," Ruth said. "For each block has grooves in two sides that lock together. That enables you to pile them in all kinds of shapes and designs never before possible with blocks. Then two ends are embossed with animals and articles that have the name spelled out, all in bright colors and on the opposite end the initial letter for that picture is shown. The other two sides are printed with different animals, articles and alphabet characters."

<b>18 Medium Blocks</b>	<b>25c</b>	<b>18 Large Blocks</b>	<b>48c</b>	<b>36 Large Blocks</b>	<b>98c</b>
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No. BR11

\$5.95

**Boys and Girls—  
Give Real  
Movie Shows  
With  
These**

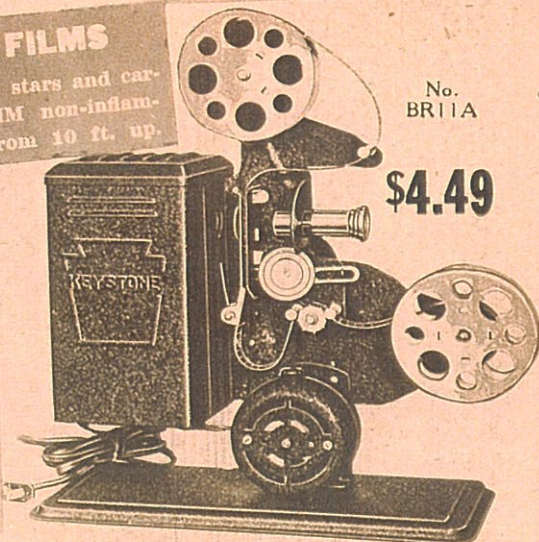


### 16-MM FILMS

Latest popular stars and cartoons in 16-MM non-inflammable films from 10 ft. up.

**Motor-Driven  
Takes 200-Ft.  
16-MM Film for  
15-Minute Show**

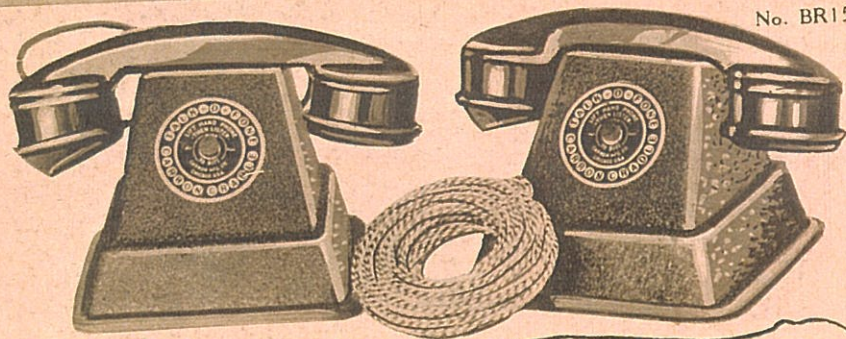
Shows clearer, finer pictures than machines selling for lots more money. Fan-cooled, A. C. motor with switch. Motor rewind. Powerful projection lens. Swivel for angle projection. With two 200-ft. reels, 150-watt lamp. Cord and plug.



No. BR11A

\$4.49

No. BR15



**Have Your Own Telephone System  
Real TELEPHONES**



More than a toy—set has 2 real telephones of latest style, for conversation room to room, house to garage, etc. Operates by batteries (not included). Coil of wire furnished. SET

\$2.95



No. BR14

**BANK-PHONE**

Increases play value, for the coin slots make an imitation pay station of this modern toy telephone. Coins deposit in base, making a dandy bank. Bell rings when dial is revolved.

49c



**ELECTRIC TAPPING SET**

It's easy now to make beautiful hammered metal plaques, for this set has an electric tapper, complete with cord and plug. Safe; child cannot harm himself. 5 metal plaques included. No. BR13.

98c

**MOTOR-DRIVEN—100-FT.  
16-MM FILM CAPACITY FOR  
8-MINUTE SHOW**

The whole family will enjoy the real movie show you can give with this. Remarkably clear pictures, too. Fan-cooled, A. C. motor has switch. Flared lens. Tilts for angle projection. Complete with cord and plug, two 100-ft. reels and 125-watt lamp.



No. BR12

**AUTO-MAGIC  
PICTURE  
GUN**

Surprise your friends—show them this gun that looks like the latest automatic—then astound them by shooting pictures on wall, ceiling or floor. Pictures change as you pull the trigger. 28 views in a film—3 films included.

98c



**SAFETY FILMS  
for Magic  
Picture  
Gun**

3 for 25c







*You'll Be So Proud to  
Take Your  
Dolly a  
Walk in This  
Beautiful*

## **DOLL CARRIAGE**

**\$5.55**

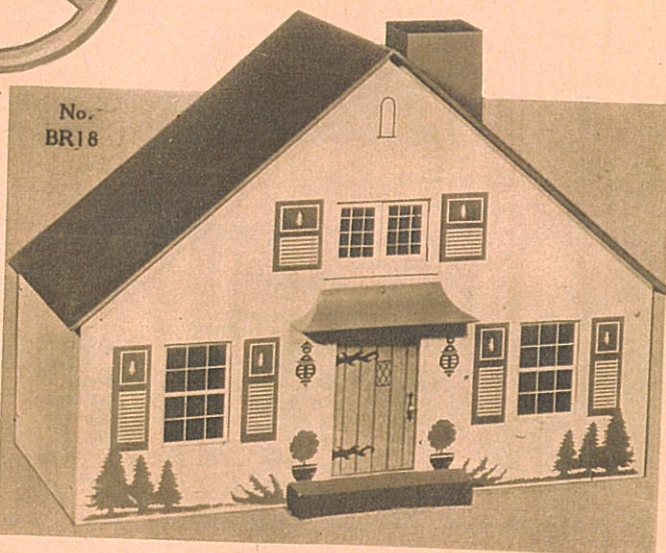
"When you go for a stroll you'll be the envy of all your friends if dolly is riding in this fine doll carriage," says Ruth. "I'm sure dolly will be proud to ride in style, too. This carriage is larger than most selling for lots more money. Body is rich looking, of fibre as used on the expensive carriages. There's a decoration on the body and hood has windows so dolly can look out. Knobs tighten hood in any position to shade your doll. Wheels have rubber tires.

No.  
BR16

## **DOLL COTTAGE**

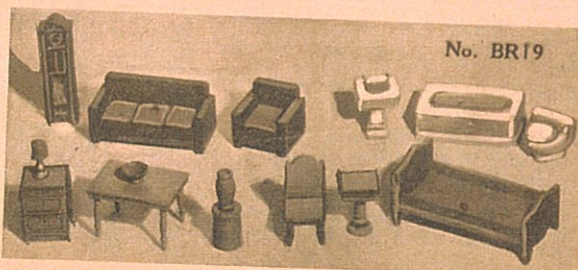
Just imagine the fun you'll have playing "house" with this big two-story doll cottage that's 18½ x 13½ x 8½ inches. It's finished as a beautiful cottage in the suburbs should be; yellow with green roof and shutters. Back is open so you can furnish and move furniture about.

**\$1.00**



No.  
BR18

*Get This Furniture for Doll Cottage Above!*



No. BR19

## **DOLL HOUSE FURNITURE**

16 pieces of furniture—think of it! Enough to furnish 4 rooms. Made of wood, modernly styled. There are pieces for living room, dining room, bedroom and bath-room.

**\$1.00**

## *A Perfect Beauty!* **DOLL COACH**

Real class — highest quality. The wood veneer body is beautifully finished and decorated. Foot extension enables you to put your big doll in this coach. Bow-type, collapsible hood of imitation leather with nicked spreaders and knobs. Wire wheels with large hub caps and rubber tires.

**\$6.95**







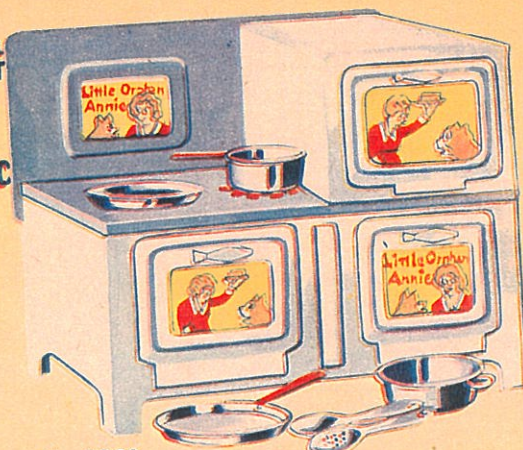
To help you keep house! TRIED AND APPROVED by Ruth

98¢  
NON  
ELECTRIC

Here, girls,  
is just  
the right

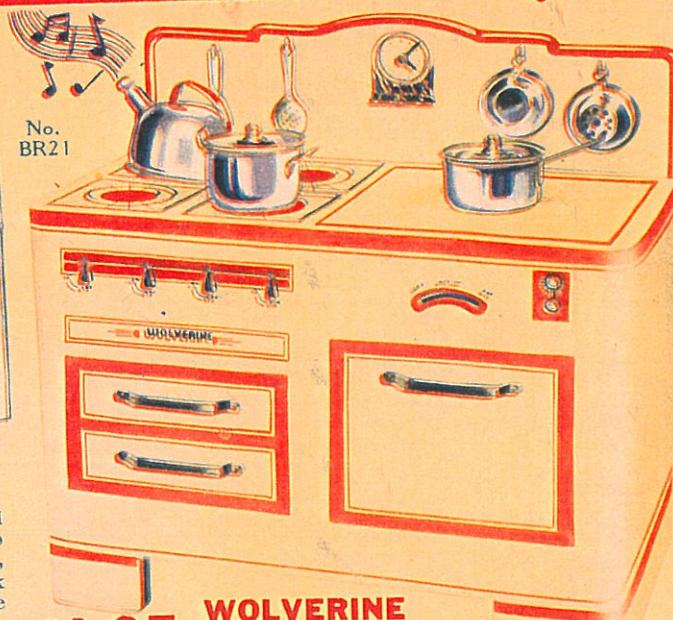
## PLAY STOVE

With 6 Utensils



No. BR22

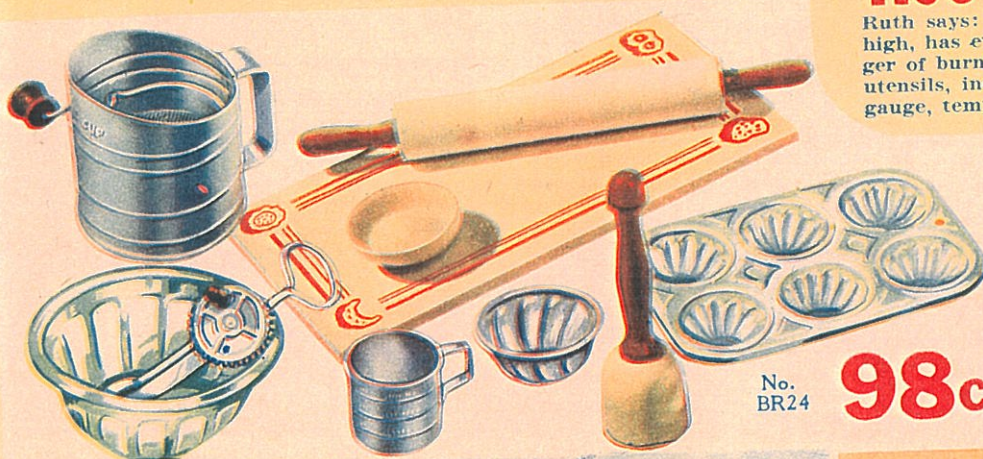
"Won't you little housekeepers have fun playing at cooking and baking with this stove?" says Ruth. "There are Orphan Annie designs on oven doors and back panel. Stove is 9½ ins. long, 8½ ins. high. And, look, there are six utensils to bake and cook with. Doors of oven and warming cabinet open to put in the things you bake. Sturdily built and finished in baked enamel."



No.  
BR21

**\$1.95**  
**WOLVERINE**  
**Non-Electric**  
**PLAY STOVE**

Ruth says: "This big play stove, 14 ins. wide and 14 ins. high, has everything that Mother's has and there's no danger of burns for it's non-electric. Seven aluminum kitchen utensils, including a whistling tea kettle. Has clock, heat gauge, temperature regulator and movable gas cocks."



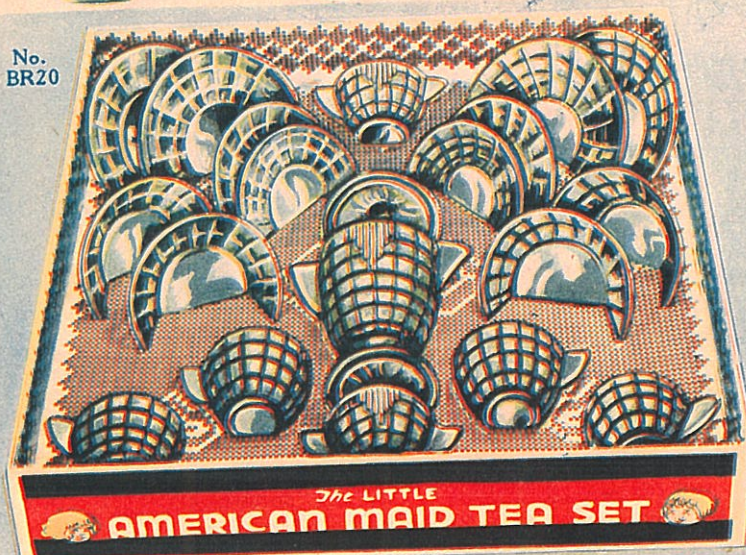
No.  
BR24

**98c**

## 10-PIECE TOY BAKE SET

"Think of all the good things you can make with this set," says Ruth. "Cakes and muffins and cookies to surprise Mother and please Daddy. There's everything you need—10 in. wood bread board, 10¼ in. rolling pin, mixing bowl, egg beater, cupcake tin, flour sifter, measuring cup, mould, wood masher and nappie."

No.  
BR20



21 PIECES IN SPARKLING GREEN OR BLUE GLASS. You'll be the modern hostess at your tea party with this latest basket-weave pattern set. Service for four—4 each plates, cups, saucers and bowls; tea pot and lid, sugar bowl and lid and creamer. **98c**



No.  
BR23

**98c**

## GENERAL GROCERY STORE

"Just imagine you're the grocer and that you're filling Mother's order," says Ruth. "Side panels look just like Mother's favorite grocery store and your shelves are well stocked with the things she buys. There's a scale to weigh things and a roll of paper to wrap up customers' purchases. Plenty of miniature empty food packages included."

7



# Girls: IT'S FUN TO PLAY "HOUSE" WITH THESE Ruth



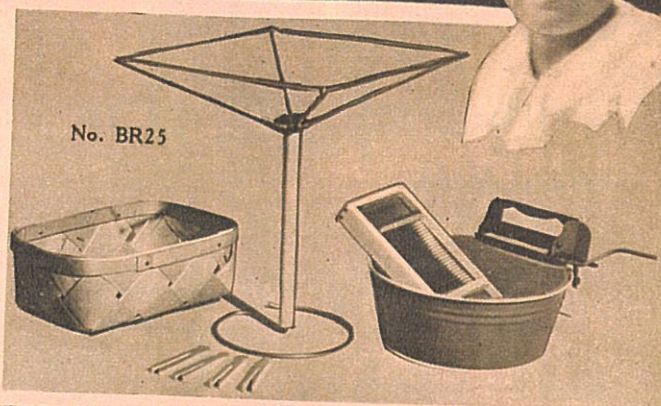
## VACUUM CLEANER

We girls want our toy housekeeping helps to look just like Mother's, now don't we?" asks Ruth. "And why shouldn't we when it's so much more fun with modern things? This vacuum cleaner is right up-to-date with a dummy motor and a dust bag. Really picks up the dirt, for it has revolving brushes."

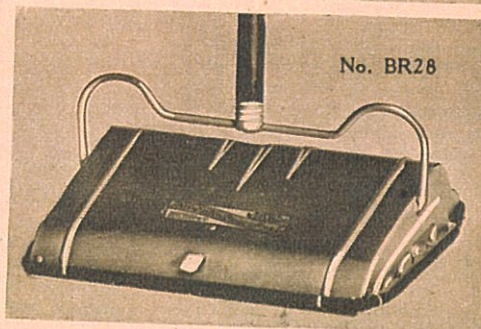
## WASH DAY OUTFIT

"This is the way we wash our clothes," says Ruth. 6 pieces—enameled metal wash tub with wringer that works, wash basket, metal wash bench, wooden washboard with metal rubbing surface, clothes reel and 4 clothes pins.

**49c**



No. BR25



No. BR28

## CARPET SWEEPER

"Little housekeepers find cleaning gets done in half the time when they use this streamline carpet sweeper," says Ruth. "It has real brushes that pick up the dirt and a dust pan that dumps. Rubber-tired wheels and rubber bumper prevents dents in Mother's furniture. Bright finish."

**\$1.00**

We also have another sweeper not so well made, without rubber bumper and in walnut finish, for **50c**

*Every little girl wants to clean the modern way with a Vacuum Cleaner just like Mother's*



No. BR27

**\$1.00**



No. BR26

**59c**

## WASHING MACHINE

Yes, indeed—it actually works. This washing machine will help the little miss get "clothes on the line by nine." Vacuum cup action like Mother's washer. When clothes are washed clean, you can put them thru the wringer.



No. BR29

## CLEANING SET

Set contains broom, carpet sweeper, dust pan, dust mop, a dandy apron and play packages of cleaner.

**\$1.00**





**\$2.95**

**13  
INS.  
TALL**

The most beautiful doll of the year—CINDERELLA. Never before did a doll have the elegance and charm that are present in the Cinderella Doll. All composition doll with sleeping glass eyes, real hair wigs, dressed in the latest and most attractive styles, a rhinestone studded tiara with each doll exquisitely dressed in long formal evening gown of rayon taffeta and the most attractive and beautiful face imaginable!



No.  
BR33

### STORY BOOK DOLLS Mother Goose Series

Here they are — Mother Goose's children, as cute and realistic as they are in the story book. 16 inches tall, soft and cuddy—stuffed with Kapok. Unbreakable mask face and rubberized cloth arms are washable. Dressed just as you've always pictured them in the Mother Goose stories. You can choose from "Little Miss Muffet," "Little Boy Peep," "Mary Had a Little Lamb" and "Little Boy Blue."

**\$1.95** Each



## Betsy Wetsy

**Feed Her, Change Her, Bathe Her**

"Happy smiles and busy hours for every little doll-mother," says Ruth. "Just like a real baby, she drinks from her bottle—then wets her diaper. You can bathe her — and she doesn't break when you drop her. Body, head and movable arms and legs made of 'Tru-Flesh' rubber. She's 11½ inches tall. Her layette includes rompers, undershirt, extra diapers, powder puffs, clothes pins and safety pins. Betsy-Wetsy and her layette are in a stylish traveling case."

No. BR32

**\$1.95**



## Betsy Wetsy

**WOOD TRAVELING CASE**

**\$2.95**

**ALL-RUBBER WETTING DOLL  
Go-to-Sleep Eyes**

Dear little Betsy Wetsy has head of unbreakable "Idinite" (hard rubber). She goes to sleep when you lay her down after she takes her bottle. You can change her and bathe her, too, and dress her up pretty. Layette contains organdy dress and bonnet, slip, booties, 2 diapers and safety pins. Airplane-type suitcase of basswood.

With 10½-inch doll ..... **\$2.95**  
With 11-inch doll  
and larger case. **\$3.95**

No. BR31

