

GO
TO
SLEEP
EYES

Girls: This is my very own **RUTH DOLL** *America's Most Beautiful Doll*



21 INS.
TALL

REAL
HUMAN
HAIR
CURLS

No.
BR37

\$3.98

She couldn't be sweeter, girls, and I know you'll adore her. I was so fussy—I wanted the doll that carries my name to be not only big, but she had to be beautiful and dressed in the very best. So, after looking at hundreds of dolls, I offer this to all my friends as the finest doll in America.

You'll be so proud to show Ruth to your friends—they'll be sure to rub their eyes for it's hard to believe this big, chubby darling is a doll—she looks so real.

Just Think, Girls, All These Features:

- Big—21 inches tall.
- Chubby type—correctly proportioned in life-like detail.
- Big glass-like eyes that go to sleep and have real lashes.
- Pearly white teeth and little red tongue show thru her rosebud lips.
- Human hair (she's a blonde) set in latest style with the cutest ringlet curls.
- Hard - to - break composition thruout.
- Tilting head, movable arms and legs.
- Dressed to go places in any weather. The cutest coat and hat of white flannel to keep her warm on cold days. Tie-scarf at neck keeps her snug. Coat and hat trimmed with corded rayon in 2-color combination. Her name is embroidered on her hat. Beautiful organdie dress, combination underwear, rayon socks and buckled imitation shoes complete her attire.

My name is "Toots"

25 INS. TALL

I'm a big, chubby baby. Cuddle me—my stuffed body is so soft. I cry like all real babies do. Put me down and my eyes, under long lashes, close to sleep soundly. My mouth is opened in a big smile so you can see my snow-white teeth and red tongue. Head, arms and legs are composition. I'm dressed in rubber panties, slip, organdie dress and pretty bonnet to match, socks and shoes.

\$1.98

No.
BR34



*Your
Choice 98¢*

Mary Jane

"So chic" you'll say. This modern miss is 19 ins. tall, of composition that's hard to break, brown eyes and black modeled hair. Mouth, slightly open, reveals teeth and tongue. You'll love her shepherd plaid checked dress and hat to match with black felt brim. One-piece underwear, shoes and stockings complete her outfit.

19
INS.
TALL

No.
BR3



15½ INS. TALL

Ruth says of Ann—"She's a lovable, big, all-composition baby, 15½ ins. tall with modeled curly hair and wistful, blue eyes, painted to look so real." Chubby arms and legs. Dressed in lace-trimmed organdie dress, bonnet to match, petticoat, diaper and socks.





21
INS.
TALL

No.
BR43

Connie



22
INS.
TALL

No.
BR41

Peggy



22
INS.
TALL

No.
BR40

Evelyn

"A dainty miss," Ruth describes Connie. 21 ins. tall with soft, stuffed body, composition head, arms and legs. She cries—she has go-to-sleep eyes with real lashes and beautiful ringlet curls of human hair. Dressed in pretty polka dot organdie dress, hat to match with buckram peak and ruffle edge, petticoat, bloomers, silk socks and buckle shoes.

\$1.98

Ruth says: "Peggy is hard to resist—she's so pretty with a big smile that reveals, thru open mouth, her teeth and tongue. A big girl—22 ins. tall. Her sleeping eyes have lashes and her curls are of human hair. She can tilt her head, move her arms and legs. Dressed in sport dress, velveteen coat, trimmed with imitation leopard collar, muff and hat. One-piece combination underwear, shoes and stockings."

\$2.98

A friend, of whom Ruth says: "I know you'll love her as I do." Her cute mouth is open just enough to show her teeth and tongue. Moves her composition head, arms and legs at will. Go-to-sleep eyes have real lashes. A silk ribbon keeps her real human hair in order. Evelyn is 22 ins. tall. She's dressed in velveteen suspender skirt, rayon blouse with velveteen collar to match skirt, one-piece combination underwear, shoes and stockings.

\$2.49

No.
BR39



Susan's
A Cute
Baby

This chubby baby is 12 1/2 ins. tall. Pretty dimples—a big smile. Her brown painted eyes and black modeled hair, the way she turns her head, the cute dress she wears, combine to make her a "sweetheart." Diaper and socks complete her attire.

Your Choice 50¢

You'll Love
Rose

"Another favorite of mine," says Ruth. "You will like Rose when you meet her." Of hard-to-break composition, she's 14 ins. tall, moves her head, arms and legs. Rose has blue painted eyes and painted, modeled hair with hair ribbon. Sweet bolero-type dress, one-piece combination underwear, shoes and stockings.



No.
BR38

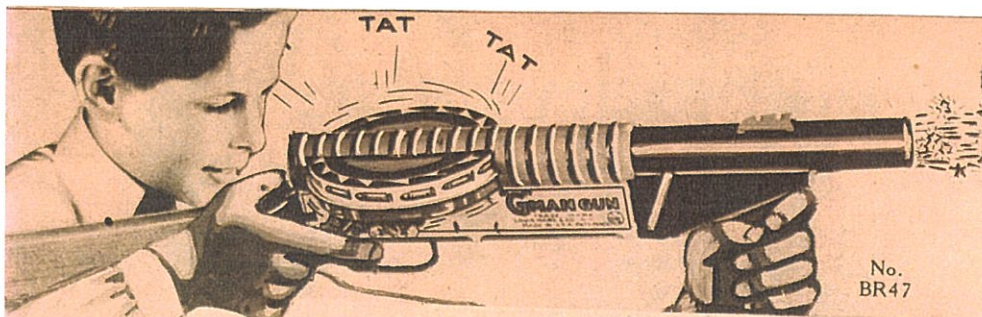
Her Name Is
Edith
She Cries!
She Sleeps!

Take her in your arms—Edith will snuggle up. Lay her down for her nap—her eyes close. Cries sometimes, but then all babies do. Soft, stuffed body with composition head, legs and arms. Dressed in heavy flannel coat and cap to match, organdie dress, stockings and moccasins. She's 18 ins. tall.

98c

No. BR42





No. BR47

\$1.00

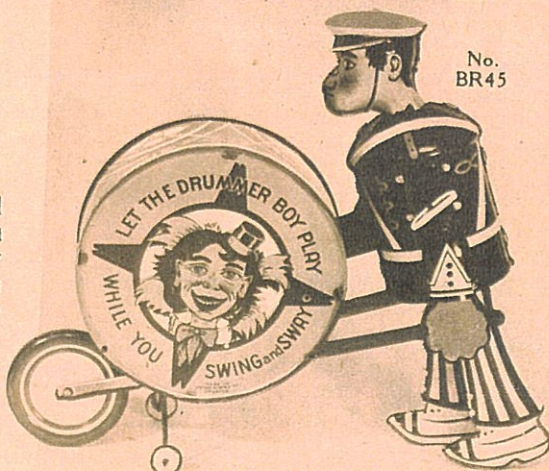
**G-MAN
SPARKLING MACHINE GUN**
With Revolving Turret

"Boys," says Billy, "here's a new design of the latest type machine gun similar to those used by G-Men. Just take hold of this big 22-inch gun, swing it to your shoulder, grip the stock support in your left hand, get your aim and start it pumpin' by pulling the trigger. See the bullet magazine turn just as in the real guns, hear that 'rat-tat-tat,' see the sparks shooting out the end of barrel. All you need to do to start being a G-Man, hunting down criminals, is to wind the strong spring motor of gun. This is REAL, fellows."

**WALKING
DRUMMER BOY**

59c

You'll get a big laugh and your friends will too as you watch this drummer boy strutting, beating a tune on his base drum that is so big he has to push it along on wheels. Strong wind-up motor runs a long time. Drummer boy and drum finished in bright colors.



No. BR45



MARX

No. BR44



**BALLET
DANCER**
25c

Wind up this toy and see the dancer swing into her ballet, dancing on her toes. Round and round she goes—you'll wonder what keeps her going so long.

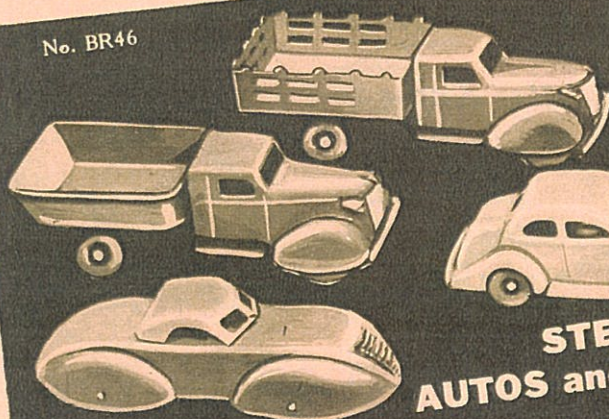


No. BR49

MAINLINER PLANE

A big plane, just like those 4-motored transport airliners that fly their schedules across the country. Made of heavy gauge metal with 3 easy-rolling wheels. 10 1/4 inches long. 14 1/2-inch wingspread. You'll have plenty of fun with this.

25c

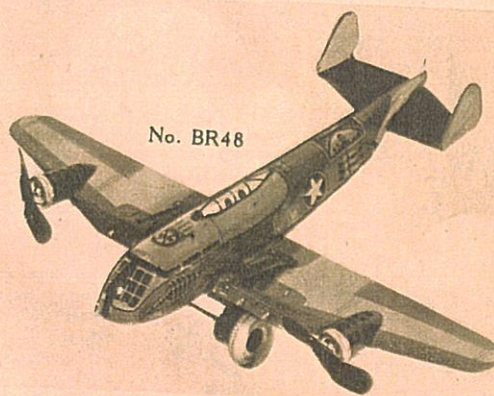


No. BR46

**CHOICE
25¢**

**STEEL
AUTOS and TRUCKS**

These heavy steel floor toys will provide many hours of play for any child. There are several models to choose from—why not ask Santa for two or three so you can have a whole fleet of trucks? Modern styled bodies, finished in brightly colored enamels.



No. BR48

SPARKLING PLANE

You'll marvel at the speed and action of this mechanical streamline combat plane that travels either straight or in a circle, guided by the pilot in the cockpit. Two machine guns mounted on wing shoot sparks as plane travels along. 13 3/4 ins. long; 18 1/2 in. wingspread.

50c

STEEL AND MECHANICAL TOYS

CLANG CLANG CLANG

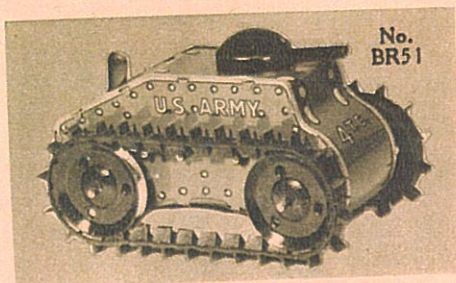
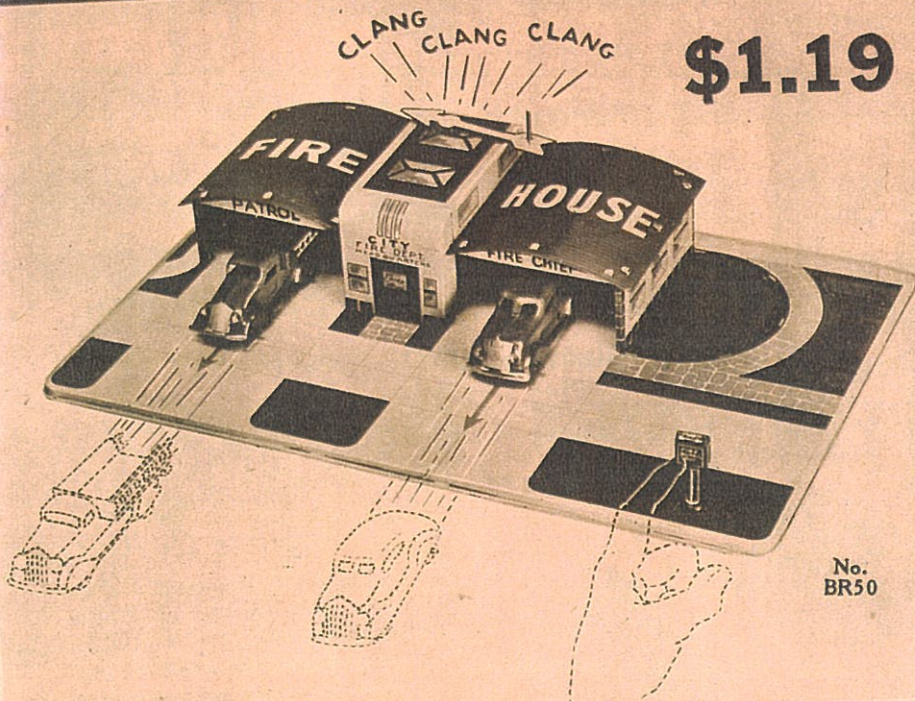
\$1.19

Billy & Ruth
**KNOW YOU'LL
LIKE THEM**



*Especially
this . . .*
**GENERAL ALARM
STATION FIRE STATION**

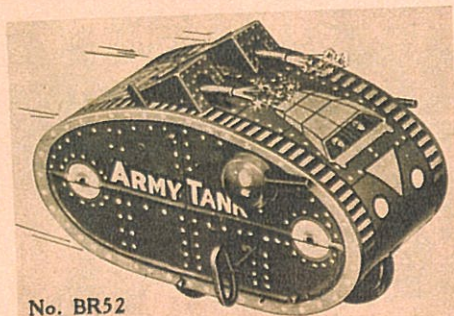
"Clang—Clang—Clang"—Hear that bell sounding a fire alarm? But wait—now the action starts. Touch the alarm lever and—presto—the two fire cars dart out of the fire house, racing to the scene of the blaze. "Boy, this is really some action toy," says Billy. "Don't miss this hit of 1938. It's big—16 7/8 x 11 ins., sturdily made of metal and finished in bright colors. A Fire Chief Car and Fire Patrol are included."



CLIMBING TANK

Like the modern army tank in appearance and action. Has gun turret on top. Strong spiral spring motor with brake. Its rubber belts enable it to climb steep grades and run over obstacles. 5 1/4 ins. long.

25c



**SPARKLING
ARMY TANK**

Newest type army tank runs along shooting sparks from the two guns mounted on top of body. Powered by strong spring, wind-up motor. Strongly made of steel, 8 ins. long, finished in realistic colors.

49c

*One of the Most
Novel Action Toys
of the Season!
It's . . .*

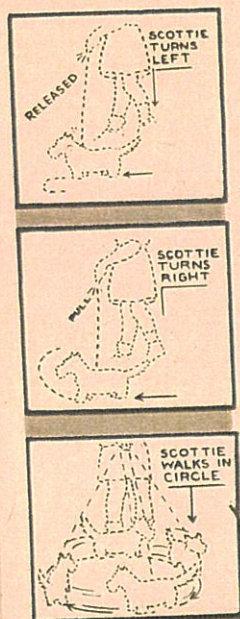
GUID-A-SCOTTIE

The dog that
walks in any
direction you
want him
to go.



You'll amaze your friends as you take Scottie for a walk and at your command, your doggie turns left or right, in a circle or straight ahead, all the time waggin' his tail. It's all done by the tension on Scottie's leash. Scottie is a big dog, 12 1/2 ins. long and finished to look so real. Just wind him up and away he goes.

\$1.19



No.
BR53

13

NEWEST GAMES!

*Billy and Ruth played them
and say they're swell!*

Swing-IT
The New

**BINGO and HORSE-RACING
GAME**



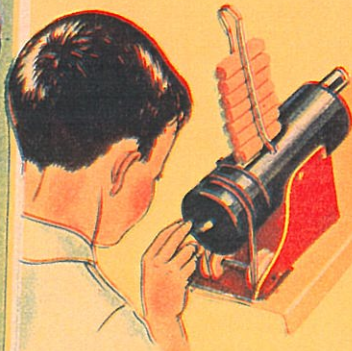
No. BR56

98c

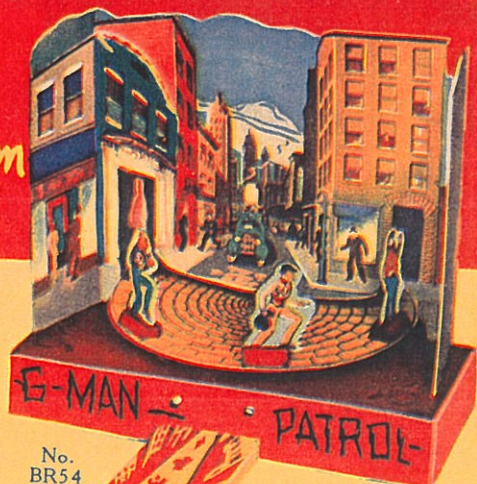
Billy raves about this game. "It's really two games in one," he says. "And a whole crowd can play—up to 12 people. Dad likes it, too. Swing the arrow around—when it stops it indicates the number called. Wooden pegs serve as markers—they won't slide off as other markers do. Then you can play Horse-Racing—on each card is a 'U' design over which race is run. Spinner board and all cards are wood.

G-MAN PATROL GAME

"Boy, is this hot!" exclaimed Billy. "It's more than a game—altho your aim must be good to be the winner with a high score."



**Rapid-
Fire
Gun**



No.
BR54

98c

*Exciting as a
movie thriller!*

There's a thrill-a-minute when you play you're a G-man and mow down, with wooden bullets from the rapid-fire gun, the 6 gangster figures as they come within range on the busy city street. When you hit 'em—down they go to score your points. Full of realistic action—you'll go for this."

Everybody's playing MARBLE BINGO

*When you
make "Bingo,"
hit the bell
and add
1500 to
your
score!*



No.
BR57

98c

Ruth watched Billy play. "It looks so easy to make Bingo, but 'I bet it's not," she cried. "You try it," replied Billy, "and if you can shoot marbles in a row of the diamonds in a row and have a marble left, you can try to hit the bell—that'll give you 1500 more on your score."



\$1.19

No.
BR55

SWINGING ARM TARGET GAME

Ruth says, "It takes a good aim to hit the target on arm swinging back and forth, propelled by a strong windup motor. Add that score to what you make on target at top of easel. Steel target pistol and four rubber suction darts are furnished.

FUN FOR ALL WITH THESE GAMES



"2 FOR 2"

Two fine games—"Boxes" and "Tic-Tac-Toe"—each for two players. Interesting and instructive for children from 6 years of age up.

50c

No. BR58

JUMPING JUPITER

"What makes the discs jump?" you'll ask. Just hold one in your hand a minute—put it down in center—then see it jump high. Where it falls designates your score.

\$1.00

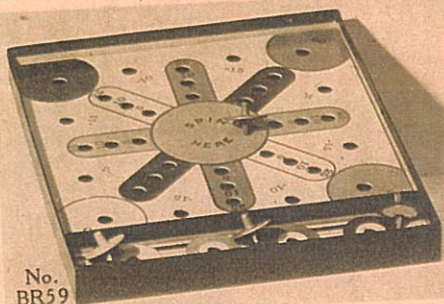


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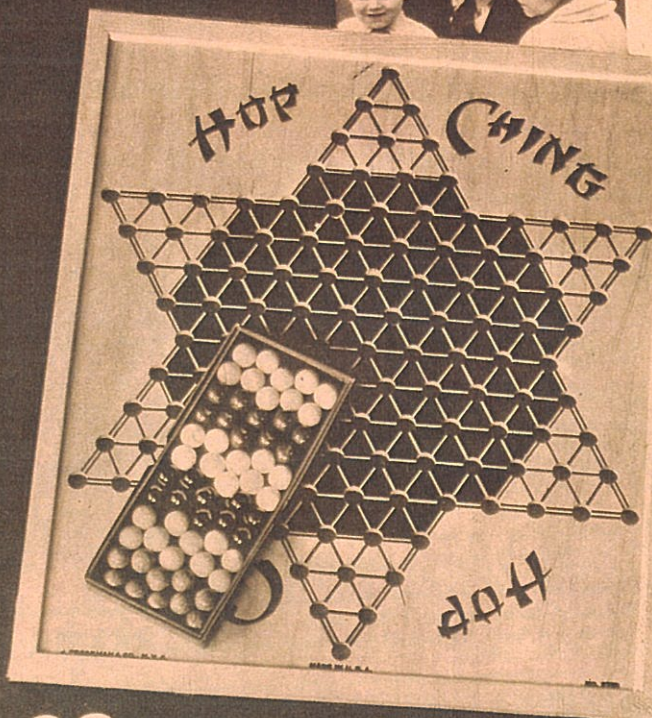
SPINNET TOP

Any child old enough to twirl the little catalin tops between fingers will enjoy this game. Tops spin around and land in holes that determine the score. Two, three or four can play.

50c



No. BR59



98c

No. BR61

The Game that's all the Rage! HOP CHING CHECKERS

This Chinese game is the new craze. Played with marbles (of which 60 are furnished) on large 17x19 in. 3-ply varnished wood board. Fun for the whole family up to 6 players.

Action — Speedy Play — that's why you'll like POLO

"In Polo, you play against an opponent—or four can play (2 teams of 2 players each)—that's why it's so thrilling," say Billy and Ruth. "Players have to keep their mounted poloists in action to keep their opponents from sending ball across the goal."

98c

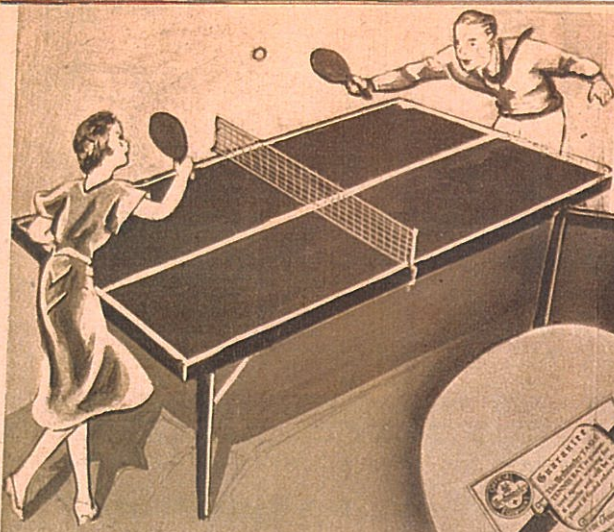


Strongly built—playing field and frame of sturdy metal. 4 figures and 4 operating levers. Two figures can be removed if only 2 players play. Two steel balls included.

No. BR62



Billy and Ruth PLAY A GAME OF TABLE TENNIS



"Table Tennis is swell fun," agree Billy and Ruth. "And this set has bats approved for tournament—the kind champs use. Four, 3-ply bats (two with sanded faces and two with cork faces), two strong, adjustable table clamps to hold the nice net furnished. Set is complete with four high-grade table tennis balls.

\$1.95

We also have a big value in a set with four regulation bats, two table clamps, net and two balls. No. BR63.

98c



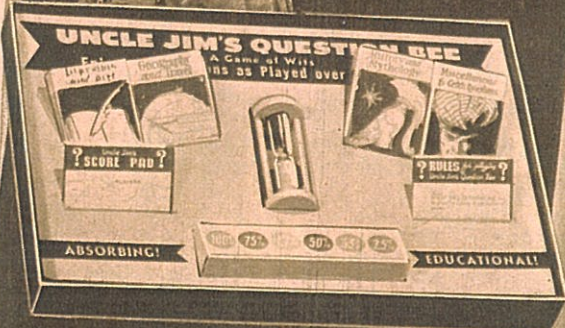
No. BR64

\$1.95



Now You Can Play
**UNCLE JIM'S
QUESTION
BEE**

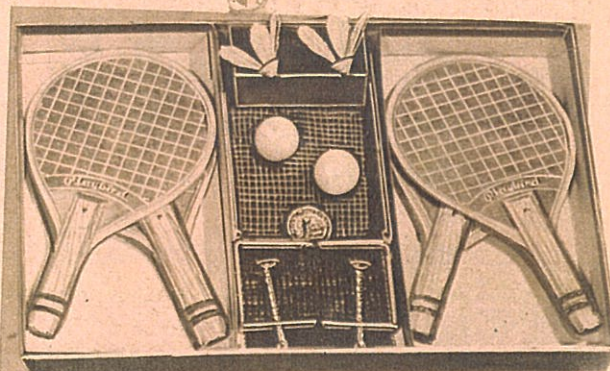
As Played Over
NBC Blue
Network



New—Popular!
**COMBINATION
TABLE TENNIS
AND
BADMINTON**

\$1.95

2 games in 1. Brackets adjust net for table tennis or badminton. Set has 4 non-warping Masonite paddles, 2 feathered shuttles and 2 table tennis balls.



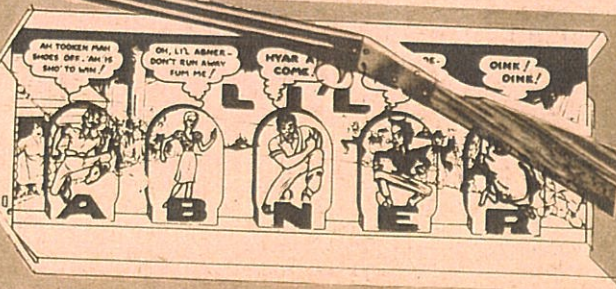
No. BR65

You'll Like This Game—It's NEW!
LI'L ABNER SHOOTING GALLERY

No. BR67

98c

"A different kind of shooting game," says Billy. "You'll laugh at Li'l Abner and the other funny folks of Dogpatch on the shooting gallery. See how many of them you can knock down. The gun shoots 20 harmless cork balls without reloading."



A Game of Wits 98c

"Gee, this is swell," say Billy and Ruth. "There are 176 questions and answers taken from the radio script used by Uncle Jim in his weekly Question Bee over NBC. There's a timing glass, too, and a score sheet. Percentage discs to award players. Any number can play this game that teaches as you play." No. BR66.



Whee! Just like the shree-ball game, played at the amusement parks!

SKIP-BALL

Automatically
Records Your
Score

98c

It's a
handy!
says Billy

"You'll have swell fun playing Skip Ball," says Billy. "See how high a score you can make. Your score is automatically recorded as you shoot the ball into the four holes numbered 10-20-30-40. When you finish shooting, just press the lever and ball returns automatically for the next player's turn."

No.
BR70

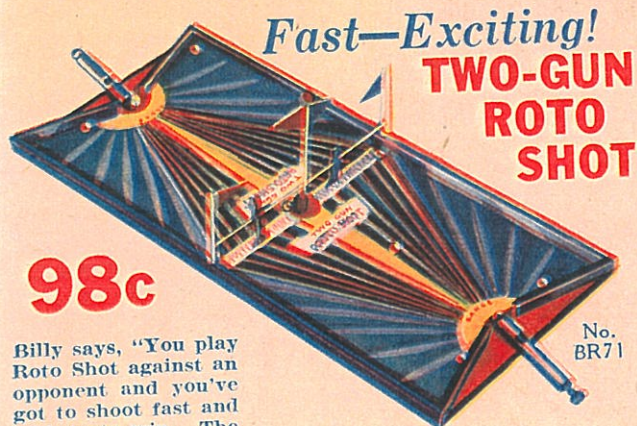


No.
BR68

How's your aim? "Double Score" TARGET GAME

Take a shot. Each circle scores from 100 to 500. Hit horseshoe and double your score. 9 3/4 in. target with pistol and 2 rubber suction darts.

25c



Fast—Exciting! TWO-GUN ROTO SHOT

98c

No.
BR71

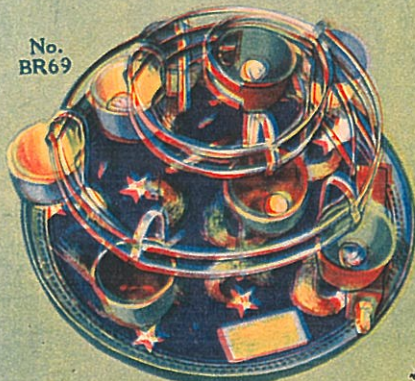
Billy says, "You play Roto Shot against an opponent and you've got to shoot fast and furious to win. The object is to shoot marbles from the gun, hitting the arrow, making it spin around on rod, to move it to the center flag—the first one to do that wins. If you see your opponent's arrow getting near flag, you can hit it from your side which spins it back towards starting point, keeping him from winning. Plenty of action—real fun."

A Game of Skill—and Thrills!
You'll like...

WHIRL SHOT

98c

No.
BR69



Billy says: "It takes practice to make a high score in Whirl Shot, but soon you'll get the knack of it. You get five shots—sending the ball up the inclined circular track to drop into one of the colored cups that score 25 to 300. It's real fun."



SHUF-A-LONG

A NEW
GAME
SENSATION

No.
BR72

98c

"You'll get the greatest kick out of watching or playing this game," says Billy. "Those 'Shufflers'—flexible shaft sticks that are used to push the wooden disc over opponent's goal—are the secret of fun in this game. They wobble and bend in the funniest manner—what a tussle when you mix up with your opponent. Playing field is warp-proof, 24x13 1/2 ins., edged in metal."

17



Look—a whole **LIBRARY OF GAMES** 10 OF THE SEASON'S BEST AT THE PRICE OF ONE

Billy
and
Ruth
say
this
is one
of the
year's
biggest
game
values
for

98c



No. BR73

"Boys and Girls—think of it! Ten games and all dandies—new ones, popular ones—for the price of one. Golly, what a value. Just think of all the evenings of play you'll have—there's always a new one to try, it seems. They're nice games, too, and all necessary equipment—marbles, checkers, chess

men are included. The big Chinese game of Chen-Check in this set is worth the price of the whole Library of Games. Then you have Chess, Checkers, Merelles, Go-Bang, Avion, Yumpha, Tigh, Foregammon, Py-Hy-Ky and others.

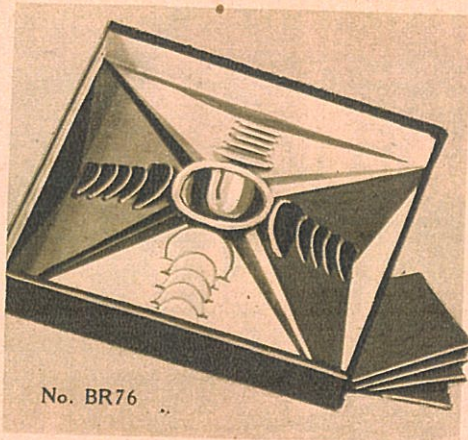


No.
BR75

Always popular . . . **ANAGRAMS**

25c

A game of word building that never grows old. 400 clearly printed wood block letters. Interesting and educational.

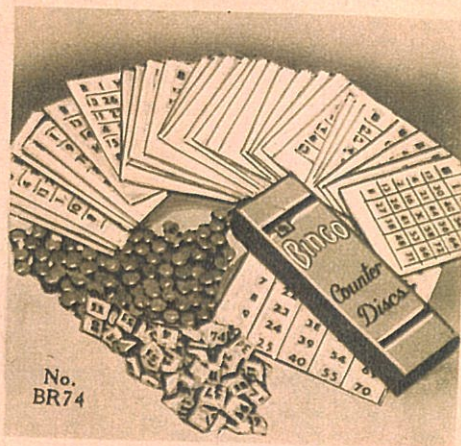


No. BR76

A new kind of **TIDDLEDY WINKS**

Called "Jumbo." New kind of platform with glass cup in center. 4 sets of colored jumbo winks and 4 felts.

48c



No.
BR74

Everybody plays **BINGO**

Have a Bingo Party. 50-card set—so everyone can play. Embossed wood numbers, wood counters, a tally sheet and instructions

48c