

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!

1937



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



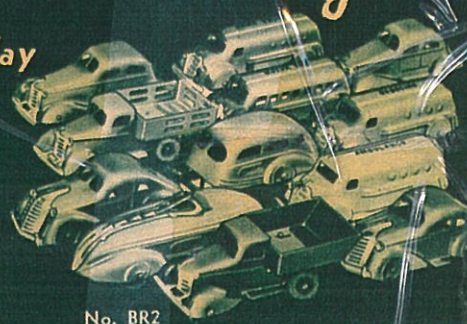
Hold real phone conversations!
MACK TELEPHONE SET

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

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.



VALVE TYPE FOOTBALL

98c

"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.

No. BR3

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

G-MEN STAINLESS FINGERPRINT SET

\$1.00



No. BR5

"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. BR4

\$1.00

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 Code on top of each instrument. Western Union blanks included.

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