

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!

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

See
PAGES 16 AND 17

It's lots of fun!

PRICE 10 CENTS

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

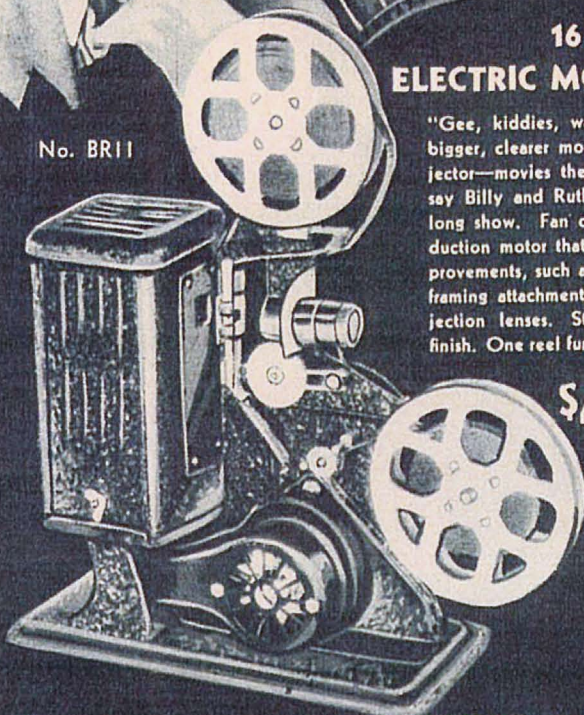
MOVIE PROJECTORS



16 MM ELECTRIC MOTOR DRIVEN

"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.

No. BR11

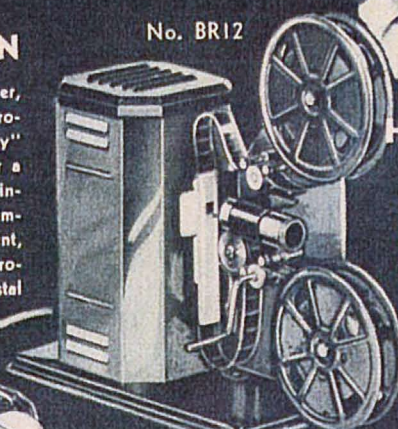


\$4.95

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

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.

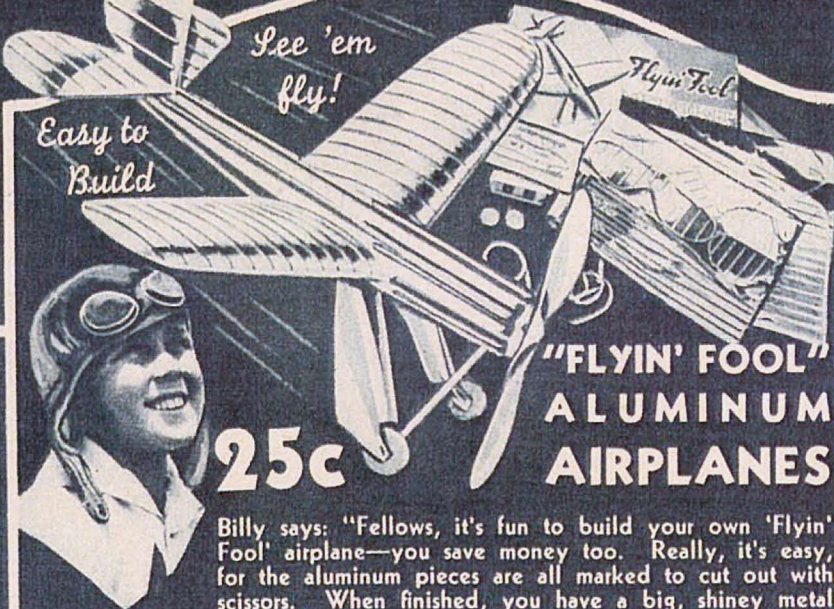
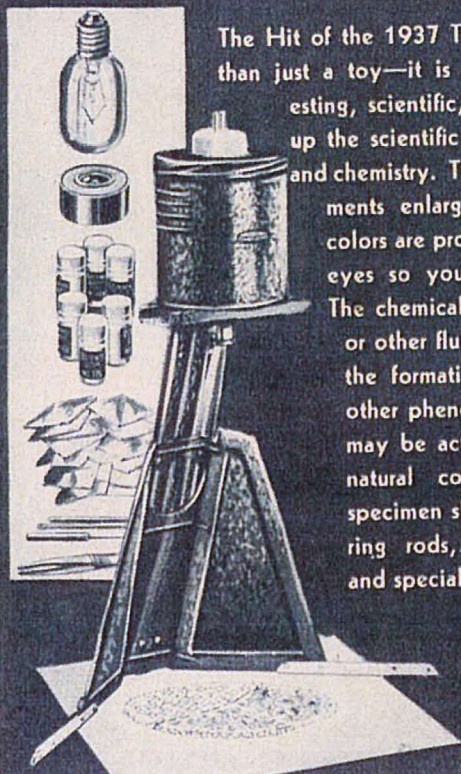
See Science in Action! MICRO SCIENCE-SCOPE

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



Easy to Build

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

25c

No. BR15—17 1/4 in. Wingspread

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.

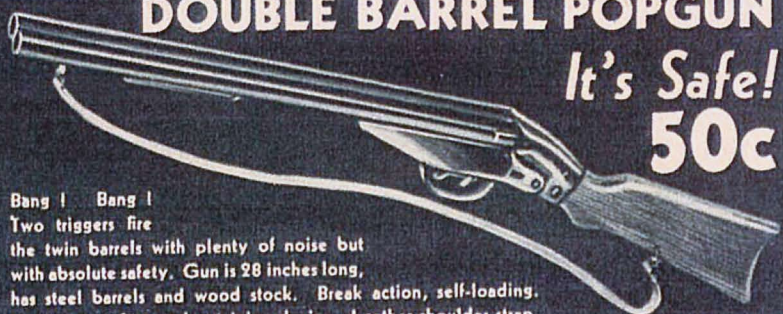


No. BR16

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