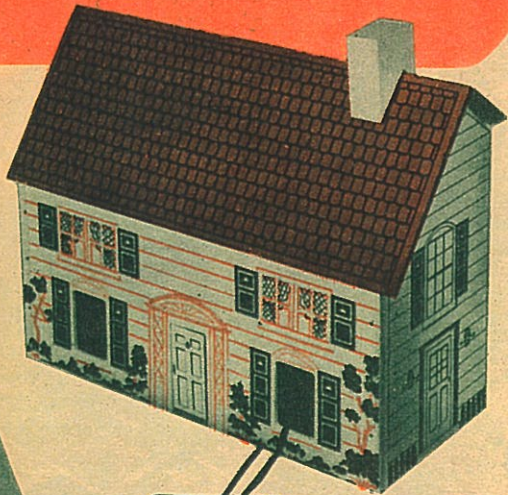


Ruth's



WILLERS

every Christmas"
you!



A
REAL
VALUE!

DOLL HOUSE

"Isn't this an adorable home?" asks Ruth. "It has two lovely rooms. It's attractively painted, too. Sturdily made

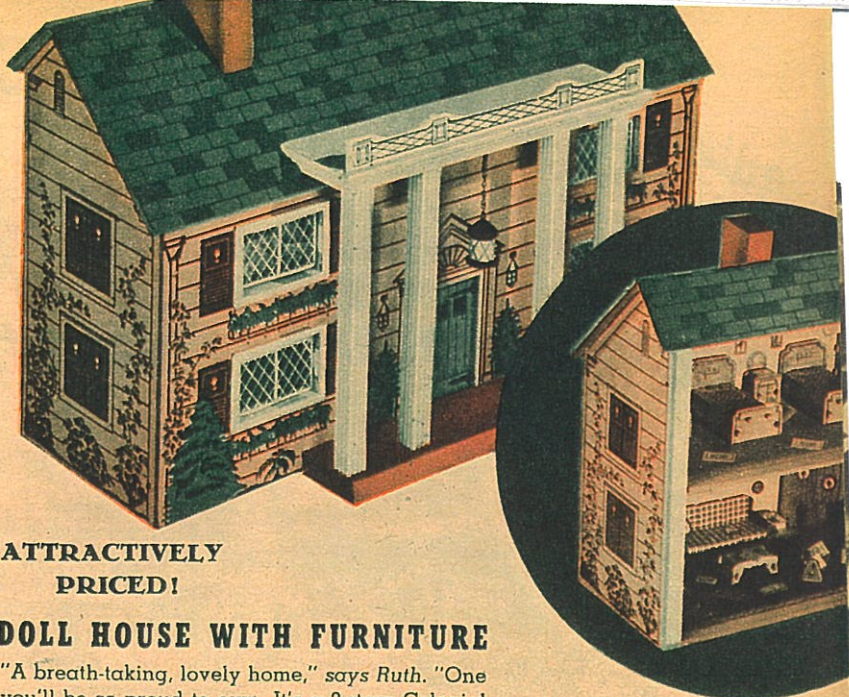
of hard pressed wood, Mother tells me."

ASK FOR 37BR1

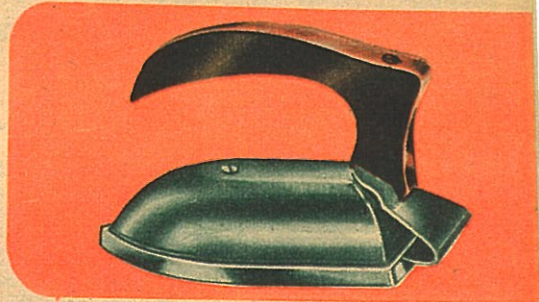
ATTRACTIVELY
PRICED!

DOLL HOUSE WITH FURNITURE

"A breath-taking, lovely home," says Ruth. "One you'll be so proud to own. It's a 2-story Colonial type house, with four large rooms, a 4-pillar Colonial porch, and just think, it's completely furnished! Attractively painted, too." ASK FOR 37BR3



GORGEOUSLY
FURNISHED!



TOY FLAT IRON

"Be Mother's Little Helper," says Ruth, "and do up Dolly's clothes. It's streamlined. You'll have lots of fun with it."

ASK FOR 37BR4

59¢

PRICED
RIGHT!

TEA SET

"You'll be a proud and happy hostess with this lovely Tea Set," promises Ruth. "It's a service for 4' and made of glass."

ASK FOR 37BR2



PLASTIC TEA SET

"You'll always be having 'open house' for your friends," says Ruth, "when you're the proud owner of this lovely easy-to-clean Tea Set. Learn to be a perfect hostess."

ASK FOR 37BR5

1.69



COME ON—GOOD LITTLE

Sports

Billy
on SPORTS

Be physically active and you'll keep vitally fit!



Shooting!



Archery!

1²⁵

1⁰⁰

RAID GUN

"Take aim . . . FIRE! you'll route out the enemy with this nifty Raid Gun," says Billy. "It has a swell repeating action. Makes loud popping noises when you move the pistol grip handle backward and forward." Made of wood and has an imitation walnut finish, red cartridge case and black trim.

ASK FOR 38BR1

SUB-MACHINE TOM-E-GUN

"Exciting! . . . Boys, you'll go for this nifty Sub-Machine Tom-E-gun," says Billy. "Made entirely of wood, and it has a new and realistic design . . ." Varnished stock with black enameled drum barrel and grip. Has "Br" sound.

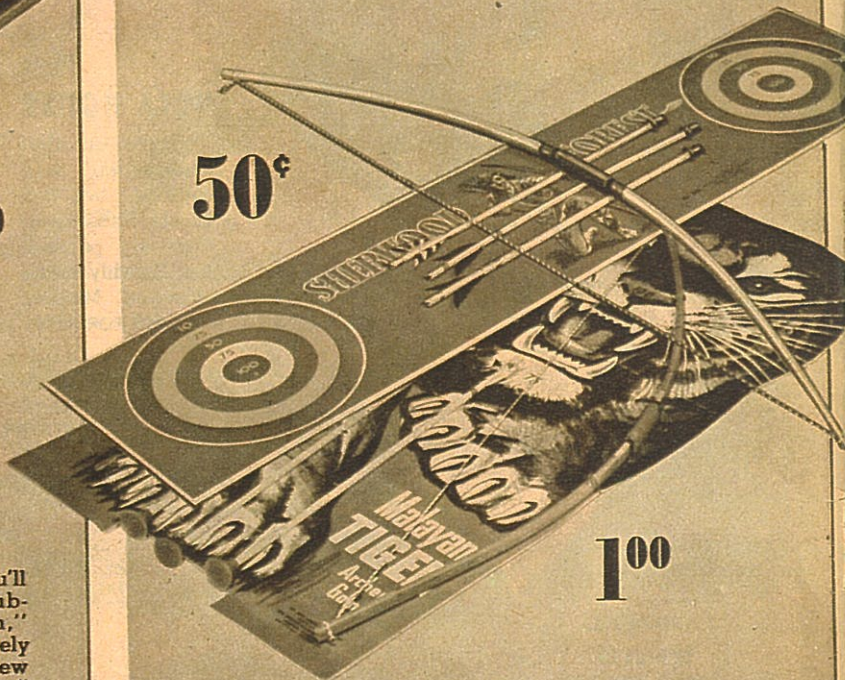
ASK FOR 38BR2

ARCHERY SET

This set has a double target board. You'll have twice as much fun. You also get a big Hickory Bow, varnished, with velour grip, waxed bowstring, and 3 feathered arrows with rubber suction tips.

ASK FOR 38BR4

50¢



1⁰⁰

ANIMAL ARCHERY TARGET

"Want the thrill of a Big Game Hunt?" ask Billy and Ruth. "Here it is. Colorful, life-like Target. High grade, big Hickory Bow with velour grip and waxed bowstring. Three arrows with safety suction cups, and feathered shafts for straight shooting."

ASK FOR 38BR5

ALPHA BASEBALL GAME

Different! . . . Exciting! "Imagine, every letter in the alphabet represents a play, based on real Baseball and each play controls the action of the batter as well as any men on bases," exclaim Billy and Ruth. "The playing field is cut out for placing Base Runners and keeping score of Balls, Strikes, Outs and Runs."

ASK FOR 38BR3

1⁰⁹

