

# EVERYONE AS

*Ruth says*



## THE NEW RUTH DOLL

### RUTH DOLL

"Of course, she's my favorite," says Ruth. "She looks like a real girl, and she stands alone, on her adorable, dimpled chubby legs. She wears a lovely coat and bonnet of chinilla cloth. Her beautiful curly hair is worn in the latest fashion. Her large, flashing glass-like eyes have long, lovely lashes. She can tilt and turn her head. Her saucy little mouth is open to show lovely white teeth and cute little tongue. She's also wearing a pretty dotted organdy dress and underwear to match, silk socks and little tied shoes with buckles.

ASK FOR 10BR1 4.95

### BABY DIMPLES

"You'll cuddle her close to your heart and never let her go", says Ruth. "Turns her head around to look at you, with her lovely big eyes and long, silky lashes. Her soft body is shaped so that she can sit alone! She wears a beautiful fine dress and bonnet, lace and rosebud trimmings, nain-sook slip, rubber panties, silk socks and dainty tied shoes. She's, oh, so huggable, so lovable.

ASK FOR 10BR2 4.29



Really Lovely



10

### THE "MAGIC SKIN" BABY WITH-SUIT CASE AND LAVETTE.

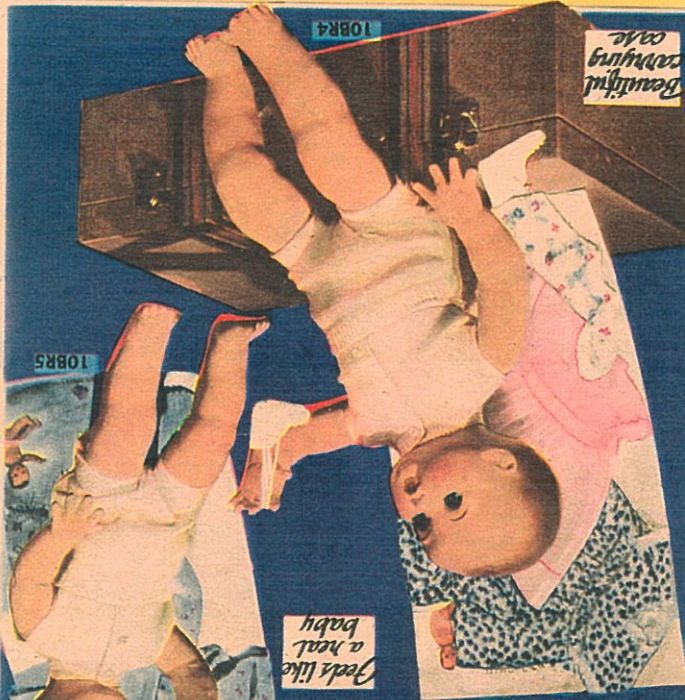
"Oh, gosh," says Ruth, "she's so real you'll think you are holding a live baby. She will actually get warm in your arms! You can move her toes and fingers. You can wash her. Her body, legs and arms are made of soft, magic skin. Her head is hard-to-break plastic. She has large, brilliant sleeping eyes and silky lashes. Dressed in body pants and shirt. She comes in a gorgeous wood frame suitcase with leather handle and her lavette includes a hat, dress, petticoat, shoes, stockings and other things.

ASK FOR 10BR4

### "MAGIC SKIN" BABY AND LAVETTE

"Very charming and appealing," says Ruth. "She is made just like the other magic skin baby, but she is smaller and does not have a suitcase. She, too, is dressed in baby pants and shirt. She has a lavette of embroidered rompers, a bonnet and booties. You'll just love the feel of these adorable babies."

ASK FOR 10BR5



Beautiful baby doll

10BR4



10BR5

Feels like a real baby

### ATTRACTIVE FASHION PRICED IN A MOST

So sweet and demure

ASK FOR 10BR3

This glorious new baby is made of soft "magic skin" legs and arms, giving her that life-like touch, smooth and velvety. She can clasp her hands. Her face is comely position and she has lovely sleeping eyes and silky lashes. Her skin wrinkles like a real baby's. Just squeeze her legs and she will cry. Put her down and she will cry and go to sleep. She is dressed in fancy organdy baby dress with ribbon trim, and lace-trimmed lilly bonnet, rubber pants, shoes and socks.

Magic Skin Dolls by Ideal are the greatest forward step in making baby dolls since Santa Claus started making little girls happy! There is a real thrill in the feel of these little sweateaters.

