

FRANK BUSCH, The House Furnisher.

.. THE FIRST CALL ..

IN THE

.. HOLIDAY CAMPAIGN ..



THIS is going to be one of the liveliest Christmas Campaigns in our history. We are going to make a noise, but every shot is going to count, too. The campaign is planned on ideas of economy for our customers and credit for our establishment. We are sure to capture the trade of those who want the best goods at the right price. The first of the holiday goods are here. They represent the best achievements of the manufacturers, and well selected expressly for our customers. They are ready for you now and we urge you to come early and get choice.

Our mechanical toys must be seen to be admired. There is, for instance, a cackling hen walking about on her natural feed, a dancing bear, clown riding on a running pig, automobiles, boats, trains, roaming turtles, etc.

Flying Machine on Frame

16-inch center pole stand, width of frame about 16 inches. Easily put together. Represents flying machine with umbrella top, figure of operator, fly wheel behind, attached key, fly-wheel revolves and the man works his feet, making airship revolve around center pole with a sweep of 16 inches. Will run for a long time, handsomely painted, attractive both to old and young. Price 75 cents.

Imported Roulette Wheels

Introduced last year into the United States as a parlor game, and met with instant success. Regulation made, with all the numbers including O and OO, the red and black, and the pocket for marbles, etc. Just the thing for roulette parties. Fascinating and interesting, now played for fun and prizes. Price \$1.50 and \$2.50.

Leather Covered Cow

and Calf, modeled shape as natural as you see the country, free legs, good head, natural eyes, with voice, which is made by pushing head to one side, collar with bell, mounted on four iron wheel platform, wheels outside 10-inch long. Price \$1.50.

These are a few only of the attractions.

TOY—CHILD'S and MISSES' ROCKERS



A line far superior to any heretofore offered, both in quality and price lowness. Nothing but the best materials are used in their finish.
 Square Back Red Chairs, seat 6x6, price 15c and up.
 Bow Back Red Chairs, seat 7 1/2 x 7 1/2, price 25c.
 Square Back Red Rockers, seat 9x9, price 35c.
 Bow Back Red Rockers, seat 7 1/2 x 7 1/2, price 25c.
 Child's Fine Oak Rocker, seat nicely carved, 65c.
 Same in Maple, 45c.
 Fancy Misses' Rockers, imitation, Ratton work, \$1.45



TOY TABLES

Top 13x20 inches, 15 inches high, hardwood nicely finished, natural maple, price 65c.
 Fancy Ash Tables, with drawer, \$1.45.



CHILDREN'S FULL SIZE DESKS

High secretary desk made of ash, varnished in natural colors, price \$1.25.
 Same with Drop Cover, 3 pigeons holes, shelf below for books, varnished in natural color, stands 3 feet high, price \$2.25.
 Roll Top Desk, 36 inches high, embossed ornaments, sliding desk board, one large drawer and pigeon holes, price \$3.00.



WOOD TOY BUREAU

Well made Ash Bureau, 3 drawers, each drawer has one knob, size of top 8x13 1/2, 24 inches high, finished natural color, revolving mirror which can be taken off, price \$1.50.
 Same, white enameled, 3 drawers each with two brass handles, size of top 8x15, 26 inches high, price \$2.50.



Trains 25 cents up.



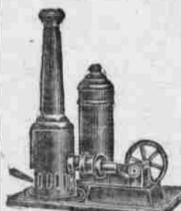
RUBBER TOYS and DOLLS

Our line of toys and dolls, rattles and balls is a good one. There is no trash here. For every cent you invest you get liberal, full value. Our stock is fresh. Every one of our numbers is a favorite for our youngster.

Rubber Dolls—knit worsted shirt, blue, pink, red and white, painted features, free arms and legs. Price according to size.

Naked Rubber Babies, painted features, well finished, good stock, each with voice.

Rubber Animals, well finished 15c 20c 25c and 50c.



Steam Engines



Sail Boat 10c



Magic Lantern we ask inspection



Boy's Coasters 45c



Dolls come and see them at all prices.



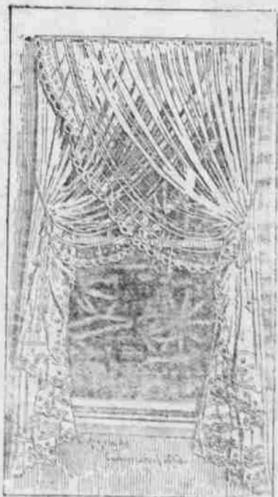
A Useful Toy, as good as any broom, 35c.



Extension Tables from \$3.85 to \$20.00



100 Piece Decorated Dinner Set \$9.50



Lace Curtains, per yard, 15 cents.



Rugs, 3x 6 feet, \$2.50.

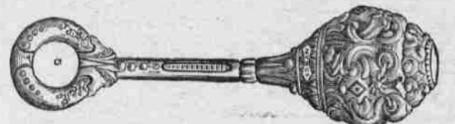


Hot Water Set \$1.25
 Cheaper ones for 75c



Price \$2.75

BABIES RUBBER RATTLES.



15c



10



Barking Dog 10c.



Inflated Rubber Balls, filled with compressed air, having no vent hole, red rubber 5c 10c, 15c, 20c, 25c. According to size.



Musical Fluted Balls, soft rubber, corrugated, striped in fancy colors, with whistle 5c, 10c, 15c, 20c, 25c.

Fancy Painted Rubber Balls and stripped in bright colors with American flag and picture design, 20 to 50c.

Rubber Pistol with Rubber Tipped Target, the great family amusement game, all ages of the family enjoy it together. Thoughtful parents will not let their children grow up without it, sport discipline produces harmony between the eye and hand as nothing else will, perfectly harmless, intensely amusing, no sharp point to mar furniture. Price complete 50c.

The Harmless Rubber Rifle. Price \$1.00.



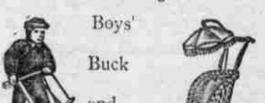
Unbreakable toy dishes 65c.



Cannons 25c.



"Shoo Fly" Rocking Horse in long, in wide, painted and dappled, painted seat and mane, hair tail 65c.



Boys' Buck and Saw Price 40c.



Doll Cab 25c up.



Boys' Pocket Knives 5c. up.



Iron Horse Cart all sizes and prices



Steel Express Wagons box 24 in. long, 12 in. wide. \$1.75.



Boys' Tool Sets on cards 15c.



Noah's Ark 5c.



Horse and Wagon 50c.



Drums, all sizes.



Doll Heads 5c. up.



Laundry Toys