


This is The
Christmas Store


COME DOWN TO TOYLAND



FULLY STOCKED WITH ALL THAT IS NEW, TOYLAND IS OPEN AND AWAITS THE VISIT OF BOYS AND GIRLS—GROWN-UPS TOO—FOR INSPECTION, SELECTION AND TO GLADDEN THE HEARTS OF ALL. TOYLAND—OR JOYLAND—THIS YEAR IS BIGGER, BETTER AND GAYER—AND MORE INTERESTING

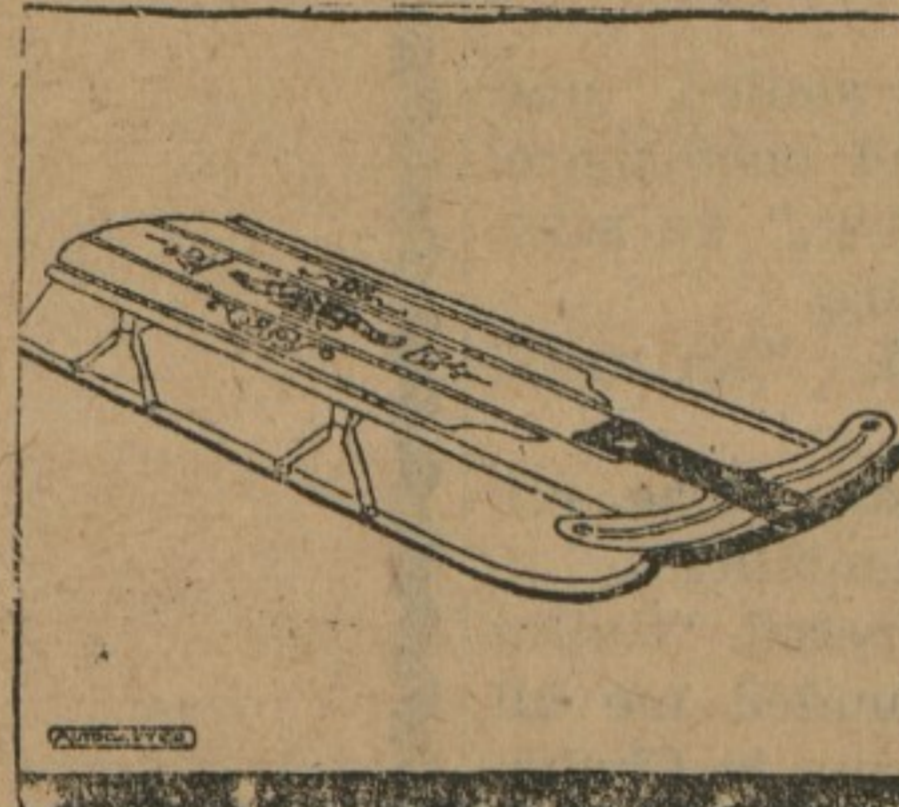
THAN EVER BEFORE. THERE ARE TOYS OF INGENUOUS CONTRIVANCE FROM THE LEADING TOY MAKERS OF THE WORLD—AND “QUALITY” TOYS HAVE COME TO BE THE VOGUE—TOYS WHICH WILL STAND WEAR AND TEAR AND THE KNOCKS OF LONG USAGE.



FOR BOYS

COASTER SLEDS
Every little fellow will want this coaster—see our line—

- Scooters
- Mechanical Trains
- Tool Sets
- Steel Wheel Barrows



“GILBERT ERECTOR”
For The Young Architect

A favorite with every American boy. This set contains 220 parts—the material for constructing 381 fascinating mechanical models. Plenty of every size steel girders, angles, cross plates and base plates. 4 red enameled, double spoke wheels, cranks and pulleys with adjustable set screws. A character building—instructive set.

Mechanical Bus
Busses are now sharing youthful interest with trains. This mechanical bus is 9 3-4 in. long, yellow, red, and blue enameled. It has bumper, imitation headlights, and spare wheel.

Minature Ford Cars
All Models
Strong iron, exact reproductions of the originals. Touring cars, coupes, coaches or sedans in red, black, green and blue enameled finish. Nickel plated wheels and drivers.



FOR GIRLS

- Doll Carriages
- Doll Houses
- Sleeping Beds
- Doll Caskets
- Doll Lamps
- Kitchen Sets
- Tea Sets



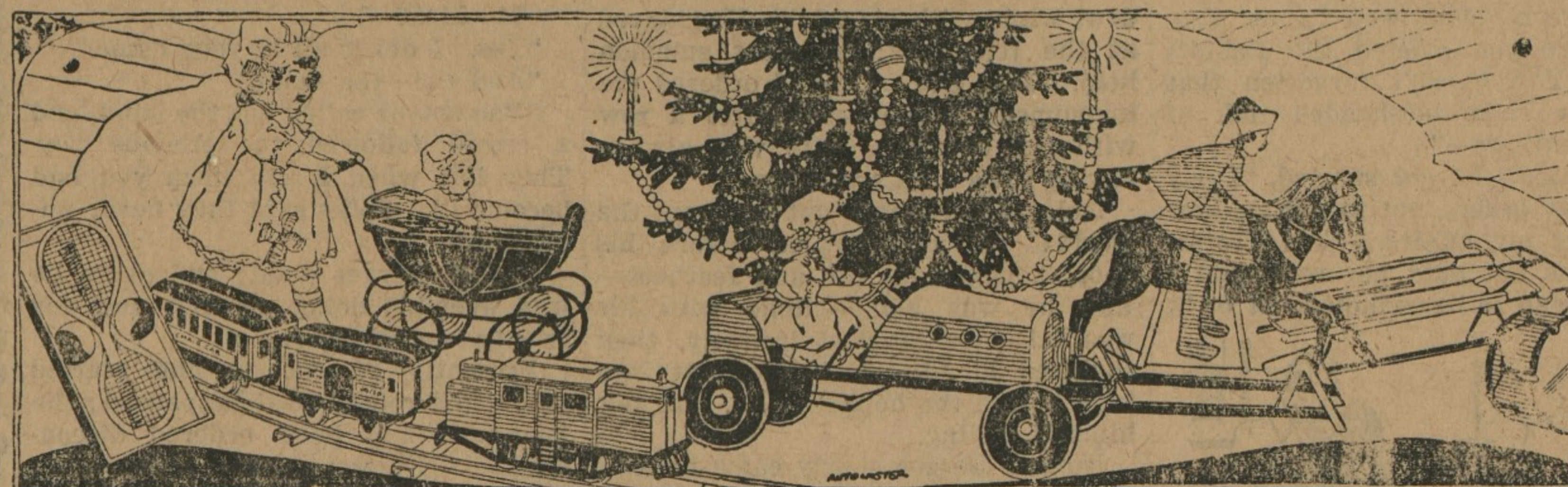
DOLLS

- Walking
- Talking
- Sleeping
- Crying
- Dolls
- Life Modeled
- Baby Dolls
- Talking Teddy



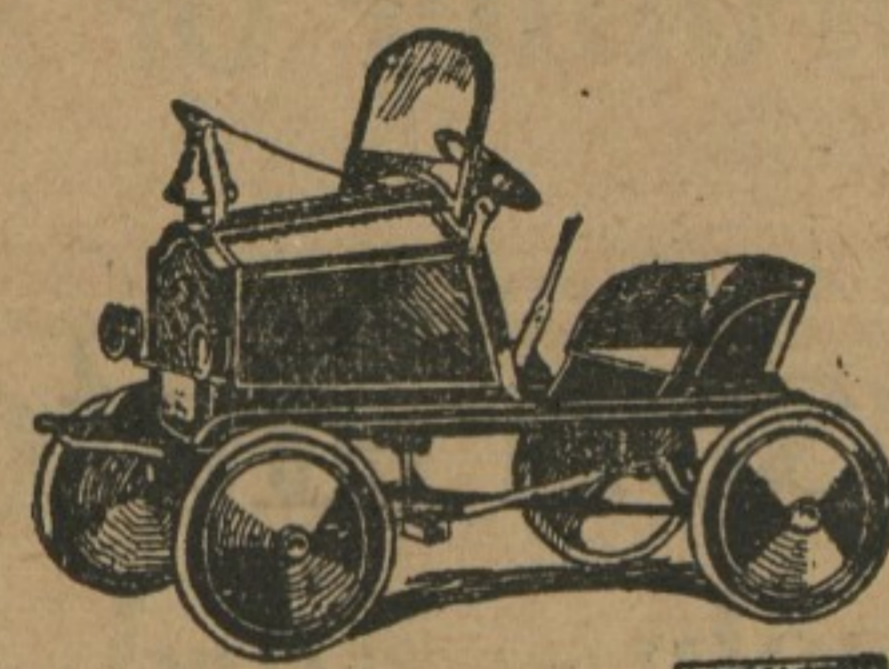
Baby Dolls—With Voice
She sleeps! She is loved by everyone! The doll can be placed in a natural, sleeping position—and it's eyes close. Beautifully clothed in a pretty organdie frock, bonnet, slip, flannelette diaper, ribbed stockings and white shoes with pompons. See these unrivalled dolls.

A Crack Train “De Luxe”
This “American Flyer” operates over a figure 8 track almost 14 ft. long. The 6 3-4 inch engine has a brake and piston rod and its speed can be regulated. 4 inch tender and 5 1-2 inch baggage car with sliding doors, and a fine 5 1-2 inch passenger coach. The young man can despatch his train over the “crossover” by the hour.



“HALSAM”
Round Corner Safety Blocks
A new toy block! The letters are embossed in scroll designs on 2 sides, printed decorations in rich, harmless, fast colors on 4 sides. Can't injure the child in any way. In lithographed boxes. 2 sets of 16 blocks each, 1 of 30 blocks, 2 sizes.

AUTOS



REX RACER
BUILT FOR SPEED
Hi-Way Henry
Truck and Trailer
Fordson Outfit
Dump Trucks

“SANDY ANDY”

Famous “Wolverine” Toys

You are sure to find something suitable in this big assortment. There are World Flyer Games, Auto Race Games, the well-known Sandy Andy incline—a source of endless pleasure—Over and Under mechanical toys, and several floor toys—for the very little tots. Any one in this group of reliable American made toys is an endless source of wholesome fun.



Popular Lightning Scooter
Built for speed. The foot board is 12 inches long, the scooter 30 1-2 inches high and 30 inches long.

Bring The “Kiddies” Down to Toyland

NOLAND

SANTA'S HEADQUARTERS