

The Earle Store 19



16 The Earle Store

Santa Claus' Headquarters Is at the New Earle Store THE TOY STORE IS NOW OPEN

With Its Thousands and Thousands of Toys, Dolls, Games and Books in a Veritable Fairyland!

Though just three months old, the good people of Philadelphia have already become acquainted with the Earle Store's methods, to do things right—or not at all.

This is well borne out in this somewhat belated announcement of the Opening of our Toy Store!

True to the Earle Store policy—we did not open The Toy Store just to "get ahead of the other fellow"—but we do open now, because we are ready with our stocks in their entirety—ready with all our decorations—ready with our well-trained saleshelp—and ready to extend to you the Christmas cheer that should go with Christmas buying.

The greater part of our Basement Store has been converted into a fairyland. Here you will find collected every toy imaginable, from the kinds that the grownups remember to the newer kinds that go, swim and fly.

"Economy," one of the keystones of the Earle Store foundations, has not been forgotten—you will find our prices the lowest. This is the first Christmas for the Earle Store, and we extend the invitation to you to see how splendidly ready we are—there is no obligation to buy.

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| DRESSED DOLLS | DOLLS' CARRIAGES | STEERING SLEDS | AIR RIFLES AND GUNS |
| UNDRESSED DOLLS | BABY WALKERS | DRUMS | FOOTBALLS |
| CHARACTER DOLLS | BABY SWINGS | BICYCLES | UNIFORM SETS |
| DOLLS' FURNITURE | NURSERY CHAIRS | FRICITION TOYS | MODEL WOOD TOYS |
| CHILD'S DESK | VELOCIPEDS | ELECTRICAL TOYS | STRUCTURAL TOYS |
| BLACKBOARDS | KIDDIE HORSES | MECHANICAL TOYS | TINKER TOYS |
| DISHES | TODDLE BIKES | EXPRESS WAGONS | MOTION PICTURE MACHINES |
| KITCHEN SETS | TOY PIANOS | HUMPTY-DUMPTY | SAVINGS BANKS |
| DOLLS' HOUSES | TRINITY CHIMES | CIRCUSES | SWINGING HORSES |
| DOLLS' TRUNKS | ROLLER CHIMES | HORSES AND WAGONS | BOOKS AND GAMES |
| | | AUTOMOBILES | |

FREE Santa Claus Will Present Children, Accompanied by Parents, With a Desirable Souvenir **FREE**

A Grand Christmas Spectacle and Free Entertainment for the Young Folks

IN OUR LARGE AUDITORIUM—FOURTH FLOOR

A grand presentation that will prove a delight to the grownups as well as the little folks. Every one is welcome. Come and bring the kiddies along. See

The Enchanted Cave of Wild Animals

The Good Fairy

The 6 Little Brownies

The Little Old Woman Who Lived in a Shoe

Punch and Judy Show

Everything is alive—not a showing of pictures or mechanical toys. Without doubt to the best of our knowledge, the best Christmas attraction in Philadelphia today. Come at any time—you will enjoy it immensely.



Rocking and Swinging Horses, \$2 to \$15



Roll-Top Desks, \$1 to \$15



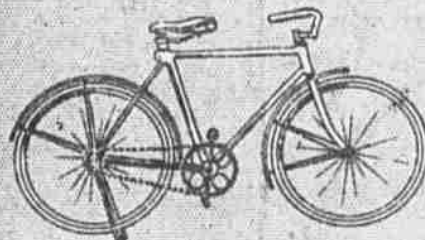
Xmas Books, 5c to 50c



Shooting Galleries, \$1



Roller Skates, 39c to \$2



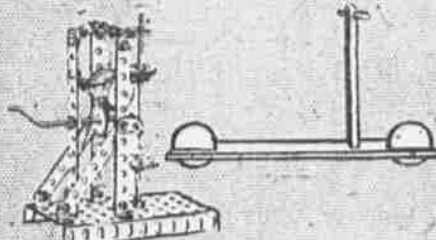
Standard Bicycles, \$25 and Up



Stick Horses, 75c

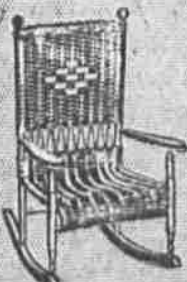


Uniform Outfits, 50c to \$1.25



Mechanos, \$1 to \$10

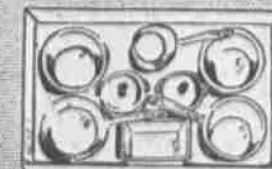
Scout Toy, 25c



Wicker Rockers, \$1.29 to \$3.98



Machine Guns, 25c to \$2



Toy Dish Sets, 25c to \$2

Pop Guns and Air Rifles, 25c to \$1.50



Velocipedes, \$1.50 to \$12



Circus Parts, 5c to \$3



Raly-Polys, 25c to 75c



Sand Toy Combination, 50c



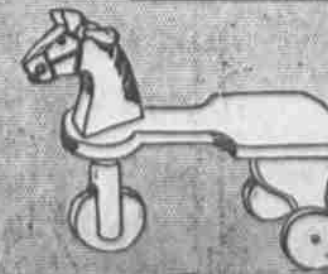
Submarine & Battleship, 50c to \$1



Register Banks, 25c to \$1.49



Jumping Acrobat, 25c and 50c



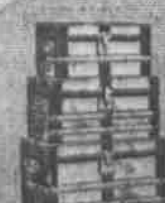
Kiddie Horses, 98c to \$2



Doll High Chairs, 25c to 98c



Doll Houses, 98c to \$7



Doll's Trunks, 75c to \$1.49



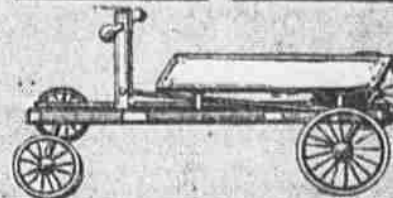
Doll Carriages, \$3 to \$12



Harmless Pistol Set, 25c



Child's Rockers, 25c to \$4



Auto Cars—for Outdoors, \$3 to \$7



Drums, 25c to \$4



Shoe-Flys, 98c to \$3



Roller Chimes, 25c to 49c

Express Wagons, 98c to \$11.98



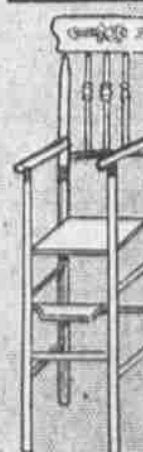
Dolls, 25c to \$11.98



Sleds, 59c to \$3



Teddy Bears, 25c to \$3



Doll's Beds, 25c to \$6