



Young and Old Find Joy in Our Little Land of Toy

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

Everything to make the youngsters happy—and a greater profusion of gladness was never before collected to bring joy for the children of Philadelphia and surrounding States. The sound of laughter—music playing—trains running—dolls sitting and standing and a hundred and one other things all awaiting to be received by some youngster on Christmas morn.

The Third Floor Has Been Transformed Into a Christmasland

With its thousands of bright red and green lights, its funny animals and manikins, its snow-frosted setting and other numerous features that always make Christmas so real.

And true to Earle Store traditions—Economy has been the keynote. This year, more than ever, every true American will buy with an eye to Economy, and their shopping place will be the Earle Store.

All ready to make every kiddie happy.

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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 | UNIFORMED SETS |
| DOLLS' FURNITURE | NURSERY CHAIRS | FRICTION 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 CIRCUSES | SAVINGS BANKS |
| DOLLS' HOUSES | TRINITY CHIMES | HORSES AND WAGONS | SWINGING HORSES |
| DOLLS' TRUNKS | ROLLER CHIMES | AUTOMOBILES | BOOKS AND GAMES |

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

Bring the Children to Take a Sleigh Ride With Santa Claus

Dear Old Santa Claus will be overwhelmed with joy to see the children. And he will make them so happy, too—with his hearty handshake and boisterous laughter—and what a delightful ride he will give them! Starting from Christmasland and right through the polar regions where ice abounds—and through flying snow, with sleigh bells ringing and no speed laws to worry about, he will whip up his reindeers and dash away. Oh, how happy the children will be! Bring them and let them enjoy this treat.

The Earle Store

Market and Tenth Streets

Philadelphia



Tool Chests
59c to \$1.95



Stuffed Dolls
25c to 98c



Character Dolls
75c to \$4.98



Swinging Horses, \$5.98 to \$14

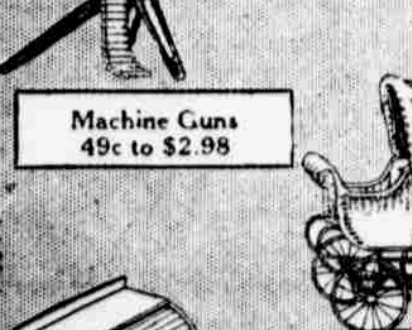


Drums
29c to \$2.50

Teddy Bears
59c to \$7.98



Rocking Shoe-Flies
98c to \$3.50



Machine Guns
49c to \$2.98

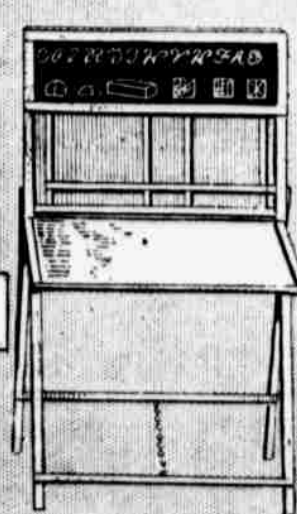


Desk & Chair Sets
\$1.98 to \$9.98

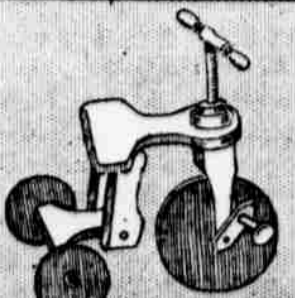


Reed Coaches
\$3.95 to \$14.98

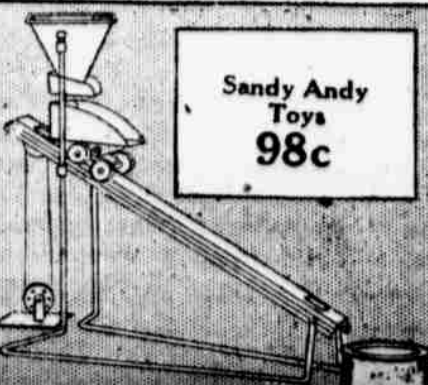
Ten Pins
59c to 98c



Blackboards
98c to \$2.98



Toddler Bikes, \$2.25



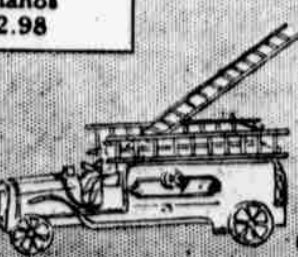
Sandy Andy Toys
98c



Velocipedes
\$1.95 to \$16



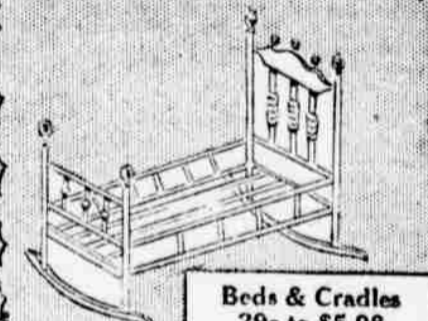
Plush Horses
98c to \$4.98



Friction Toys
49c to \$1.98



Humpty Dumpty
Circuses, 59c to \$3



Beds & Cradles
29c to \$5.98



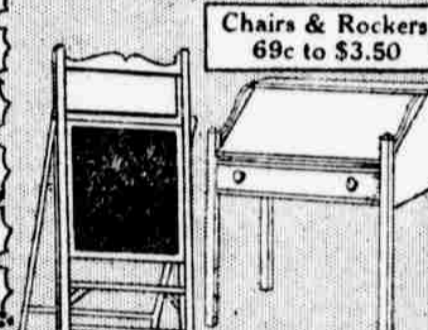
Infant Dolls
\$1.25 to \$1.98



Dressed Dolls
\$12.98



Kiddie Horses & Cars
98c to \$2.50



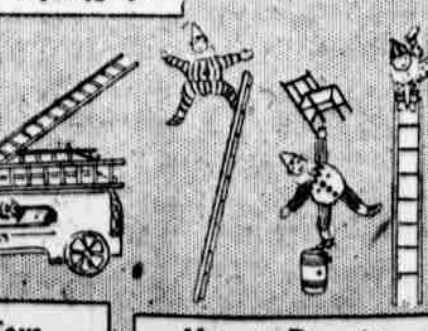
Battleship and Submarine, 50c to \$1.25



Chairs & Rockers
69c to \$3.50



Child's Desks
\$1.49 to \$13.98



Blackboards
35c to \$2.50

Uniforms
\$1.25 to \$1.75

Glass Punch Sets, 45c

Roller Skates
\$2 to \$3

Steering Sleds
\$1.25 to \$4.98