



TOYLAND

OPENS TOMORROW!



Stack and stacks of toys, games and dolls on open shelves, tables and displays . . . all freshly unpacked from Santa's daily shipments to Falk's! That's the sight that will greet young and old alike tomorrow morning at 9:30 o'clock when the big Falk's Toyland again opens for the Christmas toy shopping season. You'll like our new arrangement

of toys by groups . . . all conveniently displayed for your ease of selection and comparison . . . all waiting to be taken up and wrapped for opening on Christmas Day to the great joy and delight of youngsters of the area. Come in . . . browse around at your leisure and choose from this greatest selection of toys in the area!

Even Greater Than Last Year's Big Toy Show!



SHOP EARLY!
SHOP CONVENIENTLY!

Select Your Toys
NOW
and let us hold them for you
ON LAYAWAY

A SMALL DEPOSIT
WILL HOLD YOUR SELECTIONS
UNTIL DEC. 15

EDUCATIONAL TOYS

WHEEL GOODS

As In The Years Past, Falk's Again
BRINGS YOU THE TOYS,
DOLLS & GAMES
You Have Asked For!

These are the toys, games and dolls you have told our clerks and written us that you wanted. We think you'll like them.



Mothers, fathers and children of the area have come to look to Falk's Toyland down through the years for outstanding selection and quality at low prices, and this year is no exception. Our buyers have combed the markets for the finest toys and dolls and games available.

DOLLS

LARGEST & FINEST SELECTION
IN OUR HISTORY—BY FAR!



A doll is every little girl's dream . . . and Falk's offers dolls in enough variety and size to fulfill every girl's dream this Christmas. Come in and look them over. You will be amazed . . . and pleased!

- Littlest Angels • Tiny Tears
- Coty Girl Doll
- Baby Precious • Betsy Wetsie
- Baby Precious

MANY, MANY OTHERS

You'll Like
the
NEW
ARRANGEMENT
of our
FULL BASEMENT TOYLAND!

Shelves, tables and groupings
have all been re-arranged to
facilitate your selections.

TRAINS & ACCESSORIES

ASSORTED GAMES

CUDDLY ANIMALS
by the
LOADS
Stuffed
Animals
Of All Types
For The Little Folks!

DOLL SETS
Delightful
gifts for
"Girls Of All Ages!"



SHOP FALK'S I.D. STORE FIRST