



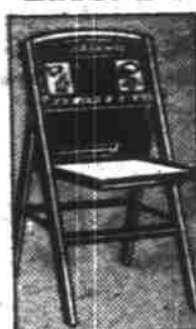
"CAMP TOYLAND" ON THE AIR

Kiddies! You're invited to appear on our Radio Quiz Show broadcast direct from our store 5:30 to 5:45 daily (except Sundays) KSLM.

Meet Santa in Person - He Has a Free Gift for You!

SEARS

★ Easel Blackboard ★



With 6 Charts
100

One side black, one side white! Crayons and wood back eraser.

★ Woodburning Set ★



And Gold Foil Set
95c

Includes pen, pair of bookends, colorleaf, paint, brush, tool.



Valve Bladder
89c

Tough as nails, artificial leather cover, leather lace, needles.



Stunt Plane
49c

Runs along floor, at intervals turns automatically. Clockwork motor.

★ 4-Motor Mainliner ★



Douglas Sleeper
100

40 - passenger airliner, 2 1/2 inch wing spread. Free propellers.

★ Doughboy Tank ★

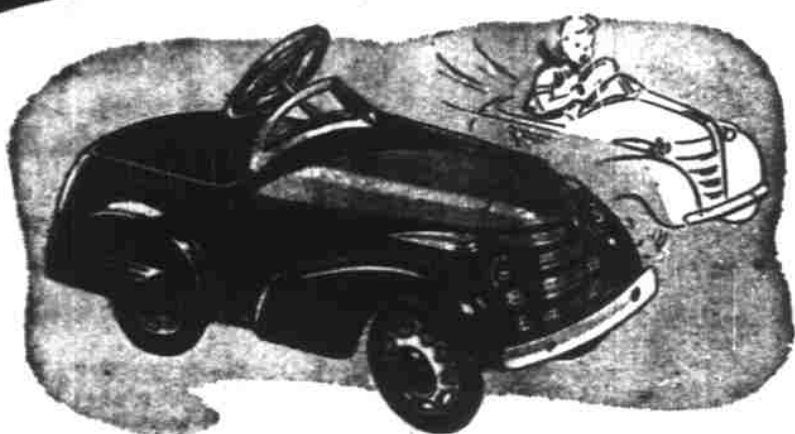


Shoots Sparks
98c

Swirls and dashes in zigzag fashion, 4000 rpm shoots sparkling gun.

America's Favorite Toy Store

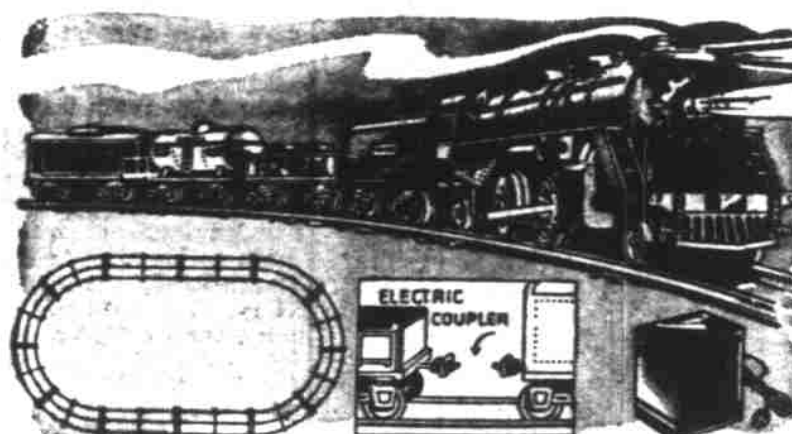
DEPENDABLE QUALITY ALWAYS REASONABLY PRICED



Whe-e-e! A New Buick!
WITH HEADLIGHTS, ACCESSORIES!

Dashing bright red model with ivory trim... full 41 1/2 inches long! Windshield, bulb horn, bumper, seat pad, adjustable pedals and motometer.

9 98



4-Star Lionel Freight!
WITH TRANSFORMER AND COUPLERS!

Whistles and uncouples by remote control! Steam engine with headlight, 8-wheel tender, gondola with 2 wood barrels, oil car, caboose, oval track!

10 98

Dinette Set
READY TO FINISH

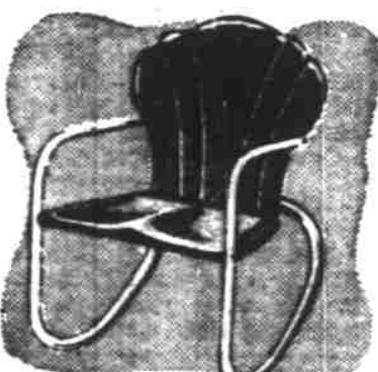
2 69



Steel Rocker
IVORY ENAMELED

1 39

Streamlined... for modern children! 1 piece tubular frame, shaped seat, back.



Give them ELGIN BICYCLES



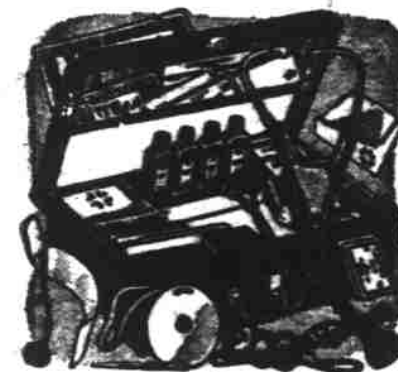
With All the Latest Safety Features! Both Boys' and Girls' Models!

\$27 88
\$3 DOWN
(Usual Carrying Charge)

Alemitte lubrication, "Duo-Beam" stop-light, tall light in luggage carrier. Crumpler whitewall safety tread tires, streamlined tank and torpedo headlight.

Presents Santa
"IN PERSON"

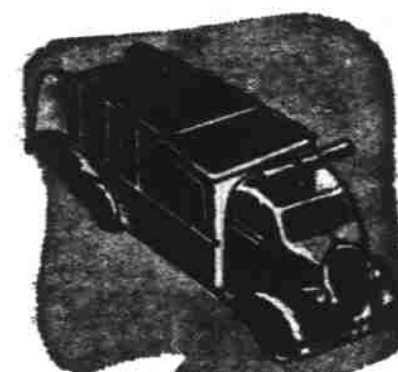
And His Magic
"CAMP TOYLAND"



Dr., Nurse Kit

Play X-ray, blood pressure instrument, stethoscope, and 48 accessories.

98c



Ride 'Em, Kids!

Steel locomotive and truck. Child can sit on top and steer with handle.

1.19



Dolly's Convertible

Completely assembled gray canvas 3-in-1 doll buggy and stroller.

2.49

Buggy Alone 1.29



Red "Flying Eagle"

25x13-inch all steel wagon with rubber tires and double disc wheels.

2.39

Little Pol Size 98c

Big As A Baby! Just As Cute!

★ 26 inches of Real Beauty
★ Long Lash Sleeping Eyes
★ Assorted Adorable Styles



Worth
Up to
\$3.00

1 98

So real! So cuddly! We don't blame you a bit for wondering how such a breath-taking, exquisitely dressed baby doll can be sold for so little! Soft cotton stuffed body, expertly flesh tinted composition head, rose-bud mouth and pearly teeth.

SURPRISE
PACKAGES

For boys under five, girls under five! Games, puzzles, cut-outs!

25c

Elgin Racer... Get On and Go!

THE GANG'LL BE GREEN-EYED
... AND AT SEARS IT'S ONLY

12-Inch
Size

7 98

16-Inch Size 9.98

Boy, oh boy... what a streamlined beauty! All the new features... Sears' special twin tube steel frame, new safety hand brake, safe steel rear step plate on spring, ball bearing wheels! Ivory trimmed maroon or blue and red trimmed ivory.



OTHER TRICYCLES FROM 98c UP

\$2 Deposit Will Hold Any Item Until December 20th

SEARS, ROEBUCK & CO.

484 STATE STREET

PHONE 9193

OPEN SATURDAYS UNTIL 6 P.M.
Tune in "Camp Toyland" - KSLM 5:30 Daily (Except Sunday)

Buy Anything
Totaling \$10 or
Over on Sears
Easy Payment
Plan

'SNIPPIE' Electric SHEARS

The Wonder
Cutting Toy

89c

Just press the switch and "Snippie" amazing duck cuts the sheet of paper you place between his lips!



★ Assorted Ships



Build Up
Defense!
98c

Lifelike miniatures of real battleships, submarines.

★ New 1940 Games



for Target
Practice
98c

More fun! Swinging targets and twin target choice.

★ Assorted Games



Fun for
Families
23c

Anagrams, backgammon boards, bingo, puzzles, etc.

★ Wood Pull Toys



Animals
Animals
49c

Walt Disney characters! Plenty of action and sound!

★ New Anti-Aircraft



And "G"
Men Guns
98c

Sparkling machine guns, anti-aircraft with sights.

★ Flippo Dogs



Flippo
Gets You!
25c

He runs... somersaults... sits down.