

SEARS

ROEBUCK AND CO.



HAPPY TIME

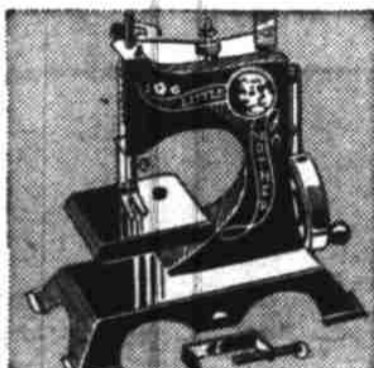
TOY TOWN

SANTA Comes to Salem's Largest and Greatest Happi-Time Toy Town Today

OVER \$50,000 IN TOYS FROM WHICH TO CHOOSE!



Tot's Kitchen Set
Tiny Utensils for Tiny Hands
8-pc. Set **98c**
Steel and aluminum utensils have colorful enameled wood handles. 4 1/2 to 5 1/2-in. long! Comes in attractive gift box.



Sewing Machine
Colorful All-Metal Body
7 1/4 x 4 x 7 1/4-in. **2.69**
Seves professional stitches for little mixed! Pressure foot holds material in place, adjustable for fabric thickness.



Metal Tea Set
Blue Colors Won't Wear Off
Smart 22-pc. set makes little girls' parties great fun! 6-cups, saucers, plates, sugar bowl, creamer, teapot, tray. Unbreakable. **1.75**



Betsy Wetsy Doll
Comes with Voice and Layette
11 1/2-in. Tall. **5.98**
Adorable baby drinks, wets. Molded rubber body, jointed arms, legs, turning plastic head, go-to-sleep eyes.



Honeysuckle Doll
Wets Her Panties When Fed!
11 1/2-in. Tall. **2.98**
Durable rubber body with jointed arms, legs. Plastic turning head has life-like features. "Go To Sleep" eyes.

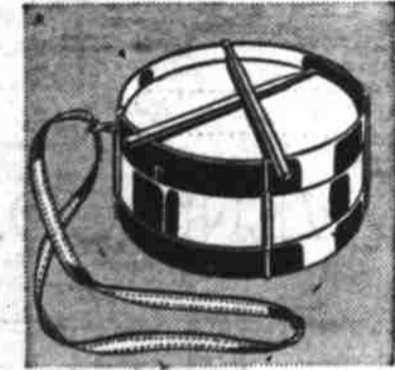


Toy Washing Set
Washes Doll's Clothes Quickly
Glass Body. **1.89**
Vacuum cups beat up, down; clean doll's clothes quickly! Detachable wringer squeezes them out.

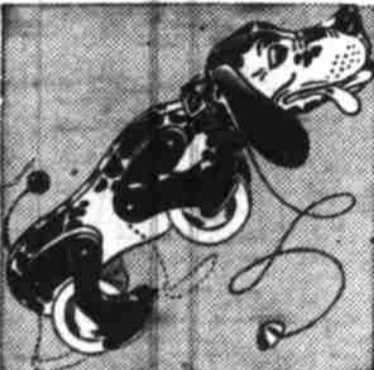


Steel Doll Stroller
Has New Folding Feature
For Christmas. **3.39**
Just like Mom's! Red and blue enamel finish, colorful decorations. Imitation leather covered seat. 13 1/2-in. long.

FREE!
Pencil Boxes
To All Children
Visiting the
Toy Department



10-in. Metal Drum
Loads of Fun for Every Tot
With 2 Sticks. **98c**
Youngsters love to beat away on this gay sturdy metal drum. Strong tobacco cloth heads and carrying strap. Boxed.



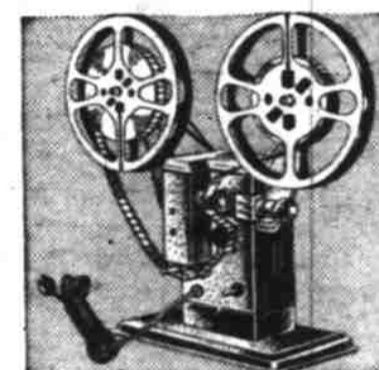
Snoopy Sniffer Dog
Funny Pull-toy Barks, Sniffs
16 1/2 x 5 1/4 x 6-in. Long **1.99**
Wood pup has funny flat footed walk as he's pulled along. Barks and sniffs! Rubber paws, cloth ears, coil spring tail.



Toy Phonograph
Two-Tube Amplifier Rectifier
Magnetic Speaker **8.69**
Combination on-off switch and volume control! Plays up to 12-in. records—gives fine tone! 6 needles, 6-ft. cord.



Uncle Wiggly Game
Fun for Two or More Tots
With Rules **89c**
Beautifully illustrated 16-in. board—4 games and 40 direction cards. No dice or spinners needed. Save now!



Movie Projector
Happi-Time 16 mm. Model
Low Priced **14.95**
Sensationally new "Coldlight" for safety and silent operation. Has 400-ft. capacity. 2-in. lens. See it at Sears!



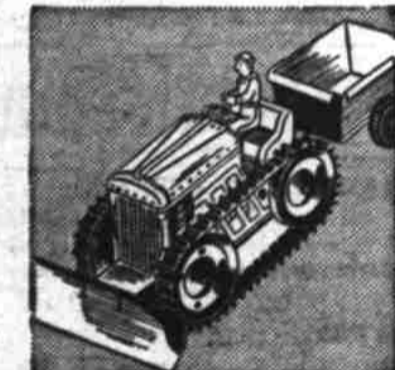
Foto Football
Shows Every Play in Action!
Electric **5.95**
Actually see the ball carried! Over 1000 possible play combinations based on actual records! Uses AC or DC current!



Fiber Doll Buggy
A Low Priced Favorite
For Christmas. **5.98**
Fiber hood and body, steel parts. Blue with ivory and red trim, rubber tires, plated hub caps. Buy now and save!



Girls' Play Stove
Looks Like an Electric Range
For Christmas. **1.98**
Non-electric, but dummy burners, heat regulator looks real. Steel Doors open! White enamel with bright red handles.



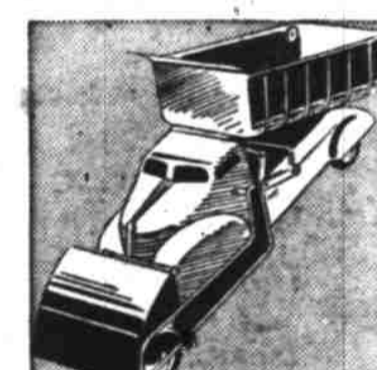
Toy Tractor Set
Scraping, Dumping Features
Only. **2.29**
A wonderful toy for Christmas. Rubber treads for obstacle climbing; road scraper! Dump feature for unloading.



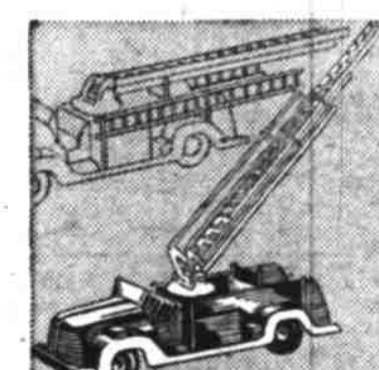
Shooting Gallery
Moving Ducks are Targets
Wind-up. **3.98**
An action-packed gift. Mechanical shooting gallery with moving ducks to shoot at. Ducks fall over when hit.



Toy Choo-Choo
Mickey Mouse is Engineer
8 1/2 x 7 x 3 1/2-in. Size. **69c**
Mickey Mouse has the throttle wide open on this metal front engine. 4-color lithographs laminated to wood. Bell.



Load, Dump Truck
Colorful Heavy Steel Toy
In Box **1.98**
Action-packed truck with front scoop loader to deposit load in oversize dump body. Spring release dumps load.



Hook, Ladder Truck
Red Color! Loud Fire Siren!
15 1/2-in. Long. **1.59**
Long running enclosed clockspring motor operates siren, runs fire truck. Swivel mounted serial extension ladder.



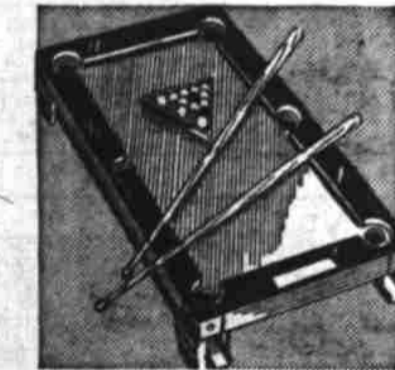
No. 4 1/2 Erector Set
Powerful Mechanical Motor
A Buy at Just **7.25**
Give him this set that needs no battery, wires or transformer. Builds 100 models including windmill, trip hammer, others.



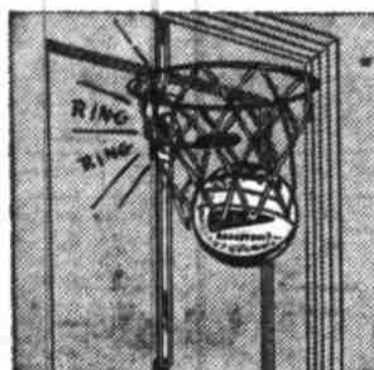
New Bas-Ket Game
Basketball Game in Miniature!
Action-Packed. **3.75**
Players operate mechanically controlled levers to toss ball at basket. Rules, scoring are same as real basketball!



Tiny Tots' Wagon
Made for the Very Small Child
Save at Sears **98c**
Small size wagon made for hard wear. All metal with turned safety edges, sturdy wheels. Red enamel finish.



Boys' Pool Table
Regular Pool in Miniature!
15 Balls **17.49**
Non-warping Masonite plywood surface is covered with green billiard cloth. Steel frame, legs, return alley.



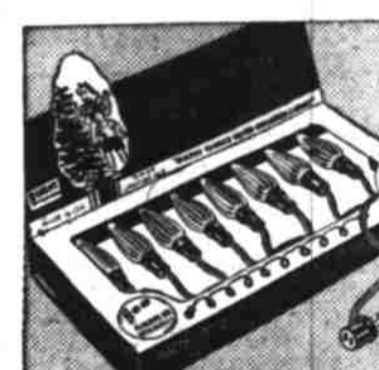
Basketball Set
For Indoor and Outdoor Use!
With Basketball. **2.98**
Hoop slides up or down metal bracket for small or large boys. Bell rings when basket is scored. Ready for play!



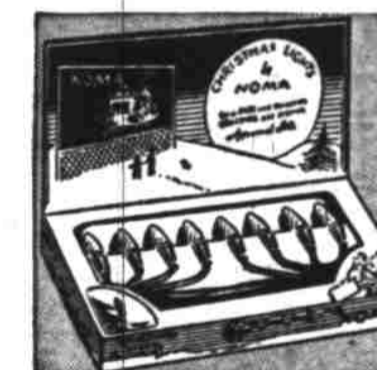
Junior Boxing Set
With Gloves, Boxing Trunks
Low-Priced **3.59**
A grand gift for boys up to 6 years old. All leather boxing gloves and rayon satin trunks in blue and white.



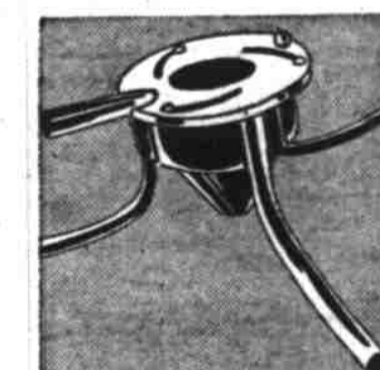
Double Holster Set
Wild West Texas Ranger Style
Two 6-guns **5.49**
Split cowhide leather holsters are 10-in. long, hold two 7 1/2-in. Ranger guns. 1-in. belt with 3 dummy bullets. See it!



8-Light Tree Series
Happi-Time Low-Priced Sets
A Buy **1.05**
Series wired sets with assorted color lights. Overall length is 12 1/2-ft. 7-Light Independent Burning Set.



Indoor Light Set
[Series Wired with Eight Lamps
Adjustable. **2.09**
Merry charm for your Christmas tree! Adjustable "berry heads" hold lamps securely to branches. Uses C6 lamps.



Steel Tree Stand
Holds Tree Solid—Won't Rock
3-in. Diameter. **1.79**
Triple leg stand, perfect for your tree from 1 1/2 to 3-in. in diameter. Finished in bright red and green enamel.

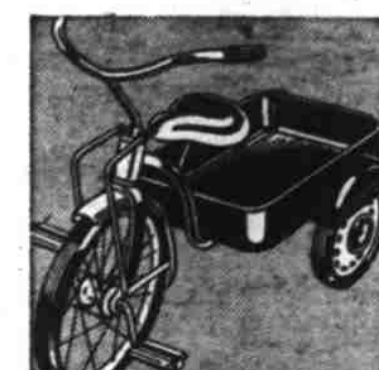


Indoor Tree Bulbs
Noma 15-volt Series Type
A Buy at **7c ea.**
15-volt miniature base series type bulbs in assorted colors. At Sears! Independent burning indoor-bulbs, 12¢.

Shut-Ins
If you will
Phone 3-9191
and make
arrangements,
Sears' Santa
Claus will be
only too happy
to call on you
before
Christmas



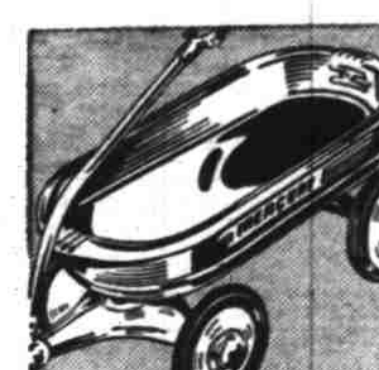
Comet Automobile
Stylish Like Dad's Convertible
Buy for Christmas. **19.75**
Look at the gleaming blue body, white trim, red wheels. Heavy steel body, undergear. 39 in. long.



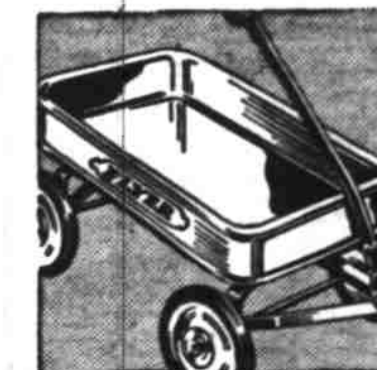
New Pedal Wagon
Smooth-riding Rubber Tires
12-in. Wheel. **19.25**
Bike-wagon combined! Makes it fun to run errands for Mom! Spring saddle.



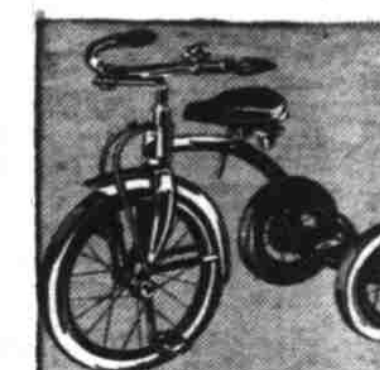
Toy Automobile
Junior Style Station Wagon
4 1/2 x 15 1/2-in. Size. **19.75**
Stylish like Dad's! Heavy gauge steel body, undergear; chrome plated decoration. Maroon enamel, rubber tires.



Red Steel Wagon
Double Disc Steel Wheels
30-in. Box. **5.70**
Heavy gauge steel box and undergear to give years of fun! 1/2-in. solid rubber tires. Chrome plated hub caps.



All-Steel Wagon
Built for a Fast, Easy Ride
34 x 15 x 4 in. high. **8.95**
A sturdy special built like large wagon. Smooth-rolling double disc wheels, rubber tires. Red enamel. At Sears!



Deluxe Velocipede
1 1/4-in. Semi-pneumatic Tires
For Christmas. **21.95**
Smooth riding! Tubular steel frame, maroon baked-on enamel finish, gold colored trim. 12-in. front wheel.

**Santa's
Schedule**
Friday
10 a.m. to
9 p.m.
Saturday
10 a.m. to
5:30 p.m.

SHOP 'TIL 9 P. M. FRIDAY -- PLENTY OF FREE PARKING

550 N. Capitol
Phone 3-9191

Store Hours:
9:30 a.m. to 5:30 p.m. Daily
9:30 a.m. to 9:00 p.m. Friday

"Satisfaction guaranteed or your money back" SEARS