

PENNEY'S

BE HERE TOMORROW 9:30 A.M.

all aboard

PENNEY'S TOYLAND NOW OPEN

See our gigantic variety of toys...with low Penney price tags



TINY TEARS! 11½ CUDDLY INCHES!

6⁹⁵

complete

Just the right size for a little girl to rock to sleep! Tiny tears' life-like open-and-close eyes really cry... she comes with tissues and a 6-piece layette.



SHE'S A FULL 3 FEET TALL

10⁹⁵

Party dressed and sure to please... Penney's big and beautiful baby doll! Her eyes roll... her hair is rooted... her arms and legs are movable! Shop today!

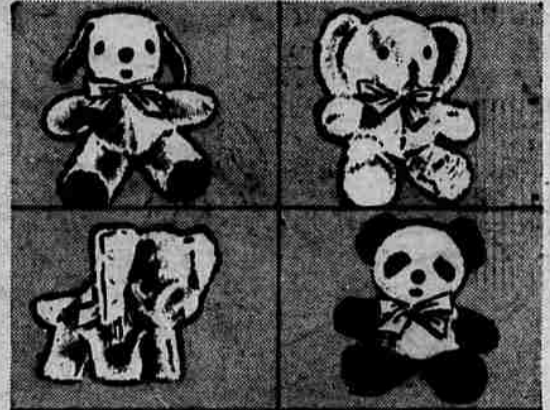


EASY-FOLDING DOLL CARRIAGE

4⁹⁸ - 6⁹⁵

27½ inches high

Hours of contented fun for pretend - mothers! Wipe-clean vinyl body has 3 bow hood with sun visor. Chrome - plated handles. Rubber tires. White with cocoa.



CUTE 'N CUDDLY ... OUR PLUSH TOY ASSORTMENT

What tot wouldn't love one of these foam filled animals? We've horses, tigers, elephants, cats, bears, dogs, lots more! All stand between 8 and 11 inches! Get several!

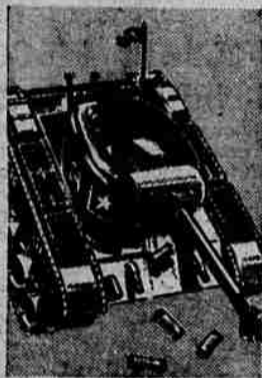
just **1⁹⁸** each



OUR GIFT-TIMED 10-INCH TRICYCLE

9⁹⁵

Holly red 3 wheeler for young-uns on the go! Pedal pushing is easy on big semi-pneumatic tires. Strong steel from saddle to hubs. Hitchhiker foot-rest.



BATTERY-RUN BULLDOG TANK!

4⁴⁴

13½ inches long Lights up! Goes forward, reverse! Climbs! Fires harmless shells! Rugged! Authentically decorated. Operates on 2 flashlight batteries (not included).



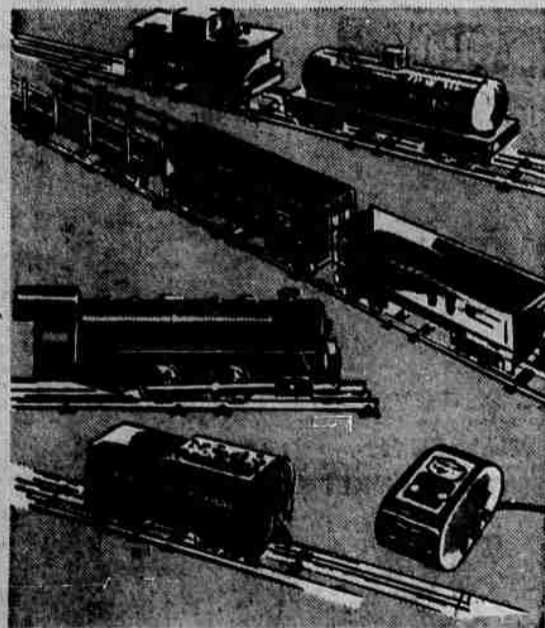
COL. McCAULEY SPACE HELMET

2⁹⁸

It's strong, safe... out of this world for fun! High - impact styrene takes plenty of punishment. Lift-up face shield. Voice vibrator mouth-piece.

88^c

There's something to please every child... you'll find everything from planes to trucks plus games. Buy now... and save!



ELECTRIC TRAIN WITH TRACK AND CONTROLS

Always popular—and priced low at Penney's! Set includes engine pulling tender, coal car, freight car, platform car, tanker and caboose; track and controls.

\$10.



friction-drive navy jet with removable rockets!



american airlines 707 jet plane! friction drive!



scenicruiser bus has friction drive wheels, too!



livestock trailer truck is a bright red and yellow!



wooden pull toys painted with non-toxic paint!



wooden piano has 8 keys! in red, blue, black!



metal cash register! spring drawer really works!



kitchen ranges! Has oven window — other has pans!



friction drive speed racer! sparkling action!



corvette sports car comes in white! sports blue trim!



highway patrol car with friction drive! black!



plastic juice mixer has removable top, red! white!



wind-up baby dolls with vinyl heads! 3 colors!



wind-up mechanical gun with spark action!



6 piece kitchen tool set of stainless steel!



old time cars sport bright colors! friction!

... AND MANY MORE SEE PENNEY'S TOYLAND 3rd FLOOR!