

J.C. PENNEY CO.

7-9 MUSGROVE ST.

CLINTON, S. C.



The biggest thrill of all the year . . . the opening of TOYLAND! A fairyland of the most wonderful playthings . . . trains, automobiles, mechanical sets, wagons, tool chests . . . beautiful dolls, dishes, furniture . . . small toys . . . big toys . . . games for the whole family. You are all invited . . . mother, father, boys and girls . . . we are expecting to see you in TOYLAND many times between now and Christmas.

Plain Bearing "LITTLE JIM" VELOCIPEDES

\$2.98 and up!

What little 2 or 3 year old wouldn't be as pleased as punch to call this velocipede his own? Heavy steel frame finished red, adjustable leather seat with coil spring, rubber tires . . . and a distinctly low price!

Full tubular, ball bearing velocipede \$7.90 and Up!



The Desire of Every Boy's Heart! Electric Train Sets

Give him that electric train set this Christmas . . . and be sure to see ours first! Several styles . . . all with electric locomotives with head-light, cars, curved and straight track.

Attractively Priced—

\$4.98 and up



A Tractor and Trailer

That Will Really Crawl Over All Sorts of Obstructions!

—or it will haul several loaded trailers! What fun boys can have with it. The sturdy little tractor is 8 inches long . . . and you should see it go right over things in its way!

This is one of the "Little Jim" All-Steel Mechanical Toys . . .

\$1.98



Just Like Dad's!

a Toy

Golf Set

For Boys and Girls

Play golf in your own back yard with this cunning set . . . consisting of a driver, mid-iron and putter, each 26 inches long, with metal head, and wood shaft with rubber handle grip. In a 20-inch bag, Scotch plaid tartan covered, with pocket and straps . . . and a rubber imitation golf ball. All for only

98c



Here's a thrill for Boy Aviators! "Little Jim" Air Express Pedal Plane

\$8.90



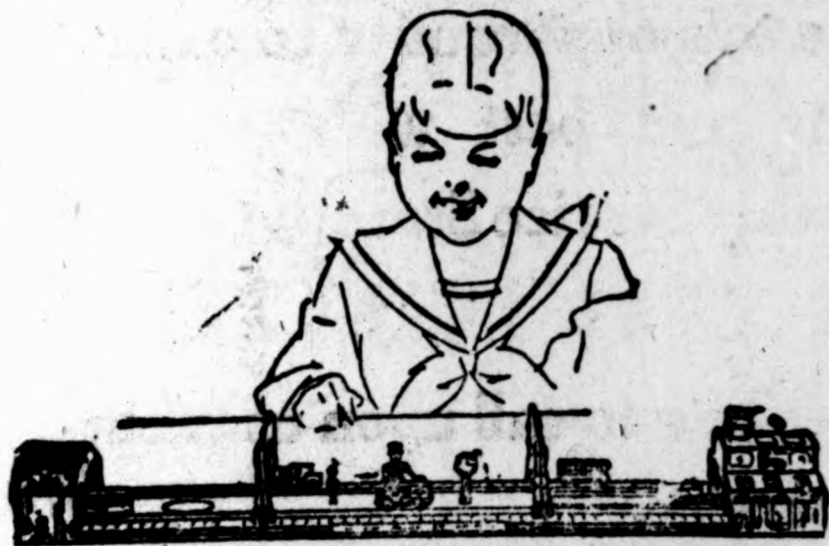
There's no end of fun in this sturdy pedal plane! It has a 12 inch propeller, double disc wheels with rubber tires and is 17 1/2 inches high at the seat. Green enameled body and yellow wings with U. S. Army insignia.

Ball Bearing Construction in Front Assembly

When Doll Babies Go Riding The Proudest Young Mothers Wheel a "Mary Lu" Doll Cart of Flat Fibre Reed

These smart-looking doll carriages have every equipment that every careful young mother would look for: reclining head-rest, foot brake, rubber-tired wire wheels. Big enough for an 18-inch doll.

\$4.98



See Main Street in Action!

A mechanical toy, 25 inches long and 5 inches wide, which, when set in motion, starts the traffic going from one end of the street to the other . . . with a policeman in the center to see that no rules are broken! An amusing toy for only

49c

"Baby Dimples" DOLLS

Priced, According to Size, from

\$1.98 to \$12.75

The darlinest baby dolls that ever you saw! They say "Ma-Ma" so appealingly! All are nicely dressed in a lace-trimmed dress and cap, hose and wee booties. Sizes from 14 to 22 inches. With composition arms and legs, and eyes that go to sleep.



IRRESISTIBLE DOLLS

for very, very good little girls!