



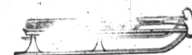
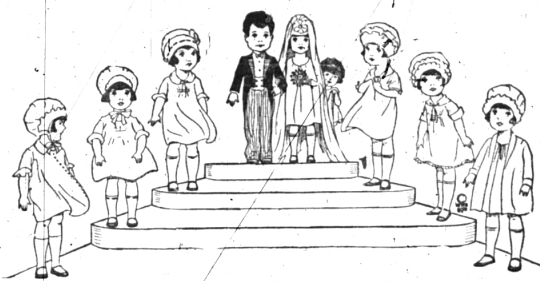
It Opens Tomorrow!

(SATURDAY)

Hello, Children!

This is my first message to you. I have established my headquarters at the Severance Furniture Store this year. We are opening toyland tomorrow. I can't be there now because I am so busy, but will be there for one-week just before Christmas. You can write me and mail it to this store or drop it in the box in front of the store. But don't wait too long. Make your Pa and Ma bring you tomorrow before everything is gone. The store will be open Wednesday and Saturday of each week for a while then every night just before Christmas. Be good boys and girls and tell your parents to shop early. I'll see you soon. Bye-bye,

Santa Claus



Lloyd DOLL Carriages



Gifts for the Home

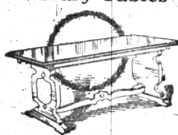
Sewing Cabinets



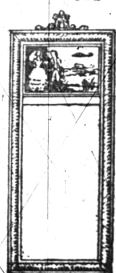
Tea Carts



Library Tables



Mirrors



Pillows



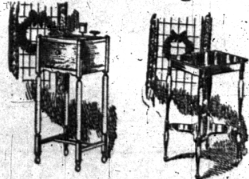
Shop Early



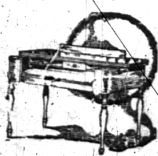
End Tables



Smoking Stands



Spinet Desks



Wardrobe Trunks



Hat Boxes



Cedar Chests



Say, Ma

Severance Opens His Toyland Tomorrow

You'll take us wot you? There's going to be great doings. You know Santa Claus is goin' to make his headquarters at Severance's this year and he's bringing the swellest toys; all new things, the kind you ha'n't ever seen before. Honest Ma, it's just wonderful.

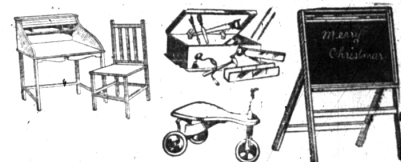
LET'S GO DOWN AND SEE

All the kids are goin'! Skinny's Ma is taking him and his sister—oh yes, there's a lot of stuff for girls too! I heard they's most 3000 dolls 'at talk, walk and all that stuff; an' Ma! you don't have to pay nothin' at Severance's. You just write Santa a letter and drop it in the mail box at Severance's store and tell him what to bring and then you an pay any time when you got the change. Gee! His prices are low too! Say Ma, we're goin' down to Severance's an' see everything tomorrow ain't we? Come on Ma, please!

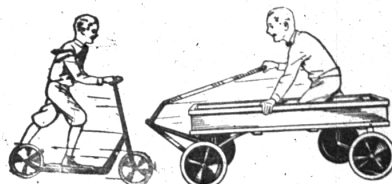
SPECIAL FOR CHRISTMAS EVE ONLY LITTLE RED ROCKERS

Free from advertising. Strong and durable. Just the thing for the kiddies. A regular 98c value, for Christmas Eve only.

6c



We deliver free of charge by truck within a radius of fifty miles of Royal Oak. :: ::



We have placed a mail box for Santa in front of our store. Just drop your letters in—or mail them to Santa Claus, care Severance Furniture Store, Royal Oak. Santa will get them.

SEVERANCE FURNITURE COMPANY

Open Wednesday and Saturday Evenings
Largest Furniture Store in Oakland County
Washington at Fifth Phone 131 Royal Oak
WE LEAD OTHERS FOLLOW