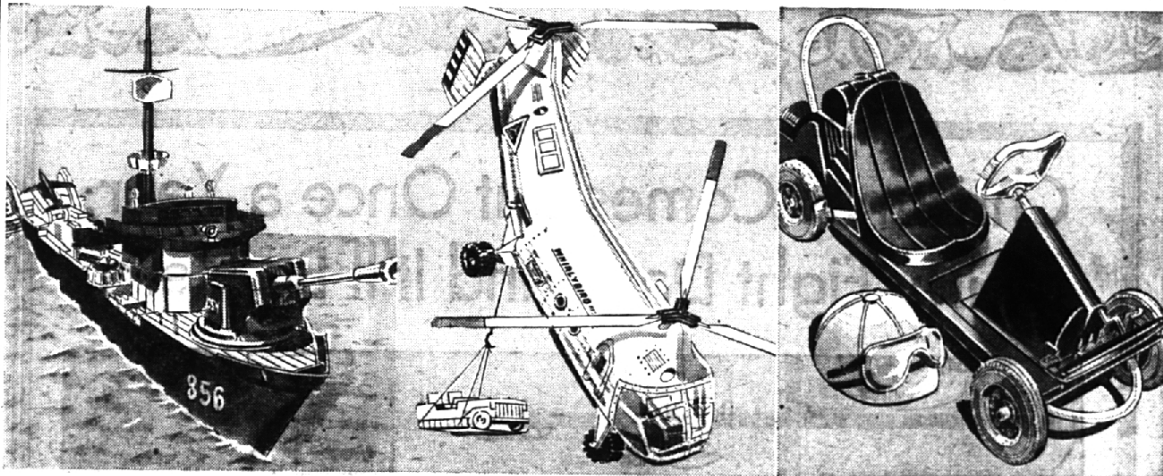


all aboard

PENNEY'S TOYLAND NOW OPEN

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



GIANT BATTLESHIP WITH ALL EXTRAS!

This land-locked beauty's loaded with extras! With electronic fire warning mechanism and rotating gun with remote fire control—fires, ejects shells.

8⁸⁸

(exclusive of batteries)

WHIRLYBIRD HELICOPTER COMPLETE WITH ARMY

The kids will go on maneuvers in a big way! Complete set includes 2-foot motorized helicopter, 25 toy soldiers, truck, jeep, tank and artillery piece.

6⁸⁸

MANY HOURS OF RACING FUN IN HIS MARX-A-CART

It's the champ of the race track and he will be, too! Has a sturdy steel base, high impact plastic body, rugged bumper, steering wheel! Save and easy for him to use!

22⁸⁸

With Battery!



YOUR LITTLE GIRL'S DREAM HOUSE IS HERE!

Over 3 1/4 feet long, 1 foot deep, 1 1/2 feet high! Durably built of steel, completely furnished with plastic furniture, awnings, swimming pool, draperies, lots more!

12⁹⁵

complete

11 1/2 INCH TINY TEARS! A CUDDLY ARMFUL!

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

6⁹⁵

complete

CHOICE OF FURNITURE FOR DOLLY'S BEDROOM

There's Penney's tall 2-door wardrobe, Penney's big 3-door chest, Penney's 2-door bureau with mirror. All sturdy wood construction... all in modern design.

3⁹⁸

each

P.S. PENNEY'S IS YOUR SANTA!