

CONSTRUCTION
Rushed to Open One
Section of New Ad-
dition to Accommodate
Huge Stock of Toys.

LORD'S Wonder TOYLAND

Fountain Square Evanston

Opening Friday
November 28



Friday morning when the clock strikes "nine" LORD'S WONDER TOYLAND will swing wide its gates, and in will troop boys and girls to see the wonderful toys from everywhere in the world.

Mammoth Street Parade!
Santa and Live Reindeer
Friday, 2 P. M.

Don't fail to see this gorgeous spectacle—jolly Santa and his wife, their prancing reindeer, beautiful floats, hundreds of participants. A pageant of beauty!

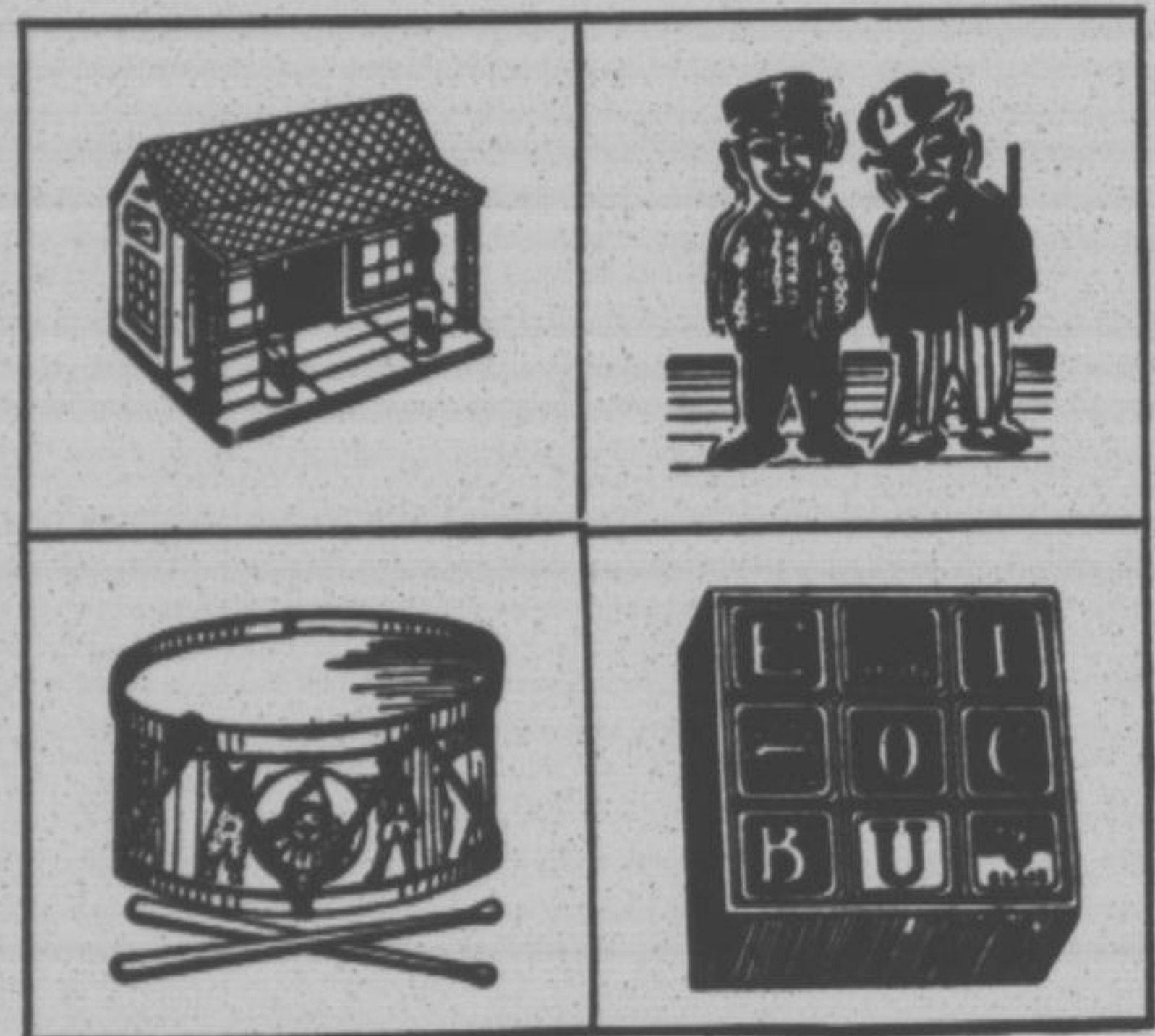
A VISIT TO LORD'S WONDER TOYLAND IS AN ADVENTURE IN HAPPINESS

Fascinating Mechanical Toys — — Surprising Novelties
Lovable Dolls — Intricate Games — Hundreds of Them!



- DIMPLES, a cunning cry-baby doll \$5
- ROSEBUD, with a ma-ma voice \$5.50
- SUGAR, a huggable baby, 20 in. tall . . . \$4.95
- LOVUMS, a sweet little baby \$4.25
- ELECTRIC STOVE, burner and oven . . . \$3.75
- STUDIO UPRIGHT PIANO, 10 keys . . . \$2.00
- DOLL HIGH CHAIRS, in orchid \$2.75
- PERCOLATOR SET, aluminum, 24 pcs. . . \$1
- IVES ELECTRIC TRAIN, a dandy \$6.75
- BUDDY L MOVING VAN, best yet \$8.50
- ROLLER SKATES, boys or girls \$1.65
- AUTO TRANSPORT, a new pull-toy . . . \$1.00
- A FINE DRUM, linen head, special . . . \$1.00
- KUDDLY KITTY, cunning \$3.50

- DOLL CARRIAGE, rubber tired \$4.95
- PERAMBULATOR, English model . . . \$11.95
- DOLLY GO-CART, tan or green \$4.00
- DOLL BASSINET, rubber tired \$2.50



Lord's Wonder Toyland
First Floor—North Room—In New Addition