

HEADQUARTERS FOR TOYS!

**Santa Claus**

AT THE

**POWER  
MERCANTILE  
COMPANY**

HEADQUARTERS FOR TOYS!

**ON  
TOP**

**WITH A FULL LINE**



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# Hurrah for Santa Claus!

He has brought an immense load of Xmas Toys of all descriptions to the Power Mercantile Company.

Here are some of them:

## AUTOMOBILE TOYS!

**Dog Jumping Rope**--One of the funniest toys of the season. Makes you laugh all the time.

**Tricycle**--Goes alone, guided by passenger with servant holding a bright-colored umbrella.

**Clown Riding Donkey**--Better than a real clown. Has a hard time keeping his seat and acts too funny for anything.

**Automobile with Chauffeur**--Goes very fast. Has steering gear, and looks like a \$2,000 vehicle. Get one for your boy.

**Fire Engine**--Just like the real thing. Runs to fires with firemen in charge. No horses. An auto fire engine.

**Delivery Wagon**--Surprising Toy for boys and girls. Delivers goods without guiding.



## ANIMAL TOYS!

**Donkeys**---Santa Claus brought some gentle Missouri mules with him this year. They wag their heads and ears and are anxious to play with the boys and girls. Lead one to your play stable and have lots of fun.

**Elephants**---Our India Elephants have tusks, are able to wag their heads and wiggle their tails till you almost die laughing.

**Bears**---Look out! Does he bite? No, he is only a make-believe bear, but he wags his head and is covered with brown hair and has bright eyes and sharp teeth; a nice present and an ornamental toy.

**Cows**---Does baby like a moo cow? We have one that gives the ice cream. She can "moo" like a real cow and will be a pet for your baby. Get it now.

## DISHES! DISHES!

Was there ever a girl who did not want a set of dishes to go with her dolly? Our sets are prettily ornamented and have the full number of plates, cups, saucers, etc.

## GIFTS! GIFTS!

All kinds of gifts for father, mother, brother, sister and sweetheart at Santa Claus headquarters.  
**POWER MERCANTILE COMPANY.**

# A FINE LINE OF MISCELLANEOUS TOYS

### Boats

Boys and girls are always glad to play with boats. We have the little boat pulled by a string and the larger boat that plows through the water of itself. Come and see them.

### Tenpins

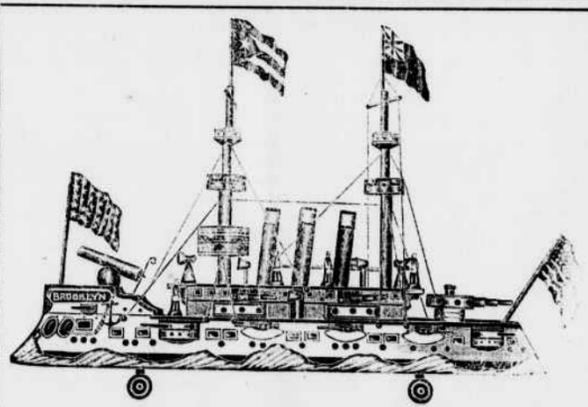
They will keep your boy out of mischief for a long time and will train his eye and hand. Splendid game for indoors.

### Drums

The American boy likes martial sounds. He is a born soldier. Give him a drum to develop his patriotism. We have the best, calfskin head with hard wood sticks.

### Beds

Spring beds for doll babies. Just too lovely to be true. Your little girl will love you for a year if you get one for her.



### Carpet Sweeper

The ambition of every little girl is to own a real carpet sweeper. Make her happy with one on Xmas.

### Rattles

Nothing amuses baby so much and so long as a good rattle of bells in many colors, and we have all kinds.

### Wash Sets

Including table dry rack, wringer, wash board and washing machine.

### Brownies

Representing all kinds of people, oddest kinds of shapes and faces. Get one for all the year round; good for the blues.

### Magic Lanterns

Let your boys and girls have a holiday all the year round. A magic lantern is a mysterious and highly interesting gift. It will amuse your children for months and teach them at the same time.

## GAMES

- |                  |                      |
|------------------|----------------------|
| Alphabet         | Speller              |
| Fish Pond        | Authors              |
| Cabin Boy        | Peter Coddie         |
| India            | Lotto                |
| Fairyland        | Sherlock Holmes      |
| Auto Game        | Farmer Jones' Pigs   |
| Cock-a-Doodle-Do | Goose, Goose, Gander |
| Al-King          | Steeplechase         |
| Blocks           | Yacht Race           |

Many Other Interesting Games

### Dolls

For every girl a doll. We have an elaborate assortment of pretty and amiable dolls in cloth, leather and rubber. Give your little girl a happy family of dollies and her joy will be complete.

### Drawing Slates

Your children must use the pencil. Why not get them drawing slates which will help them to govern the little fingers and amuse them with the pictures. Keep them quiet in this way.

### Guns

Our air guns are something new in this town. They hold 48 shot and are safe in a small boy's hands.

### Horns

No horn, no Xmas. You cannot afford to be without a horn at your house if you have children. We have all sizes at all prices.

### Humming Tops

You wind them up and they give beautiful music at the same time they spin around so quickly that it makes your head swim. If you are a boy you need one.

### Balls

Made of the best rubber, in all sizes. Cannot break windows or hurt the boys and girls. They are soft and bound easily. As a Xmas gift it ranks with the best.

## BOOKS

Make yourself solid with the children by getting them interesting books to read. Look at this list:  
Comical Rhymes & Jolly Times  
Sugar and Spice and All That's Nice  
A Visit to the Zoo  
The Pet Goat  
Old Nursery Rhymes

Picture Land  
Fables in Fairyland  
Chatterbox  
Child Lore  
Robinson Crusoe  
Alice in Wonderland  
Wide Awake Story Book  
Animal Story Book  
Mother Goose  
And hundreds of others.

We Have All the Popular Authors

## MECHANICAL TOYS

**Carriage and Horses**--Carriage has tire-tired wheels. Horses go of themselves, guided by the driver on front seat. Your boy or girl wants this toy.

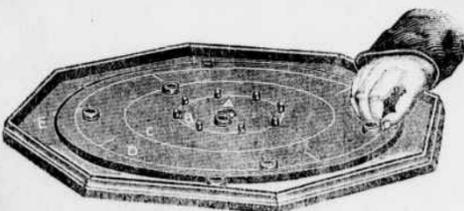
**Hook and Ladder Co.**--All the boys are taken with it. Gives them something useful and interesting to play with. Runs itself and will prove a fine Xmas gift.

**Engine**--A real engine, makes steam, has safety-valve, water-gauge, fire-box, smokestack and drive wheel. Just the thing for a real, live boy.

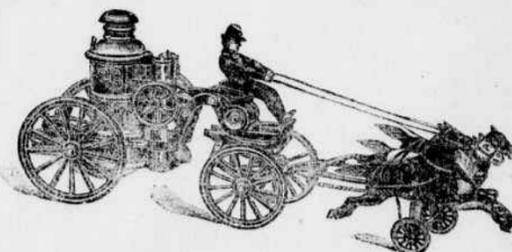
**Ferris Wheel**--Has 12 cars, revolves of itself and is just like the wheel at the World's Fair. Very interesting to everybody.

**The Washerwoman**--She takes in puts it in a tub, rubs it violently and looks pleasant all the time. Girls will be delighted with this toy.

**Derricks**--Made on the plan of the real article, with platform, windlass, chain arm and ratchet complete. A very instructive toy.



**Crokinole**--A delightful game for grown folks as well as boys and girls. Fine for the long winter evenings.



# Power Mercantile Co.