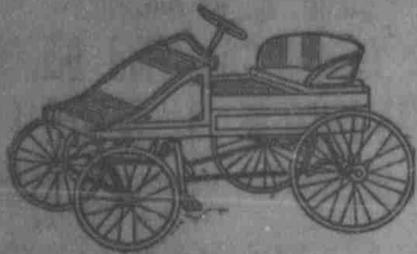


Opening of Toyland!



Wheel Toys

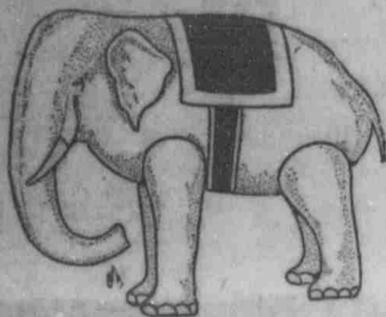
Most children like "something that goes," and they are sure to find what will delight them most in our big line of AUTOMOBILES, VELOCIPEDES, TRICYCLES, IRISH MAILS, ROLLING HORSES, HOOK AND LADDER TRUCKS and POLICE PATROLS. All sizes and all prices.

Children's Books

Rag Books
All-Picture Books
Dolly Drake Books
Buster Brown Books
Fairy Tales
Nursery Rhymes
Animal Stories
Christmas Poems

Games

Every Game under the sun, including all the more fascinating game inventions of Parker, Bradley and Spear.
See also the pretty Paint Boxes, Sewing Boxes, Trick Boxes and Bead Boxes.



Humpty Dumpty Circus

This is a "really" circus, with bespangled acrobats, spotted clowns and ferocious animals in cages. You can have a perfectly good Humpty Dumpty Circus at your home for 75c; or if you want a regular Barnum & Bailey affair, you can pay as much as \$20.00.

Xmas Tree Ornaments

Our stock of Christmas tree decorations this year comprises many artistic novelties, together with all the more usual tinsel effects. Prices the very lowest.

Whole armies of Lead Soldiers

They wear the uniforms of all nations under the sun and represent every branch of military service, including the aviation corps.

See Tripple Trapple The Walking Dog

ANIMALS

All the jungles of darkest Africa—not to mention all the barnyards of New Mexico—have been scoured by Santa Claus in the assembling of the Rosenwald menagerie.

You ought to see the beasts—Lions, Tigers, Bears, Elephants, Horses, Cows, Sheep, Rabbits, Mice and What-You-Call-'Ems.

THE doors of a Christmas Fairyland have been thrown wide on our third floor, and all children are invited to see the Toy Wonders that old St. Nick has brought to Albuquerque from the far corners of the earth.

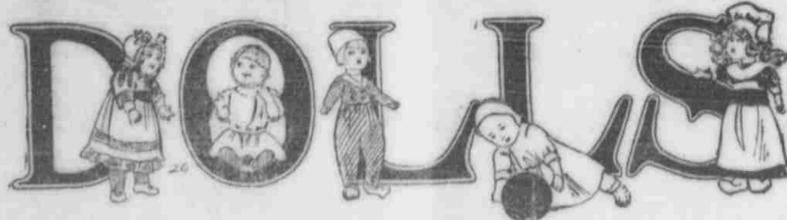


Boys and Girls!

Santa Claus Will Receive Your Letters Here

Old Kris Kringle has designated this store as his headquarters in New Mexico, and he asks that all letters for him be addressed:

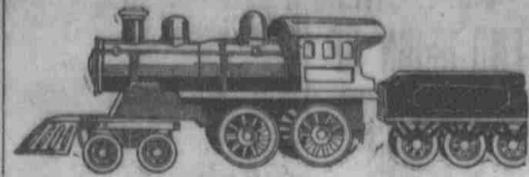
SANTA CLAUS
CARE OF
Rosenwald's
ALBUQUERQUE, N. M.



Two beautiful glass houses, covering a whole square of toyland are literally crowded to the doors with dolls—dolls of every age, size, race, color and description.

Dolls of finest Bisque; China Dolls, Rag and Rubber Dolls; Dolls with real hair and eyebrows; Talking Dolls; Sleeping Dolls; Crying Dolls; Dolls in lovely Evening Clothes; Dolls in Dust Caps; Dolls with regular Dolls smiles, and Character Dolls, that look like real children.

Doll Clothes in profusion, Doll Furniture, Dishes, Fur Sets, Parasols and Baby Carriages. Also Houses and Kitchens and Butcher Shops—all for Dolls.



Mechanical Toys

Many ingenious imported novelties are being shown this year in our big line of mechanical toys. They are too complicated to describe, but they're wonderful enough to make even a "grown-up" marvel.

For instance there is a complete railroad system with locomotives, switches and signal lights all operated by electricity. Also there are windmills and sawmills and birds that fly and dogs that walk—but you just couldn't believe it.

SEE THE QUACKY-WACK

Nobody knows what it is

Something Great for Boys

It's the American Model Builder—an outfit made of steel which allows of all kinds of structural work—the building of bridges, cranes, mills, houses, scaffolding, etc. It's new this year—instructive as well as fascinating.

Blocks

A complete assortment of the ever-popular Richter Anchor Blocks—made of stone.

Also Wooden Blocks of every known variety—not to mention Nested Blocks.

Sporting Goods

All the standard paraphernalia for athletic youngsters, including

Roller Skates
Boxing Gloves
Baseball Goods,
Air Rifles
Dumb Bells
Indian Clubs

Hobby Horses



Horses of every size, every color, every gait—all saddled, bridled and waiting.

See Our Windows

ROSENWALD'S

See Our Windows