

You Are Cordially Invited to the Formal
Grand Opening

Candy Land

Saturday, Dec. 29th

This is Omaha's New Candy Shop. Its beauty has never been surpassed anywhere in the country. It is complete in every new detail. Its beautiful walnut paneled and frescoed walls mark an evolution in backgrounds—The wall cases are of solid walnut and heavy mirrors and plate glass—The candy counter cases are of marble and plate glass, completely enclosing the dainties from dust and hands.

The Fountain is the work of master artists—the back bar being of solid walnut, trimmed with ebony framing mirrors, large mirrors. The front bar is of marble, trimmed in onyx, while the top is of beautiful Black Cararra, which completes the wonderful harmony and color scheme in the entire store.

The Coffee and Chocolate Urns are electric.

The stairway to the balcony is wide, copied from early colonial types, and invites one to enjoy the cosy privacy of the Walnut Room above.

The floors are beautifully tiled throughout. But why go into detail here. Candyland was built for you to have pride in.

Come Saturday, Grand Opening Day, and inspect it.

Candy Land will be foremost in handling all kinds of Candy.

We handle everything in real fine Candies and Confectionery, and can assure you of perfect quality and satisfaction.

Special attention will be given to fancy box trade and Candy Novelties.

Take your Luncheon in the Walnut Room.

We are equipped to serve dainty luncheons—here. Our menu includes Soups, Sandwiches, Salads, Pies, Fancy Fountain Dishes, Coffee, Teas and Chocolates.

The service here will always please you, and the quiet privacy will be a treat to tired shoppers.

Candy Land's Fountain is the largest and finest in the West.

All the usual attachments are here, together with new electrical percolators and devices for sanitation and speed.

Here again the standard of quality foods plays its important part. We make all our own Syrups, Creams, Ices and Fountain Dainties.

Musical Program Throughout the Day

Points of Especial Interest to Be Found in the Fixtures as Installed and Designed by the Liquid Carbonic Company

"The artistic color scheme and completeness of every detail with the fixtures in Candy Land make it the most beautiful store in America today," said Mr. Lamoureux, local representative of the Liquid Carbonic Co.

"The materials used," he added, "in the construction of these fixtures is the most costly on the market today—the walls

being of solid walnut, the panels broken only occasionally by imaginary leaded mirror doors of an early Italian period design. The candy cases and fountain have made generous use of marble—onyx and cararra."

The materials used and the ideal method in designing and construction make possible the maximum in perfect refrigeration and assures absolute sanitation.

The electrical features in connection with the great fountain are new—steam tables—coffee and chocolate urns—and malted milk mixers are all electrically equipped in the newest style—marking a most wonderful improvement in fountain service and building.

Omaha can well be proud of Candy Land, said Mr. Lamoureux.

Candy Land Is Equipped Throughout With the Baker System of Mechanical Refrigeration

IN THE CANDY DISPLAY CASES—SODA FOUNTAIN—IN COOLING THE DRINKING WATER—IN MAKING THE ICE CREAM—AND IN KEEPING CANDIES AND FRUITS FRESH AND TASTY.

Down in the basement, away from public view, is located the Baker refrigerating machine, the ice cream hardening room and the cold storage rooms for keeping candies and raw materials fresh and wholesome.

In the soda fountain and back bar, and in the candy display cases are arranged the pipes through which cold brine is pumped to furnish the refrigeration that cools the clear, cold water which is served—keeps the bottled goods cold—and the candies in best possible condition for the customer.

The ice cream hardening room and the candy room

in the basement are built in the building and insulated with eight inches of material to keep out the heat. The temperature in the hardening room is maintained at zero, while the candy room is kept at 60 degrees Fahrenheit. The only ice used in Candyland is for the mixed drinks. Mechanical refrigeration properly applied under the BAKER SYSTEM does the work better and cheaper than ice.

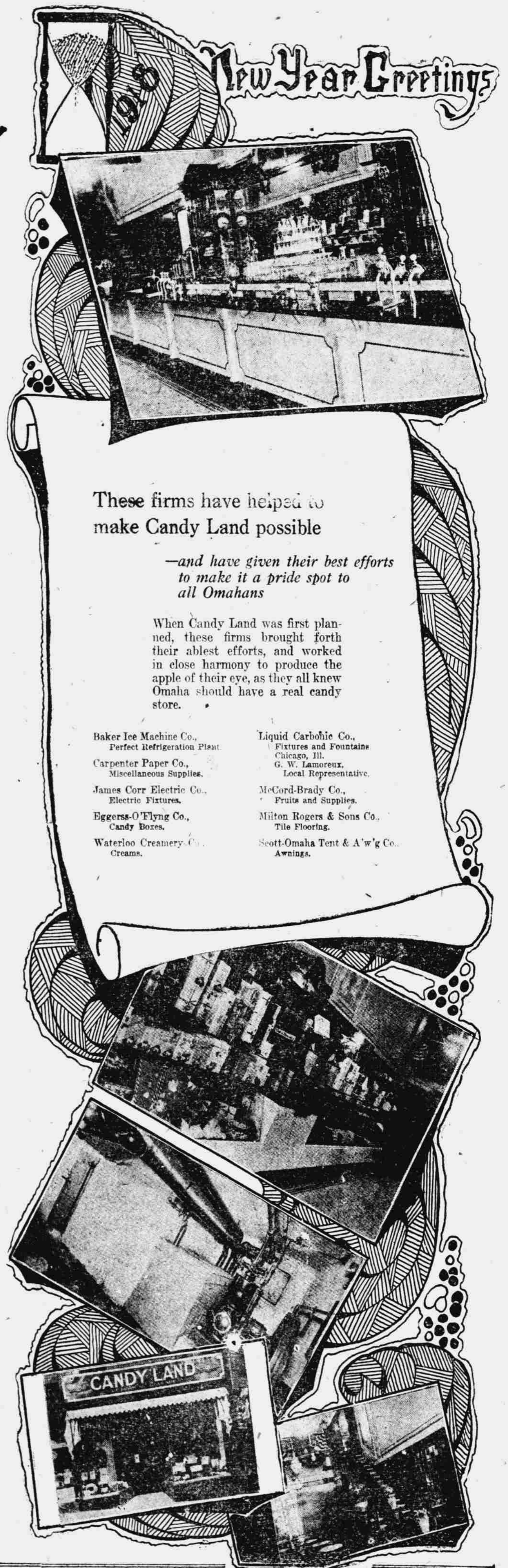
The proprietors of Candyland have installed the BAKER SYSTEMS in their two other stores—Crystal Candy company, Sixteenth and Capitol and the Olympia Candy Store at Fremont.

Candy Land

Petrow & Giannou

1522 Farnam Street

Telephone Doug. 621



These firms have helped to
make Candy Land possible

—and have given their best efforts
to make it a pride spot to
all Omahans

When Candy Land was first planned, these firms brought forth their ablest efforts, and worked in close harmony to produce the apple of their eye, as they all knew Omaha should have a real candy store.

Baker Ice Machine Co.,
Perfect Refrigeration Plant.

Carpenter Paper Co.,
Miscellaneous Supplies.

James Carr Electric Co.,
Electric Fixtures.

Eggers-O'Flyng Co.,
Candy Boxes.

Waterloo Creamery Co.,
Creams.

Liquid Carbonic Co.,
Fixtures and Fountains,
Chicago, Ill.

G. W. Lamoureux,
Local Representative.

McCord-Brady Co.,
Fruits and Supplies.

Milton Rogers & Sons Co.,
Tile Flooring.

Scott-Omaha Tent & A'w'g Co.,
Awnings.