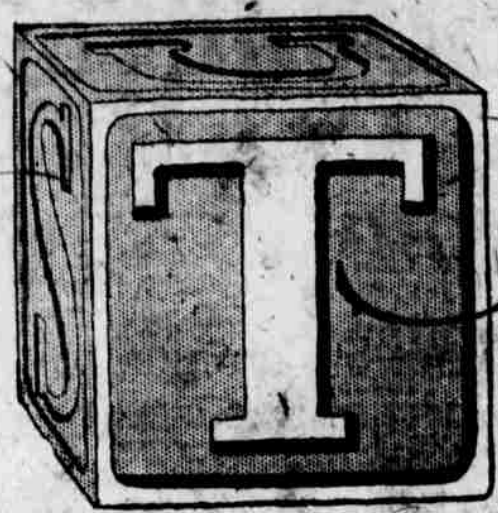


In Our Big New Downstairs Store



Toytown Opens!

Toytown, little friends, is the capital of Wonderland, where Santa Claus lives—the kingdom of toys, and games and playthings. Santa Claus, you know, is king—elected for ever and ever, by the little boys and girls of the whole world.

Maybe you dreamed about it Thursday night, after you ate too much turkey and pudding. Don't you remember—a great big playland, full of dollies, and books, and balls, and drums, and skates, and—oh! everything to have fun with?

And there was a pony there—a beautiful pony that shook hands and did tricks—and a whole cage of monkeys that kept you laughing at their funny antics—gee! Wasn't it great?

Santa Claus, you remember, had fixed up a great big room, and told you to look around and pick out what you'd like to have for Christmas, and he'd bring it to you? And then you woke up, and you never saw Toytown again, even in your dreams? But you just wait!

Come down to Burgess-Nash Saturday—you'll find Wonderland in the big, new Downstairs Store, with Santa and the toys, and the animals, and everything—almost exactly like you dreamed. Just see if you don't, for

Wonderland's Toytown Is Where Children's Dreams Come True

A town made up of beautiful things for children to enjoy, and right in their midst sits Santa Claus greeting all the little children and after they tell him what they want he gives them a present and sings them this song

If you will take a walk with me It's lots of fun to look at things
A wondrous shop to see; The world seems so full of toys—
So many, many pretty toys • Dolls and cradles and houses for girls; That's where all children love to go.
For little girls and boys. Drums and engines and wagons for boys. Wonderland's Toytown, oh ho, oh ho!
That's where all children love to go.

Every Child is Invited to Come and See Santa Claus in the Big, Beautiful, Wonderland Toytown, in the Downstairs Store of the New Burgess-Nash Building

Santa Claus, with his great big heart, is waiting to find out just what every little boy and girl wants for Christmas. It may be a toy train or a string of beads—a doll that talks, or a great big cuddly bear—but no matter what it may be, he wants to hear all about it, and so Burgess-Nash invited Santa Claus to come to their store and stay until Christmas.

"Peter Pan," the Famous Actor Pony, Will Be In Toytown to Entertain the Children, and Grown-Ups

Here is "Peter Pan's" own story of his career:

I was born in Omaha on the corner of 16th and Vinton streets and while I was still very young, my master moved to California where we lived for several years. I was trained to do all kinds of tricks, such as answering questions and going through stunts that no other horse has ever been able to do. I can balance and bow and dance just like the acrobats you see on the stage.

One day a rich man asked my master if I could come to his house and perform and so it was at his home in Los Angeles that I gave my first performance. Everyone liked me so well that many rich people invited me to their houses and after a while my master and I went traveling. We visited all the large cities and in each one I gave a performance at one of the leading theaters. I have been all over the United States, Canada and in some of the foreign countries.

Now Burgess-Nash Company have invited me to come back to the town where I was born and show all the little children and their parents my tricks. I am so anxious to see you all and hope that you will come and see me Saturday and every day after that until Christmas.

"Bill," "Phil" and "Jill," Three Monkeys in a Cage

As long as we can remember, we have been entertaining the children and the grownups, and we were so afraid that we were to be shut up until next summer, but a short time ago we heard that we were going to be at Wonderland Toytown during the Christmas season and we have been jabbering about it ever since. We have been practicing up on lots of little tricks that amuse you and although we get scolded sometimes for being so mischievous, we have promised to be good while we are at Burgess-Nash.

We are all very bright and can learn very easily, and we can also remember faces and the things people do to us. We leap and jump and climb, and also swing with our tails, our feet and our hands, but we don't like to be teased. We want everyone in Omaha to come down and see us real soon in the Downstairs Store of the Burgess-Nash new building.

BURGESS-NASH COMPANY.
"EVERYBODY'S STORE"

