Old Santa Claus had his very good reasons for saying, "Meet me at The Fair," and these reasons you will find listed on the pages of this toy catalogue. You will see in our great Toyland wide open side by side high with all manner of toys of every sort, just as your parents did when they were children, for even then The Fair was famous for toys. But, of course, the Toyland of To-day could not compare with the wonderful Toyland of To-morrow, where, on every side, you can see counters and shelves covered with all the newest mechanical toys, constructions that run and jump and dance and fly. And while you are visiting this wonderful Toyland at The Fair, be sure to stop into the Doll Hospital, so complete an institution for invalid dolls as you can find in the country east. We recommend that you keep this catalogue as a shopping guide to Toyland, one of the largest toy departments in the country—so that when you and yours are ready to make a visit you can show Santa Claus just what you wish for Christmas.

Do Your Christmas Shopping Now