



Santa Claus Has Come! And He'll Stay 'Till Xmas

Citizens and Soldiers of Toyland Accord Him a Great Reception Upon His Arrival

We found out all about it yesterday morning to our great surprise and joy. There, when we came in, sat jovial, smiling old Santa, extending his hands in greeting and enjoying our surprise and delight. In reply to our questions, he said: "I came at midnight through the skylight and surprised everybody. That is, I thought I would surprise everybody, but it seems that the Dolly Welcome Committee had prepared for me, and

no sooner did they see me than a great reception was held. All the wooden soldiers paraded and the dolls sang carols, and the circus gave a great performance. You never heard such a blowing of horns and a beating of drums as last night. And then when it was all over they all took the electric trains and trolley cars to their various homes on the counters, and here we are all ready for the boys and girls of Atlantic City."

Be Sure You Visit Santa at Toyland on the 8th Floor

He wants to shake hands with every little boy and girl in the city. And listen—if you really want to get your wish you'd best come as soon as you can, for the jolly old gentleman is specially fond of the children who come to talk with him.

You'll find him very easily on the eighth floor, surrounded by great pyramids of

drums and hundreds of dollies, and a fleet of electric boats, and an army of soldiers, and long trains of cars and—and—oh, millions of things and things that all boys and girls want for Christmas.

So don't forget to come and see him, or he may forget you on Christmas,

M. E. Blatt Co.—Eighth Floor.

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"The Department Store of Atlantic City"