

# Holiday Goods.

## December Trade

What December sees—the immense assortments of a large dry goods store; the choice novelties and rare bargains for Christmas buying.

We're not likely to soon lose the remembrance of last December. Our best efforts have been put forth to win business and confidence as well this year, only on a much larger scale. We want to duplicate the past twice over.

Can we do it?

Yes. We know the needs of the buying public. We've anticipated their holiday wants. The how is best shown in the merchandise itself.

Our decided word for it: The store never before saw the likes of such a display as we shall prepare for the holiday trade. The best of everything has been brought from near and far—quantity large enough and quality good enough to discount the trade.

Above all else, everyday prices will prevail; no special holiday profits.

## Plenty to See

During December all departments are teeming with activity, but there's no livelier spot than among the toys for children—little and big.

Dolls in Rubber, Rag and Wax.  
Pianos, Drums and Swords.  
Steamboats, Engines and Safes.  
Guns, Tin and Wooden Soldiers.  
Doll's Tea and Dinner Sets.  
Waggon, Sleds and the like.

Anything that the little bright eyes and go-betweens can possibly think of and admire.

Something as well for people of every variety and every taste. Think of nearly a hundred different departments under one roof, each a complete store in itself, and some notion of the magnitude of the whole may be found.

We have silver-plated ware good enough to raise an honest doubt in a burglar's mind, and a world of novelties in plush and leather, including:

Albums,	Toilet Cases,
Manicure Sets,	Photo Frames,
Purses,	Satchels,

and much else. Everybody who can possibly get to the store should come and see. Those who can't come should do the next best thing—Shop by Mail.

## A Big Book Business

What better for Christmas giving than books? We sell all kinds of good books at dry goods prices, prepaying postage upon all sent by mail.

It is trite to remind you that our book business is growing. Some people consider that the store is already too big and they love to express themselves accordingly. But it doesn't need argument to prove that an express train is moving.

We sell good books cheaper than any store in Canada. Send for Catalogue and compare prices.

## A Wide Range of Stocks

While we keep everything that a self-respecting dry goods store should keep, we don't stop there. We aim to have everything that you seem to want at the price you want to pay. That's why the store is bigger than it was—why every season sees satisfactory increase. Visitors to Toronto know by comparison that this is the biggest store in Canada—and the best. New stocks have been added from time to time until the range of merchandise includes:

Bicycles,	Shoes,	Furniture,	Silverware,
Books,	Cutlery,	Stationery,	Wall Papers,
Watches,	Spectacles,	Jewellery,	Music Goods,
China,	Crockery,	Glassware,	Tinware,
Candies,	Carpets,	Medicines,	Upholsteries.
Pictures,	Clothing,	Toys,	Furs,

Something of everything aside from dry goods. This is what we want everybody to know. The store is larger and more comprehensive than most people think, and however times may be elsewhere we have all we can do.

## Useful Things

Your eye is quickly caught by beauty and novelty at a hundred points. The biggest show is here, and the shopping crowd is helping us to win the best month's trade in our history. Popular taste approves, more strongly than ever, of presents that combine the useful with the ornamental. That's reason enough for looking at such everyday stocks as

Millinery,	Mantles,	Books,	Dress Goods,	Gloves,
Pictures,	Furs,	Fans,	Embroideries.	

Every department is teeming with suggestions for Christmas giving. Plain figures represent the price marks.

MAIL ORDERS

Filled the Same Day as Received.

THE T. EATON CO. LIMITED

190 YONGE ST., TORONTO