

Store Opens 8.30 a.m.
Closes 5 p.m. Daily

EATON'S DAILY STORE NEWS

HAVE YOU A "D.A."?
A deposit account is one of the greatest
conveniences in ordering goods by tele-
phone. Apply for particulars at the
"D. A." Office on the Fourth Floor.

More Flags---More Bells---More Bands---More Happy, Holiday Din---Another Celebration for the Kiddies!

Santa Claus Arrives in Toronto This Morning!

Get Ready for the Merriest Christmas Parade the Little Tots Have Ever Seen

Old King Cole, the Merry Old Soul, and, of Course, His Fiddlers Three--Cinderella, the Dear Little Beauty That Everybody Went Crazy About Last Year---Humpty Dumpty and Humpty Dumpty, Junior, Making No End of Fun---Old Mother Goose and All Her Dear, Wise and Foolish People---to Say Nothing of the Fat Policeman, the Old Woman Who Lived in a Shoe (and All Her Children)---They'll All Be There in the Procession, Just Like a Big Picture Book Come to Life. And as Usual, Santa Will Have His Big, Gold Chariot, With Outriders on White Horses, and His Own Band Playing "Rule Britannia," "The Maple Leaf," and Other Gay, Joyful Music.



Route of Santa Claus Parade This Morning

LEAVES Eglinton Avenue about 9.30 a.m. today, proceeds down Yonge Street to Bloor Street, turns west on Bloor Street to Avenue Road, then down following west side through Queen's Park, down University Avenue, across the Armory Square to Albert Street, thence to corner of James Street and TOYLAND.

READ THE ROUTE OF THE PARADE AND BE ON HAND EARLY. IT LEAVES EGLINTON AT 9.30 A.M.

And Toyland is Ready to Greet Him--With Attractions Galore

Toyland---Joyland---The Children's Own Land of Dreams Come True

AND THE FUN DOESN'T STOP at the end of the procession. Santa Claus takes up his abode in Toyland, and there you'll find him any day, every day, right up until the week of Christmas. Such a place of enchantment it is! The carpenters and scene painters and a score and one other clever people have been working with all their might and main to make it the jolliest Toyland they have ever got ready for Santa, and all the little boys and girls who come to see him there.

All along the north wall there's the most PEACHY Christmas circus you could imagine--the most wonderful, fascinating menagerie of boxing bears, meddlesome monkeys, frolicsome frogs, busy beavers, entertaining elephants, curious crocodiles, wise old owls, and the liveliest, long-maned lions that ever stood guard for our good old British Empire. You'll laugh when you see all the antics they're up to.

Along the east wall is a Scenic Railway--mountains, valleys, tunnels, rivers, with little electric cars spinning along through all the beautiful scenery, just as they do through the wonderful Rockies out West.

As for side shows and special attractions--they're at every turn. You must be sure and see the Japanese booth, where the attendants are all dressed in kimonos, and show you the way to do the Japanese puzzles, and how to work the Japanese toys.

The Gyroscope Top is another wonder not to be passed by; Mr. Jiggers, who dances to the music of the gramophone, invites your attention; and, of course, the Steel Building Toys--Mecanno and Erector--and Tinkey Toy, the wood builder, will be given a great, wide space to show all the bridges, stations, windmills, water towers, houses, etc., that can be made from their blocks, bolts and bars.

Among the new games be sure and see the "Maple Leaf Wall Quoits" and "Victory," the great fortress game.

Dolls! Dolls!--thousands of them, from Nette and Rintintin, dressed in gay, Frenchy wools, to life-size baby dolls with sleepy faces and white muslin bonnets. There are Polish dolls, quainter and more interesting than anything you can picture in dolls, French dolls in satin and velvet dresses, cunning American dolls like cunning real little boys and girls, in rompers or pinafores, and Canadian baby dolls, ready for you to dress yourself.

Dolls' clothes of every attractive kind imaginable, dolls' furniture, knitting sets, embroidery sets, painting books, Teddy bears, baa lambs, moo cows, new Thrift Banks that you can only open when they're full--these are just a few of the bewitchments of Toyland.

And remember, Toyland is on the Main Floor of the Furniture Building, corner James and Albert streets.

SANTA CLAUS WILL APPEAR IN TOYLAND ON SATURDAY AFTERNOON AT 2.30 O'CLOCK. WATCH FOR THE ANNOUNCEMENT OF HIS RECEPTION HOURS.

Christmas Books for the Kiddies

Mother Goose, illustrated, by Munro Orr, \$1.50.
Mother Goose, by Rackham, \$2.00.
The Complete Mother Goose, illustrated, by Ethel Franklin Betts, \$1.50.
Mother Goose, illustrated, by Ella Dolbeare Lee, \$1.00.
Mother Goose Rhymes, 400 illustrations by various authors, \$1.25.
The Little Mother Goose, illustrated, by Jessie Wilcox Smith, \$1.00.
Mother Goose, illustrated, by Jessie Wilcox Smith, \$3.00.
And many other editions from 10c up.
Little Brother and Little Sister, illustrated, by Rackham, \$5.00.
The Sleepy Song Book, illustrated, by Anne Anderson, and set to music, \$1.50.
Peter Pan, illustrated, by Rackham, \$1.50.
The Sleeping Beauty, illustrated, by Dulac, \$2.00.
A Russian Garland, \$1.50.
Black Beauty, illustrated, by Cecil Alden, \$2.00.
--Main Floor, James St.

Featuring Men's "EATONIA" Boots in Popular Styles, at Prices From \$5.50 to \$9.00 a Pair Today



THE EATONIA BOOT is made by that superior process of shoemaking--the Goodyear welt system. This ensures comfort, as well as service, and means an absolutely smooth surface inside the shoe. In EATONIA Boots leather is carefully selected, and the greatest care is taken in their manufacture. The first consideration when buying shoes is comfort. Their complete satisfaction is proved by the many people who buy them. The value in these is extraordinary. Every man and young man in need of a new pair of boots, look over these few suggestions and surely they'll help you in the way of choosing them.

At \$5.50--We are showing a splendid boot in gunmetal calfskin; round, comfortable toe, heavy leather sole. Sizes 5 1/2 to 11.

At \$6.00--A stylish model for young men in gunmetal calf, English, recede toe, leather soles and low heel.

Same model in dark brown calf, \$6.50.

Gunmetal or Dark Mahogany Calf Boot, straight laced style, neat recede toe, leather and Neolin soles. Sizes 5 1/2 to 11, \$7.00.

Mahogany calf blucher laced style, round, easy-fitting toe, heavy Neolin soles and rubber heel. Sizes 5 1/2 to 11, \$7.00.

A very smart boot for those who don't like the narrow recede is one of vic kid, straight laced style, medium recede toe, leather sole. Sizes 5 1/2 to 11, \$7.00.

For those who require an extra wide boot, we have one in dongola kid, blucher style, extra wide toe, heavy leather sole. Sizes 5 1/2 to 11, \$7.00.

One of our smartest boots at \$8.50 is of gunmetal or cordero tan calf. We have it in blucher style or balmoral straight lace.

The Blucher Cut Boot is made on a medium round toe, heavy leather sole. Widths C, D and E. Sizes 5 1/2 to 11, \$8.50.

The straight lace style is made on a recede last, with leather sole and low heel. Widths C, D and E. Sizes 5 1/2 to 11, \$8.50.

At \$9.00 we have a splendid boot on a combination last, neat medium toe, leather sole. This boot is stylish in appearance and a splendid fitter. Widths A to E. Sizes 5 1/2 to 11, \$9.00.

Tobacco Brown Calf Balmoral Laced Boot, long recede toe, brown vic kid top, Neolin sole and rubber heel. Widths B to D. Sizes 5 1/2 to 11, \$9.00.

--Second Floor, Queen St.

THE T. EATON CO. LIMITED

DAY AHEAD OR BOND SELLERS

to Expected to Break
to Hundred Million
Dollar Class.

OR FLAG RAISED

ony Marks Accom-
ment of Task Set to
onto's Committee.

Amount	\$392,500
by teams	\$22,500
by teams	\$75,800
by teams	\$40,750
by teams	\$84,000
total	\$248,550
total	\$10,250
total	\$3,291,050
total	\$4,019,250
total	\$6,052,200
total	\$93,462,500
total	\$93,462,500

ne day more.
will be given to invest in
bonds of the Dominion of
Today is the final day of the
last Canadian war loan. To-
day that Toronto sweeps
hundred million dollar chest,
the golden day of oppor-
tunity, do not let it pass.

everything Wide Open.

the offices of the Victory
remain open until midnight
subscriptions, and any one
who has neglected to apply
before, can do so at any
headquarters or sub-offices
are co-operating by re-
open until 6 p.m., so there
is excuse for anyone not lend-
money to their country.

right Toronto had rolled up a
\$93,462,500, which was \$13-
over the original objective set
Queen City. Yesterday, 40
governor-general's house
presented to J. W. Mitchell,
of the Toronto Victory Loan
by Sir John Hendrie. Mr.
then handed it over to the
it was hoisted to the top
ty hall flag staff, where it
as a symbol of Toronto's
ing response to any or all
appeals.

noon today until Monday
will be no reports issued
results of the Victory Loan
The end will be marked by
a new era of reconstruction
foundation for which is pro-
the loan, marked by a most
program. Reports for To-
the rest of Canada will be
and 500 loan workers in
the platform will hear, who
taint they can, the results
district competitions. Dr.
and the full Mendelssohn
give a special program of
music, to be supplemented by
of the 109th Regiment. E.
chairman of the Dominion
loan executive, will preside.
will be a special patriotic
hon. Dr. Cody, minister of
will close the meeting with
special subscription.

cial subscription committee
a subscription from Van-
r. Company, Limited, of
They also announce a sub-
of \$80,000 from Mr. George
of Dunnville, Melady &
of Toronto and New York
scribed for \$75,000 of the Vic-
Canadian Order of Foresters,
are subscribing for \$500,000
tory Loan. This is a splen-
dification from this society, in
view of the heavy respon-
sibility they have assumed in
with the insurance which
on their overseas members
former subscriptions to war
Foresters' total holdings
minion of Canada bonds is
in excess of \$22,000,000.

ACE-VICTORY LUNCHEONS and DINNERS

el Carls-Rite

SATURDAY and
SUNDAY

noon 12 to 2.30, 60c
over 6 to 8.30, \$1.00

vaian Orchestra

ORK TOWNSHIP S FOR SALE

FOR

ars of Taxes

le for sale owing to non-pay-
ers will be advertised very
payment of taxes in arrears
or before the 27th day of No-
commission and advertising
be saved.

W. J. DOUGLAS,
Township Treasurer,
Commissioner's Office, 40 Jarvis
Toronto, November 16th, 1918.