

SANTA CLAUS, WITH THE WHOLE EATON Store behind him

cannot help but make this Christmas a Merry and Joyous one for you and yours



He has wonderful stores of goods from which to select—everything new and Christmasy that our buyers could find—something for every one in the family or among the family's friends. In fact, his choice can be made from goods that have come all the way from Europe and Japan, from the Southern States or Eastern Canada, from wherever, indeed, **EATON** men could find Christmas gifts of gladness and cheer for homes throughout the West.

But, generous as they anticipated the demand would be, and freely as they bought for it, already the business that is flowing our way indicates that, as Christmas draws nearer, it will be difficult for us to fill orders for certain lines so—

Do Your Christmas Buying Now

You will have a choice from stocks practically unbroken, will receive, in plenty of time for re-shipment, the goods you intend for friends at a distance, or will have time enough to exchange or duplicate such articles as you wish.

The easy way to do your Christmas buying, then, is to use our big Fall and Winter Catalogue—you will find in it the finest values that could be chosen from the vast assortment offered us. If you haven't a copy, write, giving us your name and address, and we will see that a book goes forward without delay. You will find it a really pleasant and helpful guide through the enjoyable, though oftentimes puzzling, task of Christmas gift buying.

EATON
Leather
Goods are
Welcome Christmas Gifts.

EATON TOYS FOR THE CHILDREN are sure to bring cries of delight on Christmas morning. A full selection is shown in our big General Catalogue. Write for it.



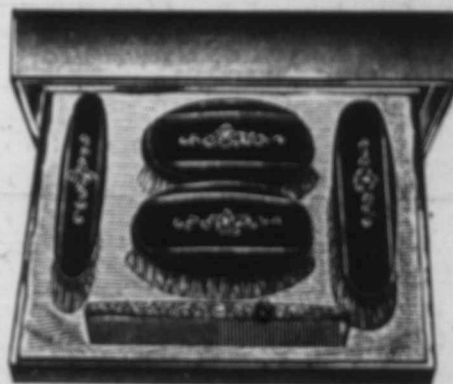
32591. Men's Real Leather Wallet. Seal grain, automatic centre, fine quality. Price 1.00

32584. Leather Writing Case. 6 in. x 7 in. Contains stamp book with calendar, address memo book, pencil and pad of writing paper, also envelope pocket, etc. Price 2.00

ORDER EARLY

An easy way to solve the gift problem for Mother, Sister, or Sweetheart, is to give one of our genuine ebony toilet or manicure sets.

SEND YOUR ORDER NOW



MAN'S FINE PRESENTATION SET

Highest quality ebony-finished goods. Gift box with large lid. Military brushes have good length bristles, with solid backs, in fancy design cloth, and hair brushes are made to match. All are mounted with handsome mounts in unique design. **6585, Net 3.50**

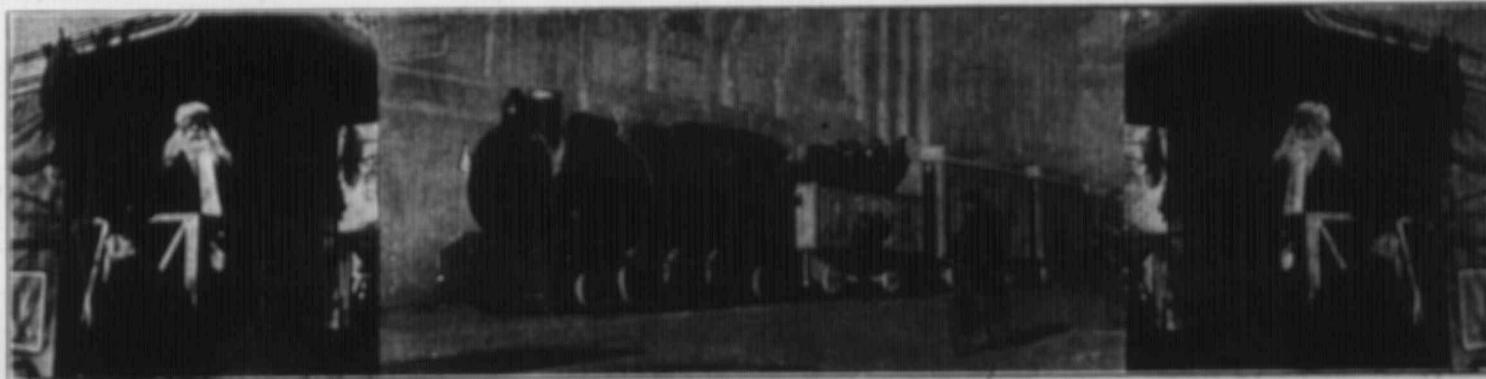
SANTA CLAUS CAME TO WINNIPEG ON SATURDAY, NOVEMBER 18th

Old Father Christmas always makes the **EATON** store his headquarters when in Winnipeg, arriving with fitting ceremonies, but never was he received with such pomp, never did his arrival excite greater curiosity and comment among the boys and girls, little ones and grown-ups, than this year, when he rode in state through the streets of Winnipeg in the big, especially made **EATON** train. Illustrated below.

The train—the picture below is from a photograph of it on Main Street, just south of Forlidge Avenue—was preceded in its run through the prin-

cipal streets by ten big automobiles, gaily decorated, and full of gladsome kiddies who had gone to officially welcome their Christmas favorite.

Santa Claus himself rode on the platform of the observation car at the end of the train, waving his hand and shouting to the cries of "Welcome" that rose from the throats of the thousands of boys and girls who lined the streets or followed the train and autos. The bugle band of the 200th battalion sat in the tender of the engine while the brass band of the same battalion played in the car immediately ahead of Santa Claus.



Do your Christmas buying now. Avoid any danger of disappointment. Send your order now.

THE T. EATON CO LIMITED
WINNIPEG - CANADA

Early Christmas buying will give you better selection and better service. Order now.