

See the table set for a Children's Party, in the Chinaware Department, Basement.

EATON'S DAILY STORE NEWS

A Graduate Baby's Nurse will be in attendance in the Infants' Wear Department. She will be glad to weigh any baby that is brought to the department, and will give a nice little souvenir card recording the weight. Any advice pertaining to the care and healthful dressing of babies will also be given.

JACK AND JILL



1869 GOLDEN JUBILEE 1919

STORE CLOSES SATURDAY AT 1 P.M., OTHER DAYS AT 5 P.M.
"SHORTER HOURS" "BETTER SERVICE"

May---The Children's Month in the Store

Yes, for a whole month the little tots will be the specially honored guests of the Store. All the Jubilee attractions for that time have been planned for them---lovely surprises every week. No, we won't let the secrets out until the time comes, but watch the papers for announcements. The celebration begins on Thursday

With a Merry May Day Fete of Fun and Fashions

May-pole Dancing—May Day Singing—Maytime Toggery—Also a Jolly Little Playlet Called Miss Jubie Lee's Party

Performed by a Number of Clever Little Children

This will take place in the "Auditorium" in the Furniture Building, continuing on Friday and Saturday as well: Thursday and Friday—From 10.30 to 11.30 a.m., and from 3 to 4 p.m. Saturday Morning (two performances)—From 9.30 to 10.30 o'clock, and from 11 to 12 o'clock.

Tickets for the May Day Fete may be had by applying to the Month of May Bureau, on the Third Floor of the Store.

Hello There---Little Boys and Little Girls

WHAT days are next best to Christmas? "Birthdays," did you say? Of course they are—the first day you're four years old instead of three, or seven years old instead of six, or five years old instead of four. Perhaps you're going to have a Birthday yourself very soon. Or have you just had one?

Well, once upon a time a Store had its first birthday. It was a long time ago—long before you were born. Way back in eighteen hundred and sixty-nine was the year it was born. There weren't any telephones then. If it had wanted to have some other little Stores in to tea—if such a queer thing could have happened—someone would have had to go and call on them, or write a letter to invite them. And if they lived far away they would not have been able to come to the party in a motor car or a trolley car—even if they had been small enough Stores to ride around that way. For it was long before electric cars or motor cars were made. It was when street cars were drawn by horses. Just think of it. Though you mustn't imagine that the driver drove in a fast, jolly way like a butcher's boy. No, he just jogged along about like a man who's driving a load of hay. But then there was no need to hurry. He hadn't very far to go—only



"It was a mere baby of a Store—only three stories high."



"It was when street cars were driven by horses."

from the market, on King Street (near the big old Cathedral, you know) along to Yonge Street and up Yonge Street to Bloor. That was the only car line there was in Toronto. No Belt Line, no Avenue Road, no Dundas. And I wish I had room on this page to tell you how nice the trip was between Bloor and College Street—past pretty cottages with flower beds and farms with lovely vegetable gardens. Not many farms on Yonge Street, below Bloor, now, are there?

But to go back to the Birthday we were talking about. It was a mere baby of a Store, needless to say—with only about three teeth and only learning to walk, as it were. It had no elevators, of course, and no such thing as a moving stairway—oh dear, no. It stood, in fact, only three stories high, and had only two show windows in front—one on each side of the door. Over this door was written its name, which I had forgotten to tell you was **THE T. EATON & CO.**—a name that you knew how to say almost as soon as your own name, didn't you? Did anyone ever tell you it was once a little one-year-old store, with only one wagon to carry its parcels—drawn by a pony called Maggie?

But, bless you, Stores grow up just like little boys and girls. It went on having Birthdays. There was the day it was eight years old! It was, as you might say, by this time wearing short trousers—a sturdy, independent, little Store, as they often say about little boys who are eight years old. It was able to sell a lot more things. Before this it sold only ribbons, silks, prints, cloth, buttons, needles, and things like that. But it was quite a bit bigger by this time, of course. It had about twenty people selling at the counters. It stretched forty feet farther back on Queen Street, for, as I was almost forgetting to tell you, the place where this little Store stood was the southwest corner of Yonge and Queen. And now it began to sell carpets, oilcloths and mantles, as they used to call ladies' coats in those days. Ask your grandmamma some time to tell you about the mantles that were worn in those days when she was young—and about the queer wire thing called a "bustle," for all the world like a bird-cage, that people stuck into the backs of their skirts to make them stand out.

Little Boy and Little Girl, whoever you are or wherever you are, the Store requests the pleasure of your company, in the month of May, for all the fun and jolly things it has planned. Watch the newspapers every day to find out what's going on, and then come and bring along your Mamma and Papa and Big Sisters and Big Brothers and Aunts and Uncles, too, if you want to. Come as often as you like. As we said before, you are to be the special and honored guests.



Another Bubble Book—Number 5 The Book That Sings

THIS is a fairy story, called "The Pie Party," with three records to play on your talking machine—records of the nursery rhymes, Little Jack Horner, Sing a Song of Six Pence, The Queen of Hearts, and Good King Arthur. And, like all the other Bubble Books, it has lots of drawings of all the people in the story and the songs. The price is \$1.25.

—Book Department, Albert and James Sts.

ONE FOOT UP THE OTHER FOOT DOWN



Skipper Ropes—such a fine lot to choose from, priced 5 cents, 10 cents, 20 cents, up to a splendidly long, thick rope with big painted handles at 35 cents.

—Fifth Floor.

For Little Gardeners

Rakes, Hoes, Spades and Watering Cans

SOME OF THESE gardening tools are done up in sets of three—rake, hoe and spade. You can get them in various sizes to suit little, littler and smallest size girls and boys—35 cents, 50 cents, 90 cents and \$1.00 the set.

Children's size watering cans are 30 cents and 60 cents.

In the smaller sizes garden tools can be had separately—forks 20 cents and spades 35 cents.

These For the Sand Pile.

Or for the beach, for that matter—sand pails with shovels at 15, 25 and 35 cents and \$1.00 for the two pieces.

And the most fascinating moulds to make sand pies, turning the cakes out patterned with ducks, elephants or horses—6 moulds in a set—price 40 cents the set.

Six patty pans and a wee spade are 25 cents the set.

Sand sets of pail, shovel, sieve and 4 moulds—75 cents the set.

Big painted sand pails—rose or green—are \$1.00 each.

—Fifth Floor.

Kazoos, Bones and Mouth Organs

Trumpet kazoos, 15 cents each; imitation "bones," 10 cents a pair; and mouth organs at 40 cents, 50 cents and 75 cents each—these are some of the attractions for the small boy, in the Musical Instruments Department.

—Fifth Floor.

Boys and Girls Who Live Out of Town

If you see something advertised on this page during Children's Month that you want your mother to buy for you, get her to write to the Shopping Service about it, if she cannot come to the Store herself. One of the Shoppers will do the choosing and buying for you in splendid fashion—just as well as if you and your mother would do it yourselves. Address your order to the Shopping Service.

THE T. EATON CO. LIMITED

The Scribe