

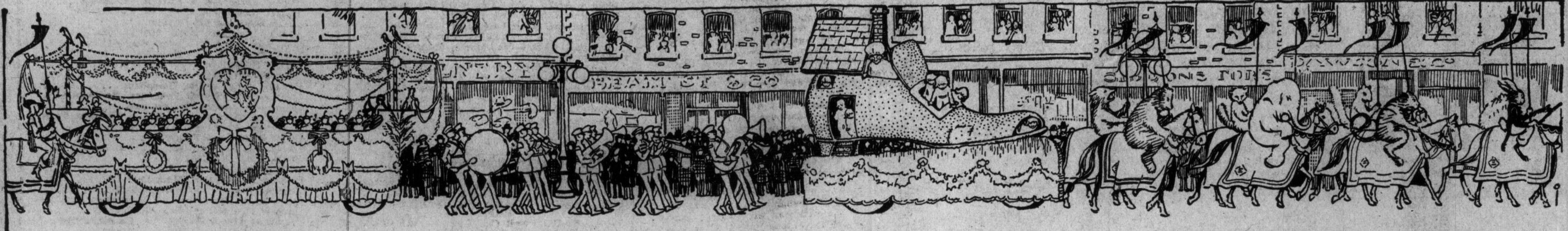
The Photographic Studio makes a specialty of children's photographs. If you want a delightful record of your child's most characteristic pose, be sure to have a photograph taken in good time for Christmas. —Fourth Floor, Albert St.

EATON'S DAILY STORE NEWS

Shop in the Groceries, in the Basement of the Housefurnishings Building, if you would economize on your grocery bill.

Hip, Hip, Hoorah!
For Santa so Gay!

HE'S COMING TODAY, KIDDIES, WITH THE BIGGEST, BEAUTIFULLEST PROCESSION THAT EVER WAS



"TOOTLE-TE-TOO," GO THE TRUMPETS, AND THE HERALDS ON WHITE HORSES PRANCE PROUDLY AHEAD; THEN COMES A BAND, AND MORE HORSES—BLACK AND WHITE BOTH—AND WHOEVER DO YOU THINK RIDES BEHIND THEM? WHY, CINDERELLA DRESSED FOR THE BALL IN HER GOLD CARRIAGE DRAWN BY FOUR WHITE HORSES. OH! HOW LOVELY SHE LOOKS. GUESS WHO COMES NEXT! YOU'LL LAUGH WHEN YOU SEE THE ELEPHANTS AND DONKEYS RIDING HORSEBACK, AND UNCLE WIGGLEY AND HIS BUNNIES ARE THE FUNNIEST THINGS YOU EVER SAW. HUMPTY DUMPTY LOOKS AS THOUGH HE'D FALL OFF HIS OLD WALL ANY MINUTE, AND FAST BEHIND HIM COMES THE BEAUTIFUL GLITTERING FAIRY QUEEN WITH THE PRETTIEST OF HER FAIRIES. D'YOU REMEMBER THE OLD WOMAN WHO HAD SO MANY CHILDREN SHE DIDN'T KNOW WHAT TO DO? WELL, SHE'S THERE, TOO, PEEPING OUT OF HER SHOE, AND IT'S SIMPLY OVERFLOWING WITH CHILDREN. THEN, LAST AND BEST OF ALL, COMES DEAR OLD SANTA, SMILING ALL OVER HIS JOLLY RED FACE, AND WAVING HIS HANDS TO YOU, KIDDIES. THERE'S A NEW VISITOR WITH HIM THIS YEAR—MISS JUBY LEE, WHO WEARS A GOLDEN COSTUME OF 1869—OUR GRANDMOTHERS' TIME. MISS JUBY LEE IS GOING TO STAY IN TOYLAND WHILE SANTA IS THERE, SO THAT THE CHILDREN MAY SEE HER, TOO. THE TOYLAND ANIMALS ARE GOING TO BE ALL READY FOR SANTA WHEN HE ARRIVES; IN FACT THEY'LL BE OUT ON THE VERANDAH WAITING TO SHAKE HANDS. SANTA HAS TO CLIMB UP A LADDER FROM HIS COACH, AND AFTER HE HAS HAD A LITTLE CHAT WITH THE CHILDREN HE'LL DISAPPEAR INTO TOYLAND, ON THE THIRD FLOOR, WHERE HE WANTS YOU TO VISIT HIM ON MONDAY AND FOLLOWING DAYS OF NEXT WEEK.

Books For Children

THERE'S a special display of them on the Third Floor, and you'll find wonderful picture books for Christmas, fairy tales, Boy Scout books, exciting tales of adventure—the old favorites—Water Babies, Treasure Island, Robinson Crusoe, Alice in Wonderland, Mother Goose, Grimm, Andersen, and all the merry company of spinners of good yarns.

—Third Floor.

Santa Claus is Coming By Aeroplane

Just as far as Eglinton and in a field near Yonge Street and Berwick Avenue (first street south of Eglinton Avenue) he will alight from his flying machine and take to the state coach. He expects to start on his triumphal entry to Toyland about 9.15 a.m. Saturday, and about 10 a.m. will pass Queen's Park.

Route of Parade.

—Down Yonge Street to Bloor West, to Avenue Road, down west side of Queen's Park to University Avenue, to Armouries, to Store at James and Albert Sts.

Bring the Kiddies to Toyland! It's Just Like a Fairy World

Oh! The Toys, the Dolls and the Animals—How Dear and Funny They All Are, and More Real and Lifelike Than Ever

SUCH DOLLS—babies, of course, first—tiny ones and life-size, dressed and undressed, with the cunningest little faces, eyes that open and shut, and double-jointed arms and legs.

The most beautiful dolls of all come from France, and they are ladies in silk dresses, little boys and girls in sailor suits and pinafores, nursemaids, soldiers,—oh, every single kind of doll you could possibly dream about.

Then when you've finished dreaming, along comes "Fluffy Ruffles," just as plump and chubby as she can be, and all dressed up in spangled net or rose-pink taffeta for a party, and the perky little Japanese dolls in gay kimonos, with their black hair and narrow slits for eyes. Aren't they the darlinest things you ever saw?

Tiny dresses, hats and coats, even gloves and shoes for dollies, you will find here—sewing sets, tea sets, trunks for travelling, toilet sets, carriages to ride in, cradles to sleep in, pianos to play on—everything that the most particular mamma wants for her doll. Then there are all kinds of furniture, tables, benches, stools, dressers, and houses to put them in, all painted in bright colors. These are for the doll's tea party, and there are bigger ones for the little mothers.

Don't think you're being left out, boys! Toyland has some great stuff for you. How about velocipedes, wagons and automobiles, circuses with performing animals and clowns, the finest telephone sets, wireless outfits, and all the Meccano and Erector Sets to help you build bridges, cranes and lighthouse towers?

There are trains with engines, tenders, cars, semaphores, switches, bridges, stations, tracks—every single thing you want, and exact models, of course. Some of them run by electricity and some by clockwork.

Little ice and coal wagons, ambulances and fire-reels make fine toys, don't they? And when you get tired playing with them, there are some fine new games—Naval Manoeuvres, where you play with battleships; Aerial Post, a great baseball game; Toyland Guards, with soldiers for tenpins; Cover 'em Up, Sharpshooters, Fishpond, Post Office—everything you can think of. Then for the very tiny kiddies there are building blocks and balls, rubber dolls and animals, and dear little toys and rattles made of celluloid.

We haven't told you nearly everything—just enough to show what a good time you'll have when you come to see Santa and Miss Juby Lee in Toyland.

Uncle Wiggley's Bunnies are here, too!

—Third Floor, Main Store.

1869 GOLDEN JUBILEE 1919
"Shorter Hours" "Better Service"

Store Opens at 8.30 a. m., Closes at 5 p. m.

Closing on Saturdays at 1 p. m.
No Noon Delivery on Saturdays



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