



This was EATON'S in 1869...



This is EATON'S after 80 Years of Growth!



In eight short decades this modest dry-goods store of 1869 has become a coast-to-coast organization, encompassing the whole vast Canadian community.

We count this sturdy growth and the continued confidence of our customers as evidence that EATON merchandising principles are those that most Canadians like best—our policy of bringing to Canadian shoppers the best and smartest of all that's new . . . of retaining the best and soundest of all that's old: our fair prices, our emphasis on sober down-to-earth value—and our reassuring Guarantee of: "Goods Satisfactory or Money Refunded."

Here's how we stand after 80 years in business:

- ① A Dominion-wide Mail-Order system distributing three million main and three million secondary mail-order catalogues every year.
- ② An active group of Overseas Buying Offices in the principal markets of the world.
- ③ A staff of over 40,000 men and women, with a high of 60,000 employed at Christmas time.
- ④ An eighty-year-old reputation for offering "a fair deal to all who buy from us, all who sell to us and all who work for us."



52 EATON STORES AND

221 EATON ORDER OFFICES

FROM ST. JOHN'S TO VICTORIA

EATON'S OF CANADA