

A NEW YEAR AND A NEW ERA

In December, 1869, on the south-west corner of Yonge and Queen Streets, my father laid the foundation of this business, therefore the year 1919 will be

THE STORE'S GOLDEN JUBILEE ANNIVERSARY

In 50 years there have been great changes in Store-keeping.

Fifty years ago the custom was no fixed prices, no return of purchases and no redress in case of error. Sometimes one was even pestered to buy. Shopping was no child's play. It was a match of wits, so it was usually done only by the Head of the Home.

In contrast to-day even a child may do the purchasing either in person, by Mail Order or Telephone, without any thought of being imposed upon.

This tremendous change though looked upon as modern is not a modern idea in this Store. It is the result of adhering to the principles laid down by my father fifty years ago. *His first advertisement announced what was then a startling innovation: "We propose to sell our goods for Cash Only; in selling goods to have only One Price."*

Then came his daring guarantee: *"Goods satisfactory or money refunded."* And with these came the welcome message that *"No one is to be importuned to buy."* All this soon developed a new spirit of helpfulness and mutual confidence; and shopping became a pleasant pastime, instead of a disagreeable necessity.

Nor was the Public alone considered. It was the custom for people to leave some shopping until Saturday night, and so it was not uncommon to keep stores open until midnight on Saturdays.

My father had experienced in his apprenticeship days the hardship of the last day in the week being the longest. It was therefore a great thing for the staff when he abolished Saturday night shopping by closing every Saturday at six o'clock even during the Christmas season.

In order to shorten the hours on Saturday, the Public had to be induced to do more shopping on Friday. This was accomplished by my father instituting "Friday Bargain Day."

But what a boon it was when during the hot summer months the store began to be closed at one o'clock on Saturdays! On that occasion I remember him saying to me *"It will not be in my day, but I hope you will live to see the Store closed all day Saturday. The week's work will be done between Monday morning and Friday evening. Saturday will be a day for play. Sunday will be a day for rest and worship, and people will return to work on Monday morning refreshed in body and in spirit."*

On this our Year of Jubilee can any more fitting tribute be paid the memory of the Founder than by making another great stride towards the realization of his dream?

With this intent, the Store will close at one o'clock on Saturdays throughout the year, except during July and August, when the Store and Factories will remain closed all day Saturday.

Such a shortening of the hours for week-end shopping would increase the already heavy pressure on Fridays. **Therefore, instead of on Friday, we shall make THURSDAY JUBILEE BARGAIN DAY.**

By such means we hope to make the daily task a little easier for our large and loyal staff, and to give still better service to you, the Canadian Buying Public, who have, by your support, helped us to make this a Store that now ranks among the greatest in the world. Our Jubilee Motto will be: *"Better Service."*

On the first morning that the Store was opened in 1869 it was probably my father himself who unlocked the door. On the first morning of our Golden Jubilee Year the door of 190 Yonge Street is going to be opened by one who keeps his memory ever green. **My mother has graciously consented to unlock the door with a Golden Key on the morning of Thursday, January Second, at 8.30 a.m.**

Our Jubilee Year is happily also the first year of Peace. May the New Year be for one and all the beginning of a New Era of the best kind of progress--an Era of Service based on mutual Good-will.

THE T. EATON CO LIMITED

Arthur C. Eaton
President

FULL VALUE

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Following

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First Deputy.

Second Deputy.

Third Deputy.

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MILLER

EVE.

DIAN DEALER

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AN TORONTO

DIAMONDS

CASH OR CREDIT

Be sure and see our

stock, as we guaran-

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JACOBS BROS.,

Diamond Importers,

15 Yonge Arcade,

Toronto.