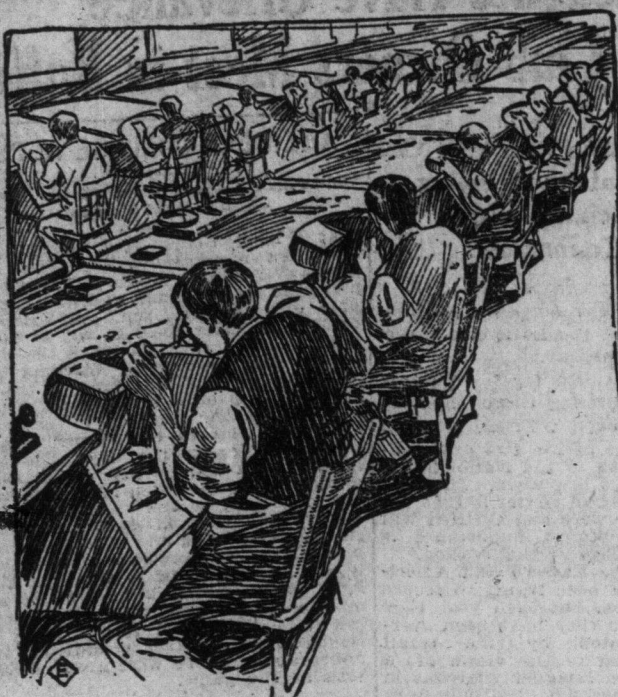


EATON'S DAILY STORE NEWS



The Making of High Grade Jewelry

ONE of man's chief characteristics is the craving for personal adornment, the same craving which impelled the earliest man to decorate his person with beads, shells or teeth, or the monarch to lavish his treasures on the costliest materials and most exquisite workmanship of his crown and insignia of state. The highest art and skill of all ages have been lavished on the making of jewelry, and, much as we may boast of improved methods and advanced art in jewelry work, the people of the Nile Valley long ago could engrave, chase and solder their jewelry and were complete masters of the most important processes of the modern jeweler.

The first metal used was pure gold—although very limited in decorative design, owing to the only mechanical resources of the prehistoric man being rude hammers of stone—and from that time till the present day the demand for jewelry has grown with the extension of commerce, the growth of luxury and the advance of refinement, until to-day poor and few indeed are the women, particularly, who do not possess jewelry of some kind.

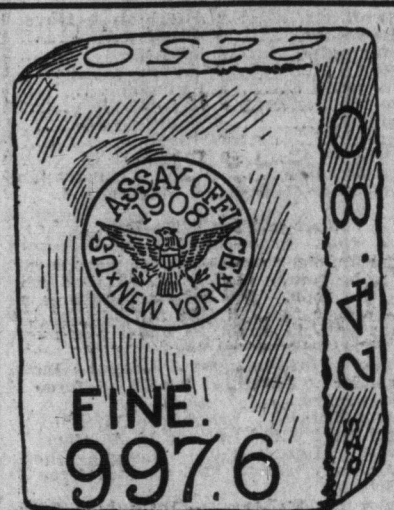


HOW EATON JEWELRY IS MADE

Upon the sixth floor, away from the noise and bustle of the store and under the most congenial conditions for turning out perfect work, is the **EATON Jewelry** made. Large, bright and airy, these workrooms contain the most modern and improved devices used in jewelry-making, machines that now do in a few minutes and in the simplest manner, work formerly of the most fatiguing kind, which required several men to do, such as forming the gold into sheets and wire sticks, preparatory to cutting it; machines for making tools; machines for forming cuffs buttons—one man can stamp several gross in a morning—and every machine operated by a man long experienced and skilled in his work.

You see heavy bars of the finest gold (see illustration, actual size), ready for melting, and though a soft metal, with a small percentage of pure silver and copper, it becomes almost unbendable.

From the furnace, through the hammer, under the ponderous stamper—which holds the required design, on to the solderer, then through the fire bath, back to the polisher and from one specialist to another goes each piece until the beautiful shining finished article lies in its plush-lined case ready for the department. The illustrations show the different stages in making a ring and a brooch.

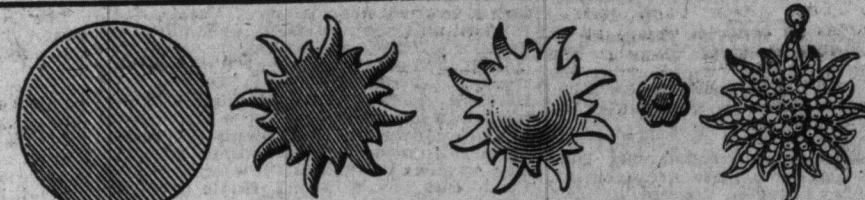


A Solid Bar of Pure Gold

From the melting of the gold till you buy it, this jewelry never leaves our workroom, and if you could take a walk through this busy factory and see the care and attention given every particle, the marvelous skill and dexterity displayed, and the pride each man takes in keeping up his share of the standard of excellency, you'd marvel at the low prices they're sold for.

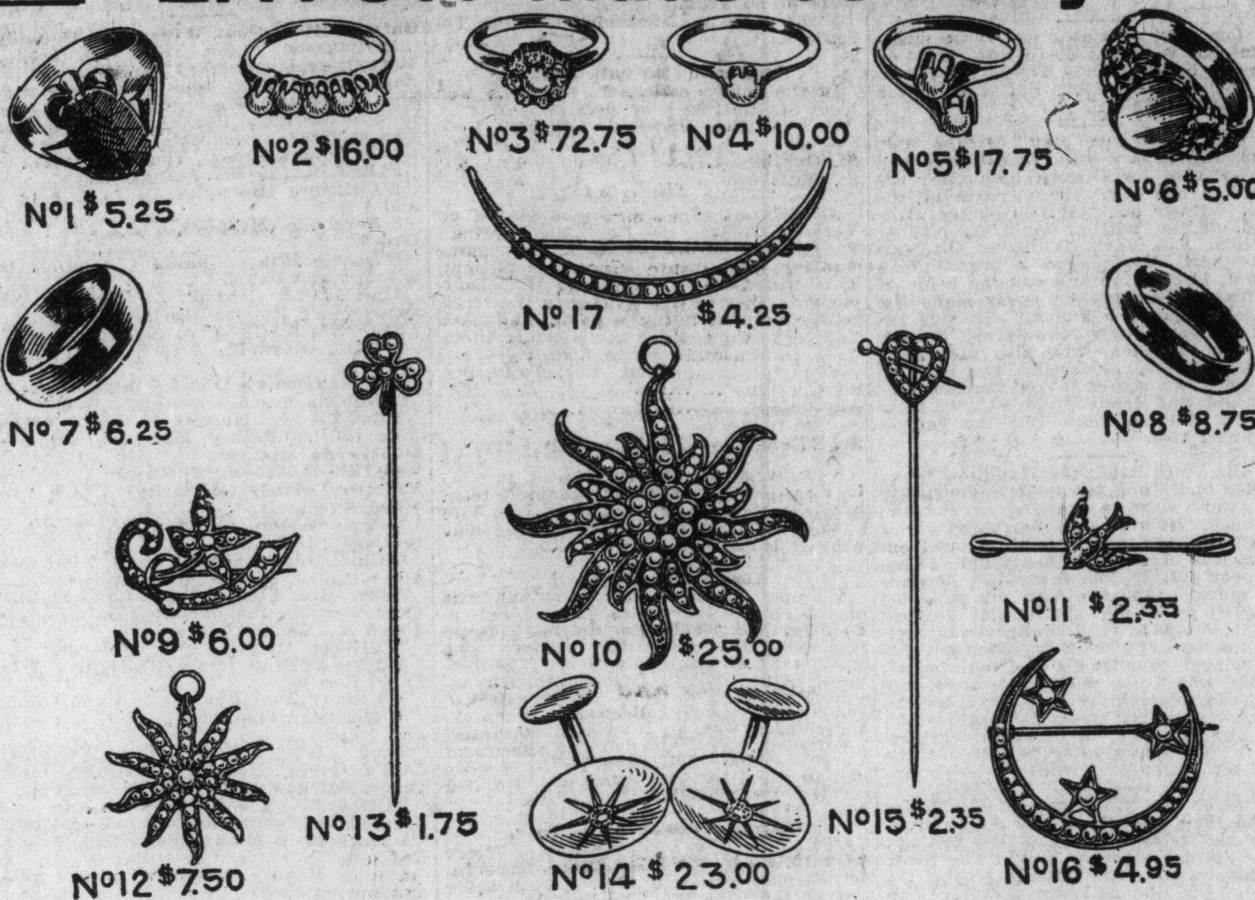
It's this standard of quality that raises **EATON**-made Jewelry head and shoulders above the ordinary; remember this; that every article turned out, if 14k, it is genuine 14k gold through and through—that means solder, pins and every particle of the brooch, ring or pin; this is most important, for you couldn't tell without expert examination whether it was silver solder and only 10k pins, or not.

You could take a most delicate, frail looking brooch, composed of 30 pieces, from the finisher and unless you're extra strong, you could neither bend nor break it—this was tried—the same with those sterling silver cuffs links sold in the department for 25c.



The Process of Making a Solid Gold Pearl Pendant

Note the Low Prices on EATON-made Jewelry



- No. 1—Men's Heavy Solid Gold Ring, set with Garnet.
- No. 2—Ladies' 14k. Solid Gold Ring, set with five large Pearls.
- No. 3—Ladies' 14k. Gold Ring, whole Pearl, surrounded by nine fine Diamonds.
- No. 4—Ladies' 14k. Solid Gold Ring, set with fine large whole Pearl.
- No. 5—Ladies' 14k. Gold Ring, with two fine whole Pearls, high setting.
- No. 6—Men's Extra Heavy Embossed Signet Rings.
- No. 7—Ladies' 5 dwt. 18k. Wedding Ring.
- No. 8—18k. Tiffany-style Wedding Ring, 7 dwt. in weight.
- No. 9—14k. Gold Brooch, set with 22 Pearls and two whole Pearls.
- No. 10—14k. Gold Sunburst, set with 81 very fine Pearls.
- No. 11—14k. Gold Safety Pin, bird design, set with pearls.
- No. 12—14k. Gold Sunburst, set with 41 evenly-matched Pearls.
- No. 13—Shamrock Stick Pin, 14k. gold, 10 Pearls.
- No. 14—14k. Solid Gold Cuff Links, set with Diamonds.
- No. 15—Heart and Dagger Stick Pin, 14k. gold, 13 Pearls and one whole Pearl.
- No. 16—Harvest Moon, 3 Stars, set with Pearls, 14k. solid gold.
- No. 17—14k. Solid Gold Long Crescent, set with 21 Pearls.

At Manufacturers' Prices

The very fact of our buying the raw material, and through every process of manufacture it never leaves our workroom—except to go to the department—shows that as manufacturers we've done everything compatible with the highest grade work to lessen the cost to you, and the only difference in the price you pay and the actual manufacturing cost is the small profit we charge at the department.

You're dealing with the maker direct, and you're saving all the expenses and commissions of the middlemen and agents, which can be done only by such dealing direct with the maker.

Jewelry, above all else, is the ideal Christmas Gift. We're practically into the Christmas season and with a perfectly assorted stock and a broad guarantee to back every article, we're ready for the Christmas trade. Make an early selection—the rush will start soon—we're pleased to show the goods and demonstrate the savings for you.

The Savings Great for You

Some reasons why we can sell such excellent, high grade quality for the prices we ask, are: we endeavor in every way possible to keep down expenses that would make it necessary to raise the price.

We generate our own electricity and power, make our own tools, have the best labor-saving and time-saving machinery, and teach our workers not to make a single false move or mistake; and, selling jewelry as we do like any other merchandise, we add only our usual close profits, the immense quantities sold making a very small profit possible.

Making this jewelry from first to last, we're in the best position to know it through and through and to know every part of its manufacture, so that we speak with knowledge when we guarantee it, positively, pin, solder, catch and every particle genuine 14k solid gold, an article of beauty, of life-long service, at the greatest saving prices.

THE T. EATON CO. LIMITED