

“EATON-MADE”

— ITS MEANING

Every person who purchases from the T. EATON CO. through the retail departments or the big EATON Catalogue, quickly learns to look for the “EATON-MADE” label on their merchandise.

It is soon apparent that the words “EATON-MADE” are the guarantee of the T. EATON CO., that the goods bearing this mark are the best that can be sold for the price.

Goods bearing this mark are worthy of your confidence. We have worked long and hard that they may continue worthy of your reliance in every respect. We offer to the public under this trade mark products from the EATON factories correctly made and reasonably priced.

The large EATON factories in different parts of Canada already supply much of the merchandise sold in the EATON stores and catalogue. They are being added to and increased in number as fast as can be under present conditions. The primary and most important aim of each EATON factory is to produce the best possible goods. This means eternal vigilance and attention to every detail. From the purchase of the raw material, be it furs from Northern Canada or cotton from the South Sea Islands; to the finished product, every article is under the direct supervision of experts who have spent years perfecting their knowledge of materials and manufacturing methods. The result more than justifies the pains and care taken to attain it. Every “EATON-MADE” article is a testimonial to the care that was spent upon it.

“EATON-MADE” goods are usually lower in price than you would expect them to be. That is because we are able to save part of the manufacturing cost and to pass it on to you.

Above all, “EATON-MADE” means absolutely Canadian-made. Your money spent for “EATON-MADE” articles goes to the feeding and keeping of Canadian men and women.

When you buy “EATON-MADE” goods you get 100 cents value for every dollar and are supporting home industries, furnishing employment for hundreds of Canadians.

Look for the words in the Catalogue and in the Store.

THE T. EATON CO. LIMITED
WINNIPEG - CANADA