

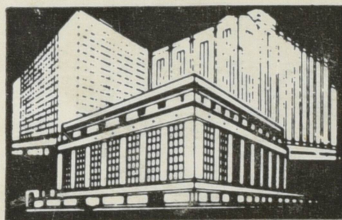


*the confidence
of our customers
is our greatest heritage!*

Eaton's of Canada has grown in size and importance on customer-confidence—on the faith the buying public places not only in the selections and values, but in the descriptions found in Eaton Advertisements. One of the first steps in customer-confidence is the realization that what an Eaton ad says about goods and prices can be trusted.

If we should have any doubts concerning claims of quality, the merchandise must be tested and the statements approved by our Research Bureau before the descriptions may be used.

More important, perhaps than anything else in establishing customer-confidence in Eaton's advertising is the policy laid down by the founder of the firm—
"Goods Satisfactory or Money Refunded".



EATON'S OF CANADA