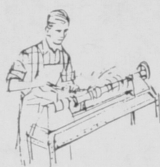


**85¢** out of every **\$1.00**  
that **EATON'S** spends for merchandise  
is spent in Canada

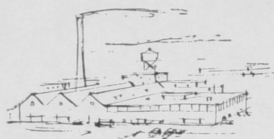
**Eaton's is one of Canada's biggest and most consistent customers.**

Although we constantly import the specialties of other countries and our buyers shop the markets of the world in search of new and interesting products, nevertheless **the percentage of Canadian-bought merchandise sold in Eaton stores is tremendous.** In fact, more than 85% of the goods we sell are bought from Canadian suppliers.

We buy in every part of Canada—from large industries, small factories and individual artisans, in cities and towns and villages from British Columbia to Newfoundland.



And wherever we buy, we help contribute to the well-being of the community and prosperity of its citizens; we help to keep factories busy and men and women working and earning.



Here is convincing evidence of the faith that Eaton's (and the people who shop at Eaton's) have in the products of Canadian mills and factories . . . in the resources and resourcefulness of Canadian suppliers.



As Eaton's of Canada, we are justifiably proud to be able to play a leading role in the development and progress of Canadian industry.

**EATON'S OF CANADA**

{ THE RUNGE PRESS LIMITED }  
{ OTTAWA CANADA }