

SCIENCE

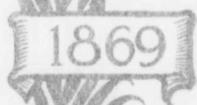
ART

MANUFACTURE

 National Library of Canada
Bibliothèque nationale du Canada

1869

1911

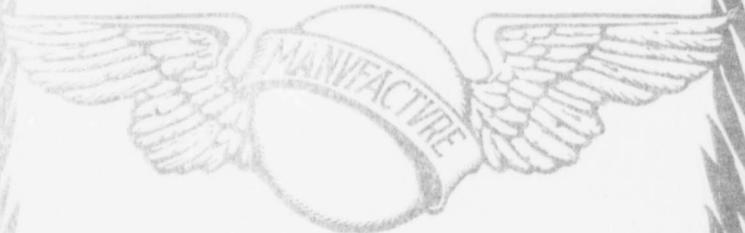




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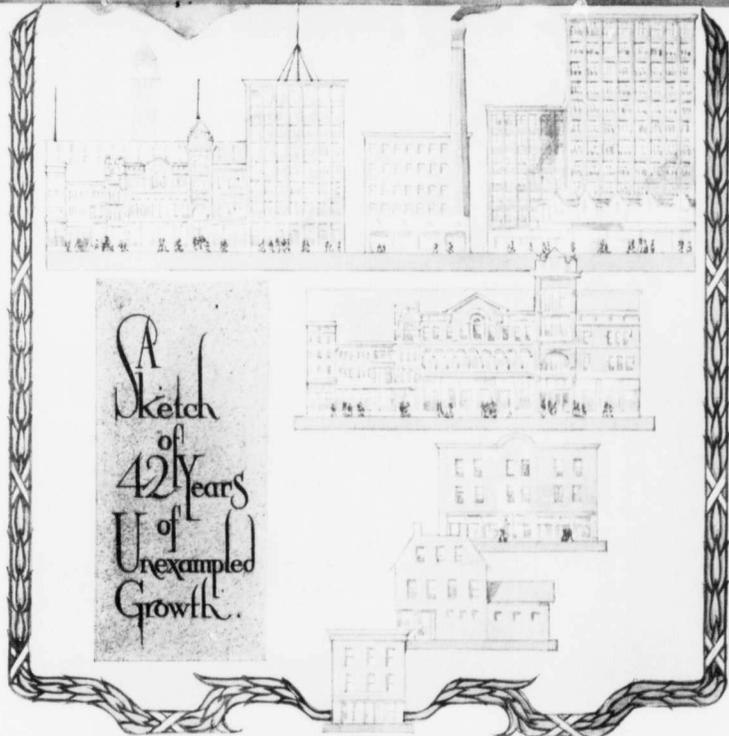


MANUFACTURE

1869

1911

THE EVOLUTION OF A STORE



 THE **T. EATON CO.** LIMITED
TORONTO CANADA 

W. S. W. S.

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TORONTO, LOOKING SOUTH FROM EATON'S

W

WILLIAM MORRIS was once asked for a definition of the word "art," and his reply was, "Art is not a thing separate and apart. Art is a way; art is the beautiful way; it is the gracious, kindly, effective way. And art has no excuse apart from human service."

Modern business is human service. It is supplying people the things they need at a price which the things are worth.

Business is also education. A great modern store is an exposition, an art gallery, a fair, and a school, where the wants of mankind are supplied.

Fifty years ago the successful merchant lived over his store. He got up at six o'clock in the morning, swept the sidewalk and took down the blinds. When customers came, there was much haggle and barter. The clever shopper made offers which were promptly declined, and a compromise tendered. When a lady bought a dress pattern, she demanded braid, buttons, and a spool of thread thrown in as premiums.

But the modern store is something totally different. Within fifty years' time the world has practically been made over. We have new ideas of education, a new practice of law, a new science of teaching, a new system of medicine, a new method in business.

We are living longer and we live better than ever before in the history of the world.

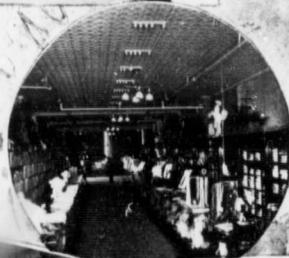


TORONTO, LOOKING NORTH FROM EATON'S



MEN'S CLOTHING DEPT.

This wondrous change that has been brought about cannot be traced or attributed to any one man; but certainly some men had more to do with it than others. In the fifties John Ruskin prophesied a time when men



MEN'S FURNISHINGS



DRESS GOODS DEPT.



GLOVES AND HOSIERY DEPT.

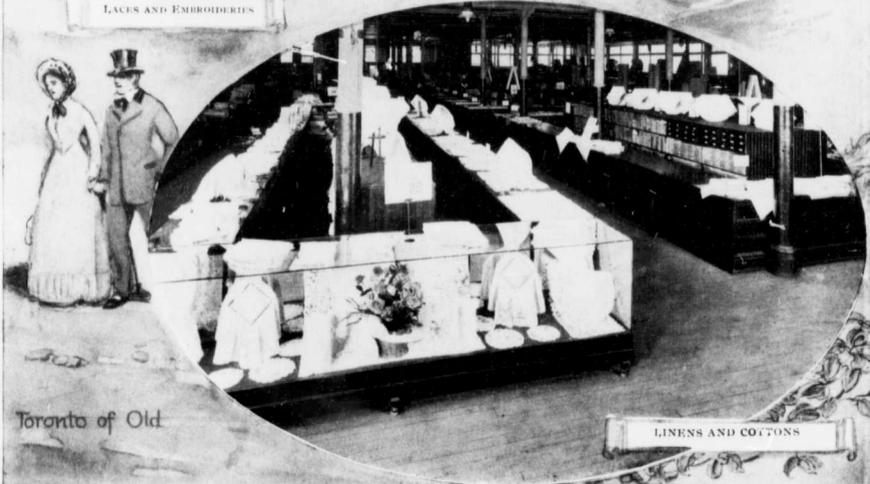


LACES AND EMBROIDERIES

would no longer live to plunder other men in business, but the one-price system would prevail, and absolute truth would be the watchword.

Many people, however, considered John Ruskin a crank, and his words seemingly fell on stony ground.

If one wants to follow the evolution of civilization, perhaps he cannot do



Toronto of Old

LINENS AND COTTONS



FANCY GOODS DEPT.



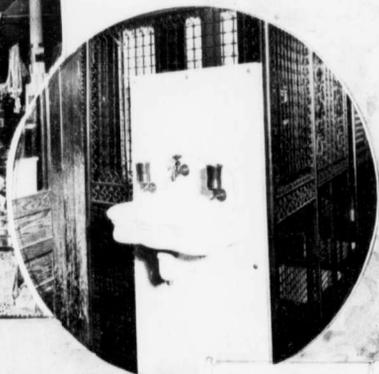
JEWELRY DEPT.

better than to trace the rise of the great Eaton store in Toronto. It was founded in Toronto by Timothy Eaton forty-two years ago. And it was founded under the one-price system.

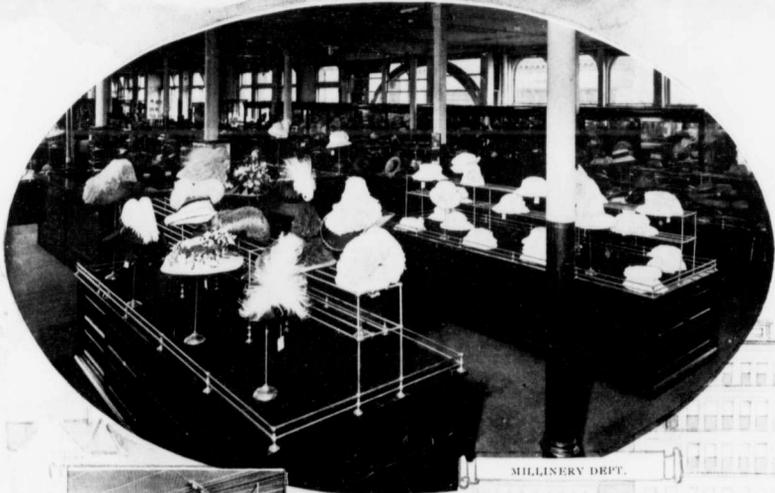
It was in the village of St. Mary's, Ontario, that the idea of the one-price system, and selling for cash, and cash only, with absolute truth told as to his



RIBBON DEPT.



DRINKING FOUNTAIN



MILLINERY DEPT.

goods, came to Timothy Eaton. It came to him as a great inspiration, and he came to Toronto with it big in his heart.

At that time, business was barter, and the Latin maxim, "Caveat Emptor," "Let the Buyer Beware," made cheating legally safe. The English common law was that when a thing was once

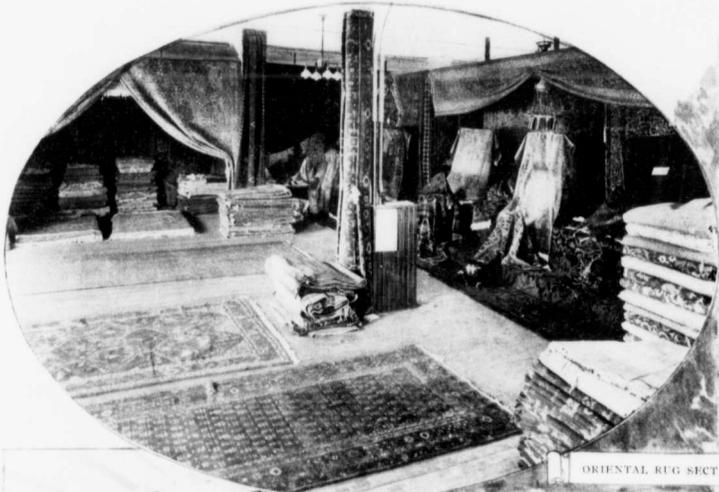


REST ROOM

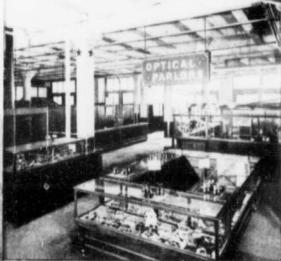


CLOAK AND SUIT DEPT.

City Hall



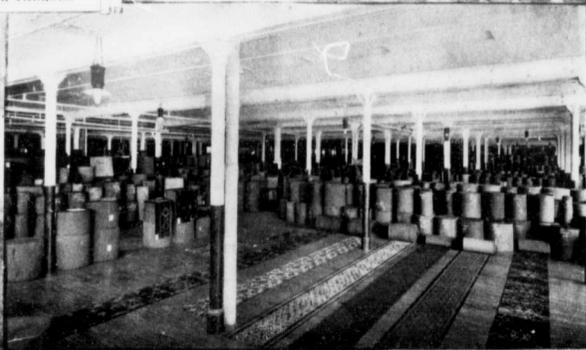
ORIENTAL RUG SECTION



OPTICAL PARLORS

paid for, the seller could not be held responsible for any misrepresentation. "Let the Buyer Beware," threw all responsibility on the purchaser.

Timothy Eaton saw plainly that it was an unfair proposition for the merchant to pit his knowledge and skill against the ignorance and the hope and faith of the buyer. His idea was that the seller should



CARPET DEPT.



FURNITURE DEPT.

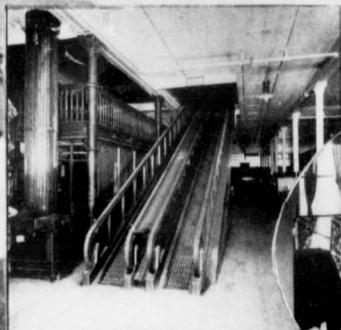
be the attorney for the buyer, and he resolved that he would be the friend of every customer he had.

On this policy his success in his little store in St. Mary's was founded.

In 1869, his capital was only a few thousand dollars, but he moved to Toronto and opened a store on Yonge Street, just below King, and resolved to grow as the city grew.



WALLPAPER



ESCALATOR



DRAPERIES



SECTION OF BLOUSE DEPT.



MUSICAL INSTRUMENTS

Newspaper advertising was then a new thing. This was before the days of the Ad. Clubs, and the merchant who had anything to say wrote the thing out in his own way.

In this store, Mr. Eaton had full length mirrors, ordered from London, and it is believed that he was the first man in Canada to introduce this feature of arranging several mirrors so a lady



SECTION OF LINGERIE DEPT.



TOY DEPT.

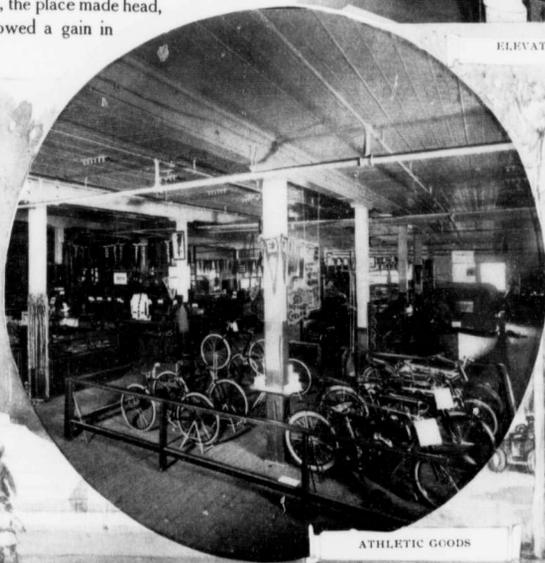
could see the buttons on the back of her dress. This was regarded as a wonderful achievement and folks came for miles to see it.

The cleanliness, courtesy and good taste brought to bear, attracted buyers. Almost everyone who came to Toronto would visit the Eaton store.

Slowly, surely, the place made head, and every year showed a gain in



ELEVATORS



ATHLETIC GOODS



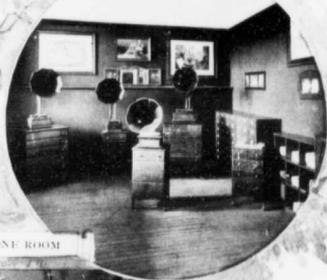


CANDY DEPT.

business volume and a gain in friends.

Napoleon used to say that there was no such thing as success for any army unless it possessed esprit de corps; that is to say, an army must be infused with just one idea, and that faith in its commander. One spirit must animate the brigade.

Maurice Maeterlinck has expressed the same idea most beautifully in his



GRAMOPHONE ROOM



OUR PHOTOGRAPHIC STUDIO

Toronto Island



SHOPPING CROWDS WAITING FOR
DOORS TO OPEN 8 A. M.

little book entitled "The Life of the Bee." Maeterlinck says a bee taken four miles away from its hive is lost and undone and can never get back. A bee alone never makes honey. Bees succeed only as they work for other bees.

In fact, a single bee separated from the mass has no intelligence, but a hive of bees has a great and splendid intelligence. In fact, the hive



VIEW SHOWING PART OF DELIVERY WAGONS.
LOADING FIRST MORNING DELIVERY



OUR LONDON BUYING OFFICE,
LONDON, ENGLAND



OUR U. S. OFFICE,
EVERETT BLDG., NEW YORK, N. Y.



OUR BUYING OFFICE, MANCHESTER, ENGLAND

knows things that men will never know. The hive is close to some of the great secrets of Infinity, and this intelligence of the whole hive Maeterlinck calls "the spirit of the hive."

A man alone has no intelligence. When a man is separated from the rest of mankind his reason reels and his mind rocks. Human success is only possible where men co-operate with other men. The world now knows the great lesson that the only way an individual can help himself is to help humanity.



OUR GERMAN
BUYING OFFICE
BERLIN, GERMANY



OUR FRENCH
BUYING OFFICE,
PARIS, FRANCE



The badge of sanity is co-operation and the more men you can work with the wiser and better are you. This one spirit that animates an army, which Napoleon called the esprit de corps, is seen in every successful concern.

Emerson says that every great institution is the lengthened shadow of a man. In every great store there must be some esprit de store; that is to say, there must be one general impulse that throbs and pulses through the entire institution. In very truth, the corporation that does not have a soul is doomed for speedy dissolution.

Timothy Eaton grew as his business grew.

In the words of William Pitt, "He made his impress on the times, and the times made their impress on him." Sensitive, alive, alert, active, industrious, economical, Timothy Eaton stands before the world today as a symbol of superb efficiency.

This word "efficiency" has recently come into very general vogue, but Timothy Eaton used the word forty years ago, over and over. To him there was nothing finer than to serve humanity; and around him there grew up a corps of helpers animated by his own hopeful, self-reliant, kindly, generous mental attitude.



1903



1890



1881



1879

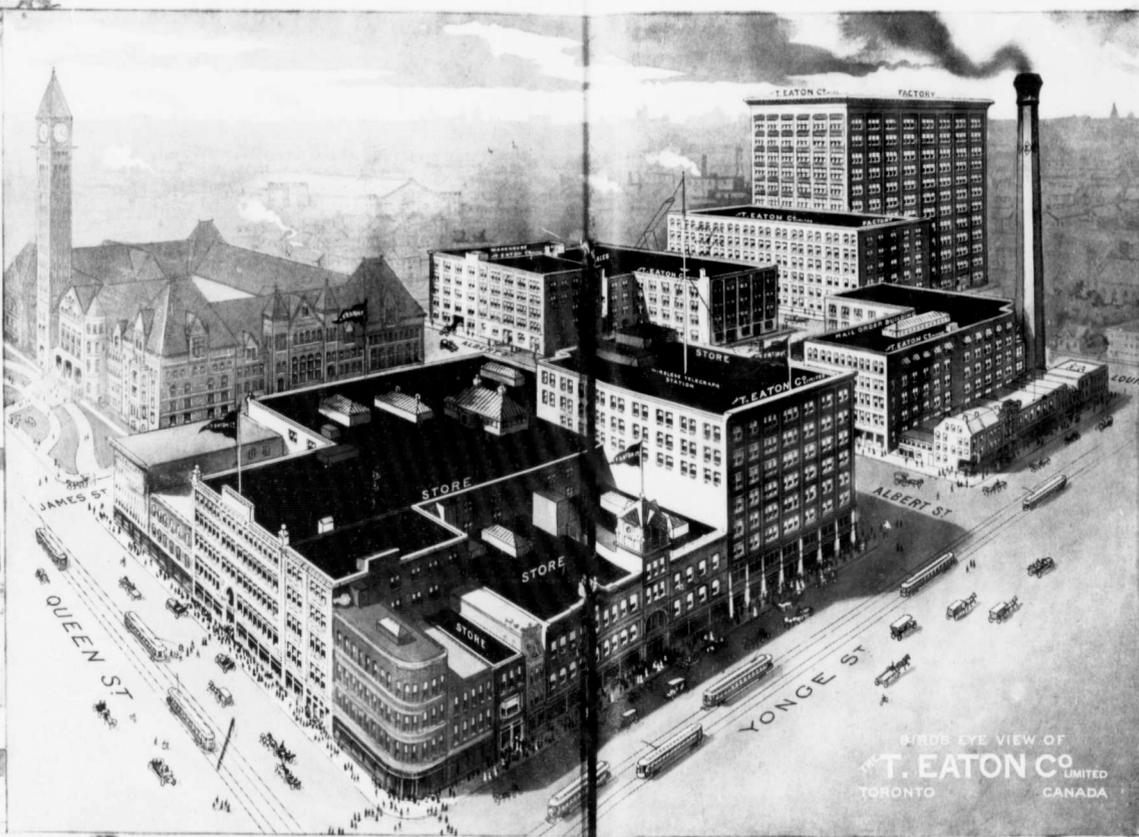


1869

1869



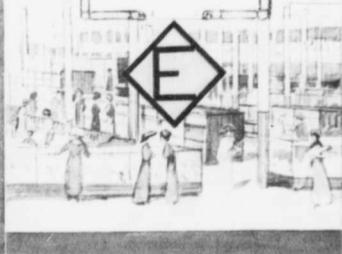
Mr. T. EATON
Founder
T. EATON CO. LIMITED
1854 - 1907



BIRD'S EYE VIEW OF
T. EATON CO. LIMITED
TORONTO CANADA



Mr. J. C. EATON
President
T. EATON CO. LIMITED





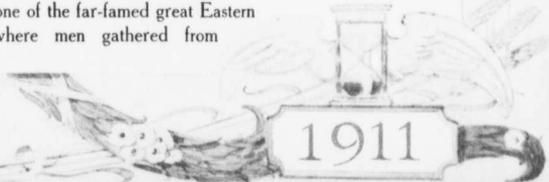
VIEW OF
THE T. EATON CO. LIMITED
WINNIPEG CANADA

Fortunately, his son, Mr. J. C. Eaton is heir to his father's wonderful spirit, and since the passing away of Timothy Eaton, the business has continued with an impetus of fresh enthusiasm that has enlarged, expanded, improved and beautified it as the days have gone by. The Toronto store, which Timothy Eaton left as a heritage to the people of Canada, has a sister enterprise in Winnipeg, for which J. C. Eaton is responsible, and in which the principles of the one-price system, selling for cash and telling the absolute truth about the goods, have been emulated.

To know these wonderful stores is surely an education. Hundreds of people come from the States and elsewhere in order to study their marvellous workings.

They gather from the round world every beautiful and useful thing that is needed for the welfare and comfort of man. The factory, the farm, the mine, the sea, the loom, the studio, have each and all contributed their quota.

None of the far-famed great Eastern fairs, where men gathered from



1911



TORONTO MAIL ORDER BUILDING



OUR NEW 12-STORY
FACTORY, TORONTO

thousands of miles to offer their wares to the pilgrims, could approach for an instant this one continuous exposition, founded on the policy of absolutely one price, money back without question, if not perfectly satisfied when you get your purchase home and examine it.

Also at Eaton's you are not importuned to buy. The place is open for your inspection in every part. Courteous, kindly, intelligent salesmen greet you as a friend, and your questions are answered.

If you wish to purchase, well and good; and if not, also well and good.

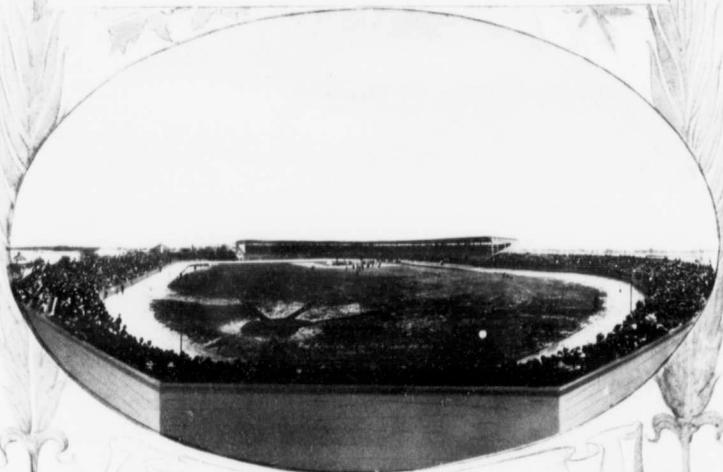
Here you will find shawls from China, fabrics rare and



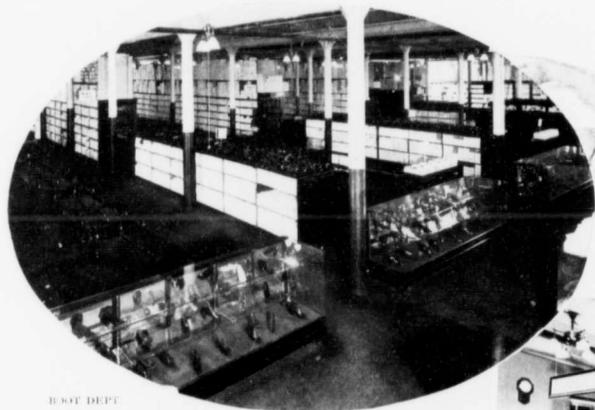
EMPLOYEES REPORTING FOR
WORK 7.40 A. M.

beautiful from far-off India, where the looms of Madras work their miracles for the great family of Eaton. Liverpool, Manchester, Lancaster and London are represented here with all they have to offer. Russia, Germany, France supply their rarest and best, Africa the same.

There are Eaton buyers in every commercial capital of the wide world on the lookout for bargains, anticipating the wants of the Canadian people. Canada is just now experiencing a new birth of prosperity. Housekeepers



BIRD'S EYE VIEW OF THE F. A. A. MEET
HELD IN TORONTO

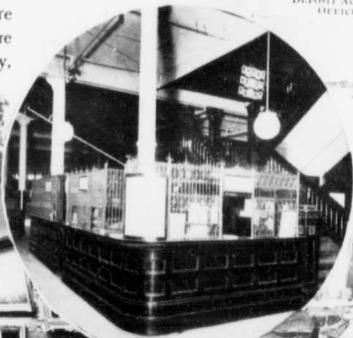


SHOE DEPT.

demand better goods, and goods of a simpler, finer form than ever before. Rugs, curtains, interior decorations, bric-a-brac, pictures, books, food, supplies, everything that ministers to the mind and adds to the comfort can be found here at Eaton's. Nowhere in the world are prices more reasonable. The vast business handled, and all on an absolute cash basis, enables Eaton's to make prices that are absolutely beyond compare. Eaton's are willing to handle the business on a very,



DEPOSIT ACCOUNT OFFICES



PICTURE GALLERY

INFORMATION BUREAU

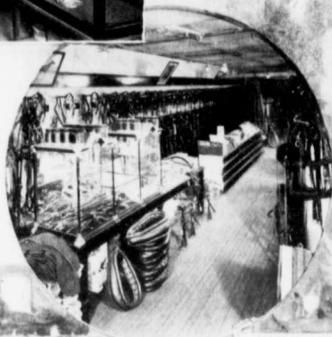


The Water Front.



SECTION OF CHINA DEPT

very small margin of profit, and as they own their own property, and there are no losses through bad debts, the minimum of overhead charges has been reached, and this advantage is given to the customer. Eaton's is one hundred stores in one, each presided over by a superintendent whose business it is to keep his stock fresh, clean, bright and well displayed. The old, the shopworn, the out of date are not to be found at Eaton's.



HARNESS DEPT.

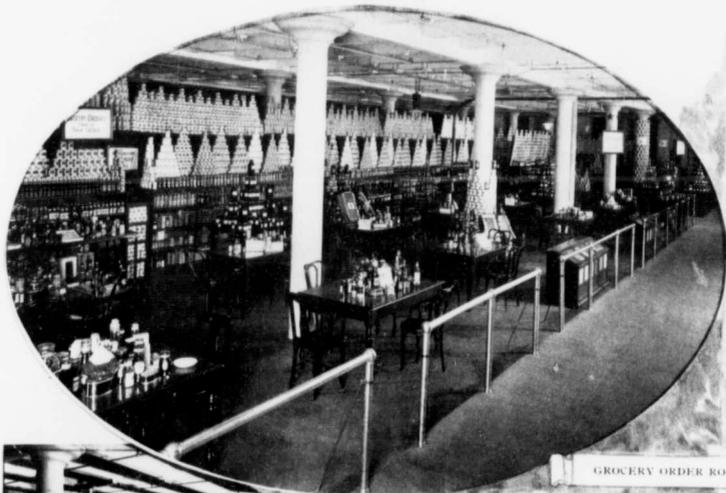


TRUNKS AND VALISES

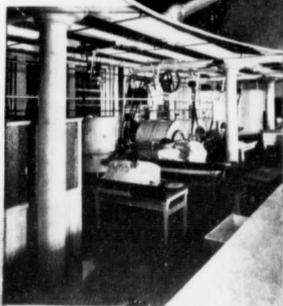


SECTION OF TINWARE DEPT

The Humber River

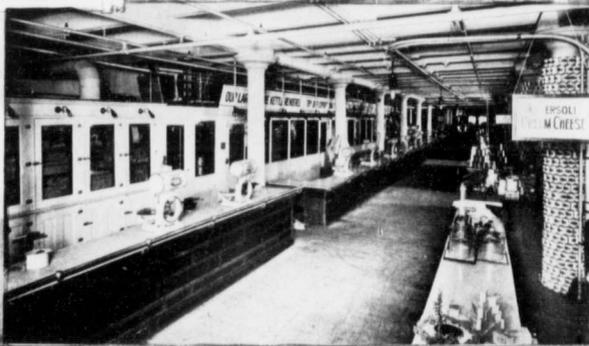


GROCERY ORDER ROOM



CREAMERY DEPT.

Best of all, if there is a flaw in any way in an article, your attention is called to it; for it is the theory at Eaton's that to sell a person anything he does not want at a price beyond what it is worth, or to sell him anything that is in any way different from what he expected—unless it be better than he expected—would be a calamity, a calamity for the seller even if not for the buyer.



MEAT DEPT.



ENTRANCE



GRILL ROOM

Hundreds of people have deposit accounts that draw interest, and their purchases are charged up to the account.

The great store makes its money out of its friends, and the money comes quite incidentally. The first intent is to make a friend of the buyer and to hold him as such. A girl ten years of age, absolutely unversed in quality and values, can trade at Eaton's with exactly the same safety that the most experienced buyer can. At Eaton's the customer's interests are safeguarded.



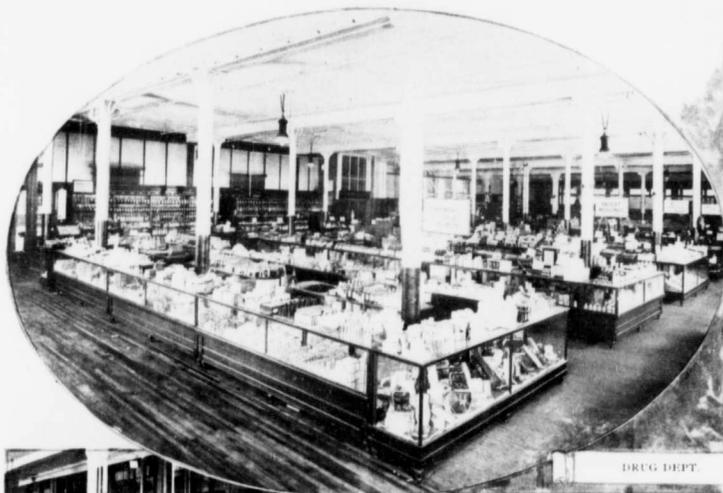
WAITING ROOM



DINING ROOM



Provincial Legislature



DRUG DEPT.



SODA FOUNTAIN

The place is really a school, not only for the buyers but for the salesmen as well. The whipped-out, the tired, the despondent, have no place at Eaton's. Store melancholia is a thing that has never yet spread its microbes through this institution. Neither has it ever had a labor strike.

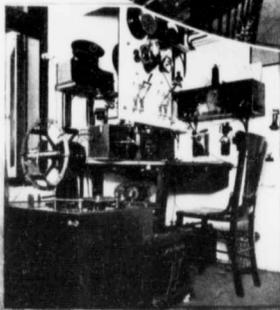
Eaton's stands for health, good-cheer, hope and faith plus. Note the air of health,



BOOKS AND STATIONERY



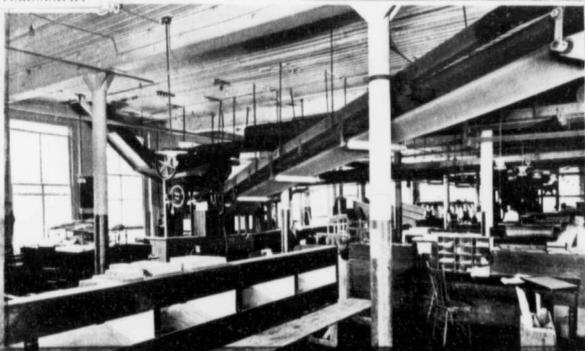
MAIL ORDER OFFICES



WIRELESS TELEGRAPHY

frankness and kindly self-reliance, coupled with a due deference, on the faces of all workers.

The slogan of Victor Hugo was "More light, more light!" In his wonderful studio on the Isle of Guernsey he used to write standing on a floor of glass, where floods of sunlight came through the big windows that reached from floor to ceiling. Timothy Eaton used to repeat this cry of Victor Hugo, "More light,



SECTION MAIL ORDER SHIPPING

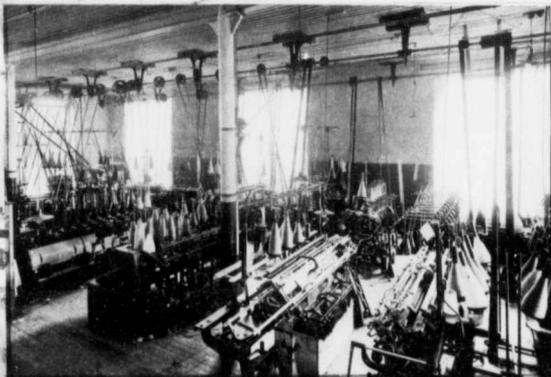


SECTION WHITEWEAR
FACTORY



ELECTRIC CUTTING
MACHINE

more light!" And so in all the additions that have been made to the Eaton stores—and the Eaton store has been constantly expanding, constantly enlarging, constantly widening and reaching out in order to meet the needs of this great Eaton family which covers all Canada, and more; in every addition the idea of light and good ventilation were constantly in the



KNITTING FACTORY

Allan Gardens





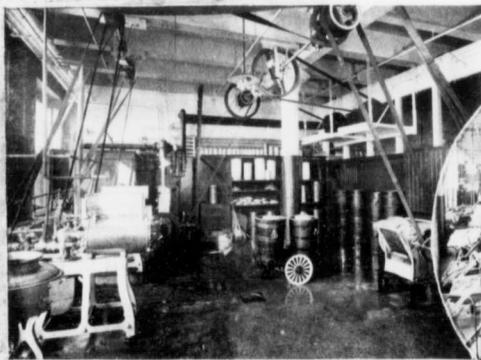
SUIT CASE FACTORY



JEWELRY MFG.

minds of the architects, "More light, more light!" There is a perfect ventilation through air, forced into the building by great fans run by electric power, and the used air is being constantly carried off. So no matter how great the thron nor how warm the day, the air is sweet and pure and wholesome in every part of this wonderful exposition.

Timothy Eaton loved the great out-of-doors. He loved the fields, the flowers, the wide-stretching open plains: and when he could



ICE CREAM MANUFACTURING



HARNESS FACTORY



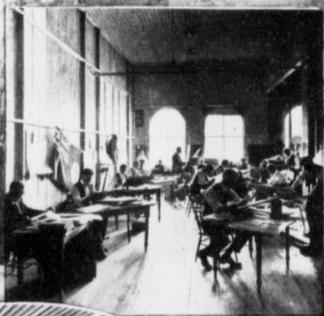
COMPOSING ROOM

steal an hour off from his business he improved it by being out in the open, under the sky, amid the trees and flowers and growing things.

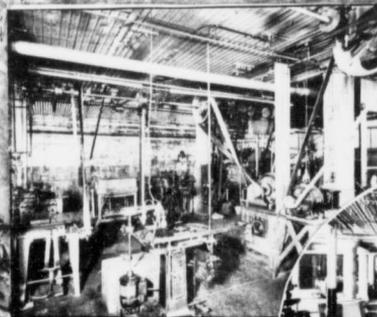
So in the Eaton store his spirit still abides in this love for the out-of-doors. Among the Eaton workers there are clubs for the playing of cricket, golf, lacrosse, baseball. At various times during the course of the year there are picnics, when prizes are given for swimming matches, running, putting the shot, for it is the idea of



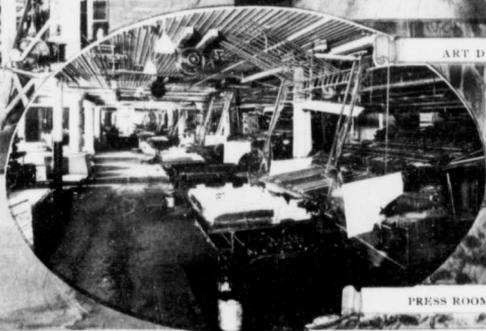
PHOTO ENGRAVING



ART DEPT.



ELECTROTYPING ROOM

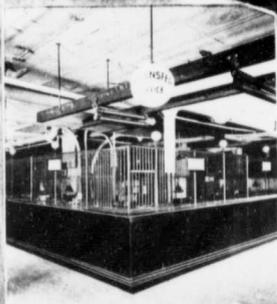


PRESS ROOM

High Park



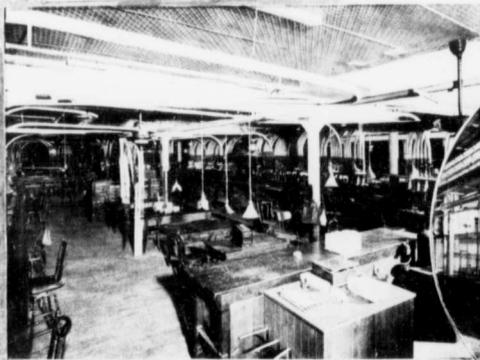
GENERAL OFFICES



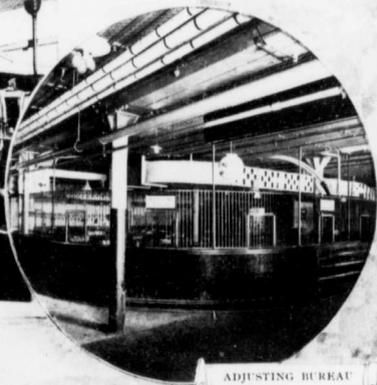
TRANSFER OFFICE

Mr. J. C. Eaton, the present head of the concern, that an individual who cannot play cannot work. Work, play, study, laughter, all flavored with love and mixed in right proportion, these are the things that spell efficiency.

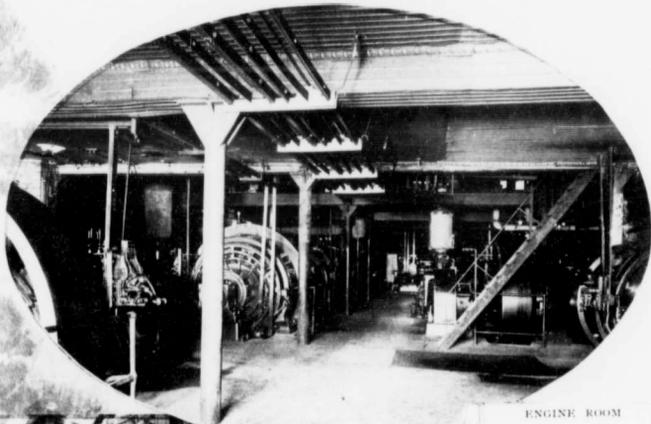
In the great Eaton store there are various rest rooms for visitors, special attendants to look after the wants of women and children; elderly people receive every kindly and courteous attention. Folks from the country just looking around are welcomed as a part of the great group.



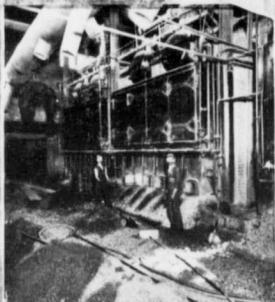
TUBE CASH OFFICES



ADJUSTING BUREAU



ENGINE ROOM

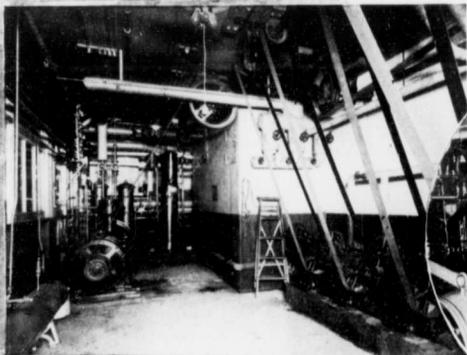


BOILER ROOM

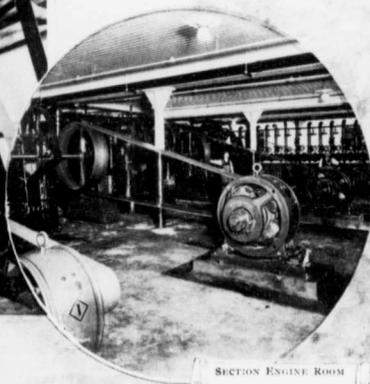
Visitors from across the sea, to whom many things here are strange, these are greeted and made welcome.

Here are lavatories, rest rooms, play rooms for the children, and every good and beautiful thing that man requires for his comfort and edification is found for you to use if you wish, and to buy if you are so inclined.

Never before in the history of the world has it been possible for a store to be run on this



STERILIZED WATER MACH.



SECTION ENGINE ROOM



OUR STABLES AND GARAGE



humanitarian basis of beauty, use and efficiency.

All of Canada is proud of Eaton's; and Canada should be, for here we find a store that has set the world a pace in modern merchandizing. Come and see.

Kindly helpful hands will reach out to you, and generous hearts will respond to yours.

Faith, hope, human service,—and just a store after all. Such is Eaton's.





INDUSTRY

PROGRESS



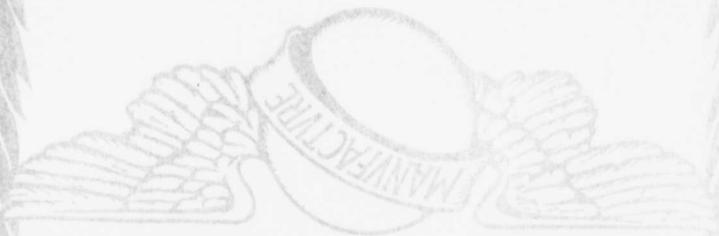
COMMERCE

1869

1911

1911

1869



ART

SCIENCE

INDUSTRY



PROGRESS



1869

1911