




TWO CARNATIONS TELL A STORY

On Thursday, August 23rd at all Eaton's Stores, when you see a man wearing a white carnation — or a woman wearing a pink one — you'll know they are a key part of this story. This is the day they welcome the 10,000th member, Gordon T. Seymour, Toronto, into their very special club. It's the Timothy Eaton Quarter Century Club . . . and each member, past or present, has spent a quarter of a century or more serving you and your neighbors at Canada's largest marketplace.  New members are welcomed with a significant presentation ceremony and an extended vacation. Each receives from the Company a specially designed watch (or a diamond ring) and a Quarter Century Club certificate. A six-weeks' vacation is given during their

Quarter Century year.  Members of this exclusive club wear a carnation today . . . from elevator operator to senior executive, delivery driver to the Company's President, in every Eaton store in Canada and in our buying offices in other lands. Their long service symbolizes an attitude that prevails throughout the Eaton organization . . . a belief in the good, sound policy on which the Company was founded . . . the policy of a square deal for everyone, including the people who work for Eaton's,  A company is known by the people it keeps, and at Eaton's we're particularly proud that this tradition of fair dealing has proved the basis of a fine career for so many men and women.

EATON'S OF CANADA