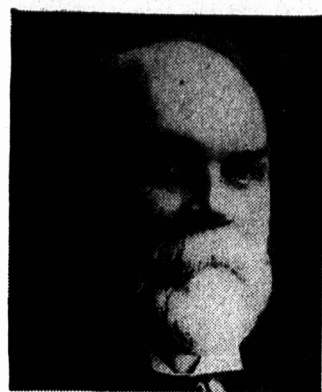


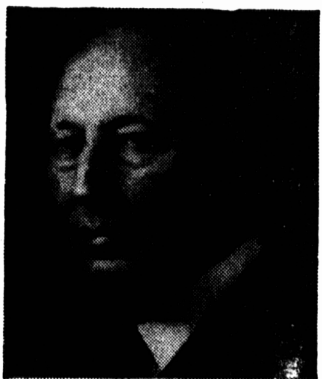
# EATON'S OF CANADA in its 85<sup>th</sup> year of Service



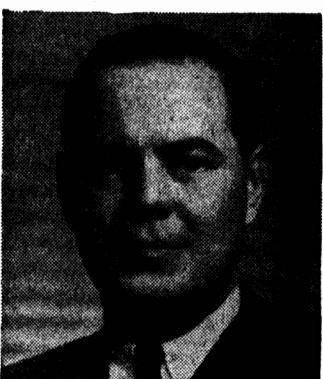
TIMOTHY EATON  
1869—1907



SIR JOHN C. EATON  
1907—1922



ROBERT YOUNG EATON  
1922—1942



JOHN DAVID EATON  
1942

THE FOUR PRESIDENTS OF EATON'S






## EATON'S PROGRESSES WITH CANADA SINCE 1869

### Guessing isn't good enough for EATON'S ... Our Research Bureau makes sure

Probing, proving, checking, comparing—they're at it every working day in the year, these men and women of the Bureau's Laboratories. Primarily, their job is to aid the Buyer in stocking his department with dependable merchandise; secondly, to see that you, the Customer, are correctly informed on what Eaton's offers you. . . . For over thirty-five years the Research Bureau has acted in this advisory capacity to Stores and Mail Order. A whole generation of Canadian shoppers has benefitted by its work in the interests of reliability. Now, in this new era of wonder fabrics and push-button labor-savers, when even the most knowing minds can be baffled by the nature of materials and the performance of mechanical devices, the Bureau becomes a greater boon than ever in providing accurate information. . . . At Eaton's no guesswork or say-so is enough. In case of doubt, merchandise is put to scientific test. . . . The Eaton Research Bureau is the only institution of its kind, in a retail organization, in this country—one of the few on this continent, in fact.

Over 85% of the goods sold in Eaton's  
are bought in Canada

## Every province contributes to Canada's growth as a nation the "Confederation" Province of **PRINCE EDWARD ISLAND**

In the fields of endeavour best suited to its natural resources, Canada's smallest province can boast a history of constant expansion and consistent improvement. Here the accent has always been on quality rather than quantity. Agriculture, fishing and the tourist trade are the three pillars on which the fame and prosperity of Prince Edward Island rest. With 85% of the total land area under cultivation, **agriculture**  accounts for 62% of the Province's total net value of production. The finest of the Island's many agricultural achievements has undoubtedly been the development of the famous Prince Edward Island potato, justly celebrated the length and breadth of Canada—and in other countries too. The Province produces more than ten million bushels of **potatoes**  every year and accounts for over half of all the seed potatoes grown in Canada. But Prince Edward Island's agricultural economy is well diversified. It exports large quantities of fine blueberries, as well as the best strawberries grown in eastern Canada. In 1952 the cattle population had risen to 100,000—roughly the same as the Island's population. In the same year, P.E.I.'s highly efficient dairy industry produced over four million pounds of **butter**,  as well as enormous quantities of cheese and ice cream. Poultry, sheep and hogs are also important  factors in the agricultural picture. Prince Edward Island is an earthly paradise for the lover of **sea-food**. It is especially renowned for its magnificent oysters and lobsters. The Island is a paradise, too, for the holiday-maker. Its serene, pastoral countryside, its trout-filled streams and its broad, sandy beaches, warmed by temperate currents make it an ideal spring-and-summer **vacationland**.  The sea-girt Island, for all its serenity of landscape, is characterized by a profound purposefulness and an unremitting search for perfection in all its undertakings. Firmly rooted in the best traditions of the past, the Province looks forward confidently to the promise of the future.

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GUARANTEE:**  
"Goods Satisfactory  
or  
Money Refunded"

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