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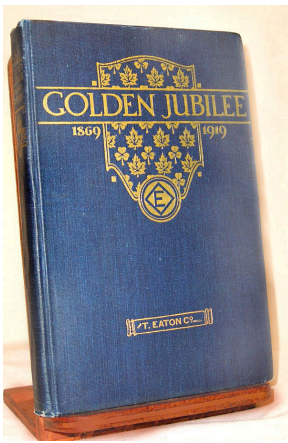
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Eaton's Golden Jubilee - 1869 to 1919

(A Book to Commemorate the fiftieth Anniversary of
the T. EATON Co. Limited.)

CA0133



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ABOUT THIS CD.

Written and published to commemorate the 50th anniversary of the December, 1869 opening of Timothy Eaton's first store in Toronto, it is inevitable that the book bears the mark of the advertising copy writer's extensive use of the superlative, and yet it still provides valuable information and hard to come across background on the everyday activities and lives of Canadians throughout the 50 year period. The book is liberally illustrated and easy to read.

Several early chapters are given over to drawing a sketch of the day to day details of life in Toronto in 1869, not least amongst which are illustrated examples of fashionable dress for all members of the family. In fact the discussion of changes in fashion is a recurring theme throughout the book, and anyone making a study of popular clothing and furnishing trends during this period will find this book a gold mine. (As a parent you might also want to offer your children a choice of the outfits shown on pages 214 and 215.)

Another theme of particular interest is the discussions of prices and wages, a part of historical everyday "trivia" which is normally hard to quantify. In fact I expect most people will be interested in the insights into the whole business of mercantile trade and in the innovations introduced by Eaton of fixed pricing, sales, and cash payment at the time of purchase, all of which we take for granted today. This may seem like an excessively wide range of topics but it was the genius of Timothy Eaton to recognize that the successful merchant must understand his customers as much as he understands the mechanics of his trade. This book is the story of the development of one of Canada's largest, perhaps the largest, merchant organizations, even though it has since failed to hold its niche in the marketplace and has passed into the history books.

Worthy of special mention is a chapter dedicated to members of Eaton's staff who answered their Country's call to fight in three military actions, notably in the Great War. All the staff members names are recorded together with the honors they earned.

This book is of far greater value to the practical genealogist than its title would seem to imply. It provides valuable insights into many aspects of everyday life that are so hard to come by in other history books. The whole text of the book is searchable and search speed has been enhanced with our FastFind technology.

GOLDEN JUBILEE

1869 - 1919

A BOOK TO COMMEMORATE THE
FIFTIETH ANNIVERSARY

OF

THE T. EATON CO^Y LIMITED

BY

The Scribe

PRINTED BY

THE T. EATON CO^Y LIMITED

TORONTO AND WINNIPEG

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THE PRINCE TURNS THE FIRST SOD

Letter from Mrs. B——, of Toronto, written to her mother in Niagara during the visit of His Royal Highness, Prince Arthur, Duke of Connaught, in 1869, and telling of his turning of the first sod at Weston for the Grey & Bruce Railway.

MY Dear Mamma:—We've all been tripping after the Prince like the children and the Pied Piper in Robert Browning's poem. On Monday we followed him out to Weston for the breaking of the first ground on the new railway. Laura had a slight attack of croup during the night, and I can assure you, I felt more inclined to lie abed than make an early start. It had been announced that the train would leave at half-past nine, and you may imagine our chagrin when we reached the station to find the time had been changed to an hour later. However, there were many others like ourselves, who in the rush had not read the new notice in the paper, so we managed to fill in the weary wait with gossiping and walking up and down.

I wore my new green poplin gown, and like it as well as anything Miss Hodgins has ever made me. It is remarkably plain, with simply a flounce of green taffeta bordering the polonaise—no crinoline, of course; just three underskirts of a stiff muslin. The basque bodice is in the nature of a coat, and has revers faced with folds of the taffeta, and a sort of jabot of creamy blond lace—quite a trim, trig sort of costume.

By 10.15 everybody was aboard the train—doctors, lawyers, merchants, chiefs, with their wives and their sisters and their daughters—such an assemblage, all in holiday attire. The Royal guest and the railway officials made the journey in a train behind us, the locomotive decked out with ferns

AS PRICES WENT IN '69

ELEVEN cents a dozen for eggs, 16½ cents a pound for butter, 8 cents a pound for Ontario whitefish, 15 cents an hour for a carpenter to put up shelves, etc., \$7 or \$8 a month for an experienced general servant—such were some of the prices which contributed to the problem of making ends meet in the much-discussed year of 1869.

Coal was exorbitant: Egg size, \$8 a ton, and stove size, \$8.50—provoking general expressions of thankfulness that the winter was unprecedentedly mild. In summer, the season's supply of ice—a daily delivery of 10 pounds—added \$5 to the household expenditure.

The rent of an eight or nine-roomed house in a "good locality" varied from \$15 to \$25 a month, according to the degree of "goodness" its situation represented, and to the measure of its attractiveness in the way of garden and layout of rooms. To buy such a residence implied the investment of \$3,000 to possibly \$4,500. Bachelors, students and other wayfarers paid \$2 to \$5 a week for board, the last mentioned sum suggesting comfort verging on luxury.

When it came to the making of a dress, French merino was 50 cents a yard, the best all-wool Scotch plaid was 45 cents a yard, and a dress length of real Aberdeen wincey cost \$1.75. For the black gros-grain silk, heavy and handsome, which composed the piece de resistance of every well-to-do matron's wardrobe, you paid \$1.50 and \$2 a yard. For a "business suit" made by a King street tailor of established reputation, a man would be charged \$16 to \$18. Sets of ermine fur—tippet and muff—appear in advertisements of the period priced at \$16 to \$24, and sets of mink at \$20 to \$40.

Education as an item in the cost of living depended upon

“PROGRESS” THE WATCHWORD

BETWEEN the years 1869 and 1871 the population of Toronto jumped from 49,000 to 56,000. In 1874, it was 69,000—twenty thousand people added to a young city in five years. '69 was known as “Railway Year.” It brought into being the Toronto, Grey and Bruce, a narrow-gauge railway which, in affording easy transportation facilities for the towns and country to the West, opened up a new field for city trade. The progress which followed Confederation was taking visible forms. Commercial prosperity bespoke itself in the opening of new streets and the building of many beautiful homes. The times were favorable for an enterprise which dealt with the supplying of personal and household needs. Contrary to many prophecies, and in the face of innumerable obstacles, the Eaton Store and its unique policy took root, held its own, and finally broke into blossom.

“Progress”—fair days and foul, Mr. Eaton maintained it as one of his watchwords. And in the business at 178 Yonge street, it ultimately found practical expression. In 1876 the building was extended 40 feet at the rear, the addition reaching to the grounds of Knox Church. The acquirement of new space was followed by the introduction of a stock of carpets, oilcloths, blankets, and quilts. In 1877 the second floor of the Store was obtained and laid out as a showroom for millinery and mantles. It was opened with a formal display which lasted for several days, the only fly in the ointment as far as the milliners and mantle makers were concerned being the lack of hand-mirrors. “We couldn’t persuade Mr. Eaton that they were necessary,” says one who was on the staff in those vital days. “He couldn’t understand that a woman wants to see if the back of her hat is becoming. We were forced to enlist the sympathy of Mrs.

A FEW THINGS ABOUT MR. EDWARD Y. EATON

NINETEEN years ago, on October 3, 1900, a young man of 37 years almost suddenly let go his tremendous grip on the system whose presidency he was to have inherited. Edward Young Eaton, eldest son of Mr. and Mrs. T. Eaton, and the First Vice-President of the Company—is still to many of the older members of the staff—a remarkable part of the evolution of the system. Nobody will ever know what differences there might have been in the business, had this unusual young man lived till he was even past middle age, so unmistakable was his personal contribution to the strength of the organization. E. Y. Eaton began to be his father's first lieutenant in 1880 when the Store was in its infancy. He was 17 years of age. Those who knew him understand what a loss the business sustained in his death, and what a blank his premature passing away left in the life of his father. He had a positive genius for business—and for the particular kind of business of which he was intended to be the President. He studied it closely from his youth up, under the constant inspiration and guidance of his father who had great expectations of this eldest son.

The older associates of "Ted" can remember the very words he used in some business episode, the things he did, the improvements he made, and the clear-headed organization which always marked everything which he undertook.—A simple illustration. Your boy of six may look out of the window any morning and observe far down the street one of the familiar delivery wagons of The T. Eaton Co., Limited. He knows it at a glance, and without knowing why. If you should step out of a train in Winnipeg, you would yourself notice the same thing. There is an individuality about that wagon. And the individuality was given to it long

THE EATON FACTORIES

AN artist looking for a subject for an etching would find an interesting bit of composition by taking himself some bright morning to the corner of Yonge Street and Trinity Square. Looking westward he would see the gray old gothic church, dusky with shadows from neighbouring houses, and towering behind it, high into the blue sky, a pile of factory buildings enveloped in sunlight. His eye would rest approvingly on these buildings. Against the foil of age in the Square below, their frank utility and rosy newness would arouse his imagination.

And from some such mental standpoint one might well approach the chapter on "The Eaton Factories." To view them across the dark foreground of one's ancient ideas of factories, of unsanitary places and toil-driven people. is to see them bathed, indeed, in purifying rays of light.

Stroll through those same twelve-story buildings that loom up behind Trinity Square, and what do we see?

Great stretches of floor space bounded by fire-proof walls and connected by smoke-proof stairways. Windows on four sides letting in floods of daylight. Drinking fountains supplying cooled and filtered water. Machinery rendered as noiseless, dustless and dangerless as modern invention can render it. A hospital on the premises with qualified nurses in attendance—in a case of accident or sudden illness. And at the designing boards, the cutting tables, the sewing machines, the printing presses, the binderies, up and down the aisles, here, there and everywhere, men, women, girls and boys who look healthy and happy.

Inquiring as to things not seen—hours, pay, etc., what do we find?

A Saturday afternoon holiday all the year round, and a

with furniture, farm implements, stoves, etc., shipped freight paid, direct from factory to customer. And in 1918 was introduced the ruling in present vogue: Free Delivery on all orders of \$5.00 and over—with exception of heavy goods



EATON MAIL ORDER BUILDING AT MONCTON, N.B.

Now being built for the benefit of customers in the Maritime Provinces—to overcome the delay in the transportation of merchandise from Toronto.

such as groceries and hardware,—and furniture, stoves, etc., shipped freight paid.

* * *

“But what like is the Mail Order?” does somebody ask?
“What kind of a wonderful place is this from which our orders from Eaton Catalogues are filled?”

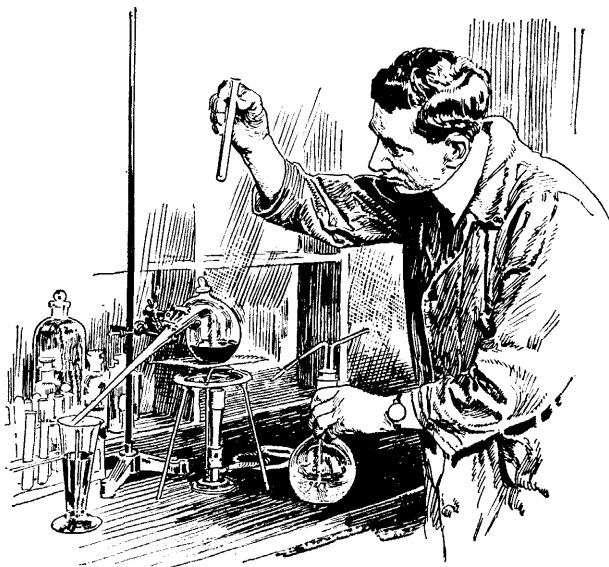
Floor after floor, wider and longer than the eye can clearly reach. The buzz and tear of machines opening letters; the click of endless typewriters; the hum of electric

AIDS TO GOOD SERVICE

THE RESEARCH BUREAU

“That won’t do for Josiah Wedgwood,” said the great English potter one day as he broke with his walking cane an imperfect vase he had discovered on one of his tables. Not because the flaw was apparent to the eye of the uninitiated, nor that it affected the beauty of the vase. The imperfect thing was destroyed because the Wedgwood standard must be held high above reproach.

And swinging so to speak in the hand of Eaton Service is the Research Bureau, which serving as Josiah Wedgwood’s walking cane, knocks on the head any misrepresentation it is able to discover in the weight, measure, substance or purpose of any form of merchandise that is offered for sale within the precincts of the Store or Factories. Its mission in life is to maintain the Eaton standard—that what you purchase under Eaton auspices will stand the “acid



TESTING DYES IN THE EATON LABORATORY

An important precaution these days when so many inferior dye stuffs are on the market.

Beyond the experience gained in practical work, the Company offers yearly scholarships in the Ontario College of Art—fourteen of which were awarded to Eaton employees within the last year, the awards being presented on the merits of work submitted by the applicants. The colored posters hanging throughout the Store are the work of the Eaton Studio.

Underlying all Eaton advertising are certain ruling principles for which no exception will be recognized:



*WHEN PAN TOOK PART IN THE PAGEANT
One of the tableaux that made Eaton Fashion Shows famous.*

All merchandise must be personally inspected by the writer, before any writing is done. No imaginative descriptions must be linked with definite prices.

All statements regarding size, quality, color, price, etc., must be vouched for as correct by the department in which the garment or article is sold.

No misleading or ambiguous names must be applied to materials, furs, metals, etc. The exact weave, pelt or substance must be clearly indicated. To insure that no

EATON MEN WHO ENLISTED FOR MILITARY SERVICE

TORONTO

- | | | |
|--------------------|---------------------|-----------------------|
| Abbott, H. S. | Andrews, Ben. | Aylward, H. |
| Abbey, Clarence | Andrews, Harry | Ayling, Charles |
| Abernethey, Cecil | Andrews, Percy | |
| Adams, F. G. | Annette, H. A. J. | Babington, W. |
| Adams, Thomas A. | Appleby, F. | Back, Edward |
| Adams, S. | Arana, Arthur | Baegelman, David |
| Adamson, Alexander | Ardagh, V. | Bain, H. |
| Adcott, D. | Arkell, O. | Bain, John |
| Adley, Clive J. | Armer, H. E. | Bain, Donald B. |
| Adelson, H. | Armstrong, R. C. | Baine, John E. |
| Airy, J. | Armstrong, R. | Baine, Theodore |
| Aikens, R. | Armstrong, Edward | Bailey, Albert |
| Ainsworth, J. | Armstrong, T. G. | Bailey, A. J. |
| Airey, J. | Armitage, John | Baillie, Frank |
| Aiston, Robert G. | Arnott, T. | Bakkines, D. |
| Agassiz, H. R. | Arnold, James | Baker, B. W. |
| Alder, Henry L. | Arnold, F. W. | Baker, William G. |
| Aldridge, H. | Arthur, L. | Baker, Roy |
| Algie, R. L. | Arthur, Alexander | Baker, Leonard W. |
| Allcock, G. E. | Ashhall, Stanley | Ballantine, Frederick |
| Allsopp, Norman | Ashbourne, F. V. | Balcon, Carl H. |
| Allport, A. T. | Ashford, William | Baldwin, Allen |
| Allen, P. W. | Ashbee, Frederick | Baldwin, W. T. |
| Allen, E. W. | Ashton, W. | Ball, Joseph |
| Allen, W. G. | Ashworth, Thomas | Banks, Charles V. |
| Allen, Clarence | Ashton, Eric | Barrett, R. J. |
| Allen, Gilbert | Asling, W. | Military Medal |
| Allen, H. W. | Aspinall, J. | Barr, James |
| Allen, Alfred | Aston, William O. | Barker, F. A. |
| Allen, Clifford | Atherton, E. | Barker, Herbert |
| Military Medal | Atkinson, William | Bartle, Edward |
| Althorpe, George | Atley, Frederick | Bartlett, B. T. |
| Alton, George | Attwell, Charles H. | Barton, W. R. |
| Anderson, H. R. | Auer, George | Barber, L. |
| Anderson, James | Audsley, H. | Barber, Frederick |
| Anderson, S. | Avery, George | Barbeau, Roy C. |
| Anderson, G. | Axbey, Henry W. | Barlow, S. |
| Anderson, W. H. | Ayers, F. W. | Barnes, William J. |
| Andrews, A. W. | Aylwin, Arthur | Barnes, W. J. |

THE STORE IN 1919

AN immense place, occupying all but a few slices of a city block, most of it five stories high, some of it eight. Entrances on four streets—three on Yonge Street, two on Queen Street, two on James Street, and one on Albert Street—admitting, at the opening of the doors at eight-thirty in the morning, from three hundred to three thousand customers; elevators and escalators carrying them hither and thither to different points on the far-flung floors. A vast storehouse of things pertaining to the clothing, housing and feeding of the community, to its occupations, diversions, and various trends of taste. Long stretches of space assigned to the wants of the little tots—everything requisite for the nursery, the schoolroom, and the indoor or outdoor place of play. Whole departments featuring respectively youths' and misses' garments. Others devoted solely to the sundry details of women's attire: gowns, cloaks, suits, blouses and skirts. Others given over in wide extent each to handkerchiefs, perfumes, veils, neckwear, laces and embroideries, millinery, footwear, hosiery, underclothing, gloves, ribbons, buttons, "notions," and fabrics of every usual kind—cloth, silk, velvet, crepe and diaphanous tissues. Others again to the needs of men—clothing, headwear, and "furnishings." Still others set apart for the showing and selling of jewelry, umbrellas, pocket-books, shopping bags and traveling paraphernalia. Broader areas occupied by such things as make for the comfort, charm and convenience of the modern dwelling—floor-coverings, wall-coverings, draperies, linens, china, glass and lamps.* Other sections committed to the full equipment of the housewife—to the supplying of cook-

*In September of Jubilee Year, the House Furnishing Departments moved to the main and second floors of the Furniture Building. In the first months of 1919 they were still in the Store.