

RIGHT — There were gay doings at the home of Winnie Dowsett of the Western Buying Office recently, when the girls of that department held a wonderful silverware shower there for Edna Noakes (Edna Bradley before her marriage). Gifts included a silver candelabra, silver casserole, bon-bon dish and other lovely things. Here are the girls at the party. Left to right: Back row—Mary Hull, Margaret Murray, Jean Watson, Gertrude Cats, Rita O'Brien, Betty Bell. Front row — Lucy Vaughan, Edna Noakes (the bride), Lorraine Kane, Edna McMartin and Winnie Dowsett, the hostess.



## Do You Know—

that errors in saleschecks are expensive? Here are several of the most common mistakes (due to carelessness), each of which costs a department 50 cents:

1. No name or address on bill.
2. No merchandise mentioned on body of bill.
3. Indistinct amount on bill.
4. D.A. sales run up on cash register.
5. Incorrect portions of bills being placed in Sales Audit envelopes.

Always remember that it is a good rule to look carefully at the duplicate of every bill you make out, because errors can often occur there which do not show in the original.

There are many things that relate to our system, of which Eaton Salespeople must be continually aware, if trouble is to be avoided. "Flash" is endeavouring to give reminders of some of the errors which frequently occur and which cause trouble for customers and for the Company.

## Operatic Society Performs Before Distinguished People

The special performance in Massey Hall, on March 23rd of the Gilbert and Sullivan opera "Princess Ida" by the Eaton Operatic Society under the sponsorship of the Board of Governors of Albert College, Belleville, was a success from every point of view. The entire house was sold out and the appreciation of the audience was obvious. His Honour the Lieutenant Governor attended, and a number of Toronto's eminent citizens and musical people were also present. The event was presented under distinguished patronage—

with the name of Lieut.-Col. the Hon. George A. Drew, Premier of Ontario, heading the list, and most of the patrons attended.

From the standpoint of Albert College, it was a highly satisfactory event. At a dinner held at the Granite Club before the performance, the chairman of the Board of Governors of the College, presented the Principal of the College with a cheque for \$3,000.00, as the proceeds from the Operatic Society's performance.

Since then, Mr. Lorne Henderson, who is organizer of the Operatic Society, has received a letter from the Principal, Mr. Howard, expressing on behalf of the College Board of Governors, their appreciation of the Operatic Society's efforts and of the delightful entertainment.

## Between Neighbours

"Justice is as strictly due between neighbour nations as between neighbour citizens."

That is a quotation from Benjamin Franklin, engraved on a tablet that hangs on the wall in our Merchandise Display. The tablet was presented by the magazine Life, and bears the inscription "Presented to The T. Eaton Company as testimony of an outstanding presentation of 'Know our United Nations', an Exhibition in the war year 1944".

## Meet Us On the Escalator

Eatonians can help to relieve the crowded condition of elevators in the Main Store, if we will use escalators instead of elevators as often as possible. If we are going up or down just one or two floors, it takes only a few seconds longer to escalate.

It is particularly helpful when we are ascending from the Main to the Second or Third Floors, because the crowding usually begins on the Ground Floor.

Yes? We will?—And so a thank you from those trying to solve the difficulties and overcome the present congestion.

We'll meet you on the escalator?

Personnel Department

THE T. EATON CO. LIMITED

# FLASH

EATON'S STAFF NEWS

TORONTO, SATURDAY, APRIL 14th, 1945

## "INVEST in the BEST"

### Join the Victory Parade!

Our Campaign for the  
8th Victory Loan

## Begins Monday, April 16

See Details on Insert in this Issue



## Two Eaton Men Celebrate 50th Anniversaries



Mr. John Cooke



Mr. John Barclay

### Mr. John Cooke of Linoleum Department and Mr. John Barclay of Lingerie Factory, Honoured by Company and by Associates

Two of those rare events, half-century anniversaries, to record in one issue of "Flash"!

First, is Mr. John Cooke of the Linoleum Department, whose fiftieth anniversary came on March 26th. Mr. Cooke has actually spent all the years in the same department, except for the period of the Great War, when he served overseas. And he says it doesn't seem a long time at all!

Mr. Cooke's introduction to Eaton's was unique. It happened that his parents' farm in Ireland adjoined that of the late Harry McGee's family. When John Cooke was about twenty, Mr. McGee, then head of our Carpet Department, was abroad on a buying trip, and he visited his old home in Ireland. Naturally he saw his neighbours.

"And I asked him if he could give me a job at that place, Eaton's," says Mr. Cooke.

As a consequence, in March of 1895, young John Cooke set sail for Canada—and Eaton's carpet department. It wasn't long before he was selling, first carpets and then linoleums, and he had been doing it all the years since, until about a year ago when he went on to other work in the stockroom.

Just once, since, Mr. Cooke has visited his old home—during the last war, when having been wounded in France, he was invalided back to England and later found opportunity to cross to Ireland to see his mother. To-day he's a happy man, not only in his work and the many fine friends he has made around here, but in his family. For not only has he a son and daughters and grandchildren—but is blessed with great-grandchildren as well.

On Mr. Cooke's fiftieth anniversary, he received a letter of congratulation from the Vice-President, Mr. O. D. Vaughan, representing the Company, and a handsome gift as tribute to his long years of loyal service. Later the staff of the Carpets and Linoleums united in presenting him with two luxurious arm chairs, one for his own comfort and one for his wife's. Mr. B. E. Mercer, Supervisor, made the presentation.

#### Mr. John Barclay

The second half-century Eatonian is Mr. John Barclay of the Lingerie Factory, who, on April 5th, completed fifty years of service with Eaton's—nearly all those years spent in the Lingerie Fac-

tory—or White Wear Factory as it used to be called.

Established fifty-five years ago, the factory was more or less in its infancy when Mr. Barclay became an Eatonian, and there's not much about that factory that he doesn't know. He has worked in many capacities. To-day, he is foreman of the cutting with about fifteen workers under him. And what cutting! With their machines, manipulated by experts, they can cut as many as two hundred garments at once. It seems curious to Mr. Barclay to compare the garments made there in years gone by, with those produced to-day. Then it was sturdy cotton with petticoats yards wider and deep embroidery flounces. To-day it is principally feather-weight rayons, slim and slinky. But after all it is another century and several generations since 1895.

Not much of note has happened around Eaton's in the half century that Mr. Barclay doesn't remember. The late Timothy Eaton, founder of the business, and his son the late Sir John Eaton, live as something fine in his memory.

Few of Mr. Barclay's early associates are left, but all down the years he has had pleasant and happy relations with his fellow workers. As he says with sincerity in his voice, "the men are swell fellows". In his youth he was keen on sports. Lacrosse was the big thing then. Baseball, too, and hockey were favourites. To-day he takes an active interest in lodge work.

Born in Ontario of an Irish father and a Scottish mother who spoke the Gaelic, Mr. Barclay came to Toronto for his schooling.—Then, school days over, on to Eaton's—and behold now he is crowned with fifty years of loyal service. As a testimonial to his long service, the President and Board of Directors presented Mr. Barclay on his anniversary with a handsome sterling silver tray, engraved to mark the significance of the occasion. The Lingerie Factory staff held a banquet at Malloney's galleries in Mr. Barclay's honour on Thursday, April 12th, when they presented him with a comfortable arm chair.

#### Eaton Veterans' Meeting

A general meeting of the Eaton Veterans' Association will be held in Sir Arthur Currie Memorial Hall, 41 Isabella Street, on Friday evening, April 20th, at 8.30. Entertainment and refreshments. Tickets of admission, 35c if secured from a Group Representative, or 50c at the door.

### M.O. House Furnishings Presentation Party

Mail Order House Furnishings Department held a gala banquet recently at the Ulster Club, in celebration of three Quarter Century anniversaries on their several staffs. About fifty were present, and enjoyed a delightful evening of games, music and dancing, following the banquet and presentations. Mr. Jack Reid and Mr. Dudley Atwell were joint chairmen for the evening. The important feature was the presentation of gifts to the Quarter Century people. They were Miss Patricia Tilley, Mr. Fred Brain and Mr. R. H. Rooney. On behalf of those present Mr. Rooney, Manager of M.O. Draperies, was presented with a mahogany coffee table by Mr. H. R. Williams who, with forty-seven years of service behind him, was delegated for this honour. Then Mr. Rooney made the presentation of a sewing table to Miss Tilley and a nest of walnut tables to Mr. Brain. Mrs. Rooney and Mrs. Brain, both guests of honour, and Miss Tilley, also received charming corsage bouquets.

A number of College Street Draperies Staff attended the function, headed by their manager, Mr. W. S. Laidley, while Mr. G. M. Roberts, their Supervisor, wired congratulations from New York. Mr. Arnold Allan of College Street contributed several songs to a musical programme. Mr. Nelson Hatch was at the piano.

### Mail Order Draw Raises \$620.00 for War Work

The wholehearted co-operation and teamwork of all the Mail Order Departments made their Spring Fashion Draw a tremendous success and \$620.00 was realized. The money will be used to supply comforts for returned service men who are in hospital and also for overseas parcels.

## MONSTER BINGO

EATON AUDITORIUM  
WEDNESDAY  
APRIL 18TH.

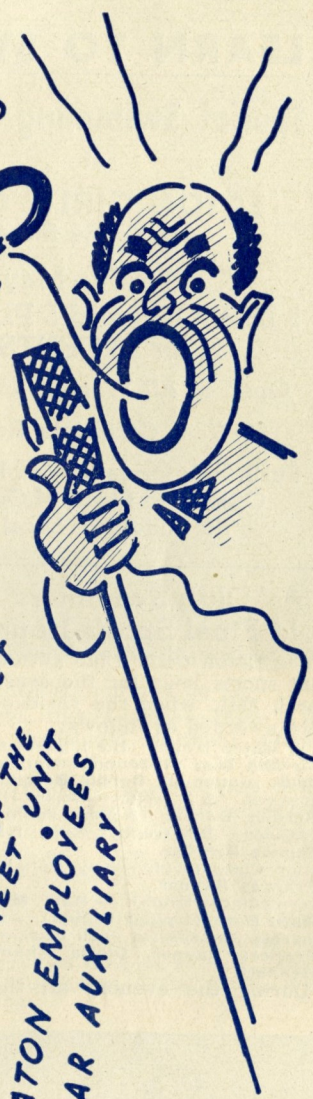
PRIZES GALORE

TICKETS 35c  
INCLUDING FIRST 20 GAMES

ON SALE AT  
INFORMATION BUREAU -  
MAIN STORE.

SERVICE BUREAU -  
EATON'S - COLLEGE STREET

UNDER THE AUSPICES OF THE  
COLLEGE STREET UNIT  
EATON EMPLOYEES  
WAR AUXILIARY



Wed., April 18th  
8.30 p.m.

Everyone agreed that the first prize, a man's or women's suit, went to the right person. The ticket was held by an employee in the Mail Order Building and was made out in the name of her son, who has just received his discharge. That nice new suit will certainly be a good start for his "back-to-civvies" wardrobe!

Following is the list of winners in the Mail Order Draw on Thursday, March 22nd:—No. 2686 D. E. Ball, No. 8322 L. Jolliffe, No. 9132 H. Fox, No. 10200 G. Handerson, No. 6484 K. O'Neill, No. 4124 J. Alderson, No. 9126 D. Brooke, No. 2303 R. Haney, No. 10345 E. Corbett, No. 10159 J. Brookman, No. 5851 J. Street, No. 6257 B. Denman, No. 10992 J. Forman, No. 7571 D. Parkes, No. 3578 F. Austin, No. 4161 H. Marquis, No. 8961 N. Mulligan, No. 7451 J. Shaw, No. 3779 G. Cowan, No. 4081 R. Fecteau.



## LEARN TO SWIM!

### Special Swimming Classes

at

#### EATON GIRLS' CLUB

415 Yonge Street

April 3rd to May 4th

5 LESSONS and 5 PLUNGES  
for 50 CENTS

Open to All Women Employees

Medical Certificate Required

Further Information at Recreation  
Office, 3rd Floor, M.O. Albert  
St. Building. Local 743

### Girls' Club Swimmers Hold Final Sports Hour

The Eaton Girls' Club swimmers held their final sports hour for the season on Monday, March 26th, when the various class trophies were awarded as follows:

R. Y. Eaton trophy (the highest swimming award for the best all-round swimmer)—Doris Horsfield; runner-up, Bobbie Bergman.

Advanced "A" trophy—Doris Hyne; runner-up, Bernice Duncan (1 point behind).

Advanced "B" trophy—Ruth Nicoll; runner-up, Eunice Penrose.

Senior Class trophy—Kay Donaldson; runner-up, Frances Raynor.

Intermediate trophy — Kay Moyer; runner-up, Ruth Book (1 point behind).

Progress Awards for each class—Bernice Duncan, Frances Raynor, Gloria Akam and Margaret Bennett.

During the evening all the classes held



ABOVE—Doris Horsfield, winner of R. Y. Eaton trophy.

LEFT—The happy prize-winners amongst our Swimmers, as listed on this page, with Miss Keyes, instructor, in the centre.

# \$500.00

## For a Name!

Enter  
EATON'S  
BIG COMPANY-WIDE  
EMPLOYEE  
BRAND NAME  
CONTEST

TOTAL OF  
\$2000.00  
IN AWARDS

*Coming Soon!*

novelty races. Beginners and Intermediates had a peanut race; Seniors, a candle race; Advanced group, a novelty race; with a final peanut scramble for everybody.

Officials for the evening were: Judges—Miss P. Austin, physical director at Malvern Collegiate and Miss Dorothy Walker, physical director at Havergal College; scorers, Misses Rita Ford and Elsie I. Brigden; announcer, Miss Eleanor M. Keyes, swimming instructress.

### Four Eaton Dietitians Here

RIGHT—This picture is surely a feather in the caps of Eaton dietitians, and a matter of pride to Eaton's at large. Of the seven dietitians shown here at an R.C.A.F. bombing Headquarters Conference overseas, four are Eaton dietitians who joined up for active service. At the extreme left is Squadron Officer Helen Buik who was manager of the College group of restaurants, including Round Room, Lunchonette, Snack Bar, Employees' Cafeteria and Cake Counter. Second from Miss Buik is Flight Officer E. Little who had charge of College St. Lunchonette. Next, Flight Officer E. Park, formerly assistant social director in connection with the Round Room, and Flight Officer Florence Stacey, formerly manager of Main Store 5th Floor, Lunchonette and Cafeteria.



These are the dietitians feeding the R.C.A.F. men who are in the thick of bombing operations. At their operational station, meals go on at all hours, day and night. Almost every night, after bombing over enemy country, as many as six hundred arrive back about dawn and a bit later and every man must be given a substantial meal. As the letter with which the above photograph came, said, the dietitians "are working very, very hard".

### Shadow Lake Camp Opens Saturday, May 19th

If you are a girl you will receive one of the alluring Shadow Lake Camp folders, giving details about the camp, the gorgeous holidays it offers Eaton girls—and the practical facts

about fees, transportation and so on.

Talking of fees, do you suppose there is any other place on the whole continent where a girl can get so much, for so little? Dinghies, canoes, and rowboats at your service, horses to ride, golf course, tennis courts, archery. Of course, besides all this, there are delicious meals, with their own farm to provide milk, eggs, and fine vegetables . . . an attractive "lodge" with its broad fire place and fine floor for a dance . . . sleeping cabins . . . their own private lake and acres of woodland. All this and more to the tune of \$5.00 a week if you belong to the Eaton Girls' Club (membership fee \$1.00).



ABOVE—Mr. S. S. Bain, the representative of the Solex Company of Montreal, addressed the staff of Annex Electrical Fixtures Department on the subject of fluorescent lighting. Fluorescent lighting, which is superior in many ways to the ordinary incandescent light, is used in factories and offices but is not yet available for domestic use. Examples of this type of lighting may be seen on the Third Floor of the Annex.—Now, if customers come with queries, our Annex Electrical Department staff can explain this type of lighting.



## AROUND OUR STORES

.. "FLASH" circulated later this week, to bring facts about Victory Loan. Don't fail to read all about it in these pages.

.. AND ALREADY April nearly half over! What about your Victory garden?

.. THE SOUND FILM "The Way to a Man's Heart", will be shown throughout next week, in Fifth Floor Auditorium, Main Store. Film is a practical demonstration of the correct way to cook meats. Gives valuable pointers on nutrition and tells the story of foods and the part each plays in an adequate diet.

.. AISLE OF IDEAS next week to devote itself to Millinery and Cosmetics . . . See how to use make-up for best results.

.. NOTIONS DEPARTMENT up to the minute—with banners in red, white and blue with green maple leaves, saying, "Welcome Home", (or "Welcome Home Son", "Daddy", "Daughter" or "Boys"). Ready to tack up on the great day someone gets back from the war.

.. "CITY FOR TO-MORROW" on Fourth Floor, College Street, has been attracting as many as four thousand visitors in a day.

.. "WILDWOOD WISDOM" by Ellsworth Jaeger, a new book in the Book Room should be extremely useful and interesting to anyone who goes camping or walking in the woods. Has a vast store of information—on the best clothing for different expeditions, on packs, bedding, fire-making, camp equipment, on sanitation and health, on edible and poisonous plants, on animals and birds. Even tells how to make buck-skin from hides, etc.

.. THERE ARE a number of pamphlets and small books on Canada, giving serious thoughts to Canada's future. One series "Canada Must Choose" deals with immediate problems.—In the Book Room.

.. SPECIAL DISPLAY of California authentic printed fabrics in Piece Goods Department, showing vivid patterns, characteristic of the South.

.. MANY CUSTOMERS interested in stocking mender to repair runs almost invisibly — being demonstrated in Notions Department, Main Store.

.. MAKE your own earrings is the novel idea suggested in the Notions Department. They have the plastic earring clips and separate flowers, sequins, and gay buttons, with cement to fasten them together.

## Lady Eaton Hut in England Much Appreciated

Funds for Hut, established in Midlands of England, were contributed by Eatonians all across Canada through the Eaton Employees' War Auxiliaries.



This is one of the many Y.W.C.A. huts, established through the Mrs. Churchill Fund. They provide comfort and recreation for girls on Active Service.



ABOVE — A merry interlude at the piano where girls gather for a sing-song. At the end of a day's work there is sure to be music in this hut. This hut is in an isolated location where no other entertainment is available.



ABOVE — The leader in the Lady Eaton Hut presides over the tea urn and it isn't hard to imagine the comfort it is to the girls, to be able to get a cup of tea and other refreshments at any hour of the day.



RIGHT (Upper) — A general view of the "Guest Room" where girls read, write letters or just relax. In spite of the stove, great-coats seem to be the order of the day, for England has had a cold Winter with a shortage of fuel. — Nice to think that the money we have given, has provided all this for girls overseas who have given such valiant service.



LEFT (Lower) — Table tennis is one of the many forms of recreation provided by the Hut. If they don't want this, there are plenty of other games and activities available. It can't fail to be a satisfaction to Eatonians who have contributed so generously to war work, to see these pictures, as visible evidence of some of the needs their donations have filled.

## NEWS OF EATONIANS

Mr. George Leyland, Manager of the D.A. Office, was surprised on March 23rd when he found thirty red roses in a beautiful vase on his desk, placed there by his staff, to express their congratulations on his thirtieth anniversary with the Company.

When Mr. Stan Whalen of the City Ad left recently to become associated with an Advertising Agency, eighteen of the men in the department held a stag dinner in his honour. Mr. P. W. Morgan was chairman and on behalf of those present Mr. James Mitchell presented Mr. Whalen with a leather brief case.

### Twenty-four Eatonians Celebrate Quarter Centuries

This time, Quarter Century Anniversaries for three weeks are listed. Across Canada, from March 29th to April 14th inclusive, twenty-four Eatonians have had their anniversaries. So "Flash" offers congratulations, twenty-four times. Here are the lucky people.

#### TORONTO

Mr. Alfred S. Ackerman, Eaton Realty Co.  
Mr. J. A. Schaeffer, Painting and Papering  
Mr. Samuel Murray, Radio Work Room  
Mr. James D. Green, Jewellery Office  
Mr. William N. Salmon, Printing  
Miss A. W. Williams, Girls' Wear Factory  
Mr. Joseph R. Pratt, Eaton Pension Fund  
Mr. John J. Downard, Printing  
Mrs. E. A. Wilson, Girls' Wear Factory  
Mr. Fred Close, City Transfer  
(On Military Service)  
Miss Myrtle Corrington, Women's Shoes  
Mr. William Barlow, Contract Business  
Mr. John Nash, Employment Office  
(On Military Service)

#### WINNIPEG

Mr. H. J. Hunter, Mr. G. F. Lovell, Mr. J. A. Barbour, Mr. Oliver Freeman, Mr. Richard Halliday, Mr. J. W. McLennon, Mr. Arthur Clarke, Mr. A. V. Stuart-Davidson, Mr. S. J. Boyce, Mr. Charles F. Turner.

#### MONTREAL

Mrs. Marguerite Boisseau.

### How to Be Smart Without Stockings

During the Summer, many girls will be easing their hosiery problems by going without stockings during the warm weather. If you are to be one of these, remember this important tip—if you don't wear stockings, do wear leg make-up. Bare legs, especially at the beginning of the Summer, have a white, wintry look which is not attractive and detracts from the charm of a gay Summer print.

Practically every brand of cosmetics includes a leg make-up, reasonably priced and easy to apply. Even if you have never used leg make-up before, you will be able, with a little practice, to do so successfully. It will give your legs the well-groomed, smooth finish of sheer stockings.



# Many Celebrate Thirty-Fifth Anniversaries

## Mr. J. White, City Transfer



Mr. Joseph White of the City Transfer was first on the list of those celebrating their thirty-fifth anniversaries in the past fifteen days. Mr. White, whose big day was March 31st, began work in the Receiving Room, which was taken over by the City Transfer about six years ago. Mr. White's work is concerned with merchandise which, for some defect in its production, has to be returned to a manufacturer. It is

work that reflects the care taken by our firm to make sure that merchandise offered to our customers is satisfactory.

Mr. White is one of many Eatonians whose Irish tongue gives a beguiling twist to his words. Indeed he was born in County Derry, in North Ireland, and came to Canada in his teens. He's proud to be "one of the White Brothers". Three of them there are, all Eatonians. One of them, Mr. W. J. White, now of the Mail Order, had his thirty-fifth anniversary about a year ago. The other, Mr. Dave White of the Drug Work Room, had his Quarter Century last year. And believe it or not, all three of them married girls who were Eatonians. So if that doesn't make a family of Eaton affiliations! Mr. White is a veteran of the Great War. Going overseas with the 170th battalion, he was transferred to the 58th. He was one of the lucky ones who went through the battles in Flanders, then, after the war, on in 1919, with military duties over, he returned to Canada and Eaton's, safe and sound.

## Mr. T. Darling, M.O. Billing



Mr. Thomas Darling, Group Manager of Mail Order Assembly, Packing, Billing and Shipping, is in himself, proof of the way a man can get along at Eaton's. He had his thirty-fifth anniversary on April 8th and "Flash" interviewed him in his office, in the Albert Street Mail Order Building, where he supervises the work of that whole floor. Mr. Darling began with Eaton's that April day long ago, with the Mail

Order Packing. What did he do? He packed. Started right at the bottom. He must have done good work because he didn't stay long at the bottom. He was getting somewhere when along came the 1914-18 war. That meant that Thomas Darling was soon in khaki and soon overseas, where he served in France with the 3rd Battalion. On leaves, he visited his native place, the southern Scottish sea port town of Leith. For Mr. Darling is a Scot—and we'd wager, proud of it.

Following the war, he came back to the Shipping to new responsibilities. Three years of his time were spent with the firm in Montreal, and now, for some years he has been Group Manager of the several Mail Order Departments which see to it that Mail Order customers receive the merchandise they order, when it's due.

How does he keep it running smoothly? It's all in having the right men with you, says Mr. Darling, and in maintaining system. He takes pride in the fact that many of his staff have been here for over a quarter century. A number of them are veterans of the last war. Mr. Darling has taken a keen interest in the Eaton Veterans' Association. He is, indeed, a past president, having held office in 1936.

## Mr. H. Graver, M.O. Packing

Mr. Herbert Graver, assistant manager of Mail Order Packing, is another of our thirty-fifth anniversary men who help to maintain the Eaton standard of service. For Mr. Graver has the responsibility of overseeing those who pack the merchandise for out-of-town customers. And when you know that thousands upon thousands of orders are received in one day, you can realize it is no small undertaking. Mr. Graver

claims it is no one individual but the co-operation of the whole staff which keeps things running smoothly and gets work done on schedule.

Mr. Graver whose thirty-fifth anniversary came on April 4th, is a Toronto man. In fact his father, as a boy, attended the old Louisa Street School which was eventually pulled down to make way for Eaton buildings. He is keenly interested in his work and says it has always been pleasant because of the fine managers under whom he has served. Outside his business life, his chief interest has been golf. Before the war he used to take part in the Eaton Men's Golf Tournaments.—Carried off several prizes. As a member of the Cliffside Golf Club he enjoys many a round of the links. Indeed the name Eaton rates high with Mr. Graver, whether it's work or play. They're a grand firm, he declares, and a fellow has got to try to live up to them.

## Mr. W. Caldwell, Central Shipping

Mr. William Caldwell, of Central Shipping, completed thirty-five years with Eaton's on April 11th. "Central Shipping" was a new one on "Flash". It's amazing, the new places and people you come upon, hunting up Eatonians having anniversaries. — Had to go up an alley between the factory buildings—and other buildings, and one of the latter housed the Central Shipping. There we found Mr. Caldwell, cheerfully

handling huge crates on a truck. These are crates of merchandise received from manufacturers, being shipped from here to Eaton Stores all over Canada—to Moncton, Winnipeg, Regina and other places. And there was Mr. Caldwell, doing his sturdy bit to provide Canadians east and west with the things they need. "And they're all nice fellows to work with," said Mr. Caldwell. "I like it here."

Mr. Caldwell was born in Canada, though there's an Irish background from a father born in County Tyrone. He's a family man blessed with sons and daughters and no less than four grandchildren. When Summer week-ends and holidays roll around, he'll be off to Hastings for some of the fine pickerel that abound there.

It's all a fine world to Mr. Caldwell, and a fine firm, says he. He has never forgotten the kindness shown him at the time of his mother's death, when he was given release from work for some days. In fact those thirty-five years ago, he stepped out of another job and came here because he'd heard it was "a grand firm to work for", a remark he himself echoes to-day.



# Thirty-Fifth Anniversaries—Continued from Previous Page

## Miss F. Donnelly, Coat Factory

Miss Fanny Donnelly is a quiet little lady who has been carrying on her work in the Women's Coat Factory for thirty-five years. It was on Wednesday of this week, April 11th, that she had her anniversary. It sounds like a long time to be helping to make coats—but Miss Donnelly says that the time has gone quickly. Probably that is due to her interest in her work and the fact that she gets along so happily with her associates. She's an expert and for years has operated a special machine with two needles. There are no less than eighty-five styles of coats that had to be handled on that machine for tuckings and other fashion details. And being a woman Miss Donnelly has enjoyed the fashion side of the picture and the need for her precision work with a two-needle machine.

During the war, Miss Donnelly's spare time has been given to the war work of the Factory Unit of the War Auxiliary. Her specialty has been knitting the intricate "2-way" mitts for service men. The war has come very close to her, and very sadly, in the loss of her nephew, a Pilot Officer in the R.C.A.F.

In past years Miss Donnelly shared in Eaton Girls' Club activities and spent some of her holidays at Shadow Lake Camp.

When Victory Loan campaigns come around, Miss Donnelly is in there with the rest of us. And believe it or not, when we had our first Victory Loan "Draw", she was one of the luckies who won a \$50.00 Victory Bond.

## Miss E. Crawford, Housewares



Perhaps you know Miss Elizabeth Crawford of the Housewares, who had her thirty-fifth anniversary on Thursday, April 12th. She's the genial Irish girl who hails from County Monahan in the North of Ireland—and who thinks nothing of the fact that for the last three Winters she has lived at her Island cottage. Yes! comes over every morning by the Island tug. Even that stormy day of last December, she plowed

through the snow to the Island dock, crossed the bay to the city and then couldn't get any farther because there was no way to get through the snow drifts. So, much to her disgust, she had to turn around and go home to the Island.

And doesn't she love that Island Cottage where she lives Winter and Summer! Keeps warm as toast in Winter, and cool as a breeze in the Summer, working in her lovely garden.

Miss Crawford is an enthusiastic member of the Eaton Girls' Club where she keeps fit with the physical training. Every Summer sees her at Shadow Lake Camp—except last Summer when she visited the Eaton Girls' Camp out of Montreal. She is also a member of the sewing group which meets at the Eaton Girls' Club to make clothing for the refugees.

All her thirty-five years, Miss Crawford has been selling in the Housewares Department and she is as enthusiastic about her work, her fellow workers and the whole Eaton Company as she is about her beloved Island home.

## Customer Appreciates Service

An Oakville customer of Eaton's sending an order to Mr. O. Davies of the Wallpaper Department at College Street, who had served her when she was choosing wallpaper, added the following to her note:

"I also wish to take this opportunity to thank you for your very courteous interest and consideration which was outstanding in these days of wartime."

## Hospital Visiting Groups of War Auxiliary—Please Note!

In order to ensure the greatest coverage possible, of all the men in military hospitals, all groups doing hospital visitation, who have not hitherto conferred with Miss A. Weir (local 870), Chairman of the Hospital Visitation Group, or Miss H. MacBean (local 47), Secretary, before making visits, are asked to do so.

This is not intended to retard the work or restrict the visits—but rather to prevent duplication and to ensure that no patients in the hospitals are overlooked.

## M.O. Copying Staff Give \$230.00 to War Charities

During the past month, through the combined efforts of the M.O. Copying staff \$230.00 has been raised for war work. A draw on a purse made by Mrs. Moir netted \$133.00 and a sale of home cooking, managed by Miss Stratton and Miss Mudie, added another \$97. Approximately \$100 was donated to the Mail Order Unit of the E.E.W.A., to buy two wheel chairs and three steamer rugs for the patients at the Military Wing of Weston Sanitarium; while \$25 from the cooking sale was contributed to the M.O. Budget Plan to buy comforts for these men.

## IN MEMORIAM

Mr. Alvin Carr, formerly of the Upholstery Work Room, passed away on March 24th, after being ill for nearly two years. Mr. Carr came to Eaton's over seventeen years ago. The deepest sympathy is felt for his mother.

It was a shock to the staff of the Misses' Coat Department, when one of their members, Mrs. Isabella Mitchell, died suddenly of a heart attack on Sunday, March 25th. Mrs. Mitchell, who had been absent from her work only for a few days previous to her death, had been with the Company over twenty-two years and had many warm friends amongst her associates. Sympathy is extended to her daughter, Mrs. Kirkpatrick, in the loss of her mother.

Miss Margaret Coyle, formerly of the Millinery Department, who has been with the Company for over thirty years, before her retirement a year ago, died on March 29th. Miss Coyle had many friends here to whom the word of her death was sad news. Sympathy is extended to her sisters.

Miss Frances Edwards, formerly of the Head Cashier's Office, who had been absent owing to illness since last November, died in Hamilton Sanitarium on March 30th. Miss Edwards who was only twenty-five, had been with the firm for over three years. In that time she made many friends amongst her associates. The deepest sympathy is felt for her mother in the loss of her daughter.



# What Do You Really Know About Eaton's?

This page takes you inside our modernly equipped Optical Work Room, where experts handle machines which insure accuracy of work up to one-ten-thousandth fraction of an inch—Some of operations necessary in filling optical prescriptions are pictured



LEFT—First operation in filling a prescription is to grind the glass from the rough blank. Three grades of emery must be used for this purpose.

BELOW—These are the cylinder surface grinding machines necessary for grinding the curves on lenses for cases of astigmatism, as indicated in the prescription.



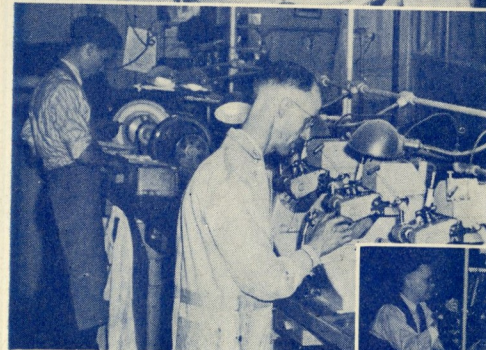
BELOW—Machines that do the spherical curve polishing and surface grinding for certain lenses. One worker is examining lens with a microscope to see if it is finished. Like every other operation this requires microscopic perfection.



BELOW—Here, two craftsmen check and examine lenses after they come from the surfacing and other operations. The machines they use are described below.



ABOVE—The two machines (referred to above) used in checking lenses are "lensometers" and "axisfinders". The former is used to check the accuracy of the various curves. The axis finders are used for marking the lenses according to the prescription.



ABOVE—Workers are using the edge-grinding machines which shape the lens as required by the prescription and grind the edges smooth.

RIGHT—Girls do the extremely delicate work of drilling holes in the lenses and assembling the lenses with the mountings.



Finally, the finished glasses are given a last checking by Mr. A. G. Nichols, head of the workroom. Unless lenses and mountings are exact in finish and quality, free from the most minute imperfection when examined under a microscope, they are turned back for the necessary correction.

# "INVEST IN THE BEST"

You Support Men Like These When You Buy a Victory Bond

## Eatonian Hero Wins Another Medal

Sergeant William (Bill) Magee (formerly of the Printing Department) and now with the United States Special Service Force, has done it again! Only last June he was awarded the Silver Star for conspicuous gallantry, and now it has been announced in Ottawa that he has received the United States Bronze Star Medal. We are all proud of Bill and happy for his mother, Mrs. E. G. Magee; especially when we read the following citation which accompanied the medal: "On September 7th, 1944, near St. Agnes, France, Pte. Magee, as a member of a group of five men, went forward to neutralize an enemy pillbox that was holding up the advance of the company. Pte. Magee so skillfully employed his individual weapon and manoeuvred into position that the stronghold was reduced and 31 of the enemy taken prisoner. This accomplishment, which cost the attacking group only one casualty, eliminated the necessity of a costly frontal attack by additional members of the company. By his courage and tactical skill Pte. Magee reflects credit upon himself and the Allied military forces."



## Warmest Welcome for Eatonians Returned from Active Service

The following Eatonians, some of whom are already back with the Company and others who have unfortunately not yet recovered from wounds received overseas, are all deserving of our warmest welcome on their return to Canada and our heartiest good wishes for the future:

**GEORGE LEWINGDON**, formerly Mail Order Shoes, enlisted in March, 1941, and went overseas as an Air Gunner with the R.C.A.F. Previous to that he was on Coastal Command and did long distance sea patrol. After completing nearly two tours of operations, he was discharged as a Flight Lieutenant and is now in the Women's Shoe Department.



**BUNTING, E. J.**, formerly with the Caretaking, who went overseas as a corporal with the Toronto Scottish and who is now back in Canada with the rank of Regimental Sergeant Major.

**ROBERT ISARD**, formerly with the 4th Floor Marking Room. He enlisted in May, 1943, and served with the Merchant Navy. Recently he received his discharge and returned to the Store, where he is working in the Men's Shoe Department.

**NORMAN SCUDELLARI**, formerly with the City Ad, enlisted in 1941 and went overseas as a gunner with the Artillery. At present he is back in Canada, recuperating from injuries received in Italy. His father, Mr. Otto Scudellari, is with the Gallery of Antiques and Reproductions at College Street.



**CLARE STUART**. He enlisted in the R.C.A.F. in June, 1942, and was sent overseas as a Pilot of Lancaster Bombers. Formerly with the H.F. Mdse. Office, F/O Stuart was returned after completing a tour of operations, and is now back with the Furniture Department.

**JOHN GILL**. He enlisted as a Private in 1940 in the Army and was taken prisoner at Dieppe. Now repatriated, he has high praise for the Red Cross parcels he received so regularly while in prison camp.

**ALFRED MOSS**. Enlisted as a Gunner in the Artillery in 1943 and served overseas until recently. Formerly with the Optical W. R., he is at present recovering from pneumonia in the Sanitarium in London, Ont.

## In Memory of Three R.C.A.F. Men



F/O McLaren



P/O Larmouth

**FLYING OFFICER ROBERT McLAREN**, formerly with our Men's Clothing Factory, enlisted in the R.C.A.F. in 1940. A Spitfire Pilot, he was reported missing last July. His parents, Mr. and Mrs. Robert McLaren of Long Branch, have received word that he was buried in Italy.

**PILOT OFFICER W. D. LARMOUTH**, formerly with the Shoe Department, went overseas with the R.C.A.F. in 1943, shortly after he was married. Reported missing in July after a raid over Hamburg, he was killed on that date, according to information received from the International Red Cross, and is buried in a parish cemetery near Duisberg, Germany.

**FLYING OFFICER HAROLD BEST**, formerly with the Maritimes Buying Office, enlisted in the R.C.A.F. in 1942. He was shot down over Holland last July. His father, Mr. H. Best of our Architectural Office, received word some time ago that his son had been buried in Holland.

Heartfelt sympathy is felt for the families of these lads who have given their lives in a great cause.



F/O Best