

# **Timothy Eaton Company: Philatelic Notes**



**Clayton Rubec  
2018**

**British North America Philatelic Society**

*Timothy Eaton Company: Philatelic Notes*  
by Clayton Rubec

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Ottawa, Canada

Published by The British North America Philatelic Society Ltd.

ISBN: 978-1-927119-89-1

**Literature Citation:** Rubec, C. 2018. *Timothy Eaton Company: Philatelic Notes*. British North America Philatelic Society. Retrieve from [www.bnaps.org/ore/Rubec-Eatons/Rubec-Eatons.pdf](http://www.bnaps.org/ore/Rubec-Eatons/Rubec-Eatons.pdf). 123 pp.

**Front cover image caption:** *Eaton's Winnipeg store decorated with Allied Forces flags on V-E Day – 7 May 1945.*

**About The Author**



Clayton Rubec retired from Environment Canada in 2008 after 34 years of public service. He has since undertaken a series of consultancies, usually involving conservation projects in Canada and Iraq. His professional career includes national program implementation and inter-governmental missions to many nations related to wildlife habitat conservation treaties, science and policy. He graduated with a B.Sc. degree from Queen's University and a M.Sc. degree from McMaster University, with additional post-graduate studies. He has lectured at over 45 universities; been a keynote speaker at many national and international conferences; and led professional courses, conflict resolution forums and workshops. He has authored or co-authored over 210 scientific journal papers, books, proceedings and reports and 40 articles and books on philatelic topics (including 18 articles in the BNAPS *Canadian Revenue Group Newsletter* or *BNA Topics*). He is the lead author of a 2016 book entitled *Guide to Postal Stationery of Iraq* published by the Royal Philatelic Society London. This is his sixth online or hard copy book contribution to BNAPS. He is a member of the British North America Philatelic Society and the Postal History Society of Canada. He and his wife Leslie live in Kanata, Ontario.



*Drawing of the original Eaton's store  
at St. Mary's, Ontario, 1861.*

## **Table of Contents**

I.	Introduction to Eaton's Philatelic History and Other Ephemera	1
II.	Background on the Eaton's Brand	2
III.	Eaton's Use of Postage Stamps	3
IV.	Eaton's Perfin Stamps	7
	• Eaton's Perfins on Regular Postage Stamps	7
	• Eaton's Perfins on Precancelled Postage Stamps	8
	• Eaton's Perfins on Revenue Stamps	8
V.	Eaton's Precancelled Postage Stamps	8
VI.	Postal Note Stamps, Postal Scrip Stamps and Postal Money Orders Used for Eaton's Refunds	10
VII.	Eaton's Preprinted Postal Stationery	10
VIII.	Eaton's Private Order Catalogue Announcement Cards	71
IX.	Eaton's Christmas Letters and Envelopes	81
X.	Eaton's Catalogue Mailing Permits	81
XI.	Eaton's Postage Meter Machines	84
XII.	Eaton's Bulk Mail Business Envelopes	98
XIII.	Eaton's Layaway Financial Accounting Documents	99
XIV.	Eaton's Inter-Store Coach Service Coupon	104
XV.	Literature Cited and Additional Reading	105
	Appendix 1: Location of Eaton's Stores and Factories – 1861 to 1999	107
	Appendix 2: Eaton's Refund Cheques	112



# **Timothy Eaton Company: Philatelic Notes**

## **I. Introduction to Eaton's Philatelic History and Other Ephemera**

While Canada's Timothy Eaton Company is gone, it still generates collector interest in many aspects of its products and services. These reflect the 138-year business history of Eaton's that ended in 1999. However, the author, in seeking reference material on the philatelic history of the company, found there was little to be accessed. Hence, this monograph briefly examines some of the philatelic and related ephemera produced by the T. Eaton Company as it undertook its business in Canada. While there are many Eaton's items that are certainly collected – such as dishes, silverware, tea sets, dolls, books and clocks – only philatelic items are included here. However, even for these philatelic subjects, the author recognizes that this monograph is a very incomplete picture. Other collectors with more knowledge of this subject matter may wish to expand upon the introductions presented here.

The author briefly examines the T. Eaton Company's use of:

- Regular Postage Stamps;
- Perfin Stamps;
- Precancelled Stamps;
- Postal Note Stamps, Postal Scrip Stamps, and Postal Money Orders for Customer Refunds;
- Preprinted Postal Stationery;
- Private Order Catalogue Announcement Cards;
- Christmas Letters and Envelopes;
- Catalogue Mailing Permits;
- Postage Meter Machines;
- Bulk Mail Business Envelopes;
- Layaway Financial Accounting Documents;
- Inter-Building Bus Service Coupons (Winnipeg);
- Location of Eaton's Stores and Factories; and
- Refund Cheques.

Being a large and diverse enterprise using the postal system heavily, the company pioneered many innovations in postal service. For example, it used privately designed postal stationery as early as 1896 for its mail order business as well as perfin, precancel, postage and revenue stamps. It was also the first Canadian company to embrace the use of postage meter machines in 1923.

References cited in the text and appendices are provided. Appendix 1 provides a listing of the location of Eaton's stores established during its years of operation (as

mainly summarized from Kopytek 2014). Catalogue Order Outlets were also established in many small communities but a full list of those is not readily available. Appendix 2 examines Eaton's small cash refund cheques used at its stores across Canada.

## **II. Background on the Eaton's Brand**

Eaton's started as a small dry goods store in St. Mary's, Ontario, in 1861. It was established by Timothy Eaton, an immigrant from what is now Northern Ireland. However, the Eaton family soon moved to Toronto and established a new store in 1869, the Timothy Eaton Company, with a wider range of services and departments. This first major store was located at 178 Yonge Street and later 190 Yonge Street in Toronto. It grew to become a retail and social institution in Canada, with stores across the country, purchasing agent offices in the United States, Europe and Asia, and a mail order catalogue that was found in the homes of most Canadians.

The T. Eaton Company grew to be one of the world's largest business ventures with its department stores, factories and buying offices that searched out and purchased goods for the company. It also manufactured many of the goods it sold. In its time, it greatly exceeded the reach of its competitors including The Robert Simpson Company, Sears Canada, Zeller's and the Hudson Bay Company. A company with stores in all of Canada's provinces but none in the territories, it earned its name as "Canada's Department Store."

Eaton's had the widest reach of any company in Canada during its 138-year business lifetime from 1861 to 1999. At its greatest extent, it had department stores in over 100 cities across the nation (see Appendix 1) and had a highly developed mail order business. Kopytek (2014) indicates that Eaton's had 250 "units" including at least 147 stores, and other associated business ventures such as cafeterias, life insurance, house furnishings, pharmacy goods, real estate services and knitting goods. From 1925 to 1948, Eaton's greatly expanded by buying existing chains of smaller department stores across Canada and eventually rebranded them under the Eaton's banner. For example, in 1928 it purchased Canadian Department Stores Ltd., thus adding 22 stores to its empire (including 21 in Ontario and one in Quebec).

It did business under many corporate identities, including the: *T. Eaton Co. Ltd.*; *T. Eaton British Columbia Co.*; *T. Eaton's Western Ltd.*; *T. Eaton Saskatchewan Ltd.*; *T. Eaton Co. Montreal*; *T. Eaton Martimes Co.*; *T. Eaton Drug Co.*; *Eaton's Pharmacy Ltd.*; *Eaton Knitting Co.*; *T. Eaton Assurance Co.*; *T. Eaton General Insurance Co.*; *Eatonia* (Eaton's warehouse network); *Brampton Tire and Rubber Co.*; *Purchase Finance Co.*; *Chromolox Co.*; *T. Eaton House Furnishing Ltd.*; *Greenwich Canadian Co. Ltd.*; *The Guelph Store Co.*; *TECO* (Timothy Eaton Company); *Berkley Contracting Ltd.*;

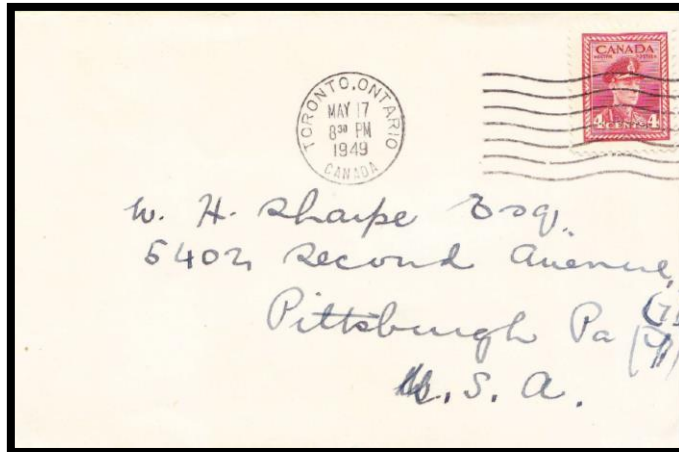
*Eaton Travel Ltd.; Eaton's Tours Ltd.; Eaton's Parking Services Ltd.; The Eaton Delivery Co.Ltd.; Viking Shopping Centres Ltd.; Southdale Corporation Ltd.; Eaton's Food Services Ltd.; National Retail Credit Services Ltd.; Communication Counsel Ltd.; The Eaton Pension Fund; T. Eaton Realty Co.; International Realty Co.; CDS (Canadian Department Stores) Ltd.; Canada Stores Ltd.; and Horizon Ltd.* (a group of discount stores in parts of southern Ontario and Quebec). Its TECO and CDS stores were all rebranded as Eaton's stores in 1949. Its Horizon stores, created in the 1970s, were mostly closed in 1978, with three surviving as rebranded Eaton's stores. Eaton's introduced an English mail order catalogue in 1884 which became widely used, with a French version introduced in 1910. All catalogue sales were discontinued in 1976.

In 1929, Eaton's operated 13 large department stores; 32 small department stores; 57 groceries; 40 mail order offices; six factories; five mail order centres; four warehouses and ten overseas buying offices. This number of corporate units expanded and ebbed over the years as the company adjusted to new market conditions. Several publications have included images of many of the Eaton's store and factory properties, including Kopytek (2014), Stephenson (1969) and Bassett (1975).

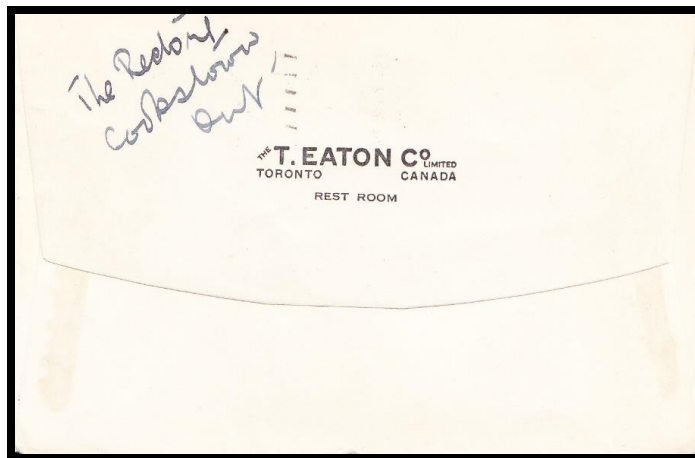
Ultimately, the T. Eaton Company failed for a variety of reasons including not responding effectively to rapidly changing consumer interests, not adapting to new technology and, possibly, following tradition stubbornly. In 1997, Eaton's sought bankruptcy protection and closed 16 stores. These efforts failed and the company ceased operations entirely in 1999. In that year, many of its properties were acquired by Sears Canada and the Hudson Bay Company.

### **III. Eaton's Use of Postage Stamps**

Many of Eaton's mailing needs were served simply by use of regular postage stamps without perforin or precancel attributes. The first example shown below uses a George VI wartime four-cent stamp (Scott #254). The reverse side identifies it as an Eaton's item. Two other items shown here relate to Canada Post stamps issued in 1994 to commemorate the 125<sup>th</sup> Anniversary of this Canadian company.



*Envelope mailed in Toronto, Ontario, on 17 May 1949 to Pittsburgh, Pennsylvania. The reverse side indicates that it may have been written at the "Rest Room" in the Eaton's Toronto store.*

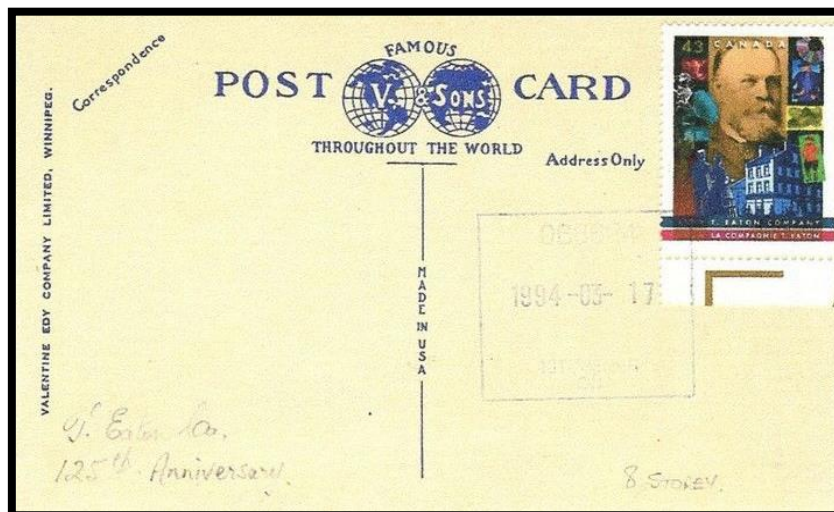


*Return address on back flap of 1949 envelope from the Eaton's Toronto Store Rest Room.*

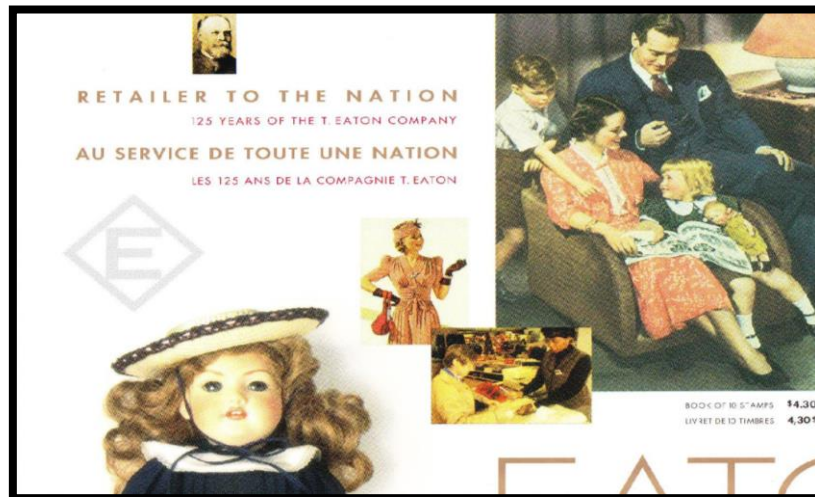




*Eaton's 125<sup>th</sup> Anniversary postcard featuring the eight-storey Eaton's store in Winnipeg, Manitoba. This was a reprint of a vintage postcard printed by Valentine and Sons Ltd. in Winnipeg. The reprint was released in 1994.*



*Reverse of Eaton's 125<sup>th</sup> Anniversary postcard with commemorative 43-cent postage stamp featuring Timothy Eaton. Postmarked 17 March 1994.*



*On 17 March 1994 (only five years before the demise of the company), Canada Post released a stamp marking the 125<sup>th</sup> Anniversary of Eaton's in Canada. Ten 43-cent stamps were included in a "prestige" booklet with ten pages of information on Eaton's. Shown are the booklet cover and part of the ten-stamp pane (Scott #1510). Canada Post also commemorated the 75<sup>th</sup> Anniversary of Canadian Tire in 1997 (Scott #1636) and Home Hardware in 2004 (Scott #2032) with similar booklets.*

#### IV. Eaton's Perfin Stamps

Perfin stamps were used by many companies as a security measure to prevent theft and misuse of the stamps. This includes perfins of: (a) regular postage stamps, (b) precancelled postage stamps, and (c) revenue stamps. Eaton's used all three types of these perfin stamps.

***Eaton's Perfins on Regular Postage Stamps:*** Three types of Canadian "E" perfins are listed by the BNAPS Perfin Study Group (2018). Type E2 was used by the T. Eaton Co. in Montreal, Quebec, from 1939 to 1951. It is distinguished by the occurrence of eight vertical perfin holes. The Study Group report in 2018 includes 51 postage issues with the E2 perfin. These Canadian stamps range from of Scott #68 to #254 and one postage issue from Newfoundland (Scott #196). Three of these stamps are illustrated below: the 1937 Canada George VI one-cent, two-cent and three-cent postage stamps (Scott #231, #232 and #233). Eaton's Type E2 perfins examples have been ranked as being relatively common with 300 to 1000 copies estimated to exist (Category F; BNAPS Perfin Study Group 2018). A second very rare E3 perfin is reported by the BNAPS Perfin Study Group (2018) (Category A, thus three or fewer copies reported). The E3 perfin features the letter E with eight vertical holes (thus like the Type E2 perfin) but is surrounded by a diamond shape. This same "Diamond E" artwork design was widely used by Eaton's Maritimes Ltd. in many of its initiatives from Moncton. For example, this symbol was painted on a water tower at its Moncton factory. It was also used on refund cheques issued from the Eaton's Canada Ltd. Winnipeg store (see Appendix 2, cheque Style 3). However, no confirmation data is offered on the possible connection of the E3 perfin to Eaton's in the report by the BNAPS Perfin Study Group (2018). Only a 1916 War Tax stamp (#MR7) is reported with this E3 perfin. The third E type perfin (E1) was used from 1911 to 1962 by the Swift Canadian Co. Ltd. in Edmonton, Alberta, having seven perfin holes on the vertical (BNAPS Perfin Study Group 2018).

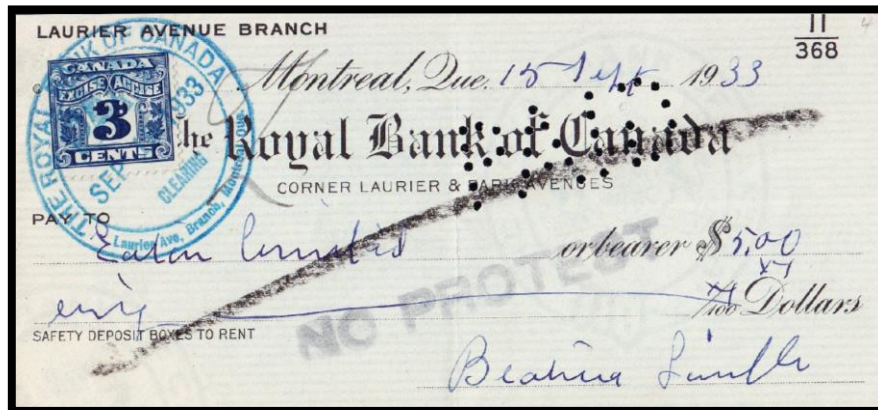


*Type E2 perfin used on three 1937 George VI postage stamps: Scott #231, 232 and 233.*



***Eaton's Perfins on Precancelled Postage Stamps:*** The Eaton's Type E2 perfin is also known with three types of Montreal precancels on Canadian postage stamps – Montreal Styles #8-195, #10-219 and #10-231 (BNAPS Perfin Study Group 2018).

***Eaton's Perfins on Revenue Stamps:*** Thirteen Canadian revenue types of stamps are reported by the BNAPS Perfin Study Group (2018) as having Eaton Type E2 perfins. There may be more. The thirteen are Canadian excise stamps (van Dam #FWT12, FWT15, FX36, FX38, FX39, FX41, FX62, FX64, FX66, FX67, FX71, FX80 and FX82).



*A three-cent excise stamp (van Dam #FX38) with a Type E2 Eaton's perfin was used to pay the excise tax on this 1933 bank cheque. The cheque is payable to "Eaton Limited."*

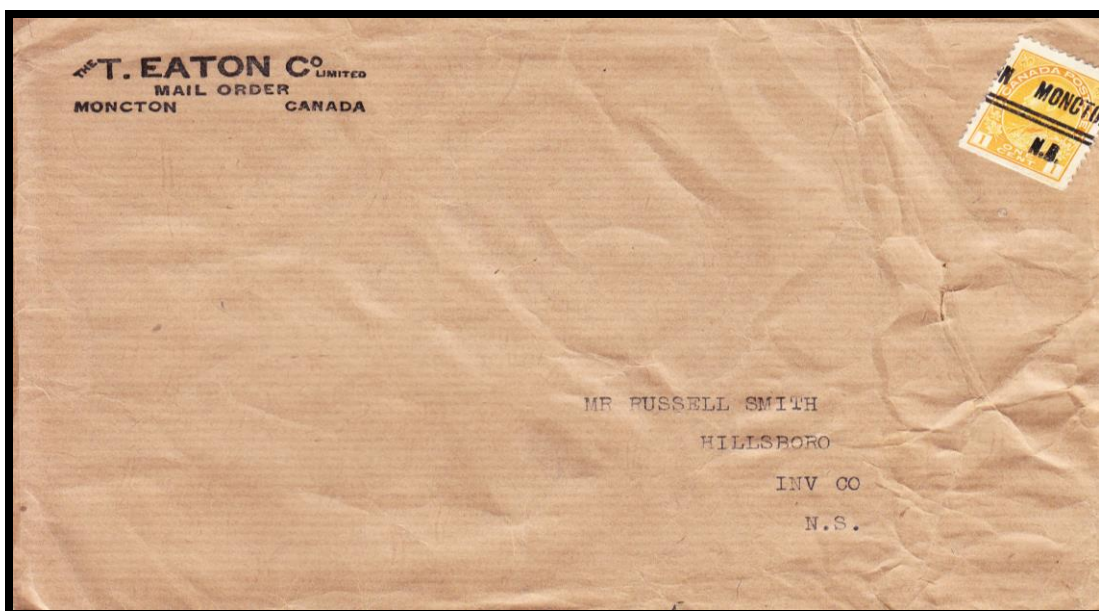
## **V. Eaton's Precancelled Postage Stamps**

The T. Eaton Company also used precancelled postage stamps on its mailings throughout much of its operating history. Two examples of the precancels from Moncton, New Brunswick, known on postage stamps used by Eaton's are shown below. These stamps decreased the handling time for mail assembly and posting.

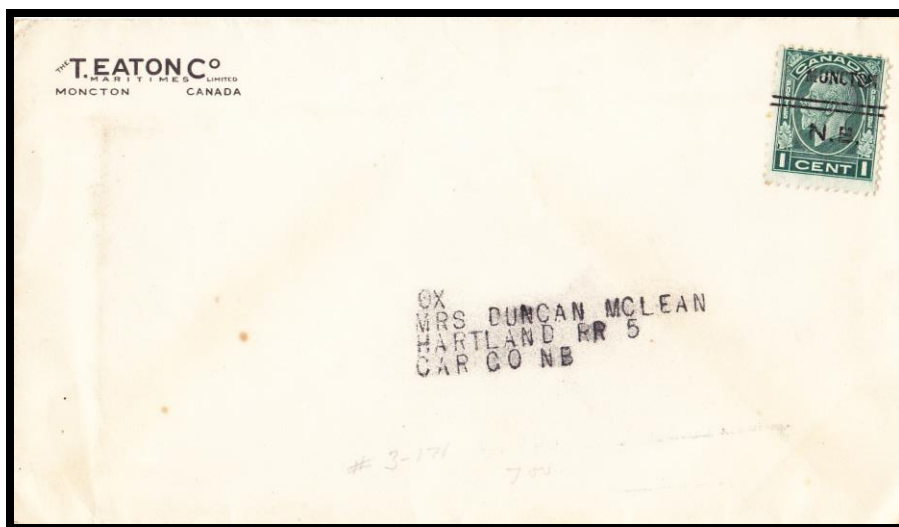
- Moncton Style #2-105 precancel (Marasco and Field 2015);
- Moncton Style #3-195 precancel (Marasco and Field 2015).

As noted above in Section IV, at least three additional Canadian precancels with the E2 Eaton's perfin are recorded, Montreal Styles 8-195, 10-219 and 10-231 (BNAPS Perfin Study Group 2018). Eaton's also used precancelled postcards, including Types P83a and P94d (Covert and Walton 2001) as illustrated later in Section VIII of this monograph. It is possible that Eaton's used additional precancelled postal stationery. This could include some of the other 52 precancelled postcards listed in Covert and Walton (2001) (e.g. #P29b to #P109).





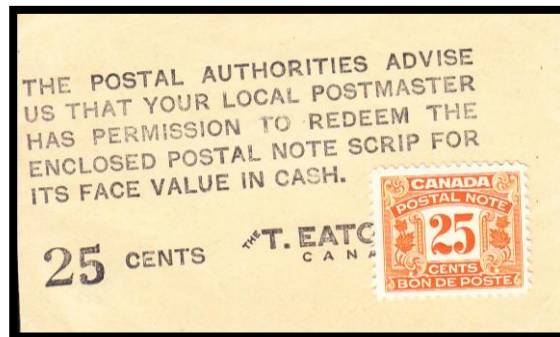
*Bulk mail cover from Eaton's in Moncton, New Brunswick, with a Moncton Style #2-105 precancel (Marasco and Field 2015) used on a one-cent George V Admiral postage stamp (Scott #105).*



*Bulk mail cover from Eaton's in Moncton, New Brunswick, with a Moncton Style #3-195 precancel (Marasco and Field 2015) used on a one-cent George V medallion postage stamp (Scott #195).*

## VI. Postal Note Stamps, Postal Scrip Stamps and Postal Money Orders Used for Eaton's Refunds

For some cash refunds to customers, Eaton's used Canadian postal note or postal scrip stamps enclosed in a small envelope or simply as a postal money order. These postal note stamps, postal scrip stamps and postal money orders could be cashed at most Canadian postal outlets. Also see Appendix 2 for a study of Eaton's refund cheques used for small cash refunds to mail order customers.



*Twenty-five cent Postal Note Stamp (van Dam #FPS14) used as a refund from Eaton's.*



*An uncashed Postal Money Order used for a refund sent by Eaton's to a customer in 1969, with two postal scrip stamps (van Dam #FPS31 and #FPS39), totalling 89 cents.*

## VII. Eaton's Preprinted Postal Stationery

Eaton's was a major user of preprinted postcards for a wide array of postal communications with its mail order and catalogue customers (over 70 are listed in Tables 1 and 2 and most are illustrated here). However, no complete inventory of what may exist in terms of Eaton's postal stationery products is known to the

author. The earliest use of an Eaton's private order postcard is at least 1896. More types likely exist. The Webb (1983) and Covert and Walton (2001) catalogues list 135 basic postcard types and many sub-types from 1871 to 1999. Only postcard types up to #P119 were likely used by Eaton's. An additional group of postcards (#P125-#P129, that are all bird-themed) also might have been used by Eaton's but this author has seen no examples. Most Canada Post postcards from 1983 to 1999 were special purpose cards sold in packages of five cards or singly for special events, and thus were not likely to have been bought in bulk by Eaton's.

Eaton's also used a large number of postcard types in their communications with suppliers (see also Table 1). The confirmed types of Eaton's postcards noted here use the Webb (1983) and Covert and Walton (2001) catalogue numbers when listing Eaton's material. The observed types are listed in sequence by their Webb and Covert/Walton catalogue numbers.

Covert and Walton (2001) summarize some of the known Eaton's preprinted postcards used for seasonal mail order catalogue notifications in the 1962 to 1969 period. They list 16 basic types in that period but note that both English and much rarer French versions exist. Some were produced with a return form at the right that could be detached and mailed back to Eaton's. Variants include notation of printings by "EATON'S CANADA" or "EATON'S MARITIMES."

Hence, the author makes no suggestion that this is a comprehensive listing. Other Eaton's postcard types likely exist. Eaton's usage of any other preprinted postal stationery such as envelopes, precancelled envelopes, postal wrappers or aerogrammes has not been seen by the author. Images used here are from the author's collection, various publications and online sources. No attempt is made here to ensure the accuracy of image aspect ratios.

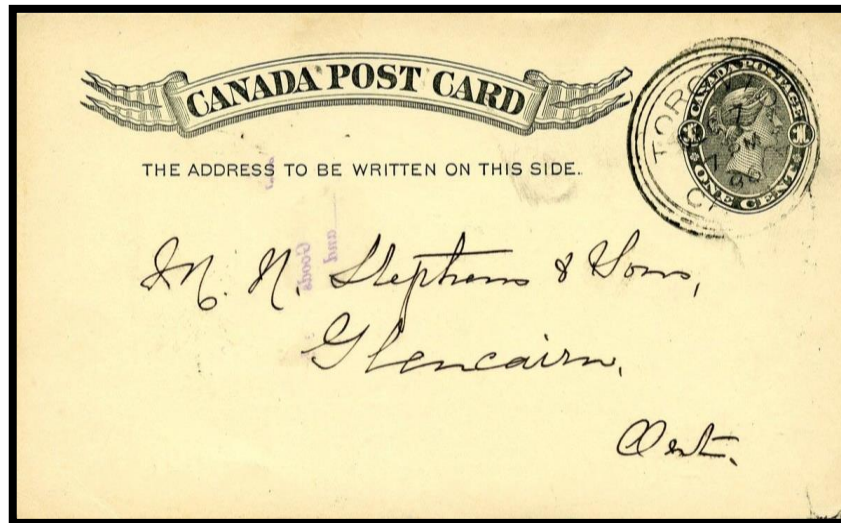
**Table 1: Eaton's Preprinted Postcards**

Year(s) of Use Noted	Description	Language (En - English; Fr - French; Bil - Bilingual)	Webb (1983) Cat. No.
<b>Queen Victoria</b>			
1896-1897	One-cent black preprinted stamp, Victoria rosette style, 140x86 mm, two lines on front.	En	P14 (Type 6)
1899-1902	One-cent green preprinted stamp, Victoria maple leaf style, Victoria, two lines on front.	En	P17 (Type 6)
1903	One-cent carmine preprinted stamp, Victoria maple leaf style, two lines on front.	En	P18 (Type 6)
1901	Two one-cent black preprinted stamp, Victoria maple leaf style, reply postcard, two lines on front of originator card.	En	P19 (Type 6)

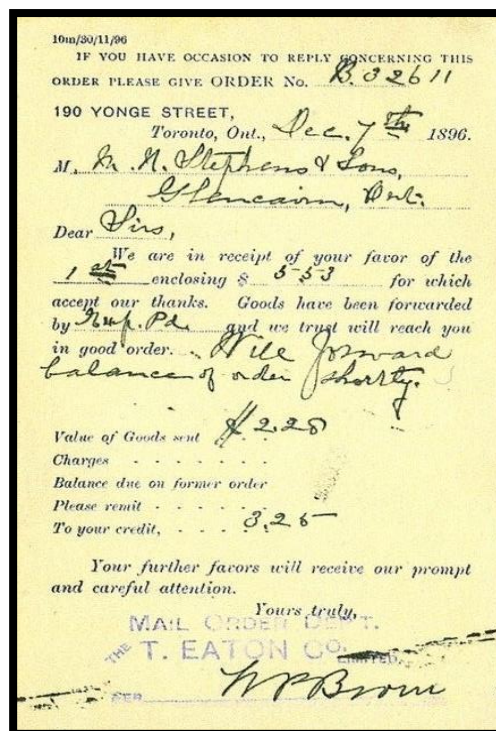
<b>King Edward VII</b>			
1903-1907	One-cent carmine preprinted stamp, Edward VII style, two lines on front.	En	P23 (Type 6)
1908	Two one-cent black preprinted stamp, Edward VII style, reply postcard, two lines on originator card, two lines on reply portion.	En	P24 (Type 6)
<b>King George V</b>			
Undated	One-half cent blue preprinted stamp, George V Admiral Style. Three lines on front.	En	P26c (Type 11)
1930	One-cent orange (Die II) preprinted stamp, George V Admiral style. One line on front.	En	P29d (Type 5)
1923-1924	One-cent orange (Die I) preprinted stamp, George V Admiral style. Two lines on front.	En	P29f (Type 6)
1927	One-cent and half-cent preprinted stamp, George V Admiral style. One line on originator card. Three lines on reply portion.	En	P30a (Types 6 and 11)
1916	Two cents carmine (Die II) preprinted stamp, George V Admiral style. Two lines on front.	En	P33d (Type 3)
1921	Two-cents carmine (Die II) preprinted stamp, George V Admiral style. Two lines on front.	En	P33f (Type 6)
1920	Two-cents red preprinted stamp, George V Admiral style. Four lines on front.	Bil	P33j (Type 8)
1929	Two-cents green preprinted stamp, George V Admiral style. Two lines on front.	En	P34f (Type 6)
Undated	Half-cent blue preprinted stamp, George V scroll type, Two lines on front.	En	P37 (Type 9)
Undated	One-cent orange and half-cent blue preprinted stamps, George V scroll style reply postcard. Two lines on front of originator portion, three lines on reply portion.	Bil	P39a (Types 7 and 10)
1930	Two-cents green preprinted stamp, George V Scroll style. No lines on front.	En	P40 (Type 1)
1930	One-cent orange preprinted stamp (Die II), George V arch style, One line on front.	En	P42d (Type 5)
1932	One-cent green preprinted stamp, George V arch style. No lines on front.	En	P43 (Type 1)
1939	Two-cents brown preprinted stamp, George V arch style. No lines on front. Typed response in French.	Fr	P50 (Type 1)
Undated	One-cent green preprinted stamp, George V medallion style. No lines on front. Typed response in French.	Fr	P52 (Type 1)
1934	Two-cents brown preprinted stamp, George V medallion style. No lines on front.	En	P55 (Type 1)
1939	Two-cents brown preprinted stamp, George V 1935 style. No lines on front.	En	P60 (Type 1)
<b>King George VI</b>			
1952-1955	One-cent green preprinted stamp, George VI style. Uprated with one-cent meter impression. No lines on front.	En	P66 (Type 1)
1948	Two one-cent green preprinted stamps, George VI style reply postcard. One line on originator portion and two lines on reply portion. Black inscriptions.	En	P67a (Types 5 and 12)
Undated	Two-cents light brown preprinted stamp, George VI style. No lines on front.	En	P68 (Type 1)
1951	Two-cents sepia preprinted stamp, George VI 1943 style. No lines on front.	En	P70 (Type 1)
1955	Two-cents olive preprinted stamp, George VI 1943 style. No lines on front.	En	P75 (Type 1)
1944	Three-cents mauve preprinted stamp, George VI 1943 style. No lines on front.	En	P78 (Type 1)



1950	Three-cents pale mauve offset preprinted stamp, George VI style. No lines on front.	En	P79 (Type 1)
1954	Four-cents purple preprinted stamp, George VI style. No lines on front.	En	P80 (Type 1)
<b>Queen Elizabeth II</b>			
1957-1960	Two-cents preprinted stamp, Elizabeth II First Karsh 1953 style. No lines on front.	En	P83 (Type 1)
1958	Two-cents preprinted stamp, Elizabeth II First Karsh 1953 style. No lines on front.	Bil	P83 (Type 1)
1961	Two-cents preprinted precancelled stamp, Elizabeth II First Karsh 1953 style. No lines on front.	En	P83a (Type 1)
1959	Two two-cents green preprinted stamps, Elizabeth II First Karsh 1953 style. Two line on the originator and reply portions, bilingual.	Bil	P84a (Types 7 and 14)
1955	Four-cents purple preprinted stamp, Elizabeth II First Karsh 1953 style. No lines on front.	En	P85 (Type 1)
1955	Four-cents overprinted in black on three-cents carmine preprinted stamp, Elizabeth II First Karsh 1953 style. No lines on front.	En	P86 (Type 1)
1955	Four-cents purple preprinted stamp, Elizabeth II 1954 style. No lines on front.	En	P88 (Type 1)
1962-1964	Two-cents green preprinted stamp, Elizabeth II Second Karsh 1960 style. No lines on front.	En	P91 (Type 1)
1964	Two two-cents green preprinted stamps, Elizabeth II Second Karsh 1960 style. Two lines each on originator card and reply card.	En	P92 (Types 7 and 14)
1964	Four-cents purple preprinted stamp, Elizabeth II Second Karsh 1960 style. No lines on front.	Bil	P93 (Type 1)
Undated	Three-cents violet preprinted stamp, Elizabeth II cameo style. No lines on front.	En	P94 (Type 1)
1969	Three-cents violet precancelled preprinted stamp, Elizabeth II cameo style. No lines on front.	Bil	P94d (Type 1)
Undated	Three-cents violet precancelled preprinted stamp, Elizabeth II cameo style. Two lines on front.	Bil	P94h (Type 18)
Undated	Four-cents red preprinted stamp, Elizabeth II cameo style. No lines on front. Burgundy banner on front, and burgundy bilingual text on reverse.	Bil	P97 (Type 1)
1966	Four-cents red preprinted stamp, Elizabeth II cameo style. No lines on front. Blue banner on front, and blue bilingual text on reverse side .	Bil	P97 (Type 1)
Undated	Four-cents red preprinted stamp, Elizabeth II cameo style. Two lines on front. Burgundy banner on front, and burgundy bilingual text on reverse side .	Bil	P97b (Type 18)
1967	Four-cents red preprinted stamp, Elizabeth II cameo style. Two lines on front. Blue banner on front, and blue bilingual text on reverse side. Says. T.F. Catalogue.	Bil	P97b (Type 18)
1966	Four-cents red preprinted stamp, Elizabeth II cameo style. Two lines on front. Black text, no banner.	Bil	P97b (Type 18)
1967	Four-cents red preprinted stamp, with Elizabeth II Centennial style. Two lines on front.	Bil	P101a (Type 18)
1969	Four-cents red preprinted stamp (P101a) revalued to six cents, with Elizabeth II Centennial style. Two lines on front.	Bil	P108a (Type 18)
1969	Five cents blue preprinted stamp with Elizabeth II Centennial style. Two lines on front.	Bil	P102a (Type 18)
1976	Six-cents orange and purple preprinted stamp, with Fisher style. Two lines on front.	Bil	P110 (Type 18)



P14 postcard, with one-cent black preprinted stamp, Victoria rosette style, 140x86 mm. Mailed on 30 November 1896 from Eaton's Toronto, Ontario, store to Glencairn, Ontario.



Reduced P14 postcard, reverse side with order acknowledgment.



P17 postcard (Type 6), with one-cent green preprinted stamp, Victoria maple leaf style. Mailed from Eaton's Toronto store on 8 May 1902 to Clarkes Harbour, Nova Scotia.

190 YONGE STREET  
Toronto, *May 8* 1902

NAME *Miss Gertrude Kenny*  
ADDRESS *Clarkes Harbour  
N.S.  
Shel. Co.*

Your goods have been forwarded by *mail*  
We trust you will receive them promptly and in good condition

*We are out of stock of 118922  
according to the quality of  
fill order.  
These are only 23¢ this  
sent for postage.  
We regret that there is not  
sufficient postage.*

If you have occasion to reply be sure to mention  
Order No. *224*

Am't Rec'd. <i>2.24</i>	Goods sent <i>1.78</i>
Goods Returned	Postage <i>28</i>
Bal. holding to Cr. }	Delivery Guarantee
from last order }	Bal. due on }
	former order }
Please remit	Amt. still to credit
	Returned <i>1.4</i>

*Soliciting your further orders, we remain,  
Yours very truly*  
EATON'S

P17 postcard, reverse side with note regarding shipment.



P18 postcard (Type 1), with one-cent carmine preprinted stamp, Victoria maple leaf style. Mailed from Eaton's Toronto, Ontario, store on 29 April 1903 to New Hamburg, Ontario.

190 YONGE STREET  
TORONTO, *Apr 28 1903*

Name *Mr. J. R. Fick*  
Address *New Hamburg Ont*

We beg to advise you that \_\_\_\_\_  
\_\_\_\_\_ goods as per your order of  
\_\_\_\_\_ have been forwarded by  
*Express* this day and we trust will reach  
you in good order.

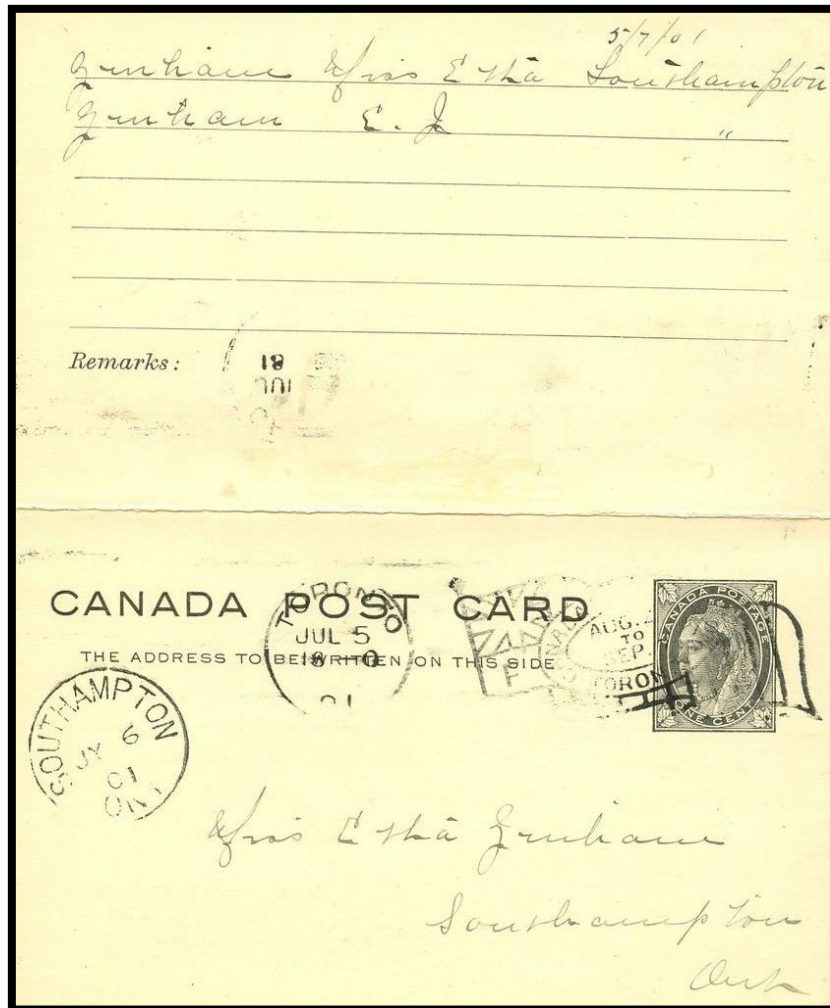
If you have occasion to reply, mention Order  
number *08273*

Yours truly  
MAIL DEPT.  
THE T. EATON CO. LIMITED  
Per *B*

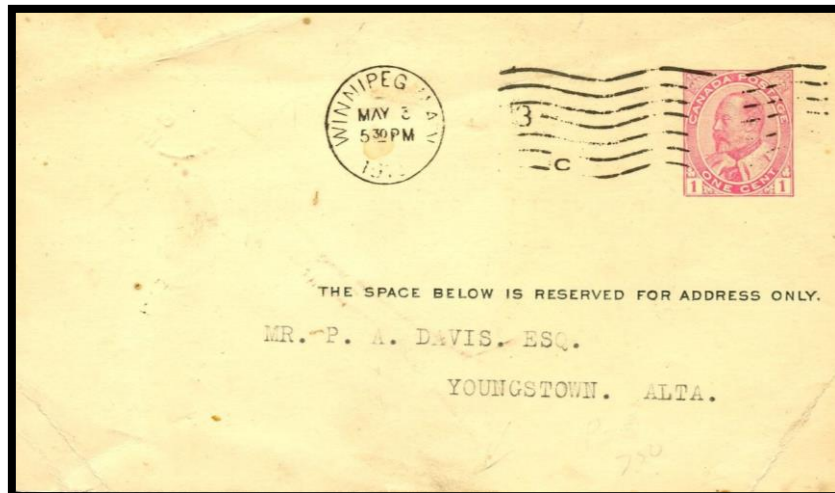
AMT. RECEIVED	<i>6 00</i>	GOODS	<i>6 00</i>
BAL. AT CREDIT		CHARGES	
GOODS RET'D		BAL. AT DEBIT	
TO REMIT		RET'D MONEY	
		CREDIT	
TOTAL		TOTAL	

P18 postcard, reverse side with a notice that goods have been shipped.





P19 two-part reply postcard (Type 6), with two one-cent black preprinted stamps, Victoria maple leaf style. Mailed on 5 July 1901, from Eaton's Toronto, Ontario, store to Southampton, Ontario. Reverse side portion postmarked 6 July 1901 requests customer's correct post office address for catalogue mailing.




*P23 postcard, with one-cent rose preprinted stamp, Edward VII style. Mailed from Eaton's store in Winnipeg, Manitoba, on 3 May 1903 to Youngstown, Alberta. One line on front.*

**EATON'S PRICE FOR BINDER TWINE**

**\$11.25** per 100 pounds paid down at any station in **Alberta**, charges paid.

**CAR LOTS 5c. LESS PER LB. A DEPOSIT OF \$100 REQUIRED ON CAR-LOT ORDERS.**

We are selling high grade Diamond  Manilla Twine, 550 feet to the pound. Order now and insure yourself against loss from shortage. We cannot promise to supply after July 1st.

**OUR GUARANTEE.**—If your crops are damaged by hail, rust, frost, drought or excessive rain, we will take the twine off your hands and refund your money in full and will pay all charges as well.

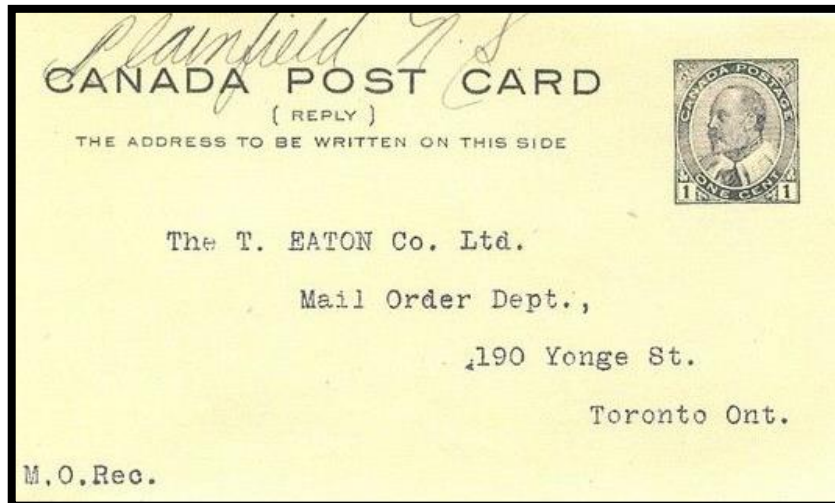
**THE T. EATON CO. LIMITED**  
WINNIPEG CANADA

*P23 postcard, reverse side with advertising for binder twine.*



*P24 reply postcard, with two one-cent black preprinted stamps, Edward VII style. Mailed on 23 September 1908 from Eaton's store in Toronto, Ontario, to Plainfield, Nova Scotia. Two lines are on front of originator portion; and three lines on the reply portion of the card.*





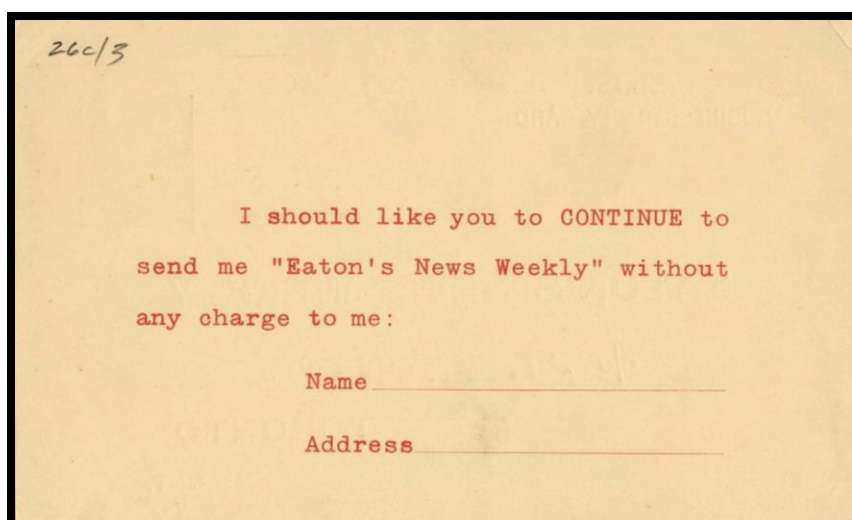
*P24 reply postcard, reply portion with one-cent black preprinted stamp, Edward VII style. Reverse of originating card requests information on the sender's name.*



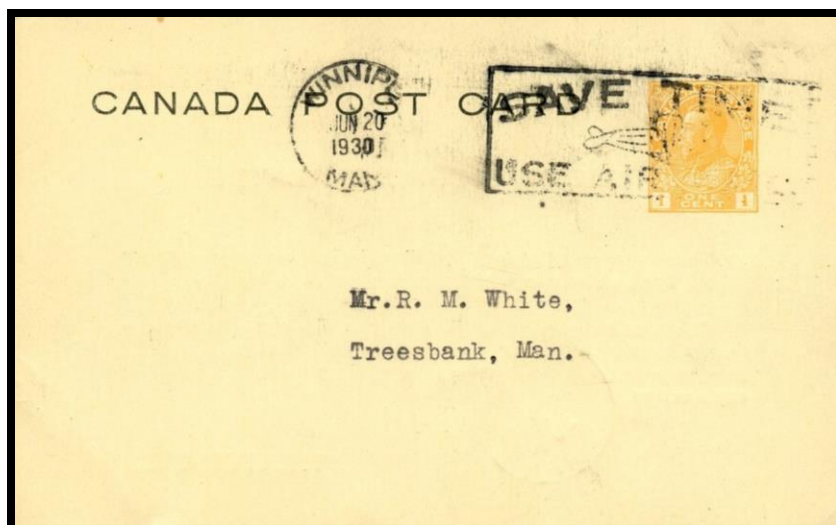
*Mail Order Building, Moncton, New Brunswick, in the 1940s. Note the "Diamond E" symbol on the water tower in this image, as used on the E3 perfin noted in Section IV.*



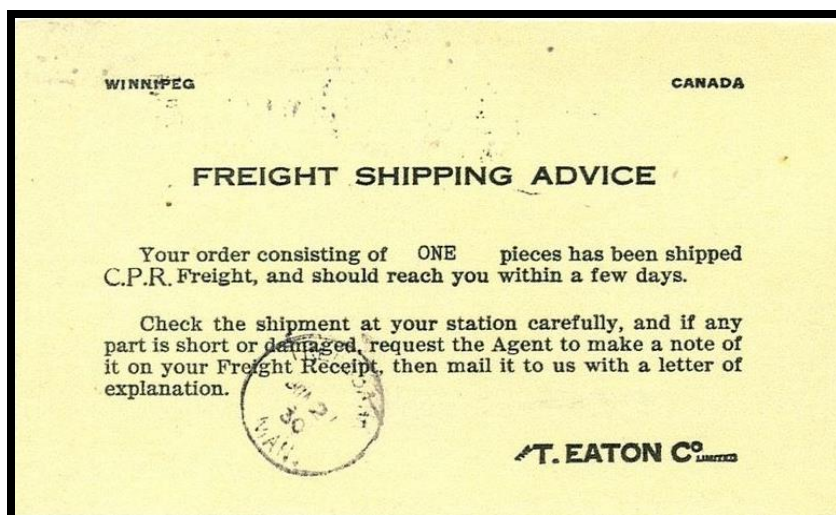
*P26c postcard (Type 11) with half-cent blue preprinted stamp. George V admiral style. To be returned to "Eaton's News Weekly" at Eaton's store in Toronto, Ontario. Unused.*



*P26c postcard, reverse side with request to confirm mailings of the "Eaton's News Weekly" magazine.*

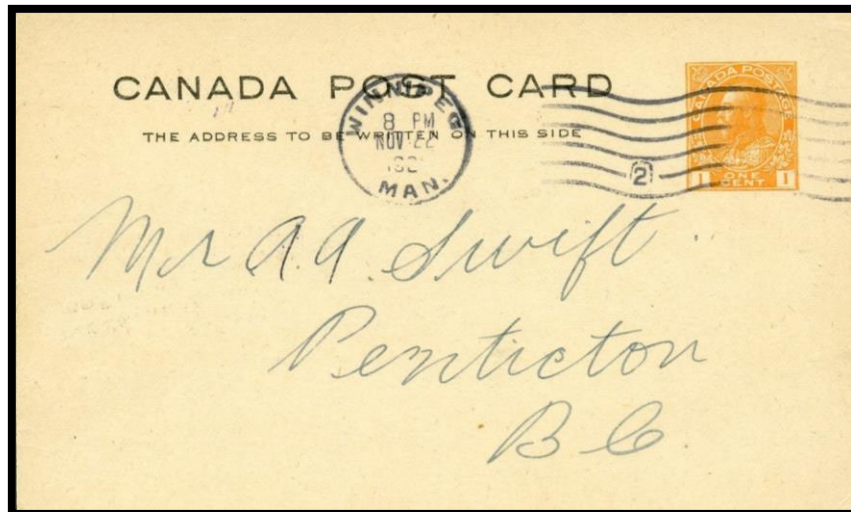


*P29d postcard (Type 5), one-cent orange preprinted stamp, George V admiral style (Die II). Mailed on 20 June 1930 from Eaton's store in Winnipeg, Manitoba, to a customer in Treesbank, Manitoba. One line on front.*



*P29d postcard, reverse side with notice of rail shipping of an order.*

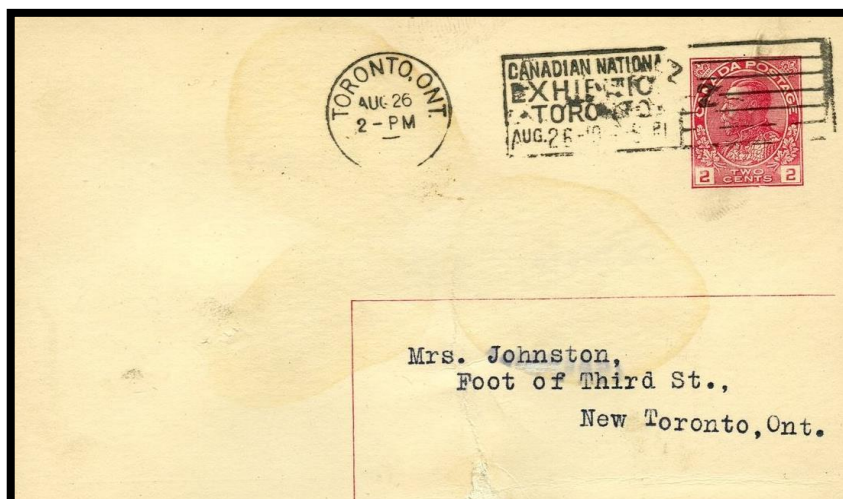




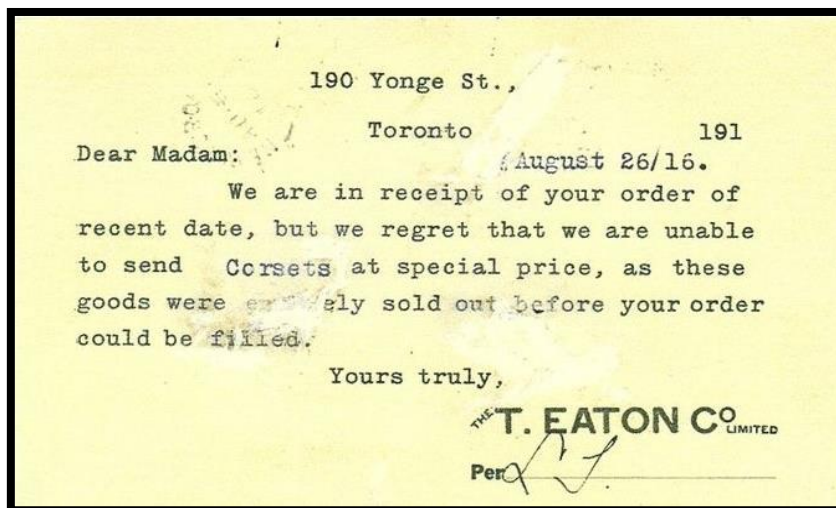
*P29f postcard (Type 6), one-cent orange (Die I) preprinted stamp, George V admiral style. Mailed on November 22, 1924 from Eaton's store in Winnipeg, Manitoba, to a customer in Penticton, British Columbia. Two lines on front of card.*



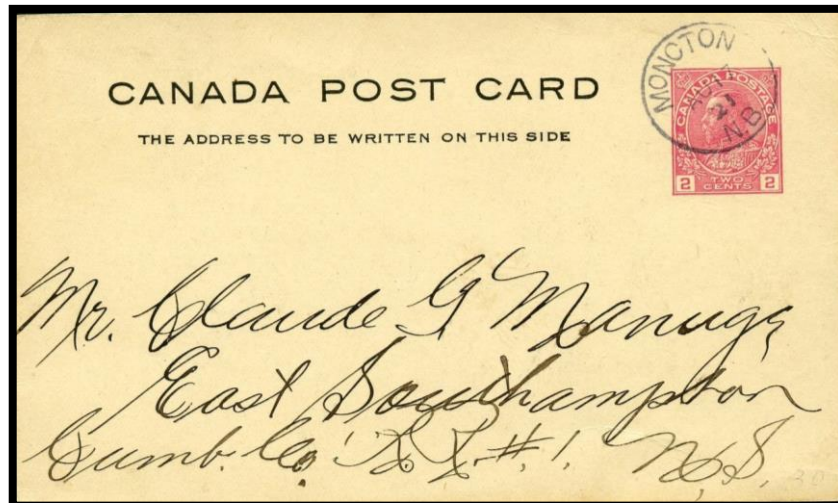
*P29f postcard, reverse side with express shipping notice.*



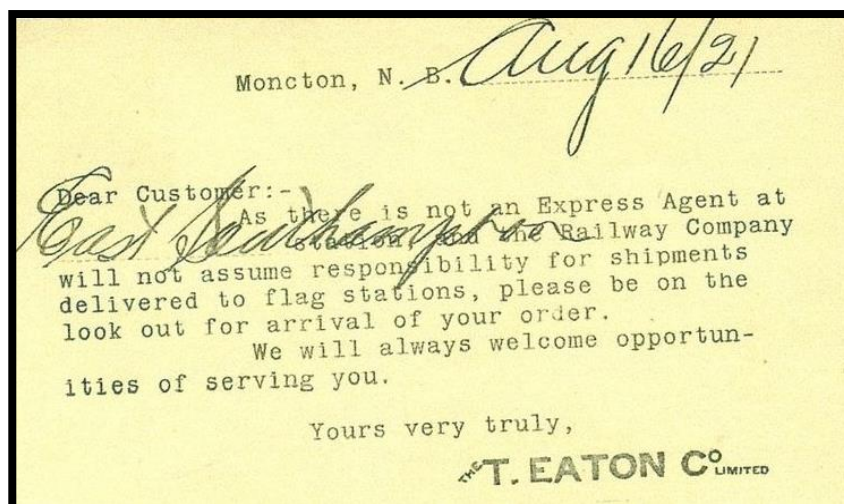
*P33d postcard (Type 3), with two-cents red (Die II) preprinted stamp, George V admiral style. Mailed on 26 August 1916 from the Eaton's store in Toronto, Ontario, to a customer in New Toronto, Ontario. It has vertical and horizontal lines on the front of the card.*



*P33d postcard, reverse side with notification of inability to ship the order as the goods were sold out.*

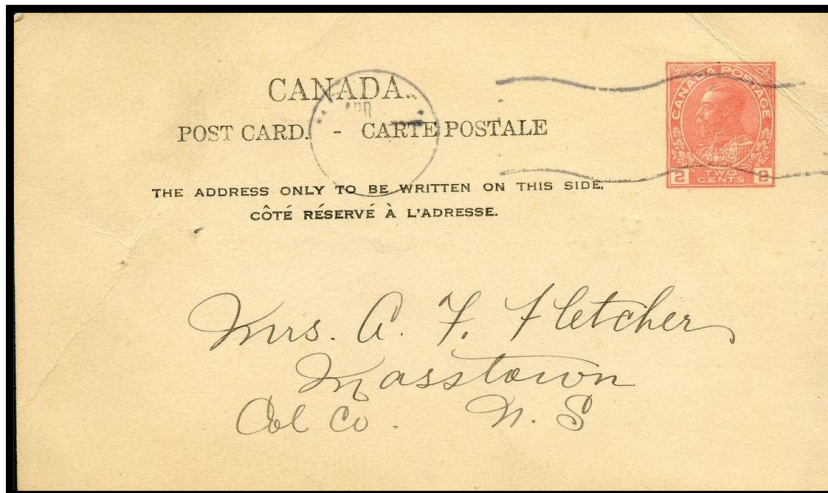


P33f postcard (Type 6), with two-cents red (Die II) preprinted stamp, George V admiral style. Mailed on 15 August 1921 from the Eaton's store in Moncton, New Brunswick, to East Southamptn, Nova Scotia. It has two lines on the front of the card.

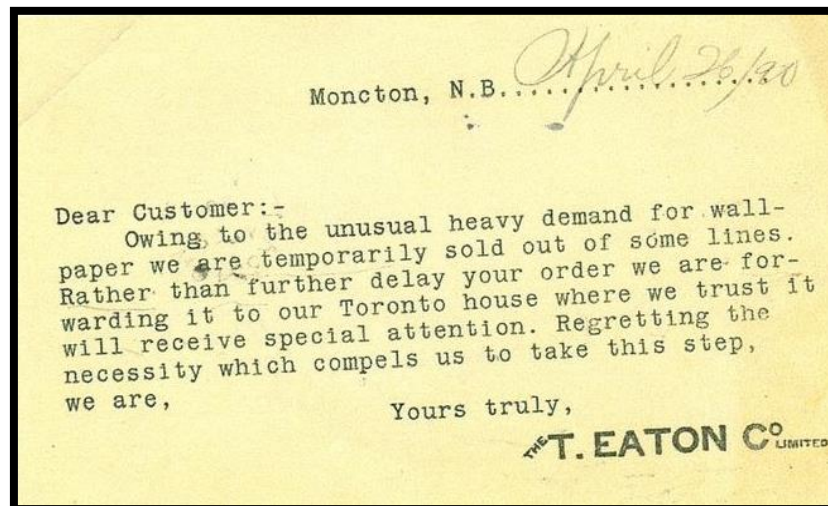


P33f postcard, reverse side with shipping notification to look out for the arrival of shipment.

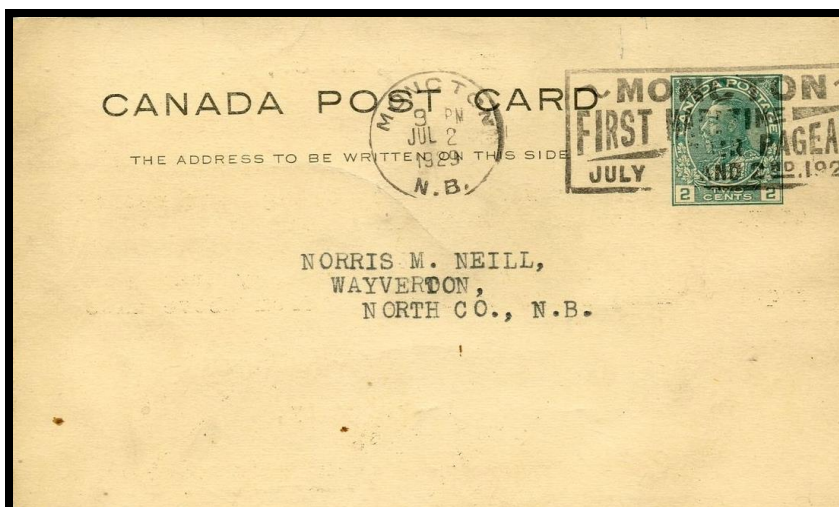




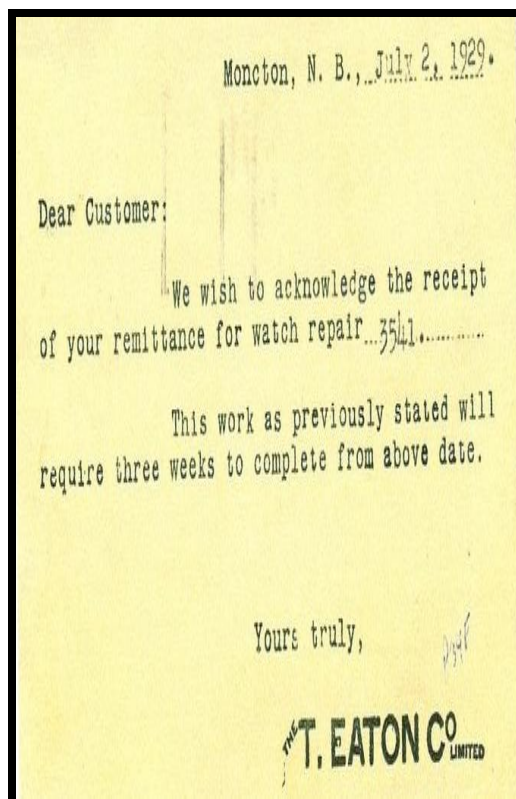
*P33j postcard (Type 8), with two-cents red preprinted stamp, George V admiral style. Mailed from Eaton's store in Moncton, New Brunswick, to Masstown, Nova Scotia. Undated.*



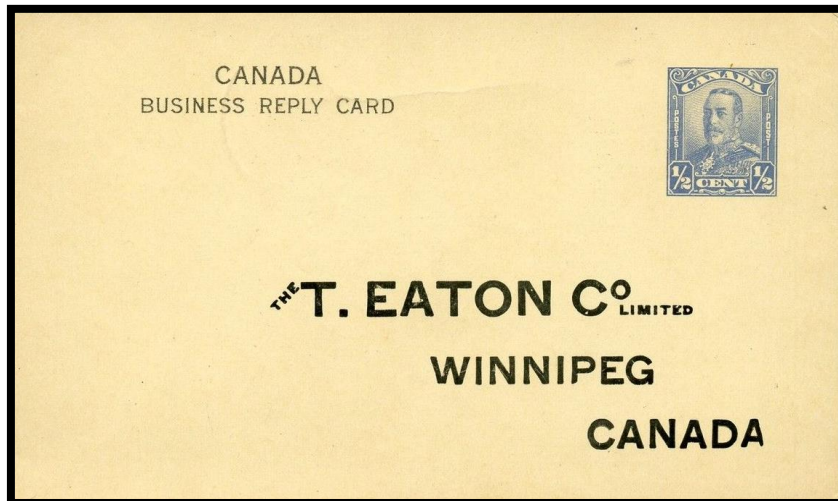
*P33j postcard, reverse side with a notification message that the order has been sent to Eaton's in Toronto, Ontario, due to a lack of stock in Moncton.*



*P34f postcard (Type 6), two-cents green preprinted stamp, George V admiral style. Mailed on 2 July 1929 from Eaton's store in Moncton, New Brunswick, and sent to a customer in Wayverton (North County), New Brunswick. Two lines on front.*



*P34f postcard, reverse side with Notification of watch repair.*



*P37 postcard (Type 9) with half-cent blue preprinted stamp, George V scroll style. Mailed from Eaton's in Winnipeg, Manitoba, to a customer in Nanoose Bay, British Columbia. Undated.*

THE T. EATON CO LIMITED  
WINNIPEG CANADA

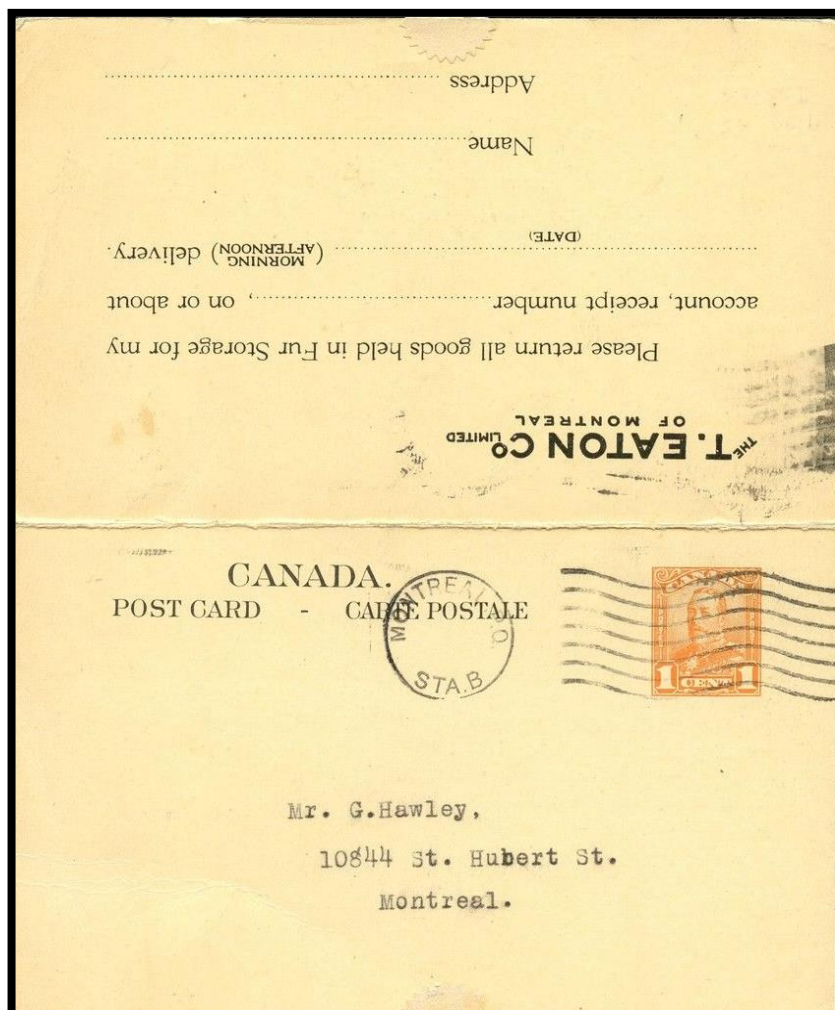
Immediate replies to the following questions will ensure you receiving a copy of our next Catalogue.

Is the address printed below the one you desire your Catalogues mailed to? If not, state correct address. Post Office.....  
Prov..... If you have ordered or received mail at any other office during past year, state name of office.  
Post Office..... Prov.....  
Name of Head of Household.....

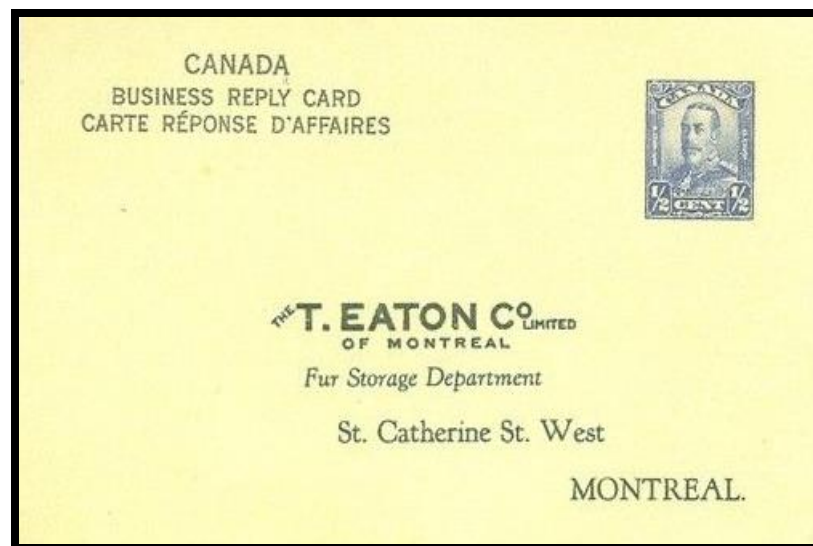
Dept. 167 KIRCHHOFF 13  
NANOOSE BAY B.C. 833

*P37 postcard, reverse side to be used by customer to request an Eaton's catalogue.*

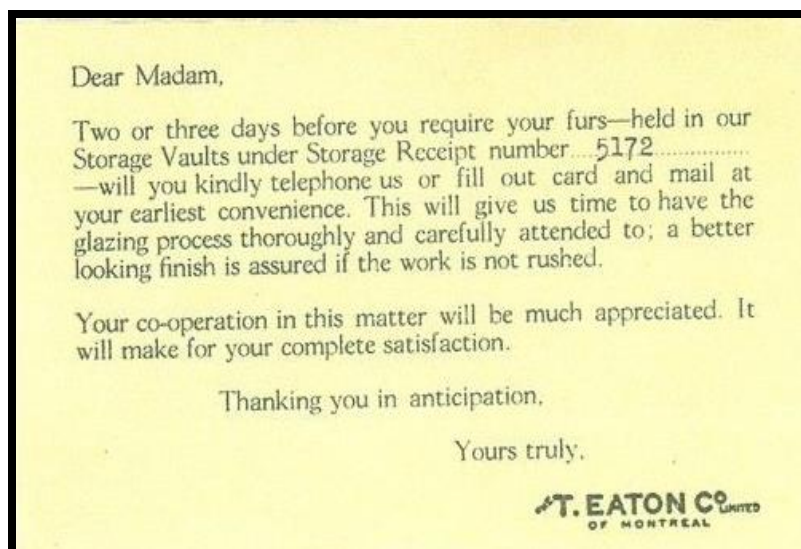




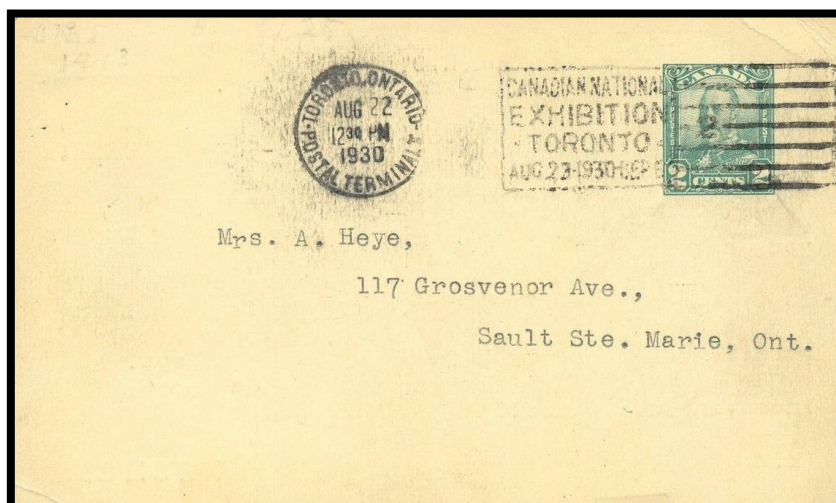
*P39a reply postcard (Types 7 and 10), with one-cent orange and half-cent blue preprinted stamps, George V scroll type. Mailed from the Eaton's store in Montreal, Quebec, store to a local address in Montreal. Two lines on originator portion, three lines on unused reply portion.*



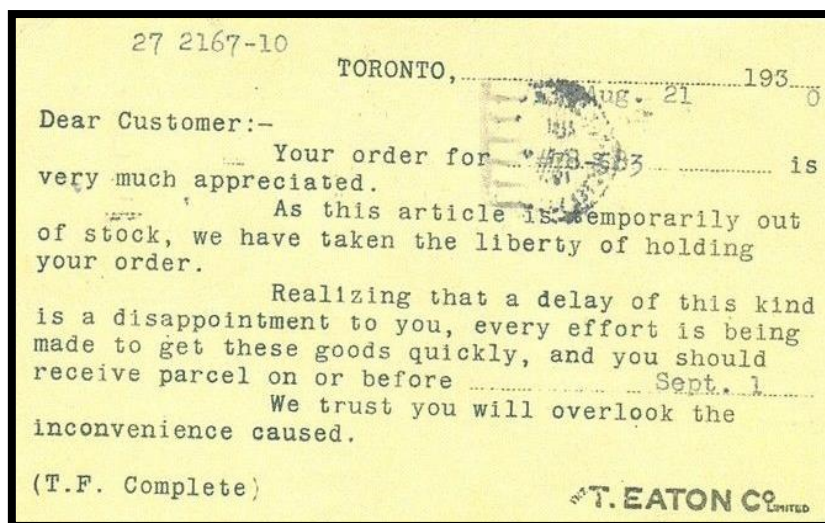
*P39a reply postcard (Type 10) with a half-cent preprinted stamp, George V scroll type addressed to the Eaton's store in Montreal.*



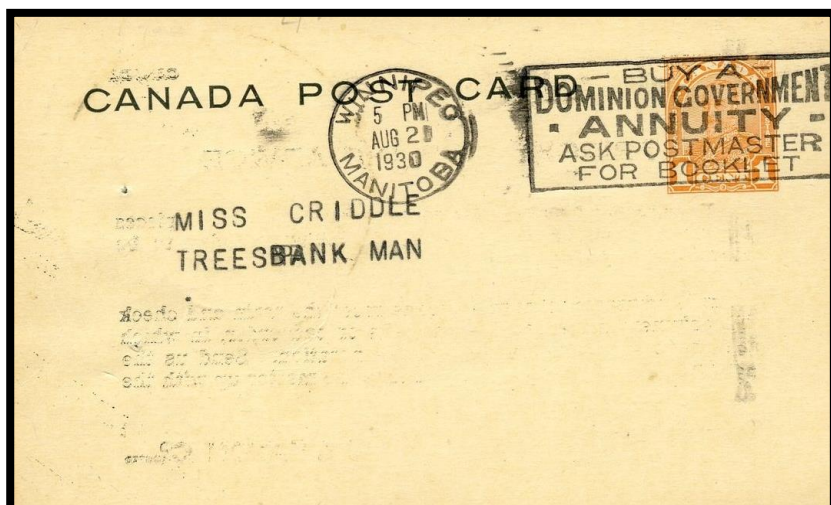
*P39a postcard, reverse side reply portion with Request for customer information.*



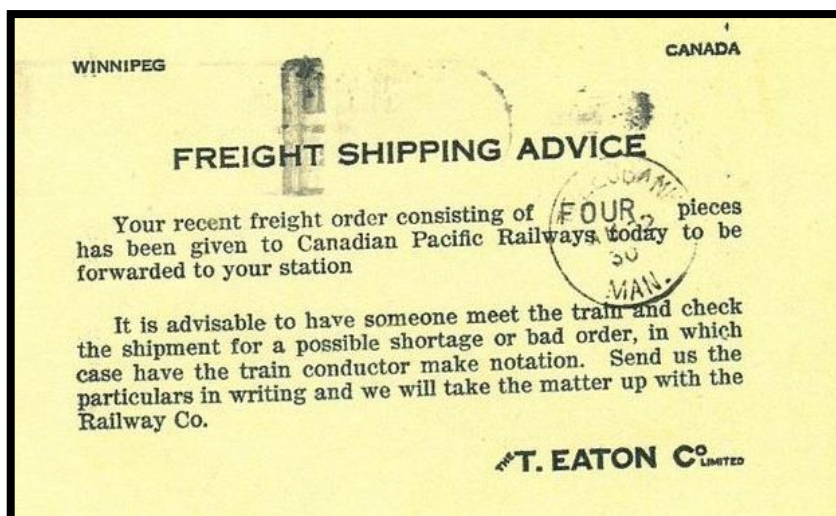
*P40 postcard (Type 1), two-cents green preprinted stamp, George V scroll style. Mailed on 22 August 1930 from Eaton's store in Toronto, Ontario, to a customer in Sault Ste. Marie, Ontario. No lines on front.*



*P40 postcard, reverse side with delayed shipping notice.*

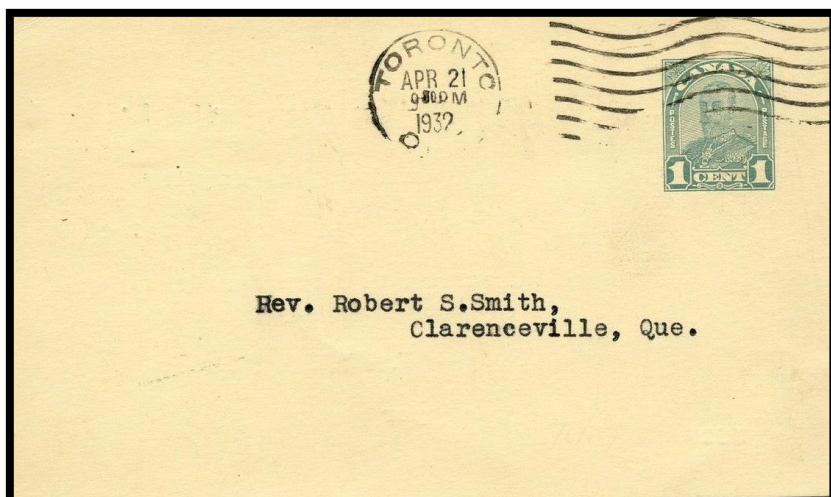


*P42d postcard (Type 5), with one-cent orange (Die II) preprinted stamp, George V arch style. Mailed on 2 August 1930 from Eaton's store in Winnipeg to a customer in Treesbank, Manitoba. One line on front.*

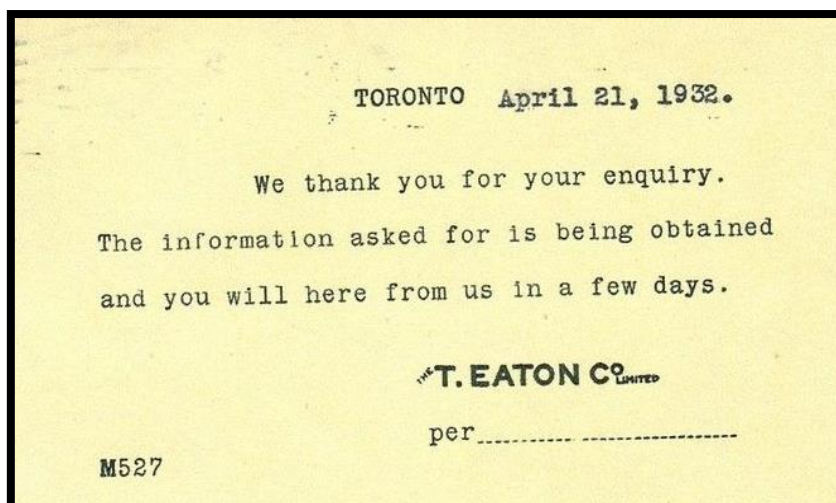


*P42d postcard, reverse side with shipping notice via Canadian Pacific Railway.*



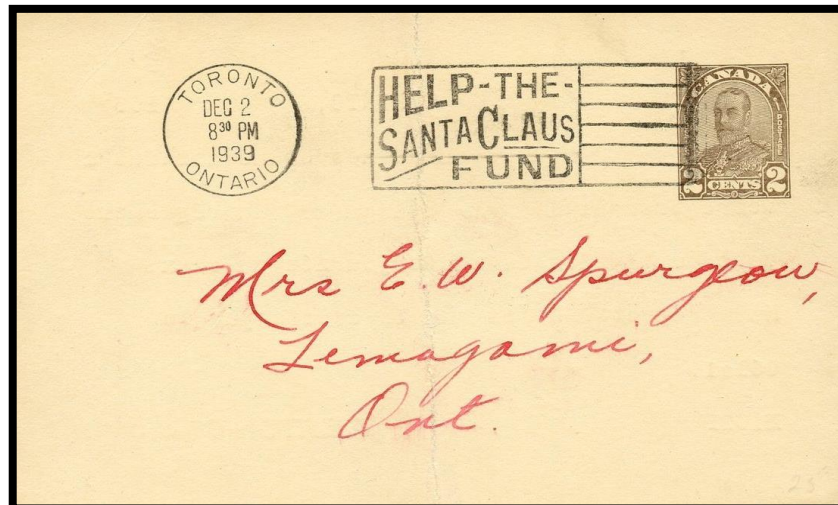


*P43 postcard (Type 1), one-cent green (Die II), George V arch style, from Eaton's store in Toronto, Ontario. Mailed on 21 April 1932 to a customer in Clarenceville, Quebec. No lines on front.*

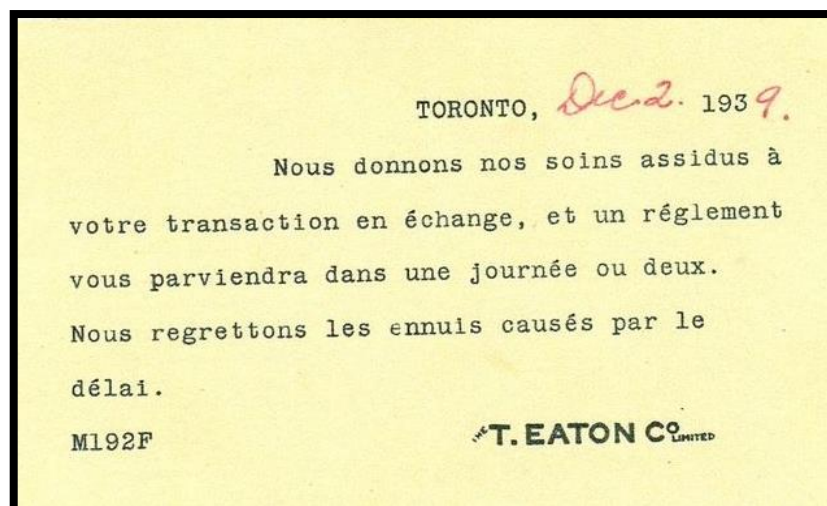


*P43 postcard, reverse side with information notice.*

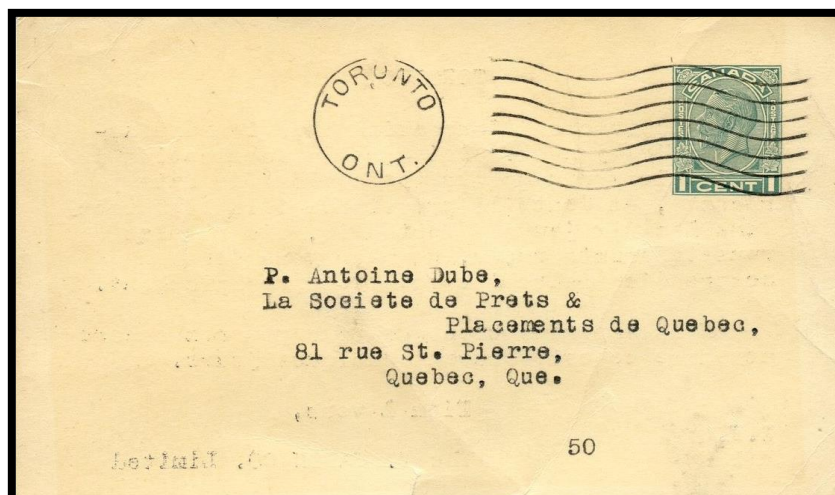




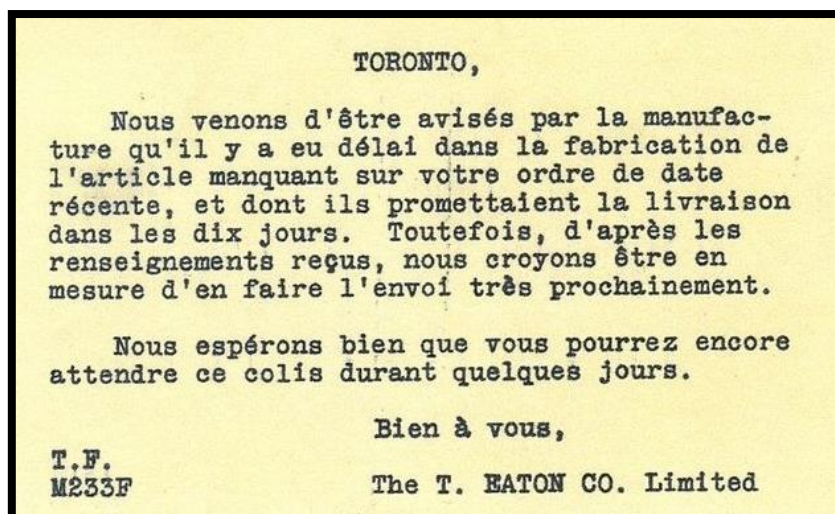
P50 postcard (Type 1), two-cents brown preprinted stamp (Die II), George V arch style. Mailed on 2 December 1939 from Eaton's store in Toronto, Ontario, to a customer in Temagami, Ontario. No lines on front.



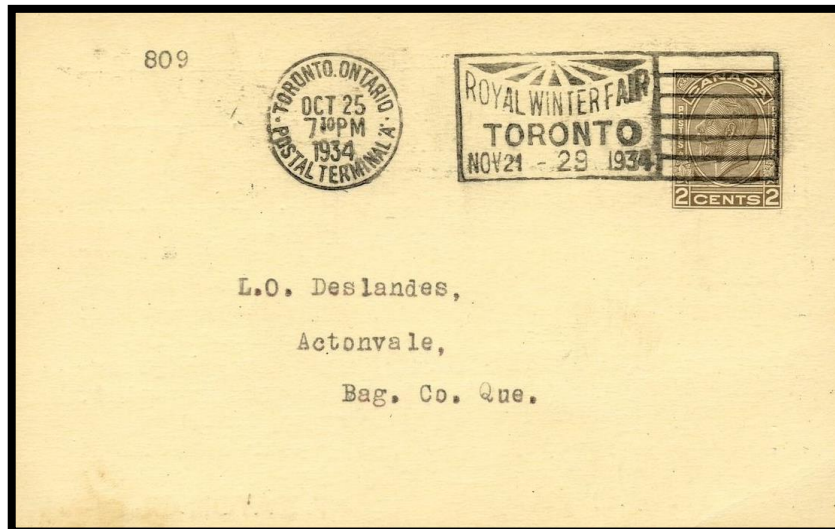
P50 postcard, reverse side with notification in French that an order has been delayed by a day or two.



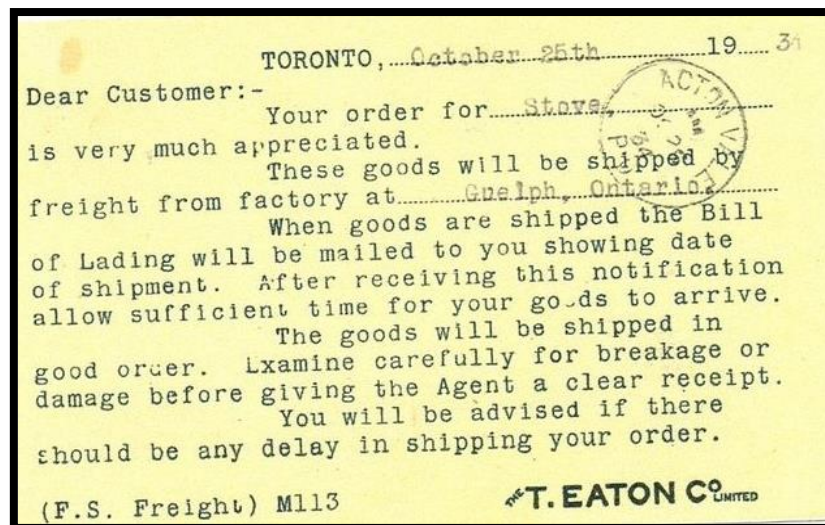
*P52 postcard (Type 1), one-cent green preprinted stamp, George V medallion style. Mailed from Eaton's store in Toronto, Ontario, to an organization in Quebec City, Quebec. No date. No lines on front.*



*P52 postcard, reverse side with notification in French that an order has been delayed due to a delay in the manufacture of the product.*

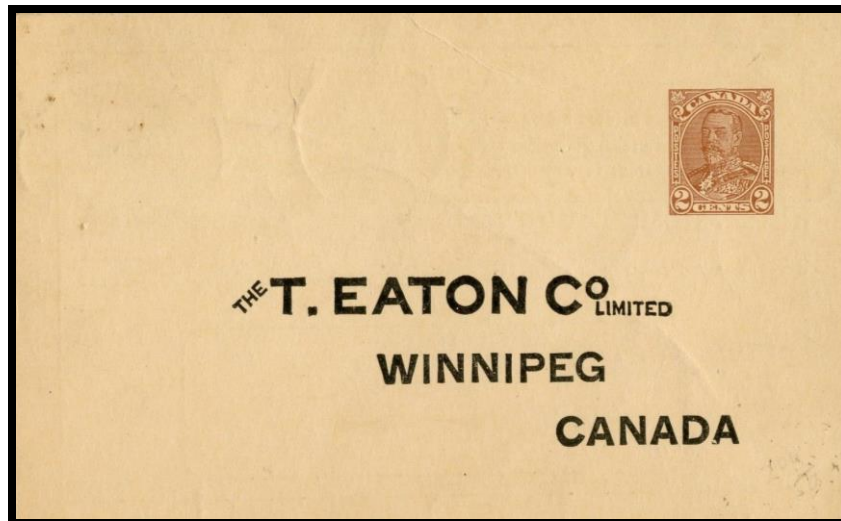


*P55 postcard (Type 1), two-cents brown preprinted stamp, George V medallion style. Mailed on 25 October 1934 from the Eaton's store in Toronto, Ontario, to a customer in Actonvale, Quebec. No lines on front.*



*P55 postcard, reverse side with shipping notification for a stove.*





*P60 postcard (Type 1), two-cents brown (Die I). With George V 1935 style, mailed from Eaton's Winnipeg, Manitoba, store to customer in Norway Valley, Alberta. Dated 4-1939.*

60-381/4

THE T. EATON CO. LIMITED  
WINNIPEG CANADA

The address printed below is the one given by you on your last order. Is it to this address you wish your next Catalogue mailed?.....

If not, state address to which Catalogues should be sent.....

If you have ordered or received mail at any other office during past year, state name of office.....

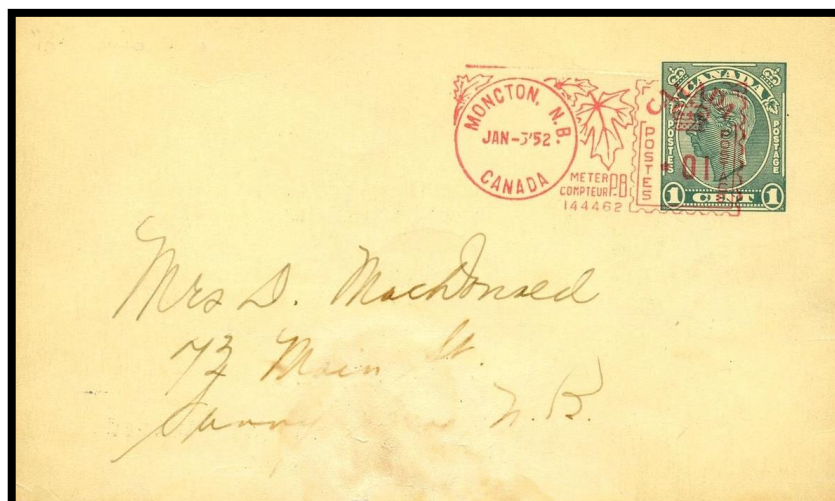
Name in full of Head of Household where you now live.....

Dept. 167

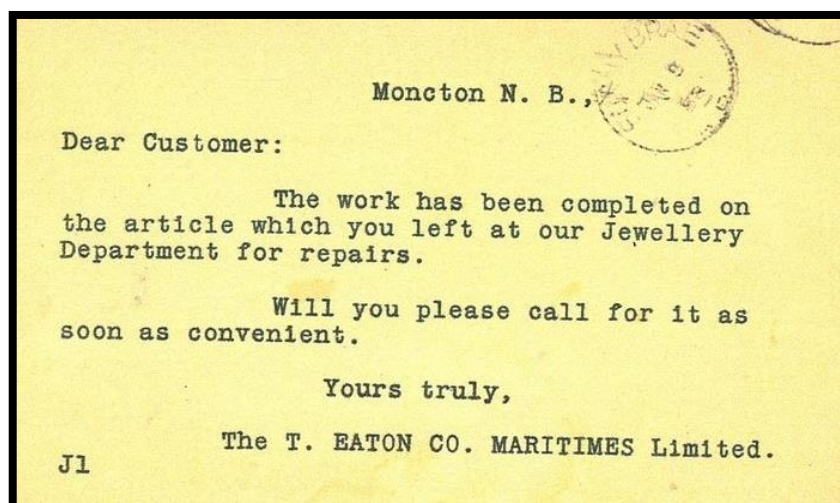
SANDERS EDW P  
NORWAY VALLEY ALTA G 13

4 1 1 1 1 1

*P60 postcard, reverse requests information on correct address for catalogue delivery.*

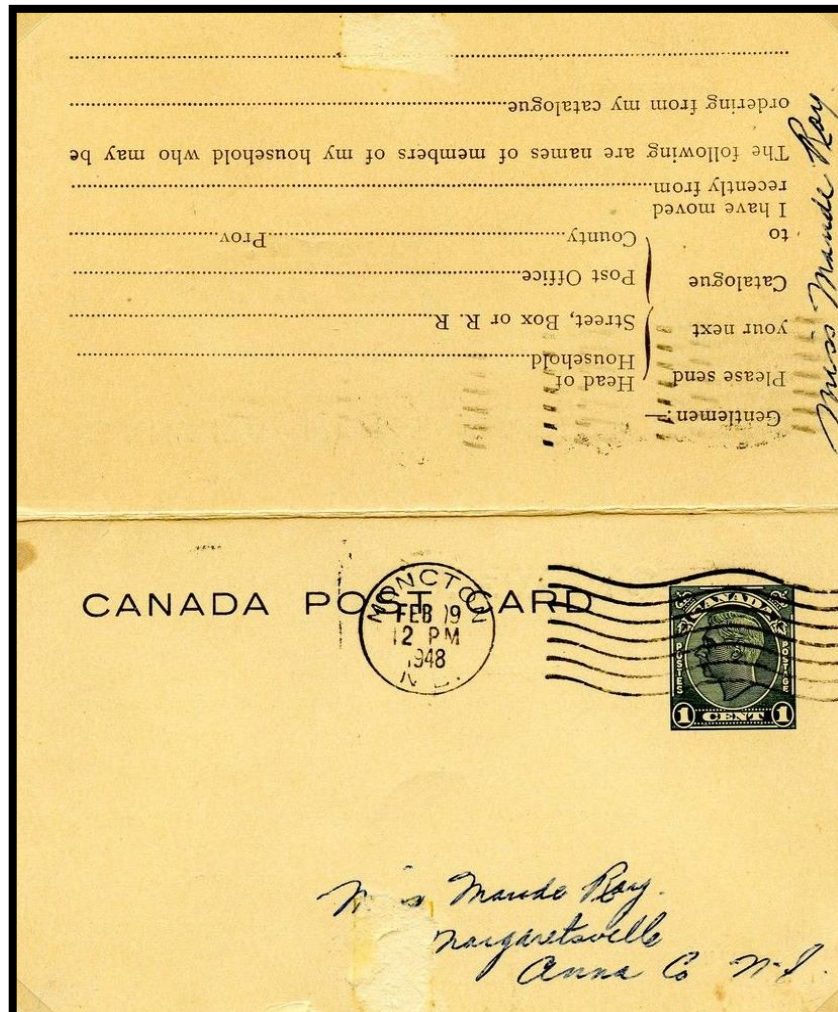


*P66 postcard (Type 1), one-cent green preprinted stamp, George VI style, uprated with one-cent meter impression. Mailed on 3 January 1952 from the Eaton's store in Moncton, New Brunswick, locally to Sunny Brae (now part of Moncton), New Brunswick. No lines on front.*



*P66 postcard, reverse side with notice of the completion of a jewellery repair.*

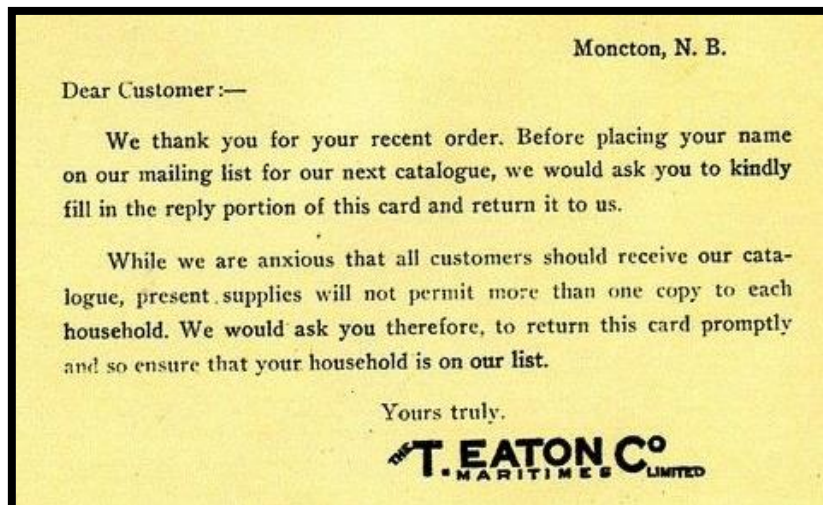




P67a reply postcard (Types 5 and 12), with two one-cent, green preprinted stamps, George VI style, black inscription, one line on originator card, two lines on reply card. Mailed on 19 February 1948 from Eaton's store in Moncton, New Brunswick, to Margaretville, Nova Scotia.



*P67a postcard (Type 12), intended to be mailed back to Eaton's store in Moncton, New Brunswick.*



*P67a postcard, reverse side with request for proper postal address.*



*P68 postcard (Type 1), two-cents light brown preprinted stamp, George VI style. Mailed from Eaton's Catalogue Order Office in Winnipeg, Manitoba, to a customer in Île-à-la-Crosse, Saskatchewan. No lines on front.*

THE T. EATON CO<sup>o</sup> LIMITED  
WINNIPEG CANADA

The address printed below is the one given by you on your last order. Is it to this address you wish your next Catalogue mailed?.....

If not, state address to which Catalogues should be sent.....

If you have ordered or received mail at any other office during past year, state name of office.....

Post Office.....

Name in full of Head of Household where you now live.....

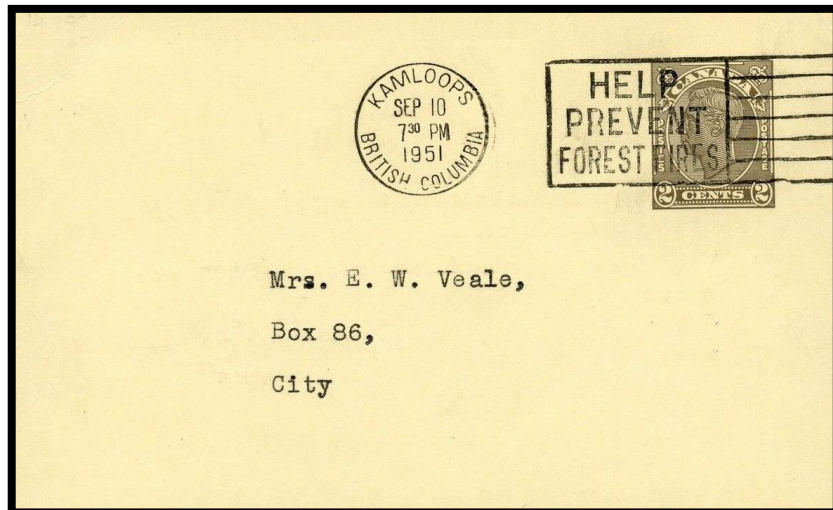
Dept. 167

CHARTIER MR EUGENE  
ILE A LA CROSSE SASK  
9 18

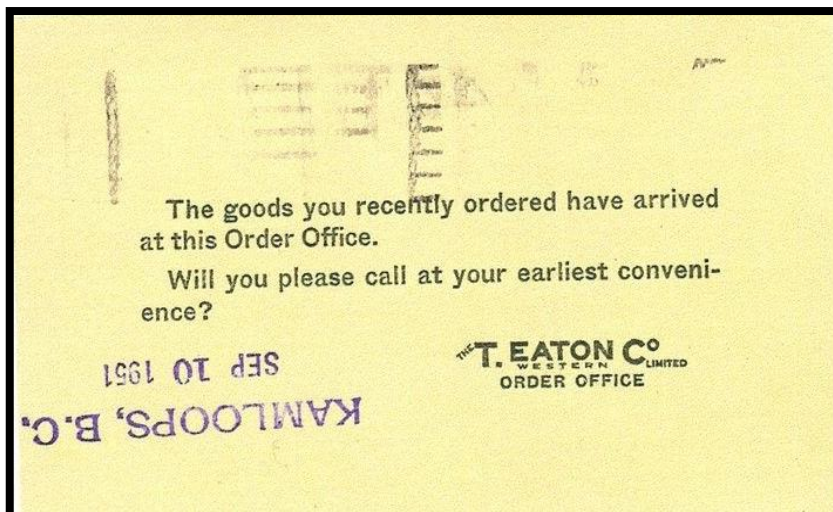
S

*P68 postcard, for reply to Eaton's Winnipeg store. Reverse side of the card seeks corrected mailing information from the customer for the next Eaton's catalogue.*



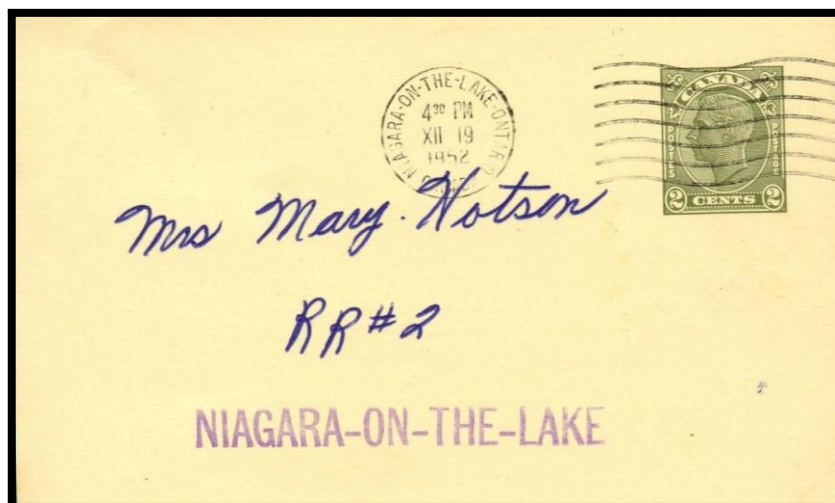


*P70 postcard (Type 1), two-cents sepia offset preprinted stamp, George VI style. Mailed on 10 September 1951 from Eaton's Western Order Office in Kamloops, British Columbia, to a local address in Kamloops. No lines on front.*

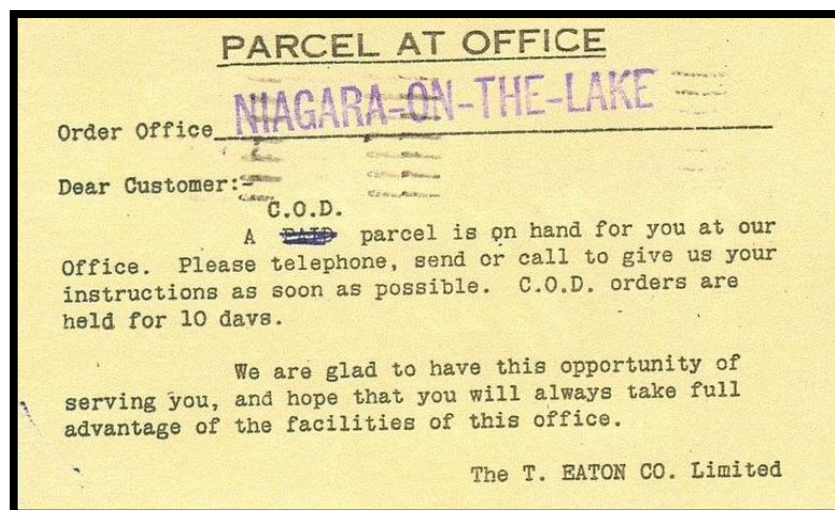


*P70 postcard, reverse side with notice that an ordered item has arrived.*

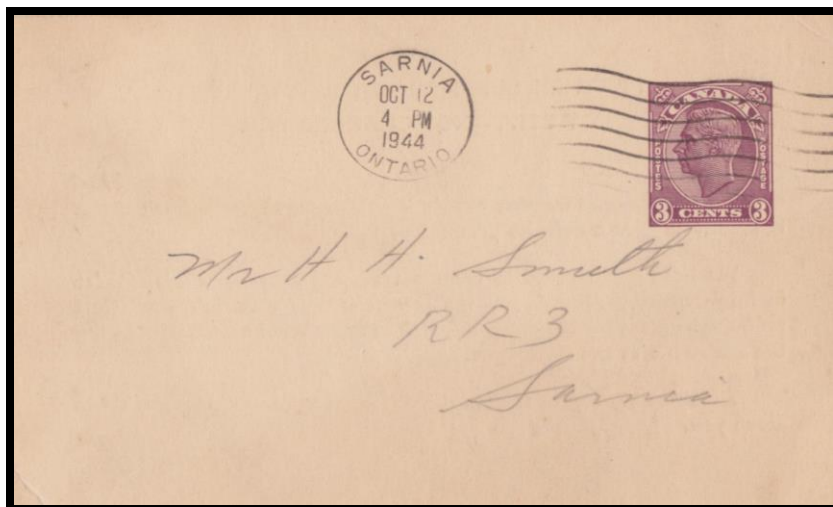




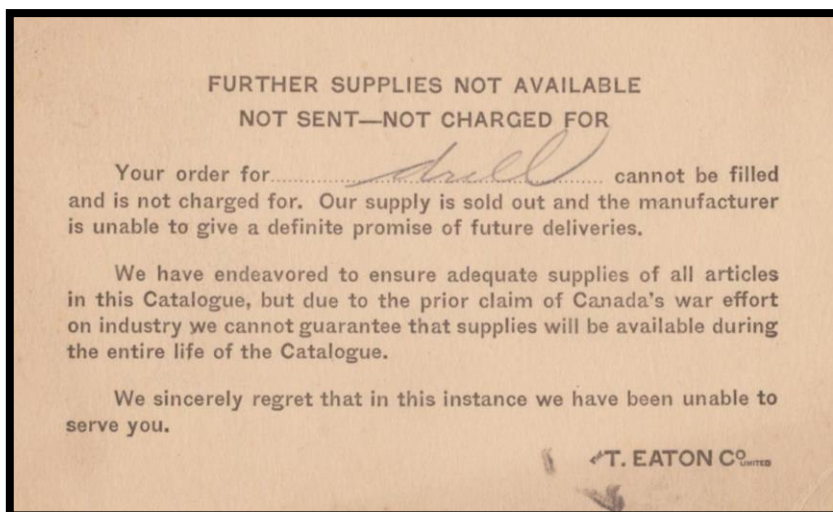
*P75 postcard (Type 1), George VI 1943 style, with two-cents olive green preprinted stamp. Mailed on 19 December 1952 from Eaton's Order Office in Niagara-On-The-Lake, Ontario, locally to a customer in Niagara-On-The-Lake.*



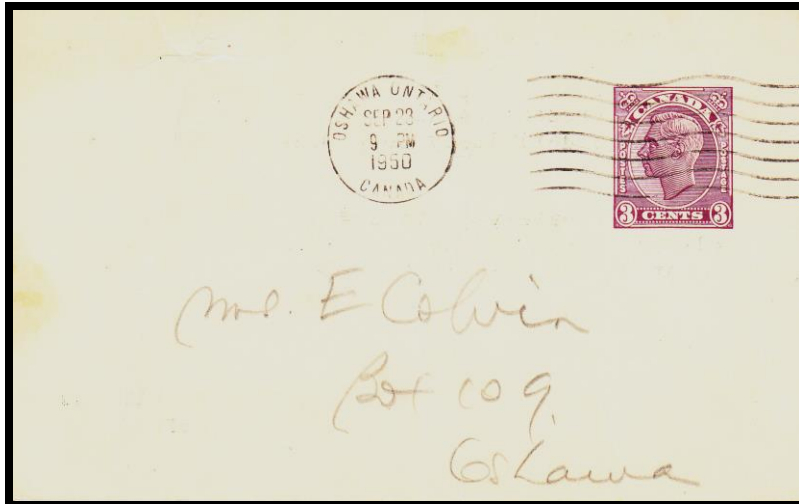
*P75 postcard, reverse side advising that a C.O.D. parcel is now at the Niagra-On-The-Lake Eaton's Order Office. Says "Parcel At Office" at top.*



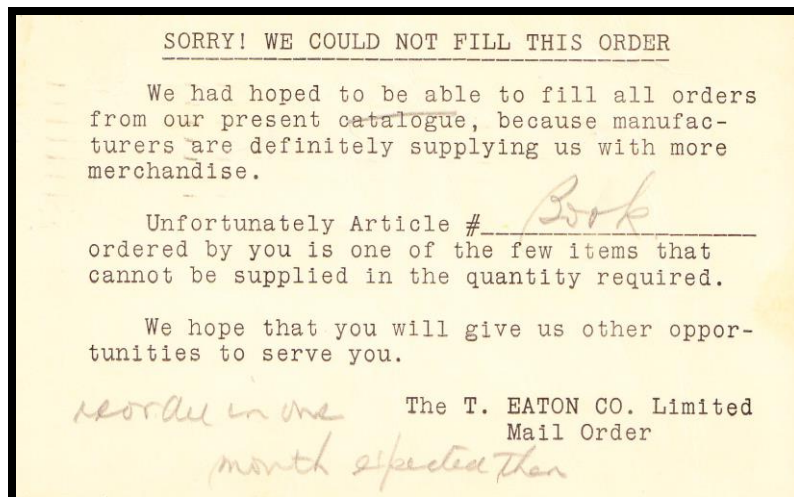
*P78 postcard (Type 1), three-cents mauve preprinted stamp, George VI style. Mailed on 12 October 1944 from Eaton's store in Sarnia, Ontario, to a local customer in Sarnia. No lines on front.*



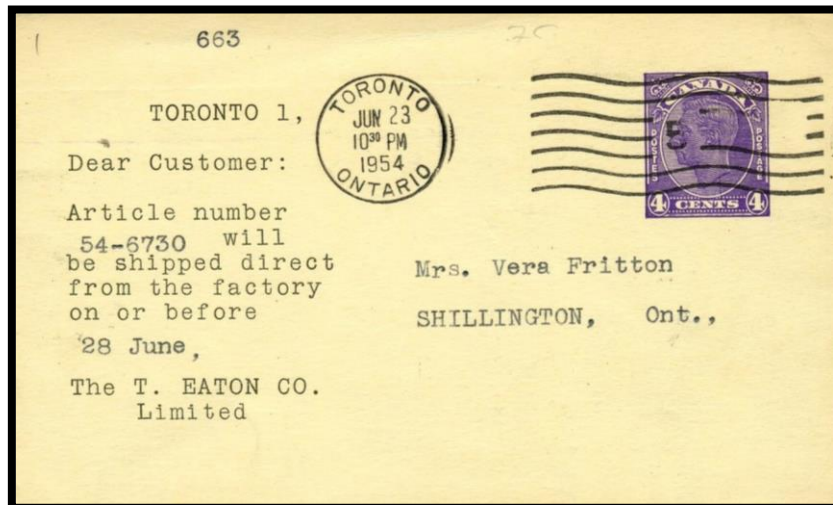
*P78 postcard, reverse side with notification that a drill could not be supplied.*



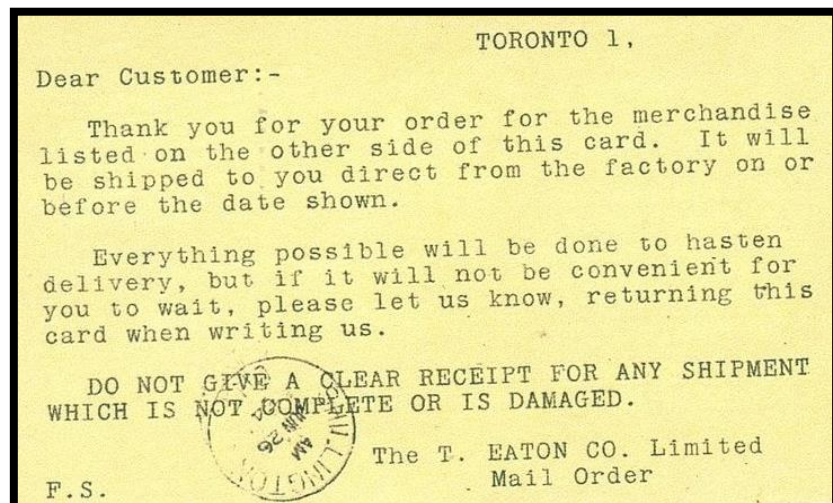
*P79 postcard (Type 1), three-cents pale mauve preprinted stamp, George VI style. Mailed on 23 September 1950 from Eaton's store in Oshawa, Ontario, locally to a customer in Oshawa. No lines on front.*



*P79 postcard, reverse side with notification that a book order could not be fulfilled.*

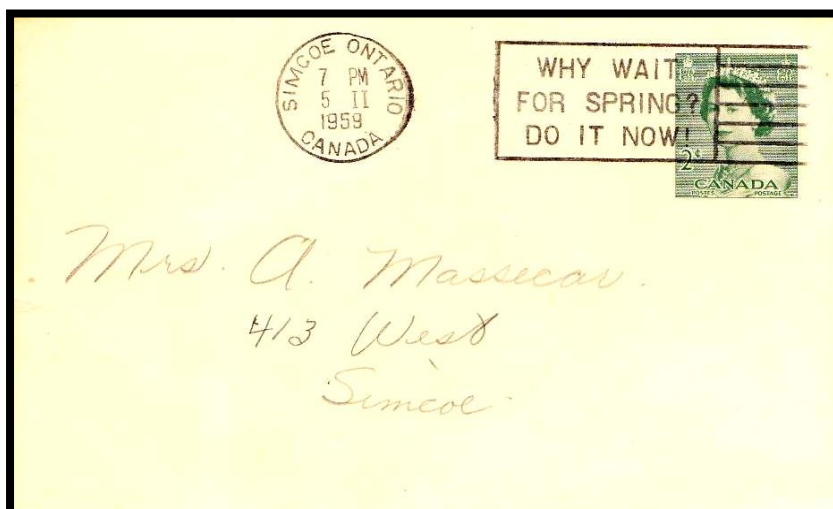


*P80 typographed postcard (Type 1), four-cents purple Preprinted stamp, George VI style. Mailed on 23 June 1954 from the Eaton's store in Toronto, Ontario, to a customer in Shillington, Ontario. No lines on front.*

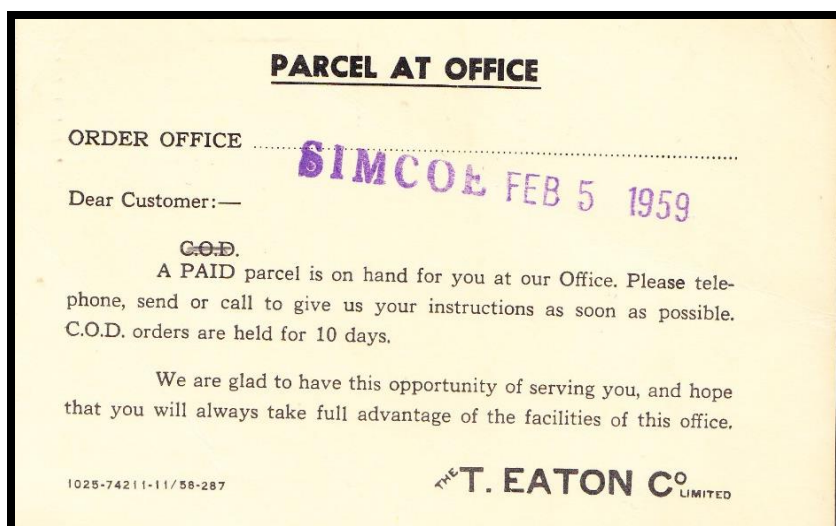


*P80 postcard, reverse side with notice about factory delivery and likely delivery date.*

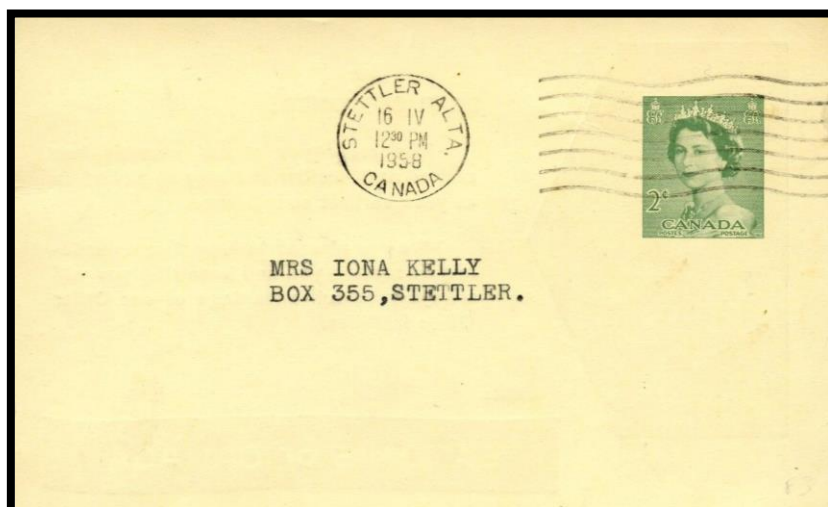




*P83 postcard (Type 1), two-cents green preprinted stamp, Elizabeth II First Karsh 1953 style. Mailed on 5 February 1959 from Eaton's Catalogue Order Office in Simcoe, Ontario, to a customer locally in Simcoe. No lines on front.*



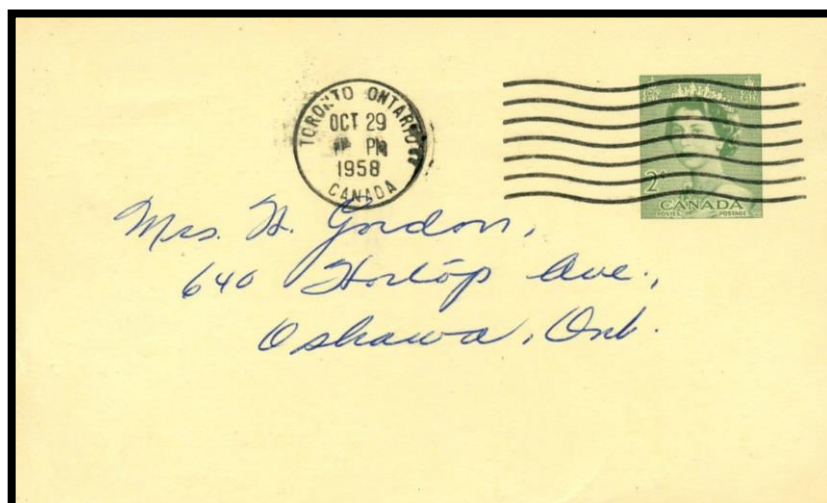
*P83 postcard, reverse side with notice that a C.O.D. parcel is available for pick up.*



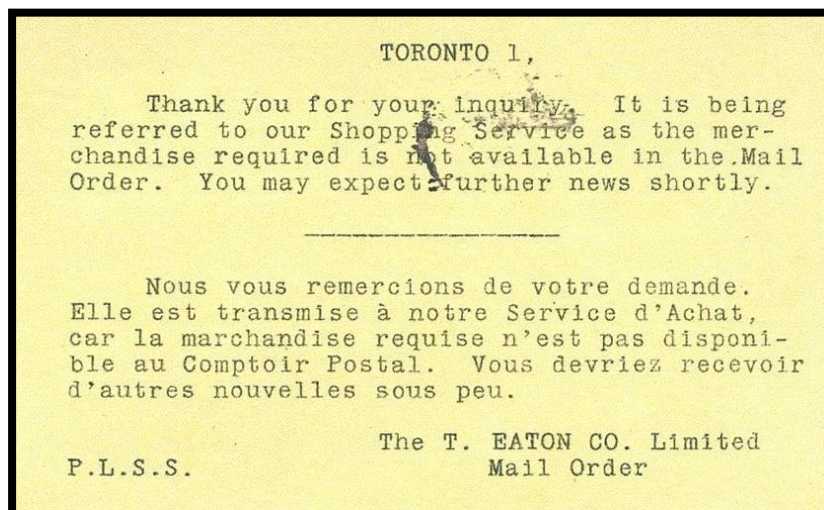
*P83 postcard (Type 1), two-cents green preprinted stamp, Elizabeth II First Karsh 1953 style. Mailed on 16 April 1958 from Eaton's Stettler, Alberta, Order Office to a customer locally in Stettler. No lines on front.*



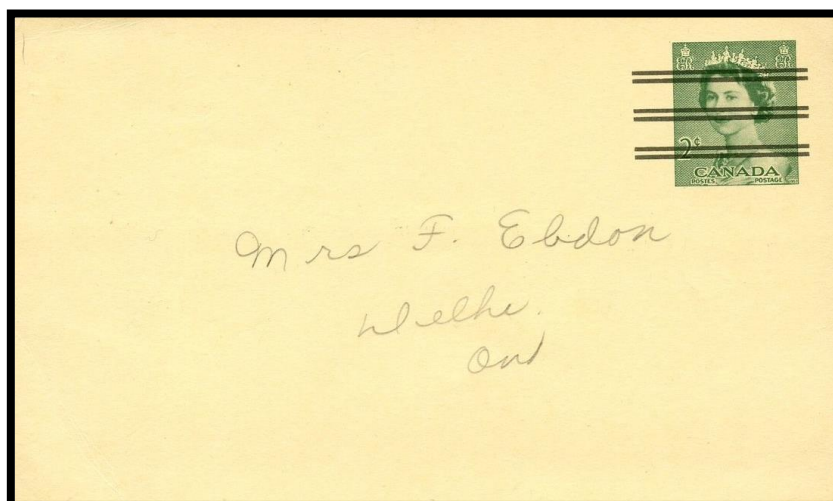
*P83 postcard, reverse side with notice of a parcel available to pick up.*



*P83 postcard (Type 1), two-cents preprinted stamp, Elizabeth II First Karsh 1953 style. Mailed on 29 October 1958 from the Eaton's store in Toronto, Ontario, to a customer in Oshawa, Ontario. No lines on front.*



*P83 postcard, reverse side with bilingual notice that further information will soon be forthcoming from the Eaton's Shopping Service.*

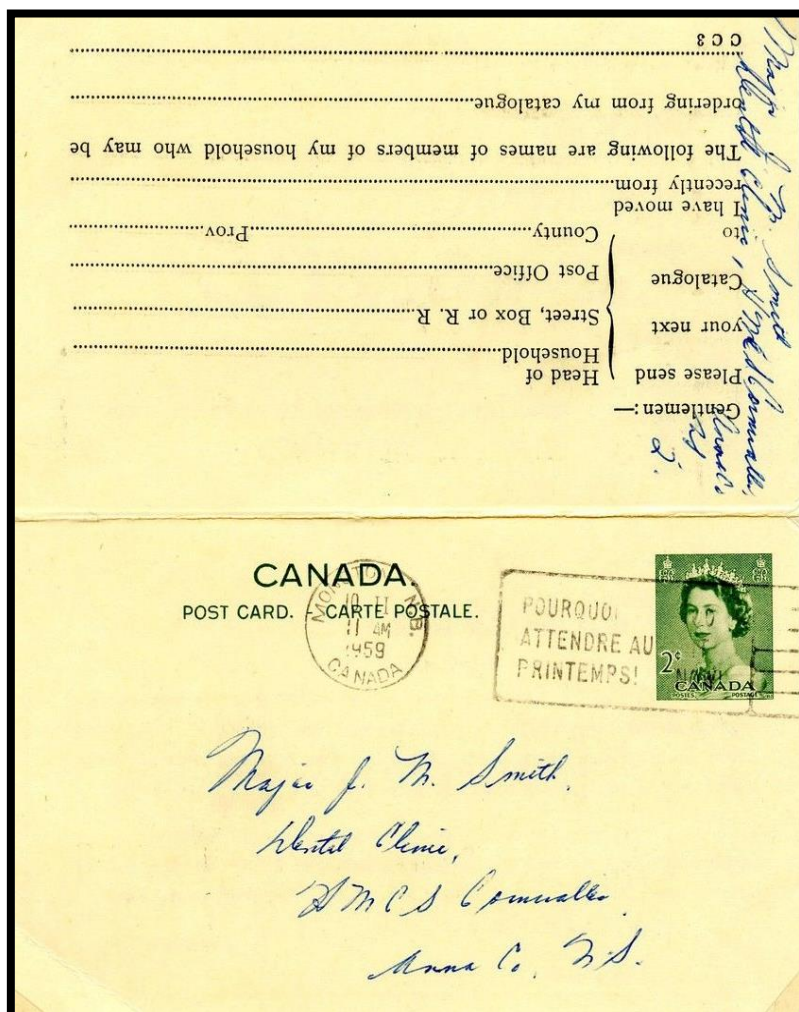


*P83a postcard (Type 1), with two-cents green precancelled preprinted stamp, Elizabeth II First Karsh 1953 style. Mailed on 24 May 1961 from Eaton's Order Office in Simcoe, Ontario, to a customer in Delhi, Ontario. No lines on front.*

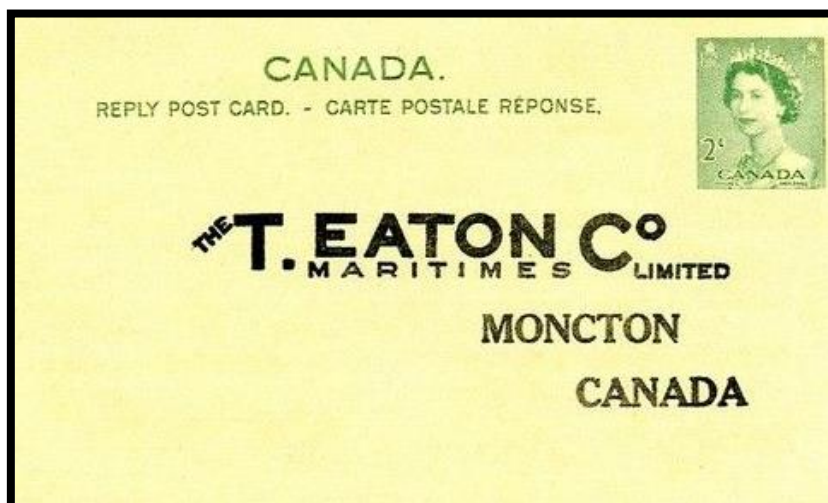


*P83a postcard, reverse side with notice that a PAID parcel is available for pick up.*

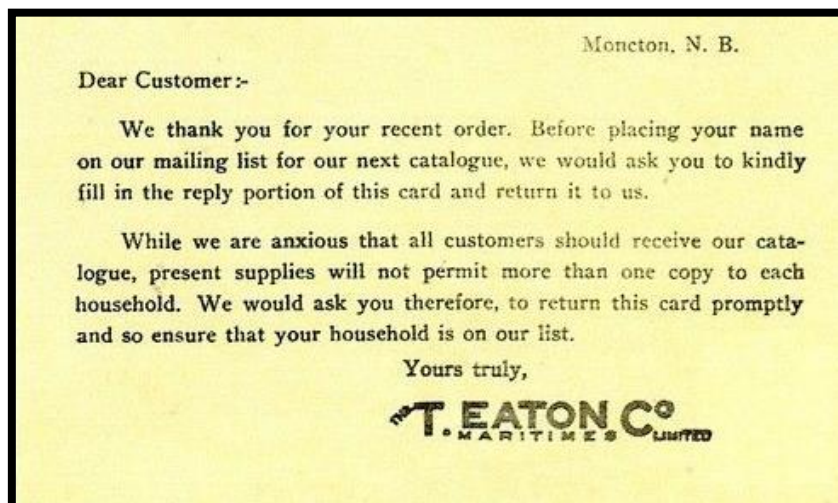




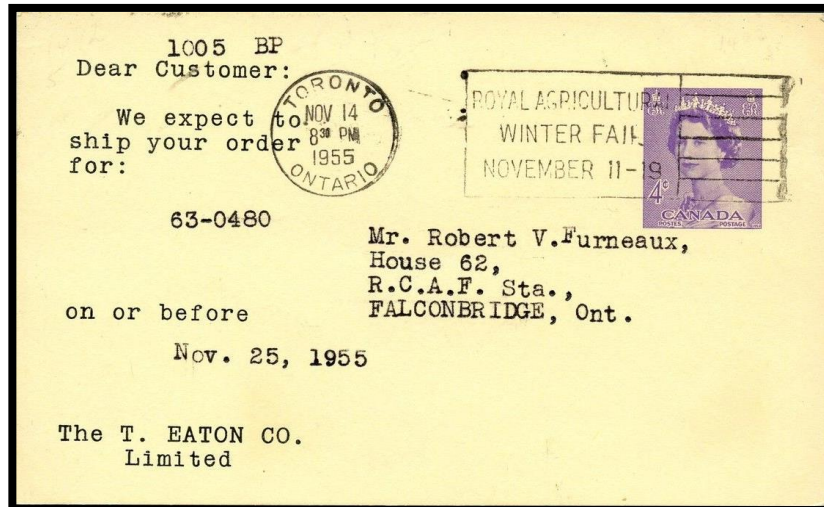
P84a reply postcard (Types 7 and 14), with two two-cents, green preprinted stamps, Elizabeth II First Karsh 1953 style. Mailed on 11 October 1959 from Eaton's store in Moncton, New Brunswick, to a customer at the Canadian naval base at Deep Brook in Annapolis County, Nova Scotia. Two lines each are on the front of the postcard and on the reply portion.



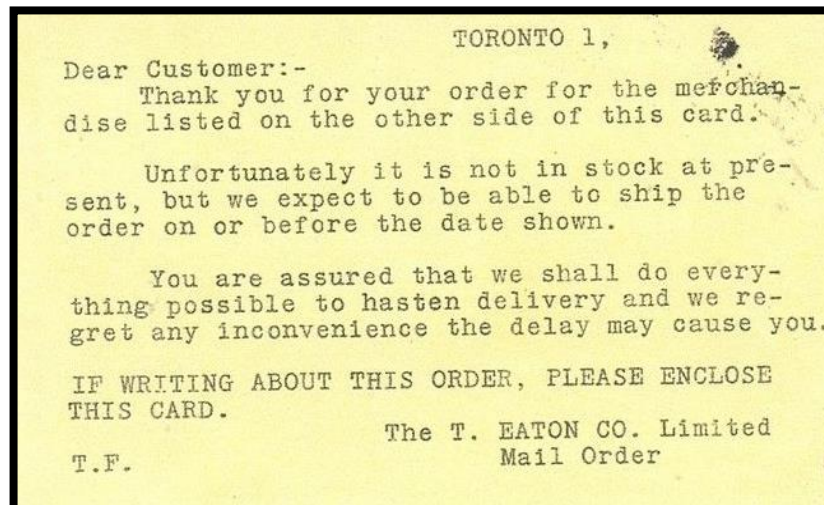
*P84a reply postcard (Type 14) to and from Eaton's store in Moncton, New Brunswick. Undated.*



*P84a reply postcard, reverse side with instructions on how to receive an Eaton's catalogue.*

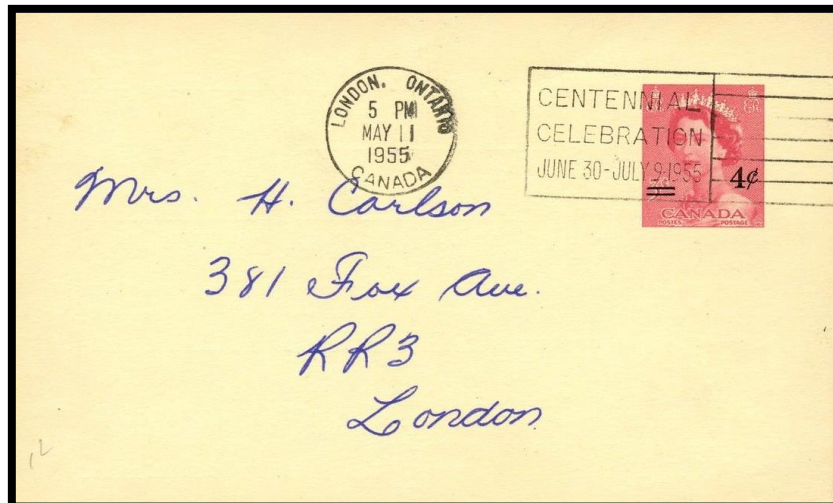


*P85 postcard (Type 1), with four-cent purple preprinted stamp, Elizabeth II First Karsh 1953 style. Mailed on 14 November 1955 from the Eaton's store in Toronto, Ontario, to a customer in Falconbridge, Ontario. No lines on front.*

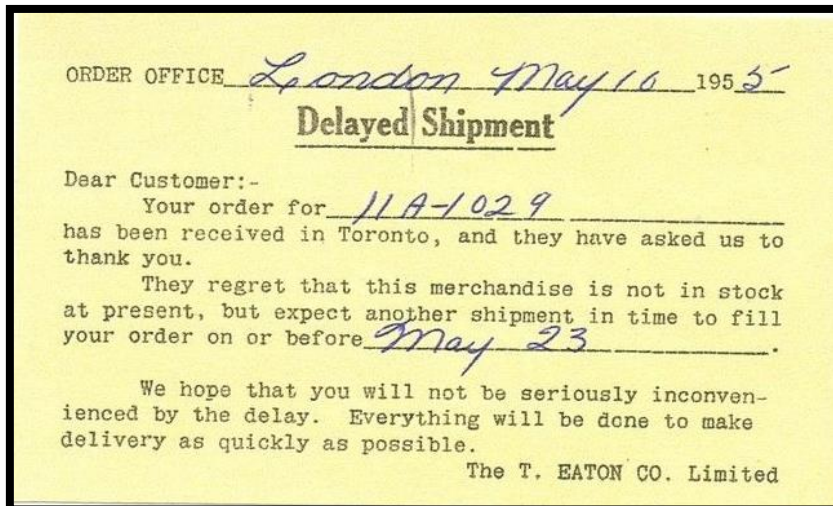


*P85 postcard, reverse side with notification of delay in shipping of an order.*



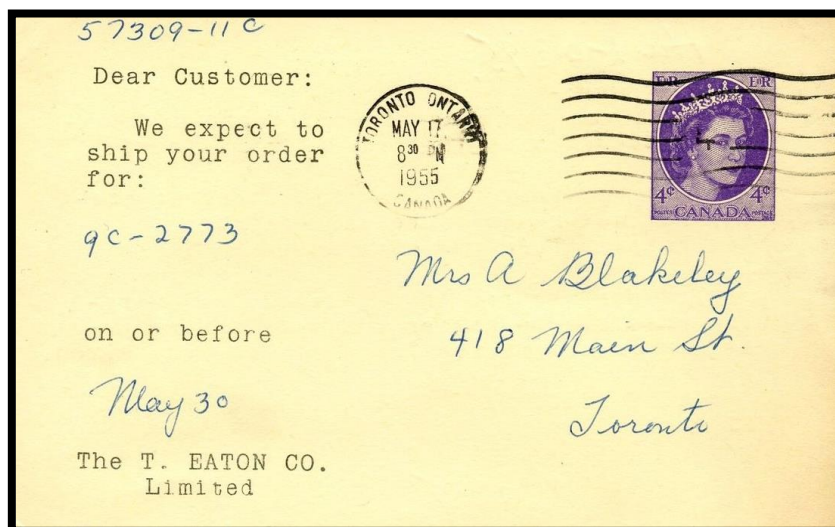


*P86 postcard (Type 1), four-cents overprinted in black on three-cents carmine preprinted stamp, Elizabeth II First Karsh 1953 style. Mailed on 10 May 1955 from Eaton's store in London, Ontario, to a customer locally in the London area. No lines on front.*

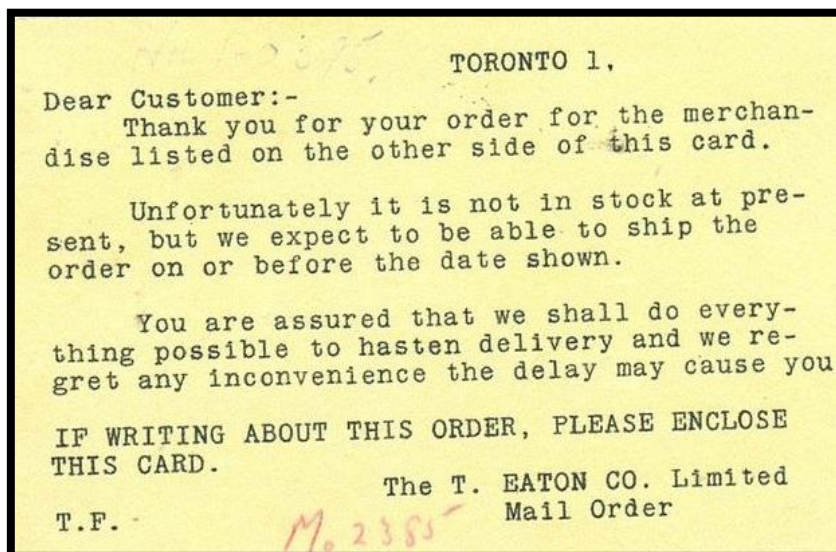


*P86 postcard, reverse side with notification of a delayed shipment.*

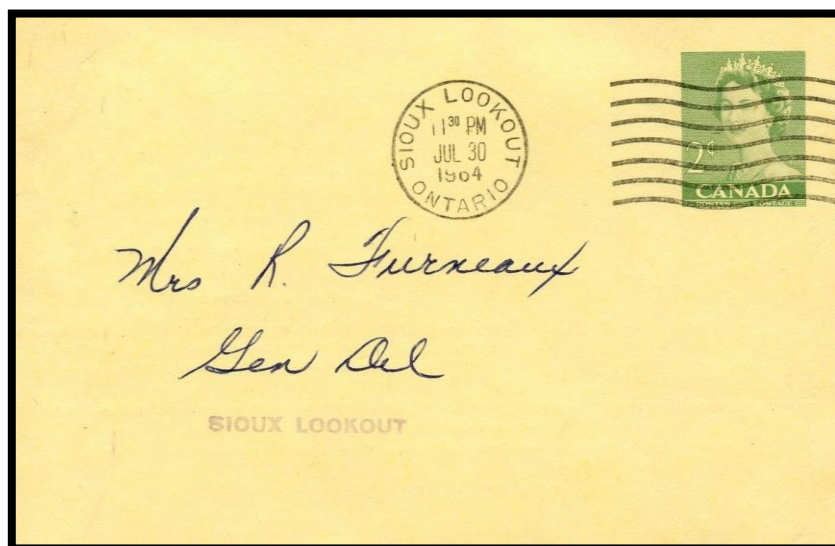




*P88 postcard (Type 1), four-cents purple typographed preprinted stamp, Elizabeth II 1954 style. Mailed on 17 May 1955 from Eaton's Mail Order Office in Toronto, Ontario, locally to a customer in Toronto. No lines on front.*



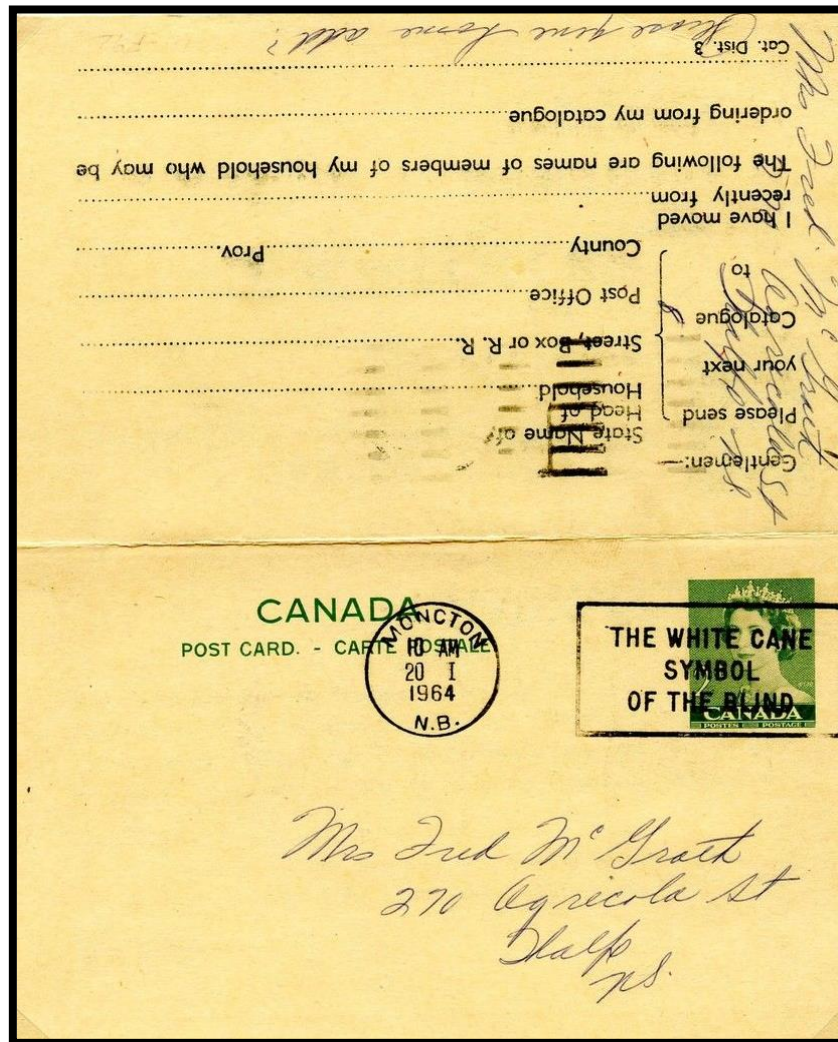
*P88 postcard, reverse side with notice that the item is not currently in stock.*



*P91 postcard (Type 1), two-cents green preprinted stamp, Elizabeth II Second Karsh 1960 style. Mailed on 30 July 1964 from Eaton's Order Office in Sioux Lookout, Ontario, to a customer locally in Sioux Lookout. No lines on front.*

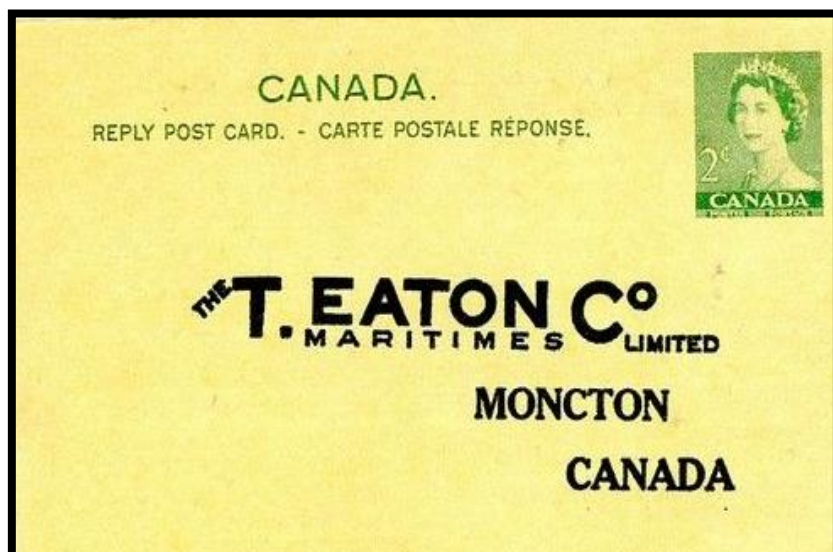


*P91 postcard, reverse side with notice of arrival of a parcel and it is ready to pick up.*

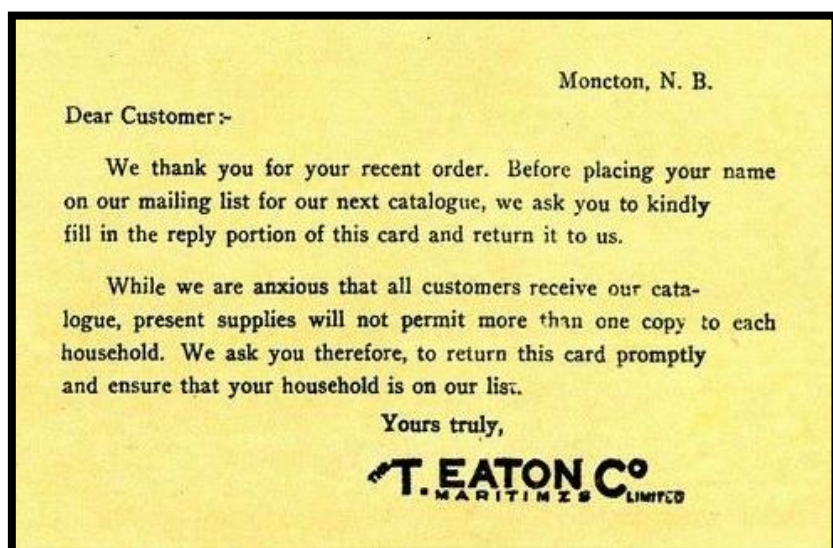


P92 reply postcard (Types 7 and 14), two two-cents, green preprinted stamps. Elizabeth II Second Karsh 1960 style. Mailed on 20 January 1964 from Eaton's store in Moncton, New Brunswick, to a customer in Nova Scotia. Two lines on front of originator card and two lines on reply portion.



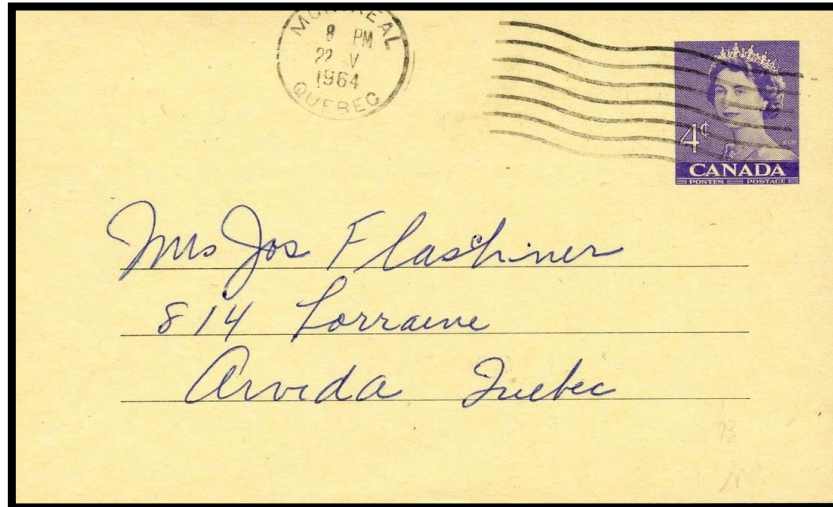


*P92 reply postcard (Type 14), with two-cents green preprinted stamp. Elizabeth II Second Karsh 1960 style.*

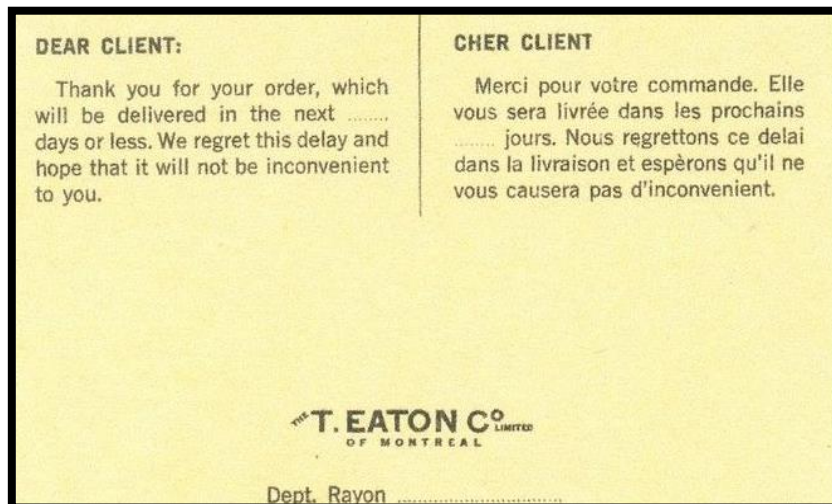


*P92 reply postcard, reverse side is addressed to Eaton's store in Moncton, New Brunswick, with a request for a corrected postal address.*

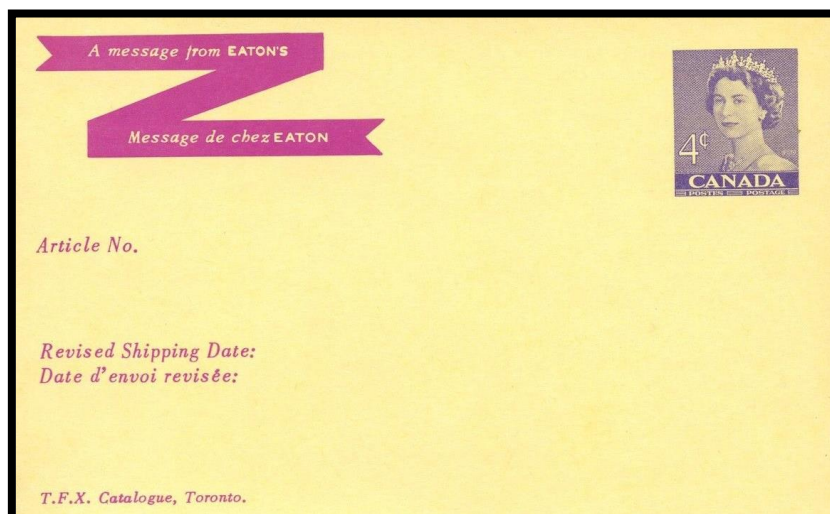




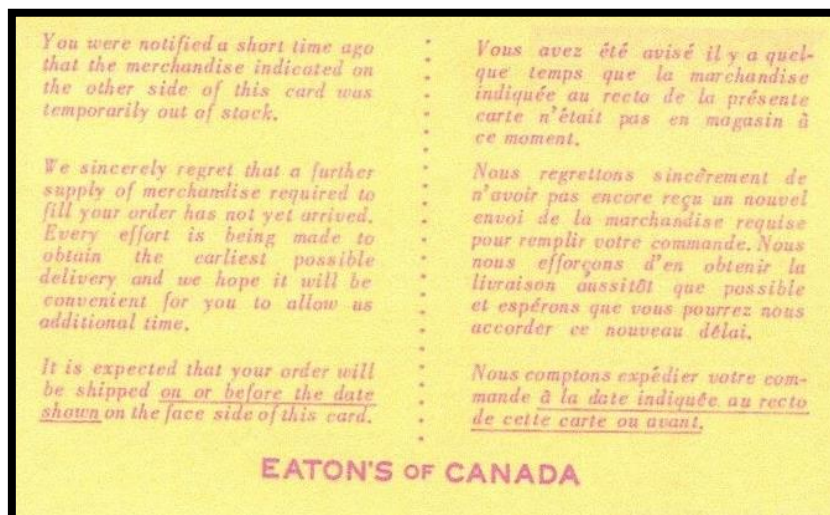
*P93 postcard (Type 1), four-cents purple, Second Karsh Elizabeth II style, no lines on front. Mailed on 9 September 1964 from Eaton's store in Montreal to a customer in Arvida, Quebec.*



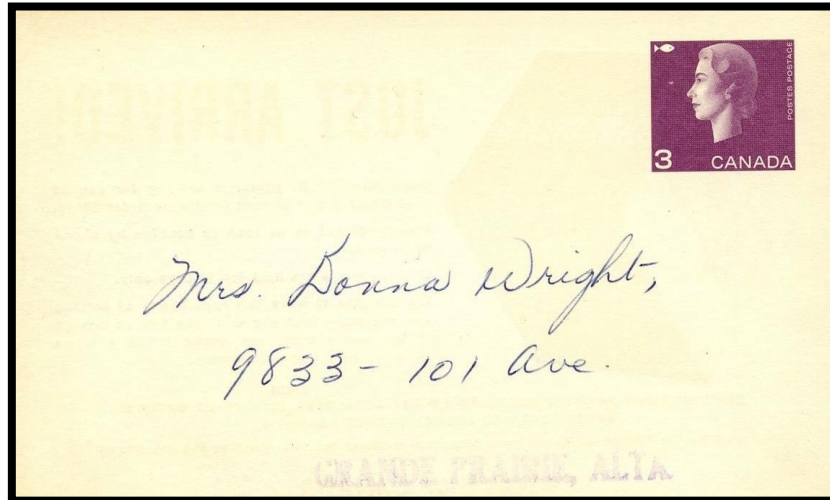
*P93 postcard, reverse side with bilingual notice of a delay in shipping an order.*



*P93 postcard (Type 1), four-cents purple preprinted stamp, Elizabeth II Second Karsh 1960 style. Not used. No lines on front. Has burgundy advertising banner on front. All text is burgundy.*



*P93 postcard, reverse side with bilingual notice of product being out of stock.*



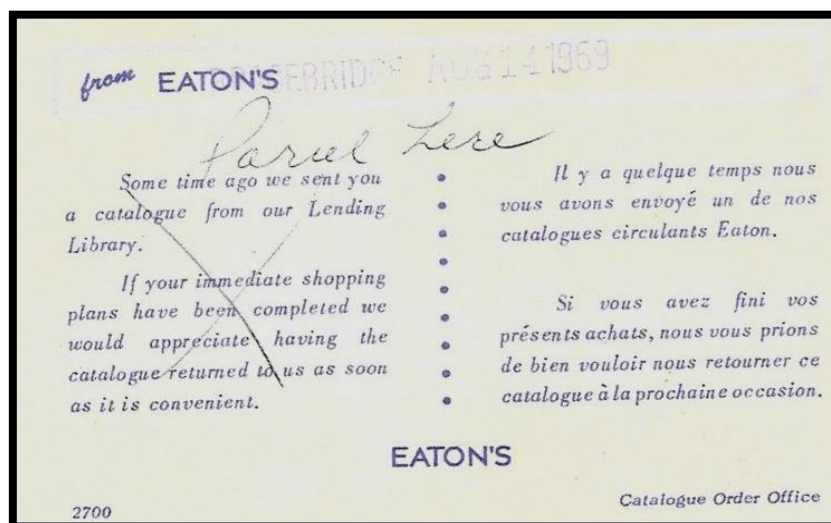
*P94 postcard (Type 1), with three-cents violet Elizabeth II cameo style preprinted stamp. Mailed from Eaton's Catalogue Order Office to a customer in Grand Prairie, Alberta. No lines on front. Undated.*



*P94 postcard, reverse side advising customer that a C.O.D. parcel is available for pick up.*

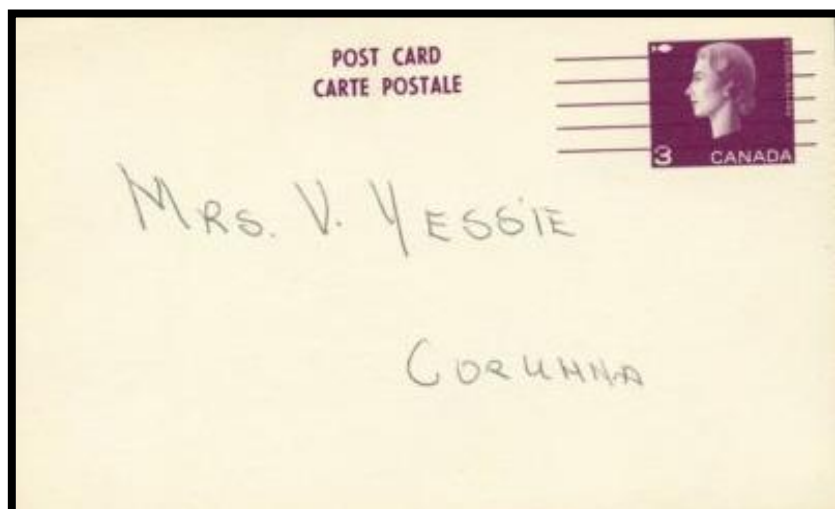


*P94d postcard (Type 1), with three-cents violet preprinted stamp, Elizabeth II cameo style, precancelled. Mailed on 14 August 1969 from Eaton's Bracebridge, Ontario, Catalogue Order Office locally to a customer in Bracebridge. Bilingual. No lines on front.*

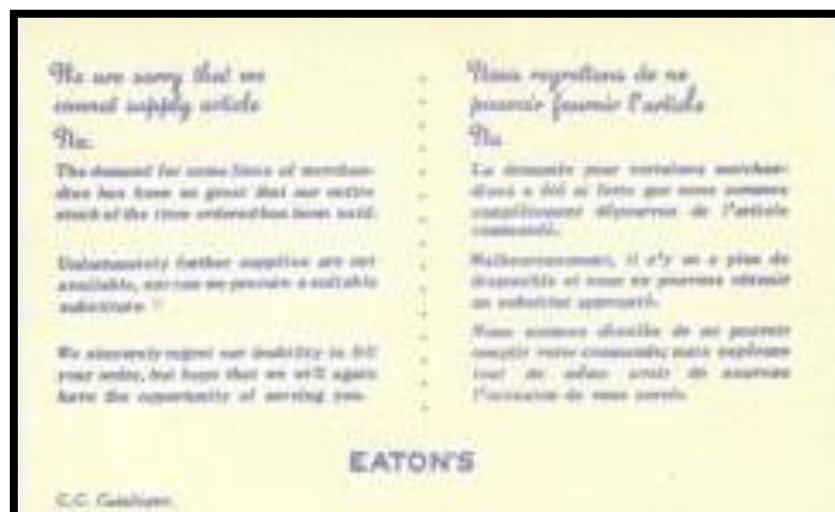


*P94d postcard, reverse side with a bilingual notice requesting return of Eaton's Lending Library catalogue.*

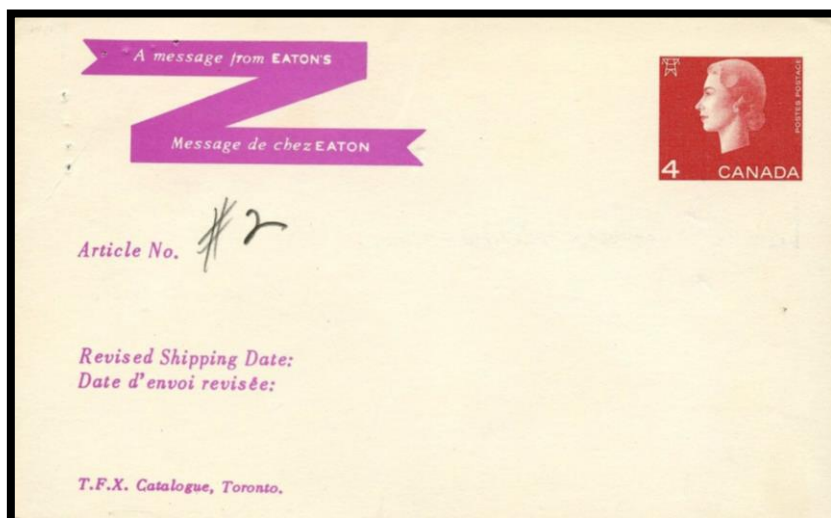




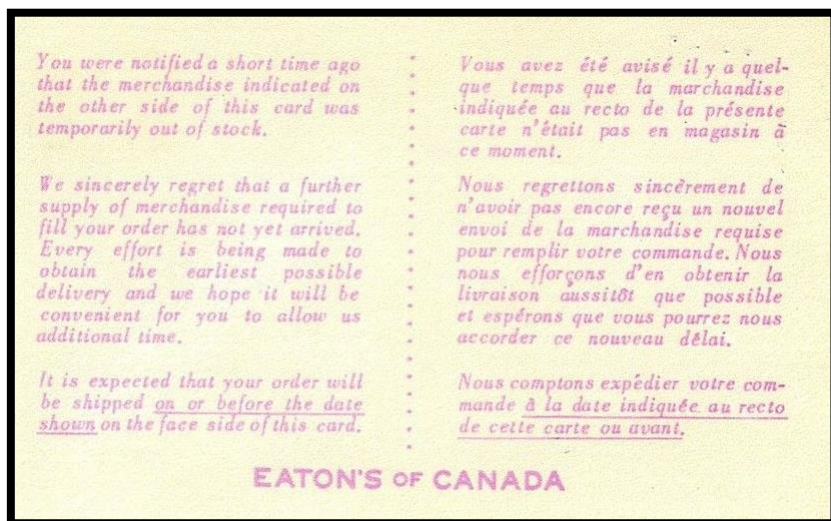
*P94h postcard (Type 18), with three-cents violet preprinted stamp, Elizabeth II cameo style, precancelled. Mailed from Eaton's Catalogue Office to Corunna, Ontario. Undated. Two lines on front.*



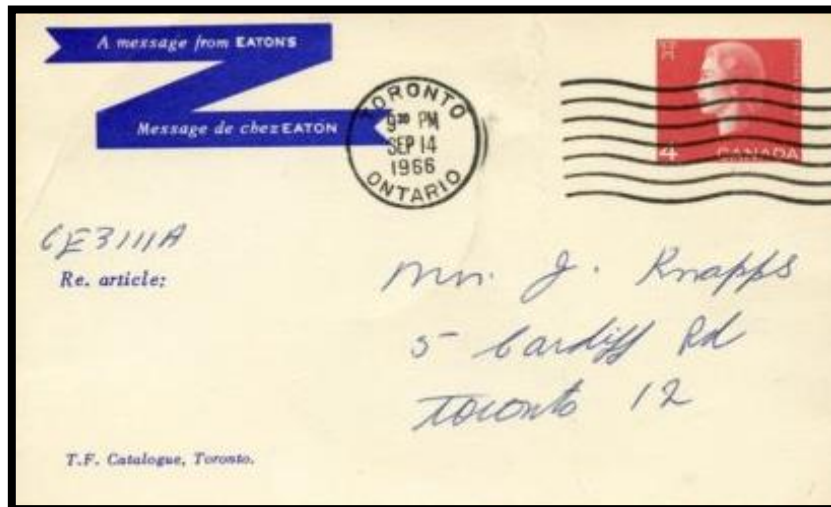
*P94h postcard, reverse side with bilingual text advising that the ordered goods are out of stock. Blue text.*



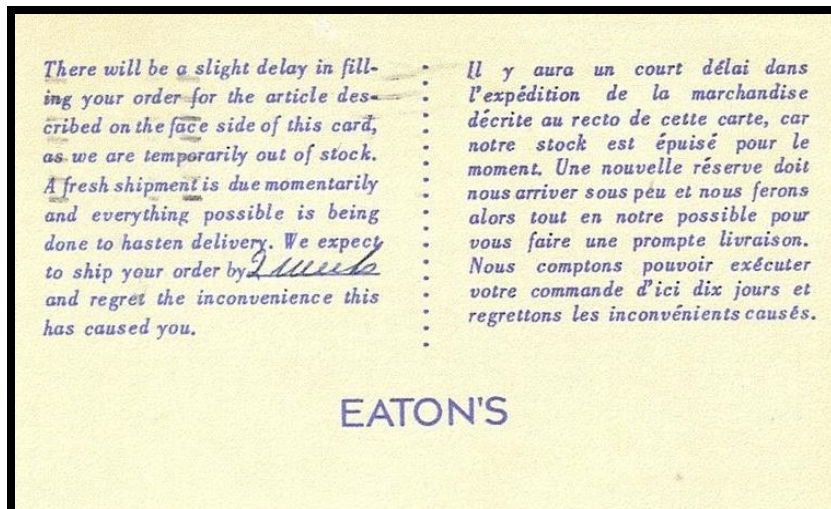
P97 postcard (Type 1), with four-cents red preprinted stamp, Elizabeth II cameo style, undated. Unused, from Eaton's Catalogue Office in Toronto, Ontario. Burgundy banner on front. No lines on front.



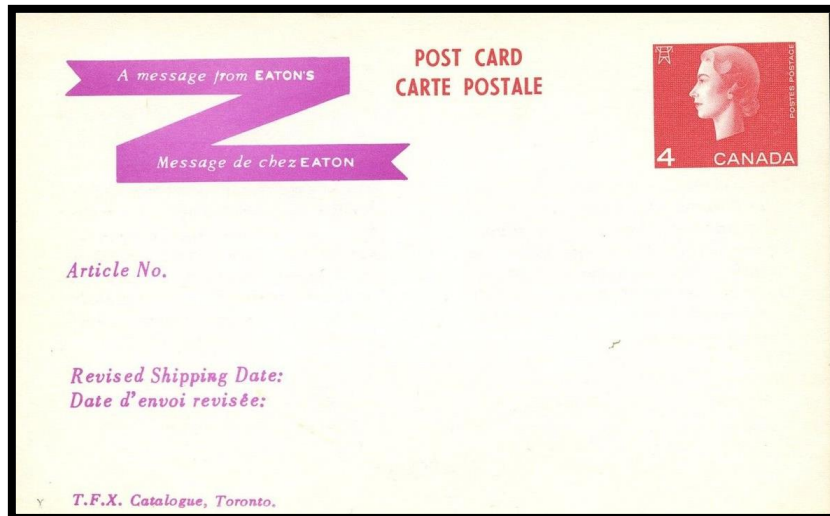
P97 postcard, reverse side with bilingual burgundy text and notice that a delay in shipping the ordered merchandise is expected.



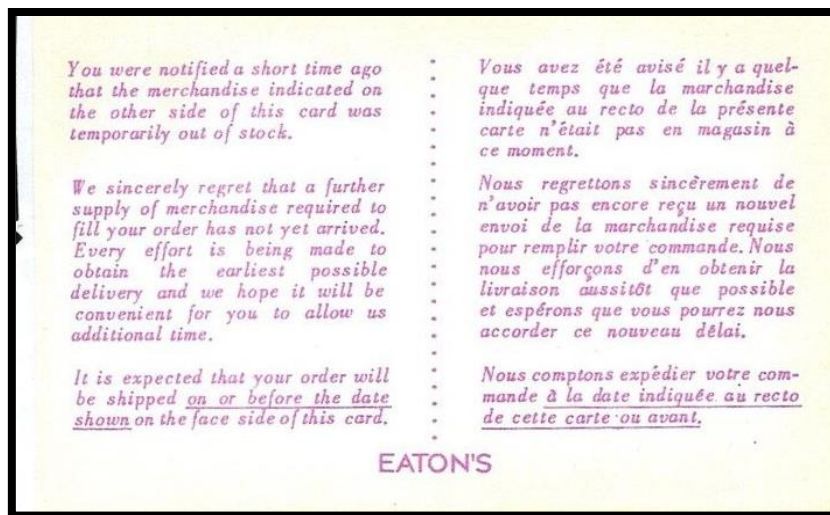
P97 postcard (Type 1), with four-cents red preprinted stamp, Elizabeth II cameo style. Mailed on 14 September 1966 from Eaton's Catalogue Order Office in Toronto, Ontario, locally to a customer in Toronto. No lines on front. Blue banner on front.



P97 postcard, reverse side with blue bilingual notice that a delay in shipping the ordered merchandise is expected.

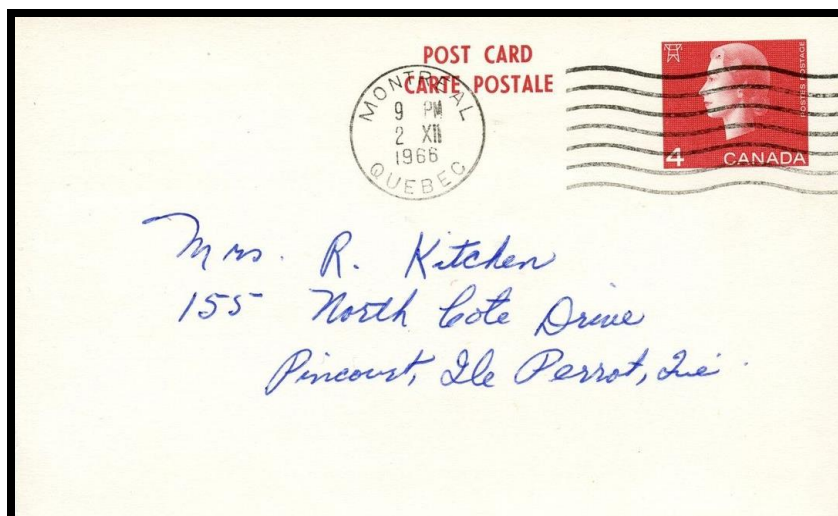


*P97b postcard (Type 18), with four-cents red preprinted stamp, Elizabeth II cameo style and burgundy banner on front. Designed to be mailed from Eaton's Catalogue Order Office in Toronto, Ontario. Two lines on front. Unused, undated.*

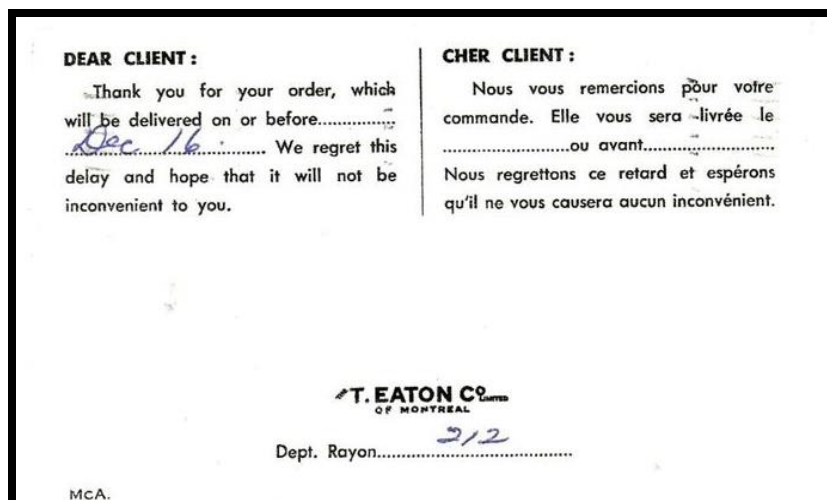


*P97b postcard, reverse side with burgundy bilingual advice that the ordered merchandise is not yet in stock.*

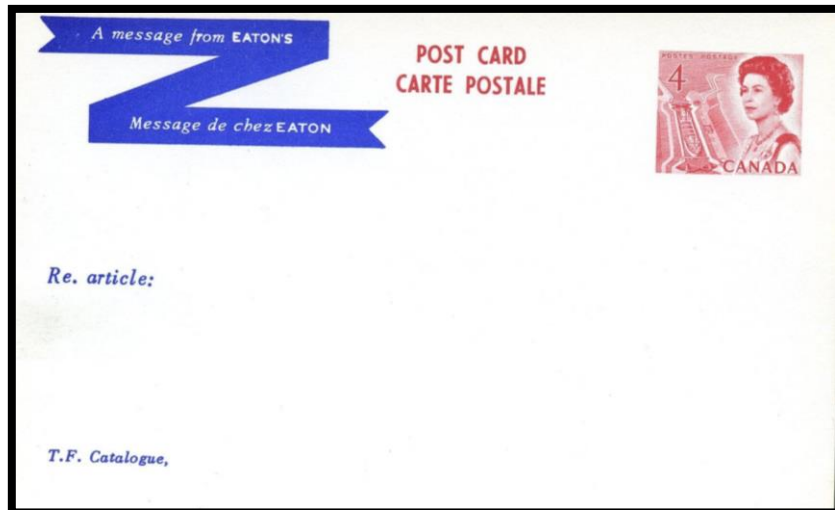




P97b postcard (Type 18), with four-cents red preprinted stamp, Elizabeth II cameo style. Mailed on 2 December 1966 from Eaton's Catalogue Office in Montreal, Quebec, to a customer in Pincoart, Ile Perrot, Quebec. Two lines on front.



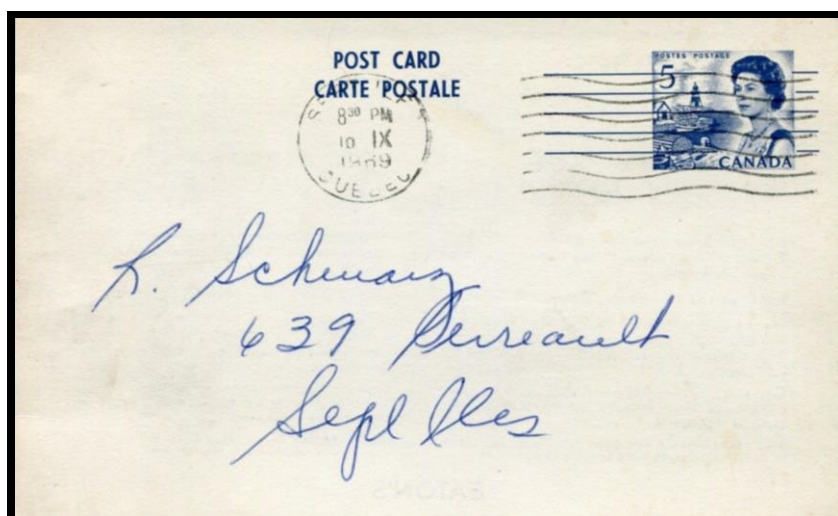
P97b postcard, reverse side with bilingual notice of delay in delivery of a catalogue order. Bilingual black text.



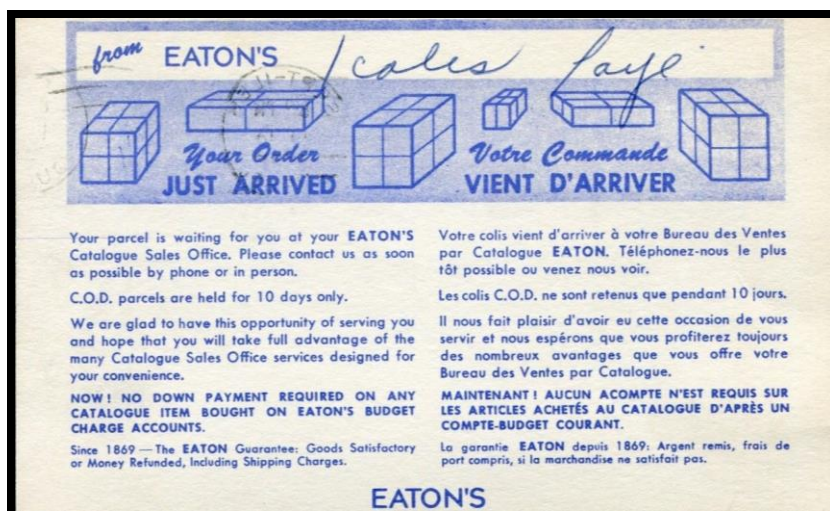
*P101a postcard, with four-cents red preprinted stamp, Elizabeth II Centennial style, designed to be mailed from Eaton's Catalogue Department. Unused.*



*Lobby of restaurant in the Eaton's store in Montreal, Quebec in 1939.*



*P102a postcard (Type 18), Elizabeth II Centennial style, five-cents blue preprinted stamp, precancelled. Mailed on 10 September 1969 from Eaton's store in Sept-Iles, Quebec, to a customer locally in Sept-Iles.*



*P102a postcard, reverse side with advice on arrival of a shipment.*



*P108a postcard (Type 18), Elizabeth II Centennial style, four-cents red preprinted stamp (on P101a) revalued in black to six-cents. Mailed on 29 September 1969 from Eaton's store in Toronto, Ontario, to a local address in Toronto.*

CUSTOMER'S NAME <i>Mr. D.A. Redmond</i>	REPAIR TAG NO. <i>317082</i>	DATE <i>29-9-69</i>
ITEM DESCRIPTION <i>Watch Pocket-Skip.</i>	Approx. Time Req'd. <i>1 hour</i>	TOTAL PRICE <i>—</i>
REPAIRS REQUIRED <i>Right hand spring broken, no power - would need cleaning, more practicable to purchase new watch. Being returned to store.</i>		

Please sign this card if you wish us to proceed with the required repairs to the above described timepiece we received from you.  
 NOTE: We regret that we cannot undertake partial repairs. Our examination indicated that all repairs described above are necessary to ensure satisfactory operation.  
 All watch repairs are covered by the EATON guarantee for 6 months. Exceptions are broken crystals, balance staffs, jewels, stems etc. caused by accident or carelessness.

Nous avons reçu l'article décrit ci-haut. Signer cette carte et nous la retourner pour autoriser les réparations décrites.  
 N.B.: Nous regrettons de ne pouvoir y effectuer de réparation partielle. Toutes les réparations indiquées sont nécessaires à son bon fonctionnement. Les réparations aux montres portent la garantie EATON pour 6 mois, sauf celles dont le verre, l'axe du balancier, les rubis, le remontoir, etc., sont brisés par accident ou négligence.

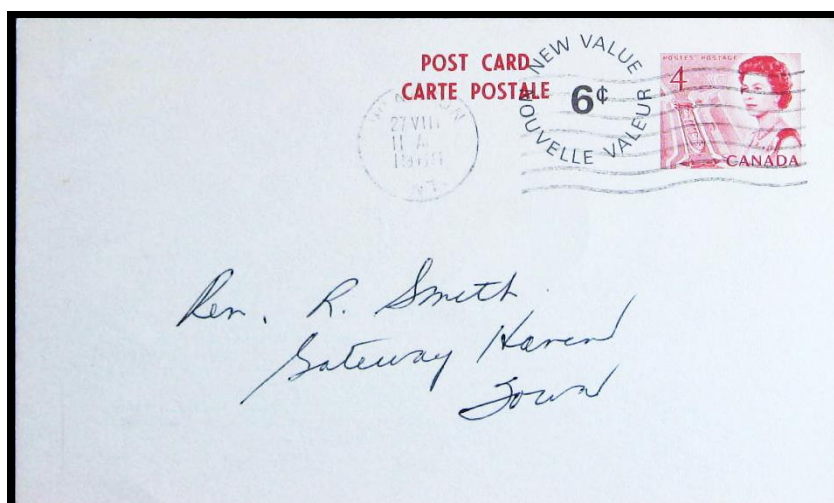
**EATON'S**  
 WATCH REPAIR ESTIMATE / ESTIMATION DU COÛT

CUSTOMER'S AUTHORIZATION  
 C 11368 9-69

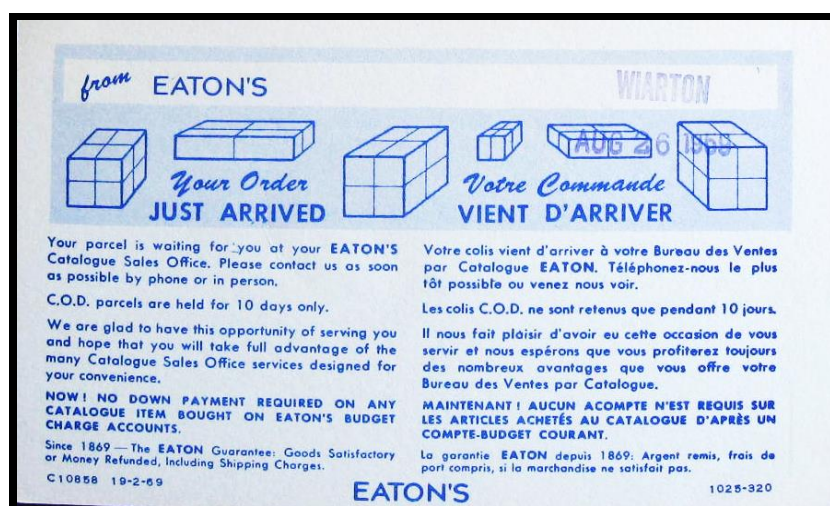
DEPARTMENT SIGNATURE  
*[Signature]* 1025-3462

*P108a postcard, reverse side with notification of watch repair estimate.*

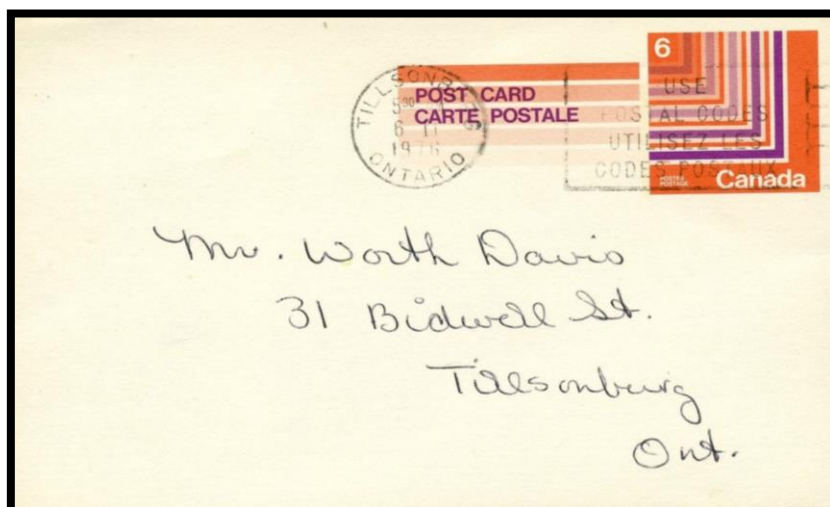




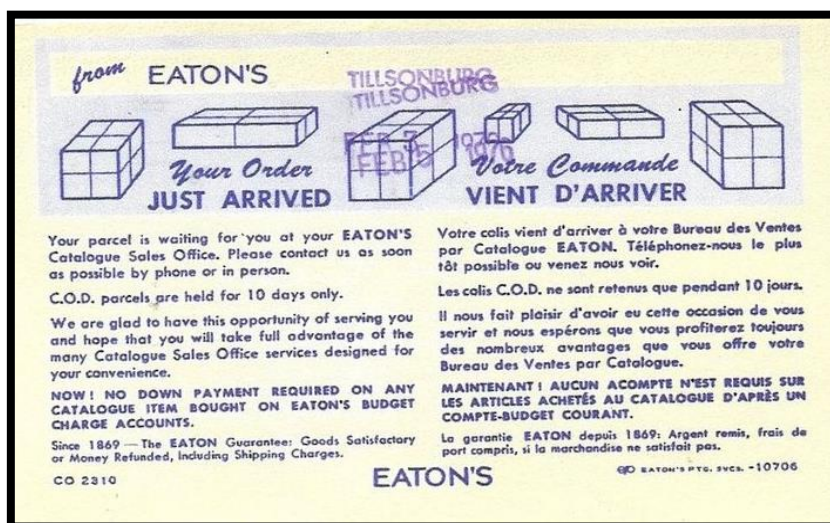
*P108a postcard (Type 18), Elizabeth II Centennial style, four-cents red preprinted stamp (on P101a) revalued in black six-cents. Mailed on 27 July 1969 from Eaton's Catalogue Outlet Store in Wiarton, Ontario, to a local address in Wiarton.*



*P108a postcard, reverse side with notification of arrival of shipment at Wiarton Catalogue Outlet Store.*



*P110 postcard (Type 18), six-cents orange and purple preprinted stamp, Fisher style, bilingual. Mailed on 17 June 1976 from Eaton's Catalogue Order Office in Tillsonburg, Ontario, locally to a customer in Tillsonburg. Two lines on front.*



*P110 postcard, reverse side with notice of availability of catalogue order for pick up.*

### **VIII. Eaton's Private Order Catalogue Announcement Cards**

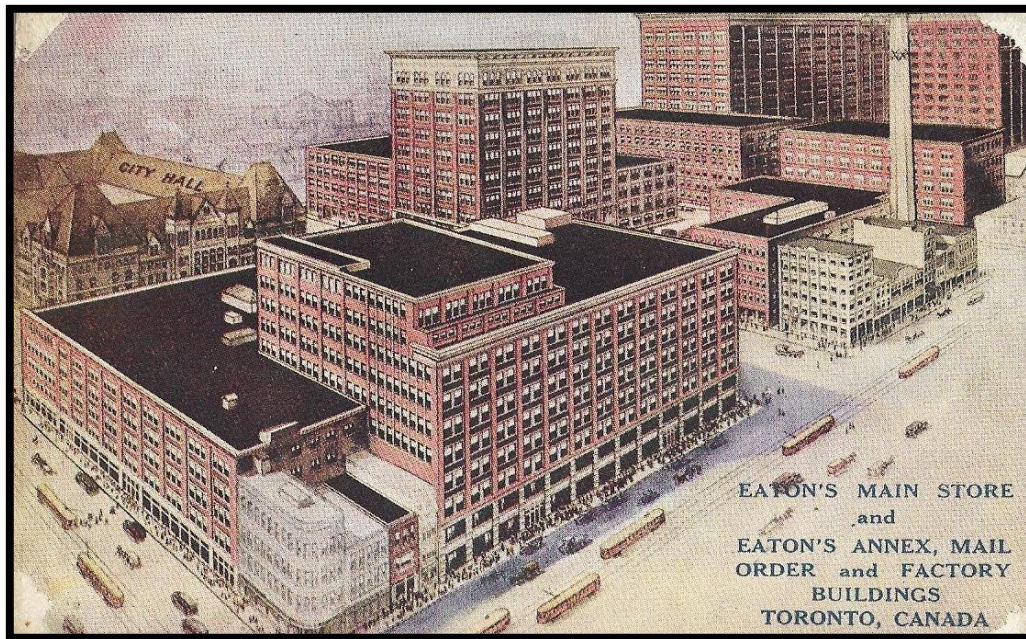
An important subset of Eaton's postal stationery involves private order postcards noting the availability of customers' seasonal catalogues (Spring/Summer or Fall/Winter). Some of these "catalogue announcement cards" are listed in Table 2 and illustrated. They carry pictorial advertising on the front and/or back. Catalogue announcement cards were used by Eaton's at least as early as 1951 up to 1976. This is not a complete listing of this material as others certainly exist.

**Table 2: Eaton's Catalogue Announcement Postcards**

<b>George VI</b>					
<b>Year</b>	<b>Catalogue Version</b>	<b>Description of Catalogue Postcard</b>	<b>Source</b>	<b>Language</b>	<b>Webb Cat. No.</b>
1951	Fall-Winter	2 cents on 1 cent, green.	Eaton's Canada	En	P72 (Type 1)
1957	Fall-Winter	2 cents green, with Eaton's information on front of card.	Eaton's Canada	En	P83 (Type 1)
<b>Elizabeth II, Second Karsh Issue</b>					
1962	Spring-Summer	2 cents green, 2 <sup>nd</sup> Karsh, roul. at right, white card; detachable form at right.	Eaton's Canada	En	P91e (Type 1)
1962	Spring-Summer	2 cents green, 2 <sup>nd</sup> Karsh, roul. at right, white card; detachable form at right.	Eaton's Martimes	En	P91e (Type 1)
1962	Fall-Winter	2 cents green, 2 <sup>nd</sup> Karsh, roul. at right, white card; detachable form at right.	Eaton's Canada	Fr	P91e (Type 1)
1963	Spring-Summer	2 cents green, 2 <sup>nd</sup> Karsh, roul. at right, white card; detachable form at right.	Eaton's Canada	Fr	P91e (Type 1)
1963	Spring-Summer	2 cents green, 2 <sup>nd</sup> Karsh, roul. at right, white card; detachable form at right.	Eaton's Canada	En	P91e (Type 1)
1964	Spring-Summer	2 cents green, 2 <sup>nd</sup> Karsh, roul. at right, white card; detachable form at right.	Eaton's Canada	En	P91a (Type 1)
<b>Elizabeth II Cameo Issue</b>					
1964	Fall-Winter	3 cents Cameo violet, no precancel, dotted hair die, roulette at right.	Eaton's Canada	En	P94a (Type 1)
1965	Spring-Summer	3 cents Cameo violet, no precancel, dotted hair die, roulette at right.	Eaton's Canada	En	P94a (Type 1)
1965	Fall-Winter	3 cents Cameo violet, no precancel, dotted hair die, roulette at right.	Eaton's Canada	Fr	P94a (Type 1)
1966	Spring-Summer	3 cents Cameo violet, no precancel, dotted hair die, roulette at right. T.E.C.O. vertically at right of image.	Eaton's Canada	En	P94m (Type 1)

1966	Spring-Summer	3 cents Cameo violet, no precancel, lined hair die, roulette at right.	Eaton's Canada	En	P94g (Type 1)
1966	Fall-Winter	3 cents Cameo violet, no precancel, dotted hair die, roulette at right. T.E.C.O. vertically at right of image.	Eaton's Canada	En	P94m (Type 1)
1967	Spring-Summer	3 cents Cameo violet, no precancel, dotted hair die, roulette at right. T.E.C.O. vertically at right of image.	Eaton's Canada	En	P94m (Type 1)
1967	Fall-Winter	3 cents Cameo violet, no precancel, dotted hair die, roulette at right. T.E.C.O. vertically at right of image.	Eaton's Canada	En	P94m (Type 1)
1968	Spring-Summer	3 cents Cameo violet, no precancel, dotted hair die, roulette at right. T.E.C.O. vertically at right of image.	Eaton's Canada	En	P94m (Type 1)
1968	Fall-Winter	3 cents Cameo violet, no precancel, lined hair die, roulette at right. T.E.C.O. vertically at right of image.	Eaton's Canada	En	P94n (Type 1)
<b>Elizabeth II, Centennial Issue</b>					
1969	Spring-Summer	5 blue cents Centennial issue, stamp die with black precancel, 140x80 mm, roulette at right, T.E.C.O vertically art right of image.	Eaton's Canada	En	P102e (Type 1)
1969	Spring-Summer	On regular P102a card with 5 cents precancel.	Eaton's Canada	En	P102e on P102a (Type 1)
1969	Fall-Winter	5 blue cents Centennial issue, stamp die with black precancel, 152x103 mm, roulette right, T.E.C.O vertically art right of image.	Eaton's Canada	En	P102 (Type 1)





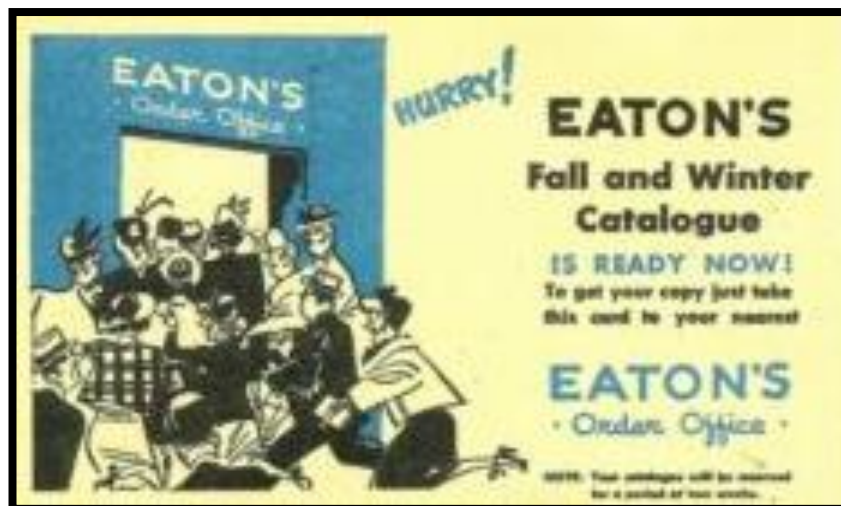
*This postcard shows Eaton's real estate in Toronto, Ontario. This included the Main Store, the Annex, the Mail Order Building and Factory Buildings.*



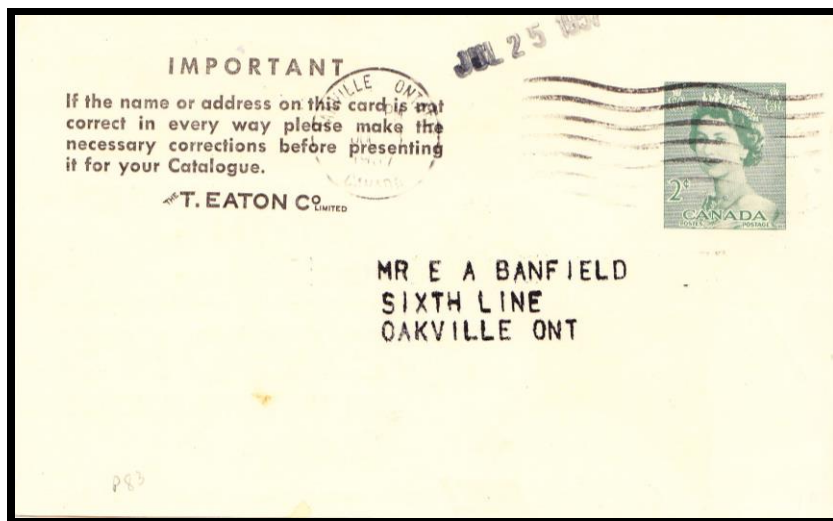
*Eaton's Maritimes Ltd. store in Halifax, Nova Scotia.*



*P72 postcard (Type 1), with two-cents overprinted on one-cent green preprinted stamp, George VI style. Mailed on 30 July 1951 from Eaton's Galt, Ontario, store locally within Galt.*



*P72 postcard, reverse side with colour advertising for the Eaton's 1951-1952 Fall-Winter Catalogue.*

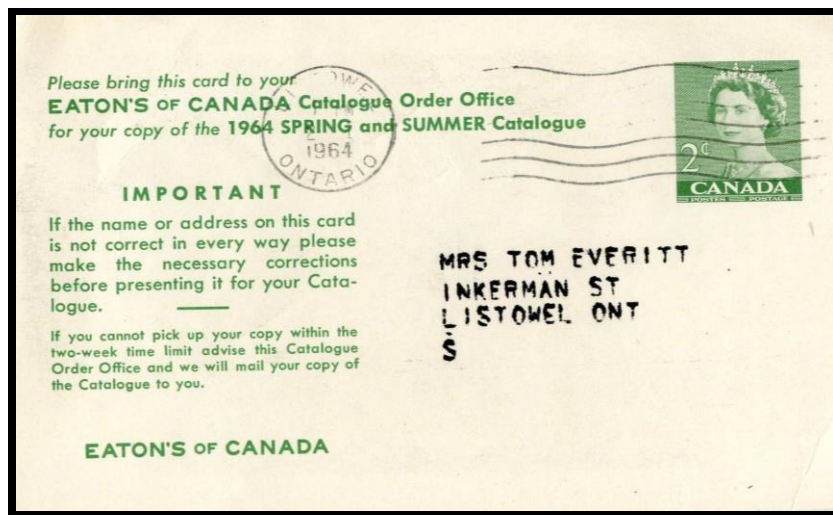


*P83 postcard (Type 1), with two-cents green preprinted stamp, Elizabeth II First Karsh style. Mailed on 25 July 1957 from Eaton's Order Office in Oakville, Ontario, to a customer locally in Oakville. Eaton's information is on the front of the card.*

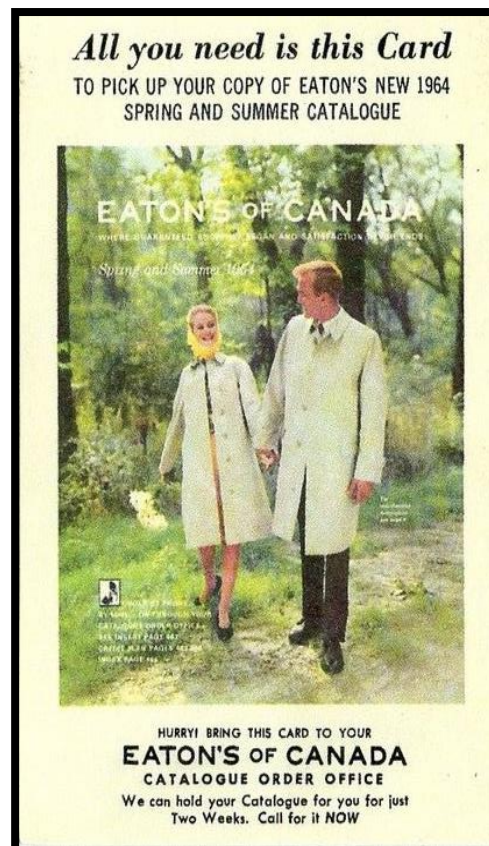


*P83 postcard, reverse side with dark green and orange notice that the Eaton's 1957-1958 Fall-Winter catalogue is available for pick up at the Oakville Order Office.*



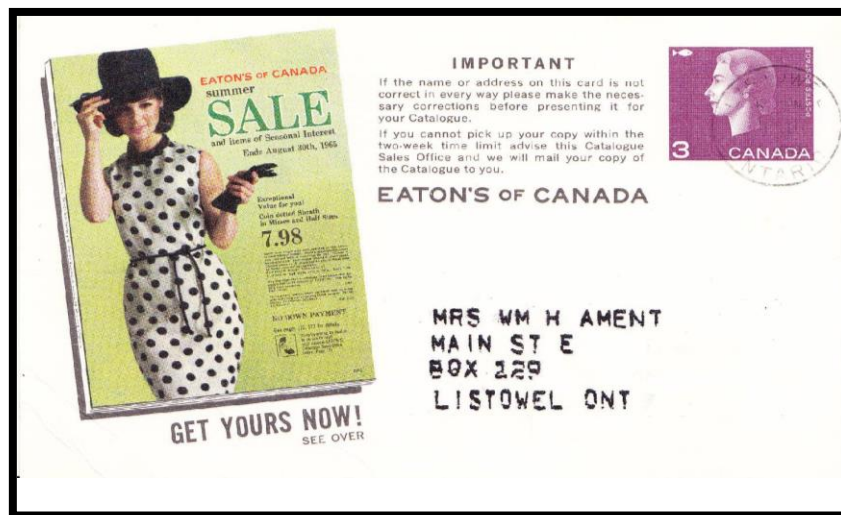


*P91e postcard (Type 1), with two-cents green preprinted stamp, Elizabeth II Second Karsh style. Rouletted at right edge. Postmarked at Listowell, Ontario, in 1964.*



*P91e postcard, reverse side with with full-colour announcement of availability of Eaton's 1964 Spring-Summer catalogue.*





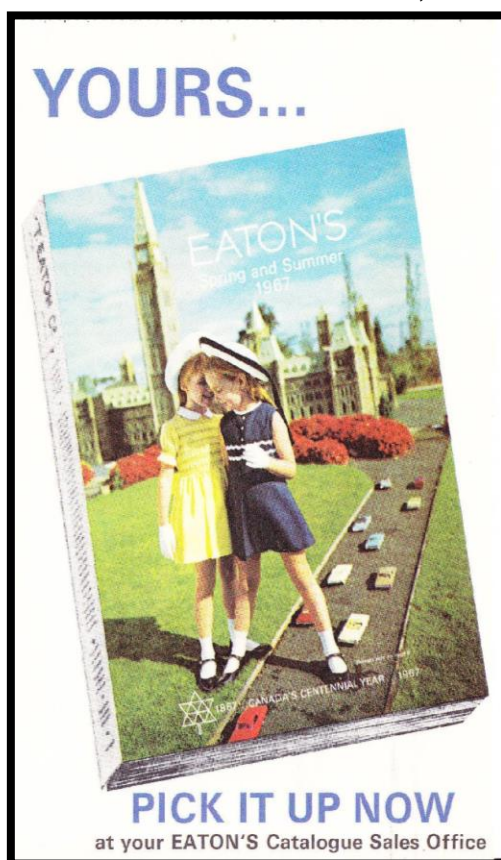
*P94a postcard with three-cents purple preprinted stamp, Elizabeth II cameo style, with Eaton's 1965 Spring-Summer catalogue advertisement. Date unclear.*



*P94a postcard, reverse side with announcement for Eaton's 1965 Spring-Summer catalogue with advertising.*



*P94m postcard, with three-cents purple preprinted stamp, roulette at right, Elizabeth II cameo style for Eaton's 1967 Spring-Summer catalogue. Mailed in 1967 to a customer in Listowel, Ontario.*



*P94m postcard, reverse side with notice of availability of Eaton's 1967 Spring-Summer catalogue. Colour advertising on back.*

#### **IX. Eaton's Christmas Letters and Envelopes**

Eaton's first hosted the arrival of Santa Claus in 1905 at its Toyland Department in Toronto in association with the Santa Claus annual parade. This was emulated in Montreal in 1925 and later in Winnipeg. Eaton's also had floats in various parades such as the opening of the Pacific National Exhibition in Vancouver in 1949. These Eaton's parades disappeared in Winnipeg in 1967, Montreal in 1969 and Toronto in 1982. The Toronto parade was adopted by other interests in Toronto and continues to this day. Hanes (2017) notes that between 1905 and the 1960s, the Eaton's Toronto store also produced "Letters from Santa." Two colour examples are shown in that article. These were printed and mailed out by Eaton's employees to children who had contacted Santa Claus at the Eaton's store. They used envelopes or just folded and sealed the letter page with precancelled stamps. This service was cancelled by Eaton's in the 1960s but later resumed under the leadership of Canada Post retirees and employees.

#### **X. Eaton's Catalogue Mailing Permits**

Eaton's mailed out Spring-Summer and Fall-Winter catalogues nationwide for over 90 years, from 1884 to 1976. The company also produced specialty catalogues such as their *Christmas Wish Book*. Catalogues included children's gift ideas, men's and women's wear, and even wallpaper. The catalogues usually had a paper wrapper with a preprinted "Canada Postage Paid" permit mail notice in English or French. These included the letters "VR," "ER," "GR" or "ER" depending on the identification of the current monarch (VR – Victoria; ER – Edward; GR – George V or George VI; and ER – Elizabeth II). Later, this preprinted postage permit excluded the monarch identification but included "Canada Post" in a bilingual permit mail block. It also included the city of mailing and the Eaton's current bulk-mail permit number. The words "Catalogue Rate" and the value of the postage prepaid were also identified. The author has noted examples of the postage paid ranging from 10 to 43 cents but higher rates likely exist up to 1976 when catalogue distribution ceased at Eaton's. Examples of some permit mail blocks from Eaton's wrappers are shown below.



*Nine examples of Elizabeth II (ER) Eaton's catalogue wrapper Mailing Permits. Each has specific "catalogue rate" or "bulk/en nombre" and postage values from 10 cents to 43 cents and permit numbers stated.*





**POSTMASTER**

If you cannot deliver this catalogue, please *do not* forward. Remove the wrapper and indicate clearly below the reason for non-delivery, or the new address.

Tie all wrappers together and return to the Catalogue Circulation Department (address shown at right) charging each corrected wrapper minimum 3rd class rate.

Please contact the Catalogue Sales Office or Store in your area, and arrangements will be made to collect all undeliverable catalogues. If these Eaton's facilities are not available, please give undeliverable catalogues to householders who have not received one.

**Catalogue Tarif des rate catalogues**  
PERMIT NO. 9400  
TORONTO

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

☐ MOVED TO (STREET) \_\_\_\_\_  
(CITY) \_\_\_\_\_ (PROV.) \_\_\_\_\_

☐ MOVED (ADDRESS UNKNOWN) ☐ DECEASED ☐ UNKNOWN ☐ DUPLICATE

SAME FAMILY AS: (NAME) \_\_\_\_\_  
(STREET) \_\_\_\_\_  
(CITY) \_\_\_\_\_ (PROV.) \_\_\_\_\_

**POSTMASTER**

If you cannot deliver this catalogue as addressed, please do not forward. Remove the wrapper, indicate clearly on it the reason for non-delivery or particulars of new address. Charge each corrected wrapper at the minimum 3rd class rate, tie all wrappers together and return to the appropriate Catalogue Circulation Department.

Kindly contact the Catalogue Sales Office or Store in your locality and arrangements will be made to collect all undeliverable Catalogues.

If Catalogue Sales Office or Store facilities are not available, please give Catalogue to householder not in receipt of one.

☐ MOVED TO: .....  
☐ MOVED—ADDRESS UNKNOWN  
☐ DECEASED ☐ UNKNOWN  
☐ DUPLICATE:  
SAME FAMILY AS: .....

**Catalogue Tarif des rate catalogues**  
PERMIT NO. 9368  
TORONTO

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

**IS YOUR NAME AND ADDRESS CORRECT?**

This is the way they appear in our files. If there is any error—please correct it on the label—clip it out and send it to your nearest EATON'S Catalogue House—CIRCULATION DEPARTMENT. Then, each time you order, please give your name and address in exactly the same way.

*Five additional examples of the Elizabeth II era Eaton's catalogue mailing permits with delivery instructions but no stated postal value. The "catalogue rate" mailing permit number is included.*



*This 1976 Eaton's Spring-Summer Eaton's catalogue was the final version distributed by the company.*

#### **XI. Eaton's Postage Meter Machines**

Eaton's introduced the use of Canada's first commercial postage meter machine in 1923. This was the Canadian Pitney Bowes Type 1 meter (PB1), in use in Canada until 1953 (Irwin 1979), a span of 31 years. Newer, more efficient postage meter machines were in widespread use by the early 1940s and more and more of the PB1 machines were withdrawn. The venerable PB1 machines were gradually replaced by Pitney Bowes, including the machines being used by Eaton's. Many other Pitney Bowes and competitors' machines also came into use until and after the demise of the Eaton's company in 1999.

The first mail despatched in Canada using a postage meter machine occurred in Ottawa, Ontario, on 7 August 1923 with a mailing from the Postage Meter Company to the Postmaster General of Canada. However, the first commercial use of a postage meter machine in Canada was at the Eaton's store in Toronto, Ontario. This involved a PB1 machine (No. 4002) with the first Toronto Licence number (No. 1) at Eaton's on 29 September 1923. "Licence numbers" seen on the meter impressions were assigned by the

Pitney Bowes Company on a city by city basis, signifying the order in which new machines in that city were provided to new customers. The first machine leased by Pitney Bowes to a customer in each city had Licence No. 1. After about 1930, Pitney Bowes ceased using licence numbers on its meters. Values of the meter impression in each case reflected the postage rate of the day. Colours of the inks (red, green, blue, black, orange, purple and brown) used also roughly followed a pattern of the class of postage of each item. The values of PB1 impressions range from one cent (on first class mail) to thirteen cents (on bulk parcel items).

The company soon used three more PB1 machines (No. 4003 – 1 cent, No. 4004 – 2 cents and No. 4007 – 3 cents) (Irwin 1978). Eaton's used PB1 machines in Moncton, Montreal, Ottawa, Toronto, Winnipeg and Edmonton. This includes Eaton's use of an unnumbered machine at Toronto as a mail receiving marker with green ink. It reads "RECEIVED AT TORONTO" and "GENERAL OFFICE (CORRESPONDENCE)." This machine mark only appeared on the reverse side of incoming Eaton's mail from 1929 to 1934 in Toronto. At Eaton's, use of some PB1 machines continued to at least 1942. Table 3 summarizes known Eaton's usage of the PB1 meters from 1923 to 1942.

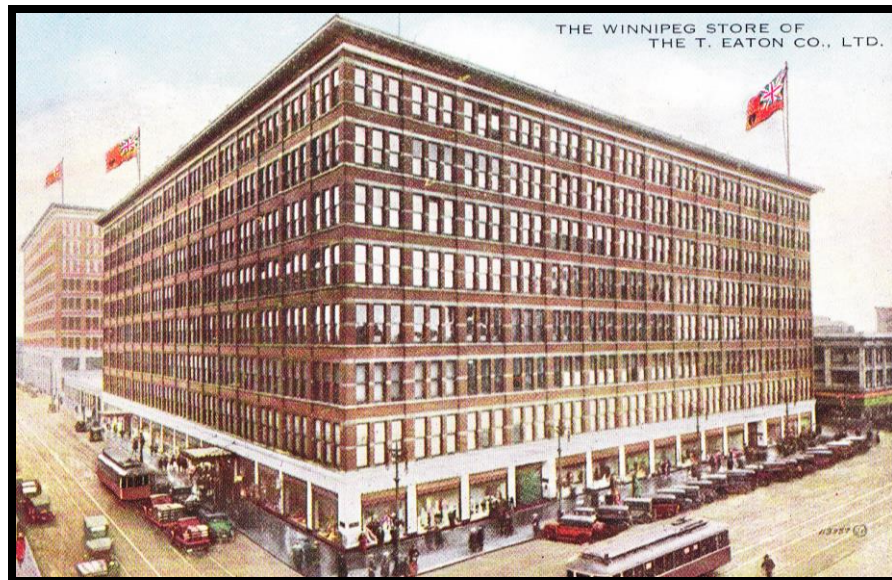
Of the 294 PB1 postage meters manufactured in Canada from 1923 to 1935, at least 34 were used in Eaton's locations across Canada. As technology improved and new meter types by Pitney Bowes and other companies were developed, Eaton's continued to install meter machines from various manufacturers at its stores and business centres. The PB1 meters dominated the meter machine marketplace from 1923 to 1935. But after 1935, most of the PB1 meter machines had been phased out and replaced by faster, cheaper and more efficient machines. Eaton's use of all kinds of meter machines continued until 1999 when Eaton's ceased operations. The author has made no effort to document usage by Eaton's of the other postage meter machine types beyond these early PBI machines in Canada. However, examples of some of the other meters used by Eaton's are shown below, in addition to a selection of images of impressions of the PB1 machines used by Eaton's. Meter types cited here draw on the *Canadian Meter Postage Stamp Catalog* by Irwin (2004).

Eaton's had at least 144 stores or offices at various times in 98 Canadian and foreign towns and cities up to 1997. However, the Eaton's PB1 Machines were exclusively used in the six Canadian cities up to 1942 noted below in Table 3. Details of the use of PB1 postage meters at Eaton's and elsewhere are derived from a spreadsheet published by the Meter Stamp Society (Rubec 2014). This broader data is recognized as highly incomplete but is the most comprehensive listing known to date of the PB Type 1 meters used in Canada.

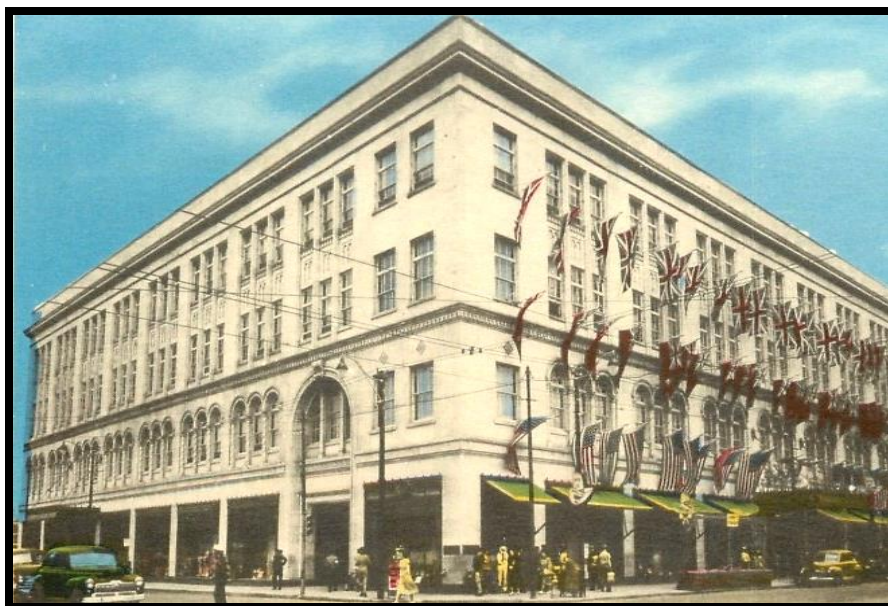
**Table 3: Summary of Reported Pitney Bowes Type PB1 Postage Meters Used by the T. Eaton Company from 1923 to 1942**

PB Type 1 Machine No.	Licence No.	Values Known (Cents)	City	Years of Use
4001	4	3	Winnipeg	1924-1925
4002	-- --	1 1	• Ottawa • Winnipeg	• 1923 • ?
4003	1 1	1 4	• Toronto • Winnipeg	• 1923-1935 • 1935
4004	1	2	Toronto	1923-1934
4006	1	1	Toronto	1926
4007	1 ?	3 3	• Toronto • Montreal	• 1923-1928 • 1928
4009	1	3	Toronto	1924-1926
4010	10 3	3 3	• Montreal • Winnipeg	• 1931-1939 • 1939
4011	--	--	Return Postage Prepaid	?
4015	3	-- 2	• Return Postage Prepaid • Winnipeg	• 1924-1930? • ?
4017	3 3	1 3	• Winnipeg • Toronto	• 1924-1938 • ?
4039	1	2	Edmonton	1926-1928
4043	8	3	Winnipeg	1934-1938
4047	1	?	Toronto	?
4062	3	1, 3	Winnipeg	1931-1934
4066	1	4	Toronto	1932
4069	1	3	Toronto	1924
4078	--	?	Winnipeg	1937
4100	--	?	Montreal	?
4101	10	2	Montreal	1927-1939
4114	1, 2	?	Toronto	1936
4130	1	2	Toronto	1935-1936
4169	10, 24	?	Montreal	1934
4182	2	?	Montreal	?
4227	3	?	Moncton	1933
4228	1 --	3 --	• Moncton • Return Postage Prepaid	• 1932-1933 • ?
4231	1 1	3 3	• Toronto • Return Postage Prepaid	• 1935-1936 • 1935
4262	1	?	Moncton	1938
4264	1	3	Moncton	1937-1941
4269	1	3	Toronto	1931-1933
4282	1	?	Moncton	1936
4284	1	3	Moncton	1933-1934
4289	1	?	Toronto	1934
--	--	--	"General Office Correspondence" (in box) and "Received At Toronto" (in townmark circle)	1929-1934
<b>TOTAL: 34 PB1 machines in six cities</b>				

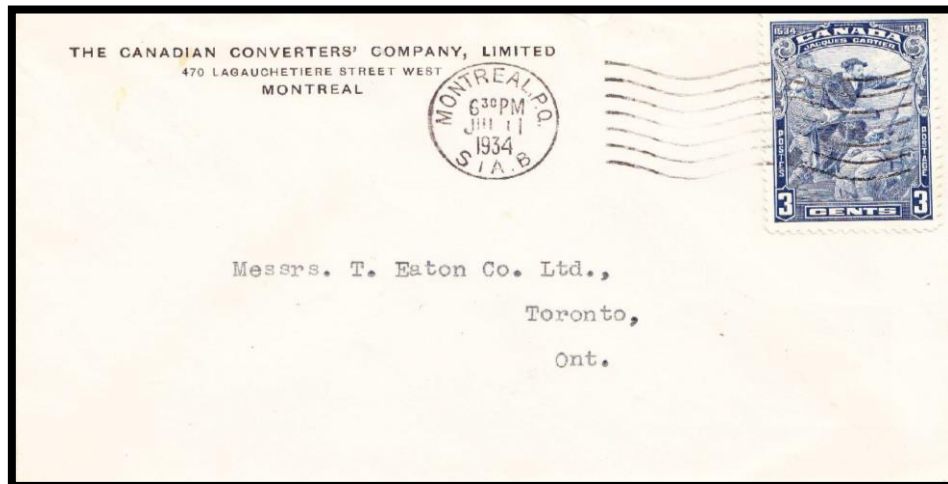




*Eaton's store in Winnipeg, Manitoba.*



*Eaton's store in Calgary, Alberta, with 1940s wartime Allies' flags.*



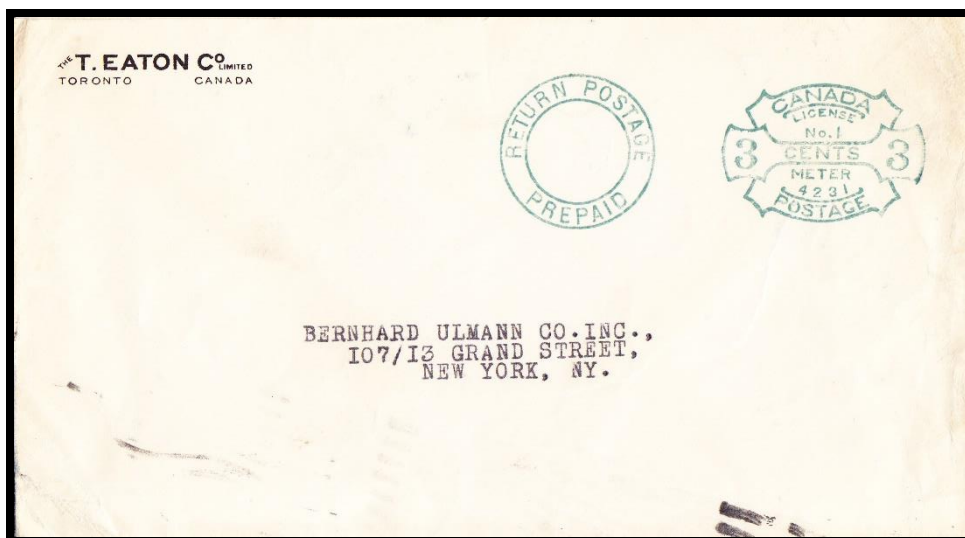
*Front and back of a cover to Eaton's in Toronto, Ontario, from the Canadian Converters' Company of Montreal, Quebec. Notable is a green meter impression on the reverse side stating "General Office (Correspondence)" and "Received At Toronto" on 12 July 1934.*



*Pitney Bowes Type 1.2 Postage Meter mailed from the Eaton's store in Toronto, Ontario, on 31 March 1933 to a supplier, Canadian Cannerys Ltd., in Hamilton, Ontario.*



*Pitney Bowes Type 1.2 Postage Meter mailed from the Eaton's store in Moncton, New Brunswick, on 19 October 1933.*



*Pitney Bowes Type 1.2 Postage Meter with a "RETURN POSTAGE PREPAID" townmark, mailed from the Eaton's store in Toronto, Ontario. The reverse is postmarked at Toronto on 17 August 1935.*

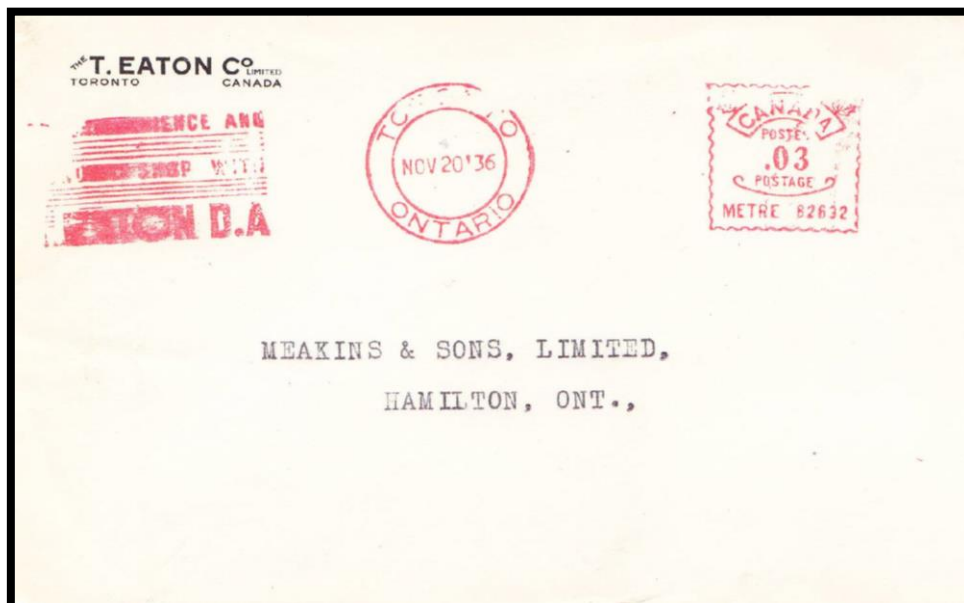


*Pitney Bowes Type 2.1 Postage Meter, mailed on 5 October 1946 from the Eaton's store in Hamilton, Ontario.*





*Registered Pitney Bowes Type 2.1 Postage Meter impression with five-cent and ten-cent rate slugs used to make up 15 cents in postage, mailed by the Eaton's store in Montreal, Quebec, to a customer in Toronto, Ontario, on 17 July 1938.*



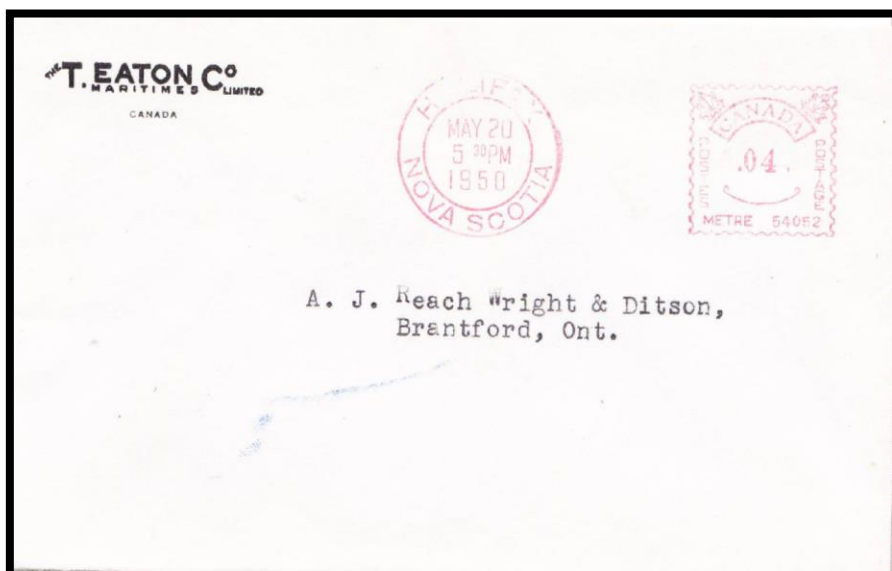
*Pitney Bowes Type 4.2 Postage Meter mailed with a promotional slogan at the left. It is from the Eaton's Insurance Co., Toronto, Ontario, on 20 November 1936 to Meakins and Sons Ltd. in Hamilton, Ontario.*



*Pitney Bowes Type 4.3 Postage Meter, mailed on 27 May 1944  
from the Eaton's store in Winnipeg, Manitoba.*



*Pitney Bowes Type 5.1 Postage Meter, with a "V" for Victory slogan  
at the left, mailed from the Eaton's store in Montreal, Quebec,  
on 3 December 1941.*



*Pitney Bowes Type 5.1 Postage Meter mailed from the Eaton's store in Halifax, Nova Scotia, on 20 May 1950 to Brantford, Ontario.*



*Pitney Bowes Type 5.1 Postage Meter with Christmas Seals slogan at left, mailed from the Eaton's store in Montreal, Quebec, on 5 December 1946.*

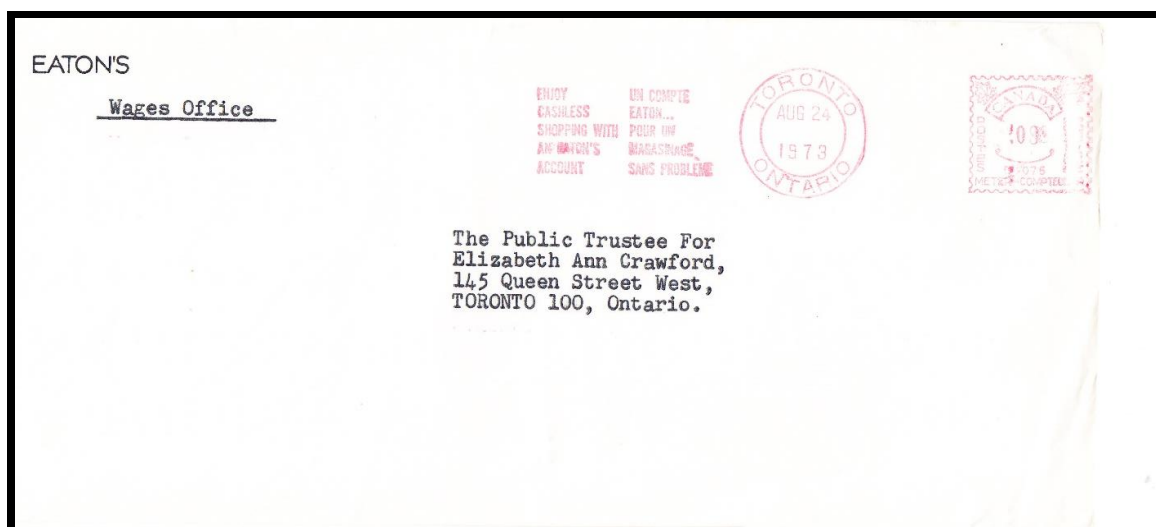


*Pitney Bowes Type 5.1 Postage Meter, mailed on 30 June 1943  
from the Eaton's store in Montreal, Quebec.*



*Pitney Bowes Type 5.1 Postage Meter with wartime slogan  
at the left, mailed from the Eaton's store in Montreal,  
Quebec, on 29 February 1944.*

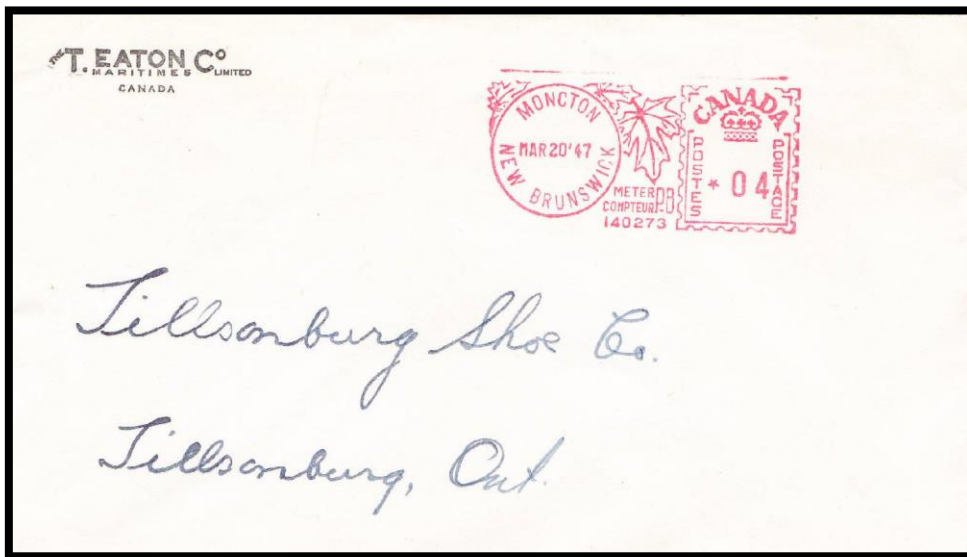




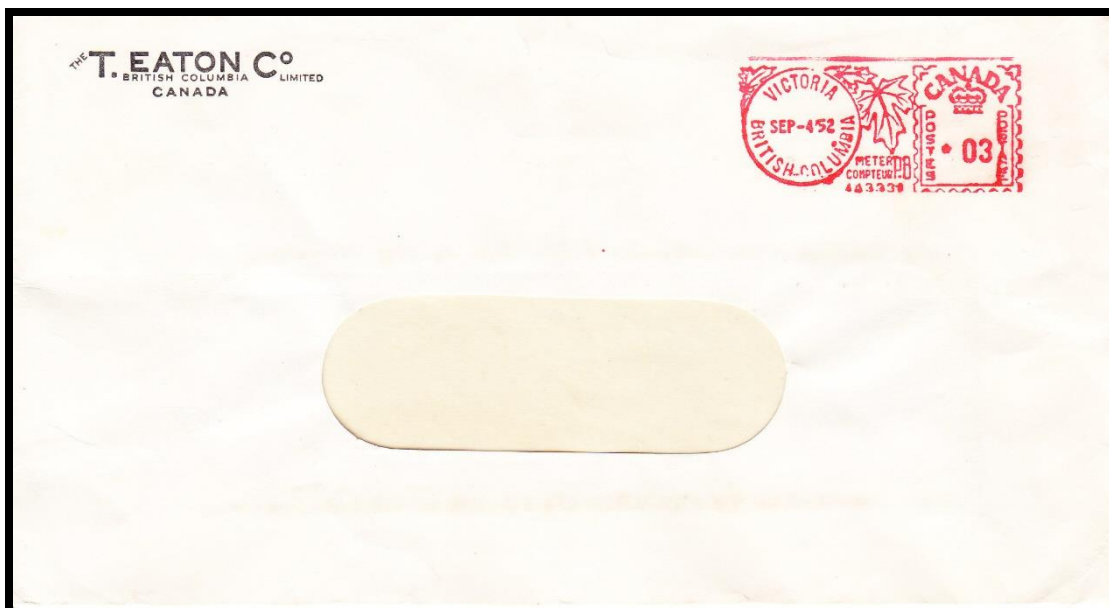
*Pitney Bowes Type 5.2 Postage Meter with promotional slogan at the left for the Eaton's Shopping Account, mailed from the Eaton's Wages Office at Toronto, Ontario, on 24 August 1973 to a local Toronto address.*



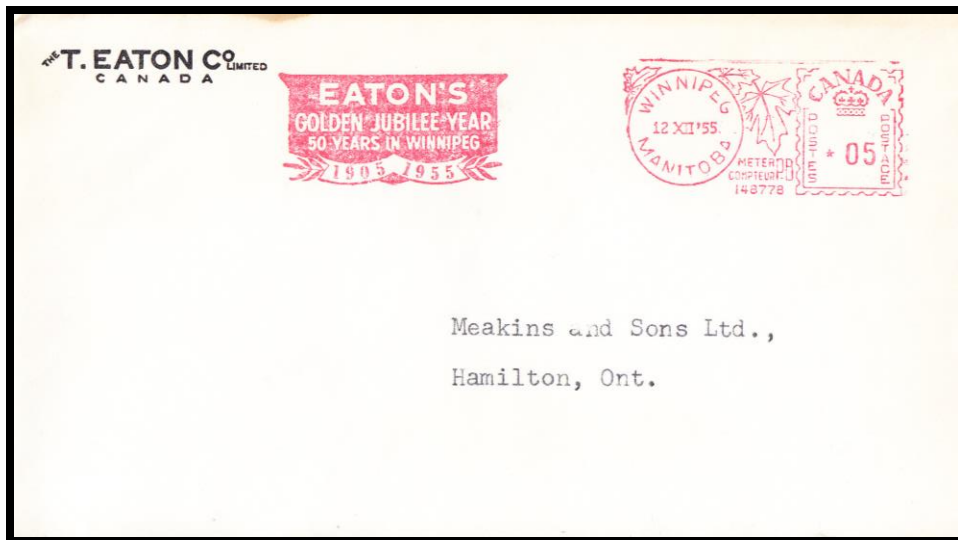
*Pitney Bowes Type 8.1 Postage Meter mailed from the Eaton's store in Moncton, New Brunswick, on 22 February 1944 with a wartime secrecy reminder printed on the envelope.*



*Pitney Bowes Type 8.1 Postage Meter, mailed from the Eaton's Store in Moncton, New Brunswick, on 20 March 1947 to a supplier in Tillsonburg, Ontario.*



*Pitney Bowes Type 8.1 Postage Meter mailed from the Eaton's store in Victoria, British Columbia, on 4 September 1952.*



*Pitney Bowes Type 8.1 Postage Meter with 50<sup>th</sup> Anniversary promotional slogan, mailed from the Eaton's store in Winnipeg, Manitoba, on 12 November 1955 to a supplier in Hamilton, Ontario.*



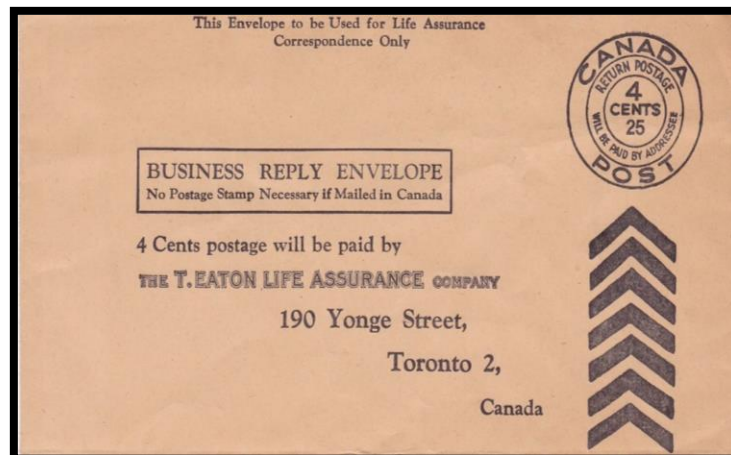
*Pitney Bowes Type 8.1 Postage Meter with "Charge It" slogan at left, mailed from the Eaton's store in Winnipeg, Manitoba, on 23 March 1969.*



*Eaton's also used postage meters supplied by companies other than Pitney Bowes, especially after 1940. This is an example of a Commercial Controls Type 1.3 Postage Meter mailed from the Eaton's store in Toronto, Ontario, on 10 March 1964.*

## **XII. Eaton's Bulk Mail Business Envelopes**

Various Eaton's commercial ventures also used special order stationery. One example is the Eaton's Life Assurance Company's 1940s business reply envelope shown below. It provides four cents in prepaid postage using Permit No. 25.

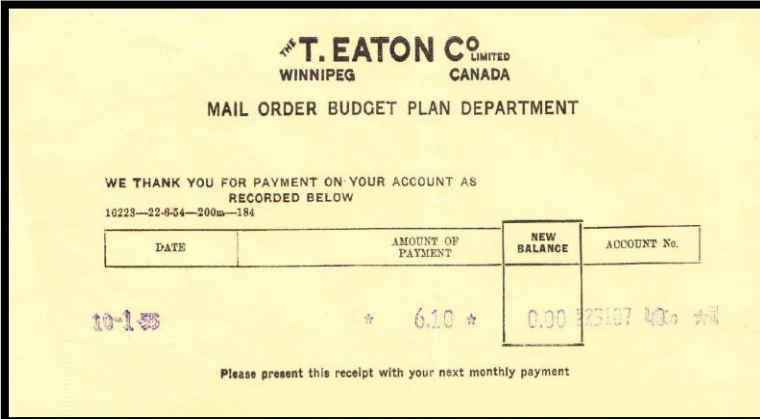


*Commercial business reply envelope addressed to the T. Eaton Life Assurance Co. in Toronto, Ontario, in the 1940s, with four-cents return postage included.*



### **XIII. Eaton's Layaway Financial Accounting Documents**

Eaton's printed a great deal of customized envelopes, stationery and documents. Over the years, it implemented various transaction methods that departed from the company's original focus on cash-only transactions. For example, it implemented a "Budget Plan" in the 1950s allowing customers to establish a credit account and to pay monthly with a reducing balance. By the 1970s, Eaton's had implemented customer credit cards that served the same purpose much more easily. They also produced a dazzling array of colourful envelopes to allow customers to transmit orders. Ordering envelopes dealt with all manner of things customers wished from the Eaton's catalogue. In particular, this applied to clothing, sewing patterns, hardware goods and other items where colour and sizes were critical. These envelopes often had printed advertising on the back. Illustrations of a few of these envelopes follow.



THE T. EATON CO. LIMITED  
WINNIPEG CANADA

MAIL ORDER BUDGET PLAN DEPARTMENT

WE THANK YOU FOR PAYMENT ON YOUR ACCOUNT AS  
RECORDED BELOW  
10223-22-654-200m-184

DATE	AMOUNT OF PAYMENT	NEW BALANCE	ACCOUNT No.
10-1-55	* 6.10 *	0.00	223107 400 *11

Please present this receipt with your next monthly payment

*Example of Eaton's Mail Order Budget Plan receipt  
used on 1 October 1955 at the Winnipeg, Manitoba, store.*



THE T. EATON CO. LIMITED  
WINNIPEG CANADA

**Help Us Give You Faster Service**

PLEASE FILL  
IN AND  
SEND WITH  
PAYMENT

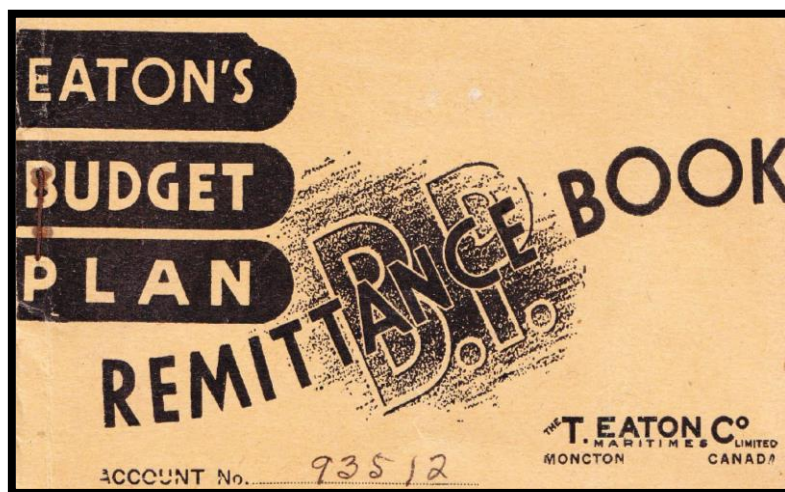
NAME.....  
ADDRESS.....  
BUDGET PLAN ACCOUNT No.....

REMIT BY MONEY ORDER OR CHEQUE.  
DO NOT SEND CASH UNLESS REGISTERED.

*This is an Eaton's Winnipeg form for submission  
of account payments.*



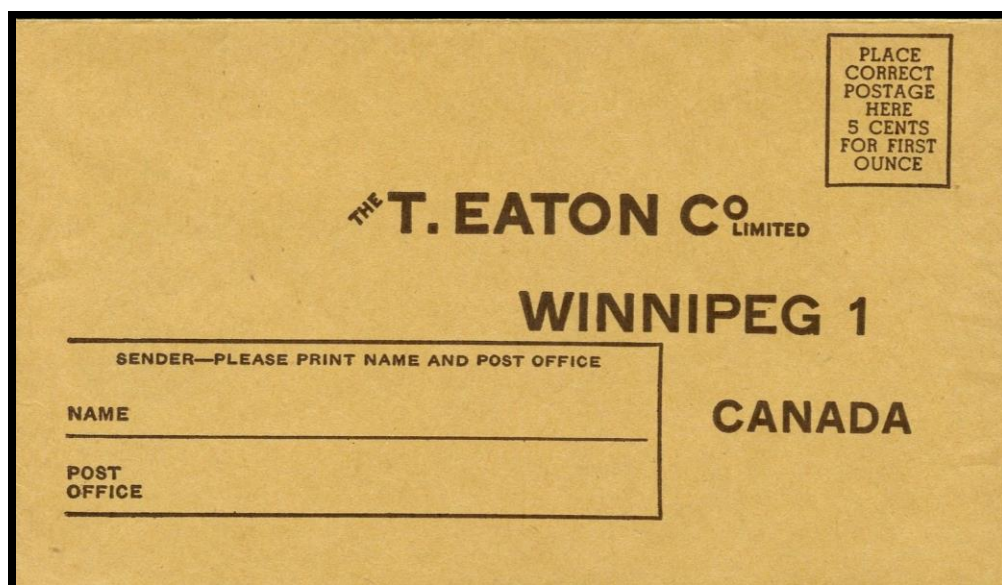
*Unstamped envelope sent by Eaton's to customers to allow submission of cheques or postal money orders as payments to their Toronto, Ontario, store.*



*Eaton's "Budget Plan" remittance book with 12 forms for monthly payment submissions. Dated 1948.*



*Reply envelope requiring postage, to be sent to the Eaton's store in Regina, Saskatchewan.*



*Reply envelope requiring five cents postage, to be sent to the Eaton's store in Winnipeg, Manitoba.*



**DID YOU STATE SIZE AND COLOR?**

Did You Check Extensions and Total?  
Did You Enclose Money Order?

HERE

**THE T. EATON CO<sup>o</sup> LIMITED**

FROM  
Name Barb Poir  
Post Office St-Jovite  
Prov. Quebec  
R. F. No. 213  
Street and No. \_\_\_\_\_

**MONCTON, N.B.**

CANADA

---

**DID YOU STATE SIZE AND COLOR?**

PUT  
A  
STAMP  
HERE

**THE T. EATON CO<sup>o</sup> LIMITED**

FROM  
Name \_\_\_\_\_  
Post Office \_\_\_\_\_  
Prov. \_\_\_\_\_  
R. F. No. \_\_\_\_\_  
Street and No. \_\_\_\_\_

**TORONTO 2**

CANADA

---

PLEASE PRINT NAME  
AND ADDRESS PLAINLY

NAME \_\_\_\_\_

POST OFFICE \_\_\_\_\_

STREET AND NUMBER \_\_\_\_\_

RURAL ROUTE \_\_\_\_\_ BOX NO. \_\_\_\_\_

PROVINCE \_\_\_\_\_

**THE T. EATON CO<sup>o</sup> LIMITED**

**TORONTO 1,**

CANADA

Three (reduced) examples of the front side of unused Eaton's order envelopes used to submit details on requested size and colour of fabric, etc. Used by Eaton's stores in Moncton and Toronto.

**A HANDY UTILITY MIRROR**

White Enameled  
Priced Especially Low

665-048 How convenient — to have something so compact and so neat in a Mirror! Clear, heavy mirror in a sturdy frame, enameled White. Towel rack and shelf make it so fitting for kitchen or bathroom. Mirror measures 11 1/2 by 15 1/2 inches. One over all (including towel rack) 18 1/2 by 18 1/2 inches. The first time we have ever catalogued anything of this kind so complete! Order NOW! Sale Price **\$1.59**

Special Sale Value **1.59**

Orders Filled for This Item up to August 31st, 1933

**BARGAIN PRICED!**

**T. EATON CO<sup>o</sup>**  
MARITIMES LIMITED  
MONCTON N.B. CANADA

---

**SERVICEABLE! LOW PRICED!**

**6 KNIVES, 6 FORKS**

STAINLESS STEEL  
BLADES

Only **1.49**  
12 pc.  
set

Read This Before Sealing  
30-9250. It's a big saving — buy from the everyday low price serviceable Tableware-Flatware, Good Knives and Forks, all with White Enamel handles. Knives have mirror-polished blades. Order a complete dinner or lunch set or just 6 Knives & Forks. See ad. — **1.49**

THIS PRICE  
EFFECTIVE  
SEP 10, 1933

**T. EATON CO<sup>o</sup>**  
TORONTO CANADA

---

**BEFORE SEALING—**

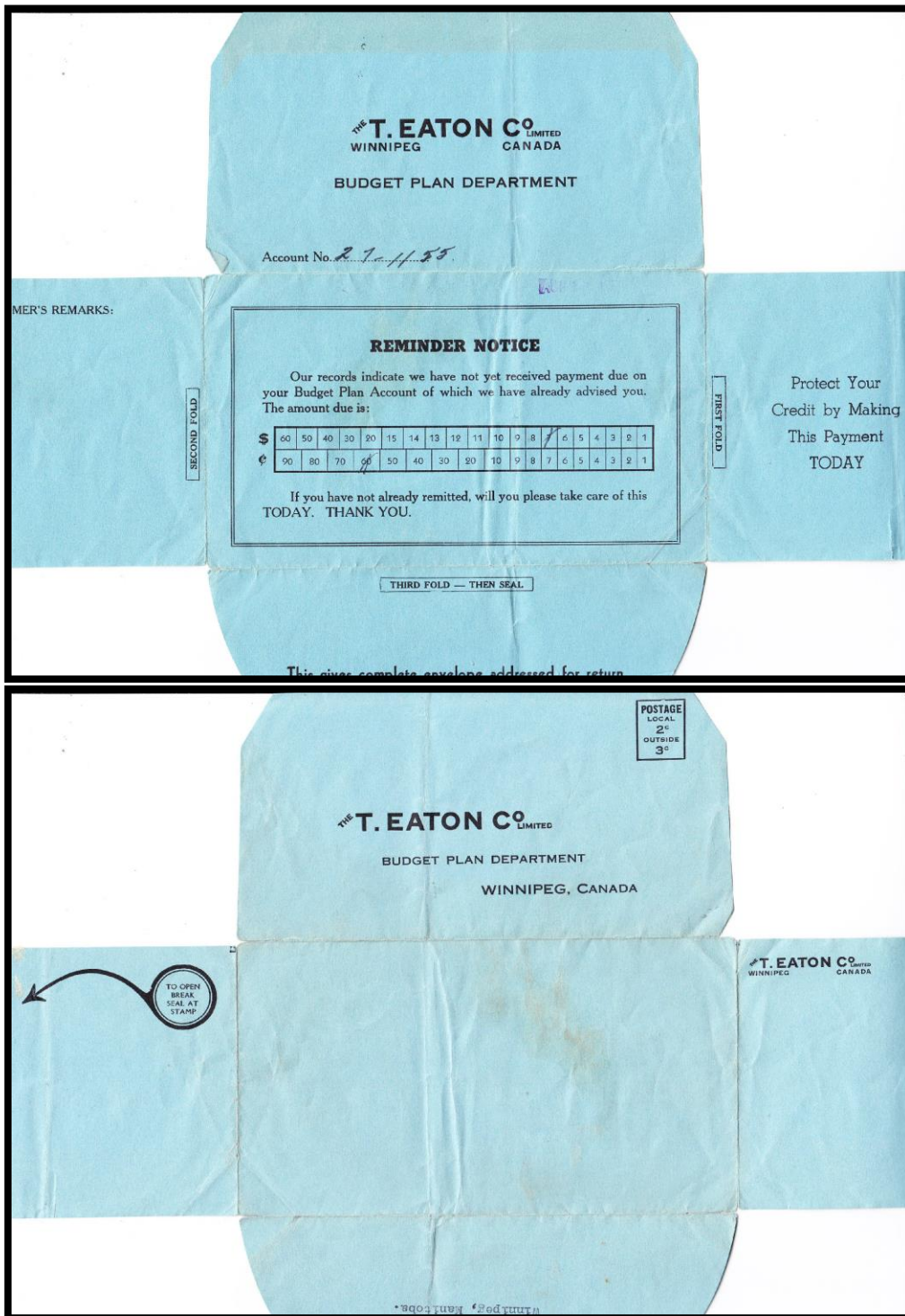
**DID YOU STATE SIZE AND COLOUR?**

**HAVE YOU SHOWN FULL NAME AND ADDRESS, INCLUDING POST OFFICE, STREET NAME, BOX NUMBER OR RURAL ROUTE?**

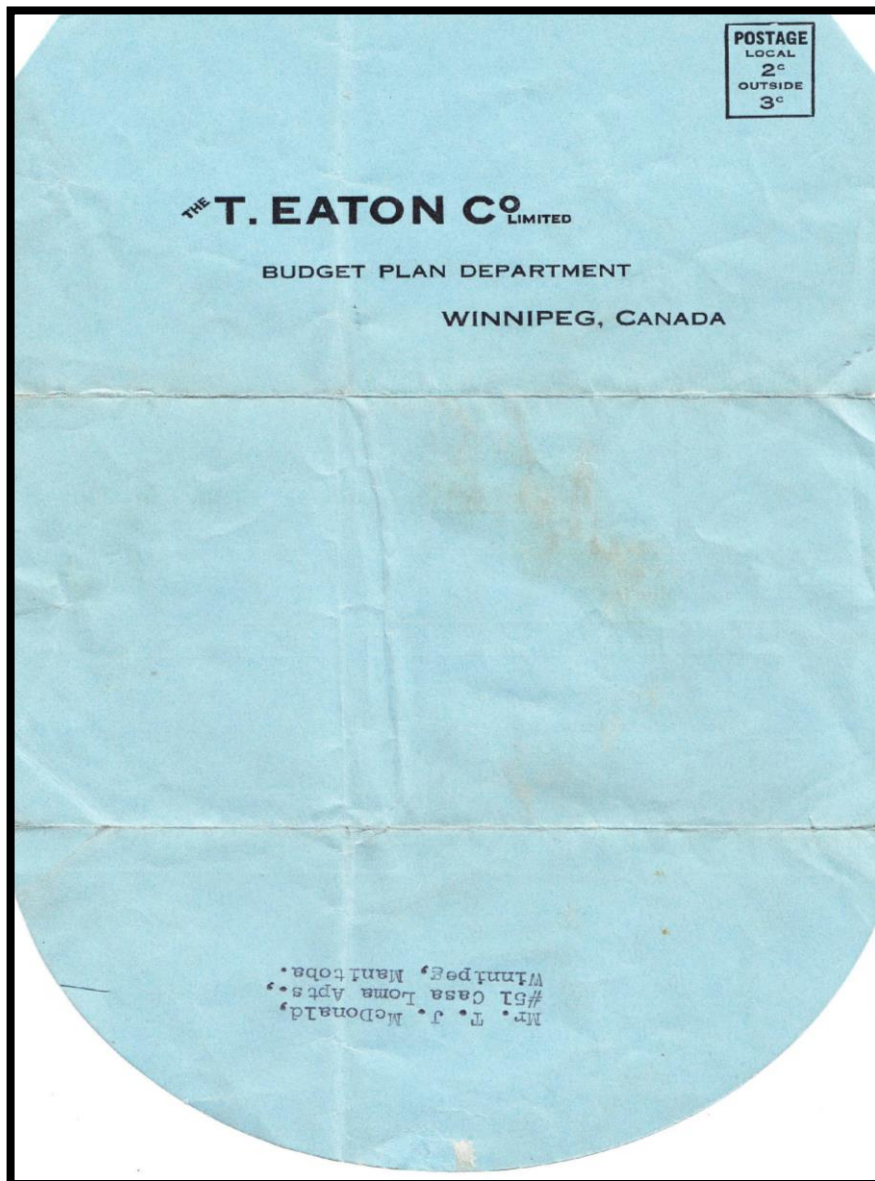
**DID YOU ENCLOSE REMITTANCE?**

Reverse sides of the same three Eaton's envelopes. Two have interesting advertising on the back for a utility mirror and a cutlery set.





*Back and front of an Eaton's budget plan payment envelope. It is set up much like an aerogramme, with four folds. The image on the next page shows the envelope with most of its flaps folded inward.*



*Budget Plan payment envelope with flaps folded inward.*

**XIV. Eaton's Inter-Store Coach Service Coupon**

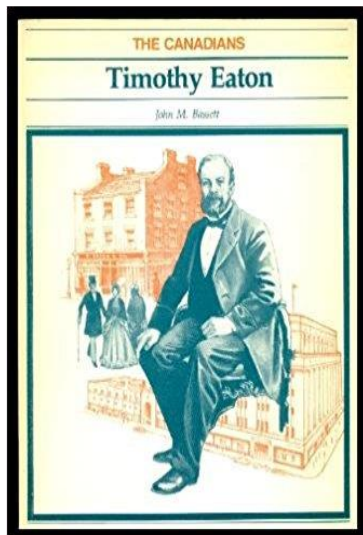
The Eaton's store in Winnipeg, Manitoba, covered several city blocks. To assist its customers, Eaton's ran a free bus service between its various buildings. Clerks would provide an *Eaton's Inter-Store Coach Service* coupon on request. The buses were operated by Gray Coach Lines Ltd.



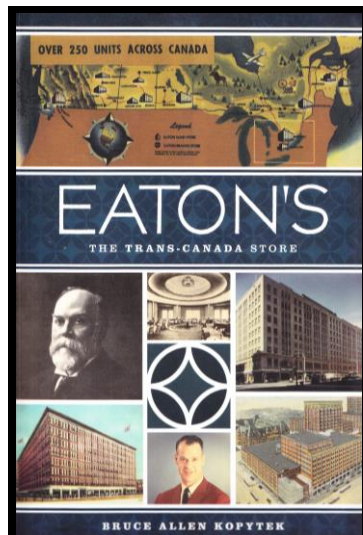
*Eaton's Inter-Store Coach Service Coupon.*

## **XV. Literature Cited and Additional Reading**

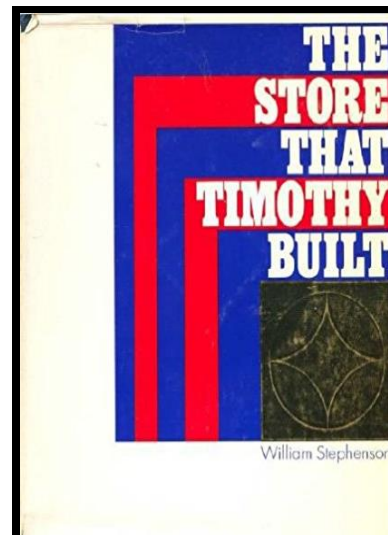
Most of these references are cited in the text, but a few with useful background information are noted as well. Three of the most popular books on the history of the T. Eaton Company are illustrated below.



Bassett (1975)



Kopytek (2014)



Stephenson (1969)

- Bassett, J.M. 1975. *The Canadians: Timothy Eaton*. 1980 reprint. R. Read (ed.). Fitzhenry and Whiteside Ltd. Don Mills, Ontario. 62 pp.
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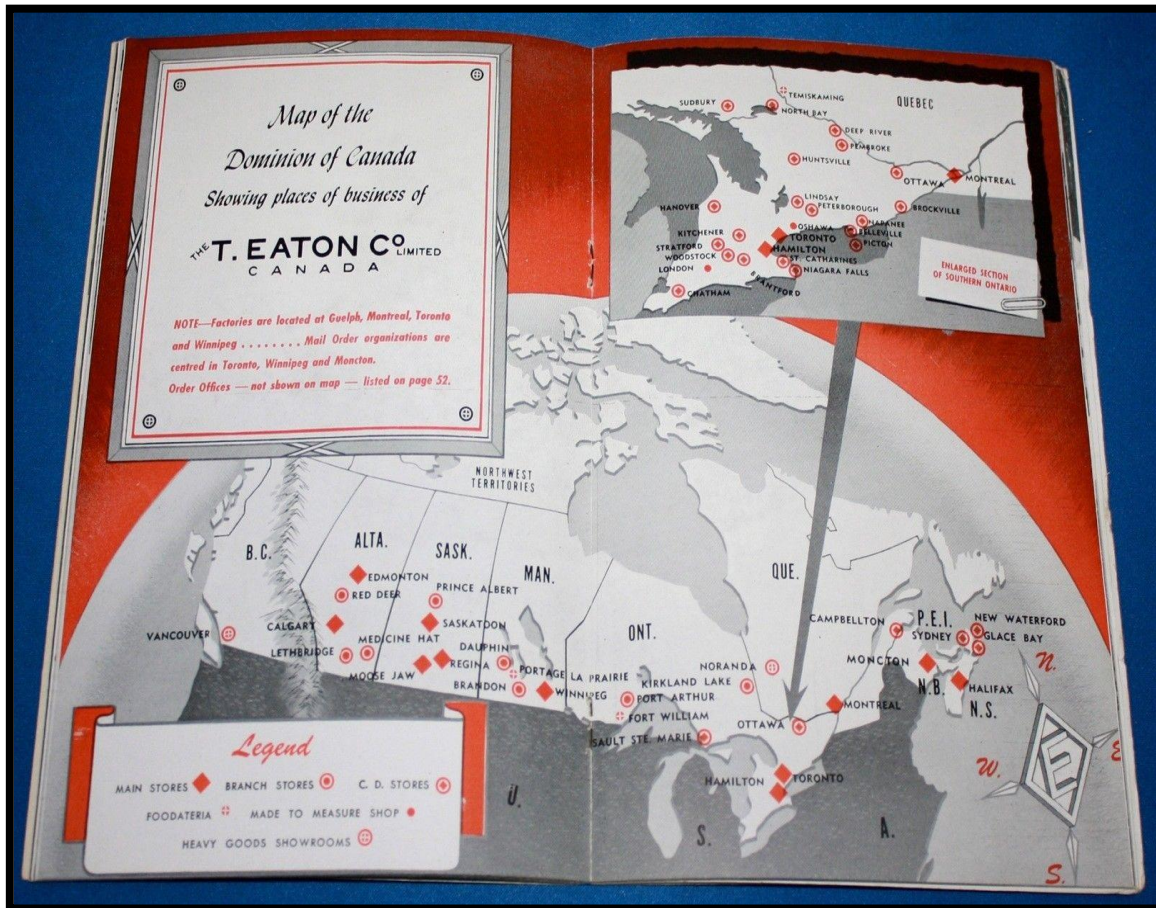
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- Rubec, C. 2014. "Pitney Bowes Canada Type 1 Meters: 1923 to 1951". *Meter Stamp Society Bulletin* 66(2):1-6 and 66(2):12-14. Includes five pages, and an online Excel data set on the Meter Stamp Society web site, as revised by C. Rubec in June 2015 (retrieve from: [www.meterstampsociety.com](http://www.meterstampsociety.com)).
- Santink, J.L. 1990. *Timothy Eaton and the Rise of His Department Store*. University of Toronto Press. Toronto, Ontario. 332 pp.
- Stephenson, W. 1969. *The Store That Timothy Built*. McClelland and Stewart Ltd. Toronto, Ontario. 255 p.
- T. Eaton Co. 1919. *Eaton's Golden Jubilee 1869-1919. A Book to Commemorate the 50<sup>th</sup> Anniversary of the T. Eaton Co. Ltd.* Printed by the T. Eaton Co. Toronto and Winnipeg. 289 pp.
- T. Eaton Co. Undated. *The Story of a Store*. Promotional booklet. T. Eaton Co. Toronto, Ontario.
- van Dam, E.S.J. 2017. *The Canadian Revenue Stamp Catalogue Including Hunting and Wildlife Conservation Stamps*. E.S.J. van Dam Ltd. Bridgenorth, Ontario. 224 pp.
- Webb, J.F. 1983. *Canada and Newfoundland Postal Stationery Catalogue*. 4<sup>th</sup> edition. Published by J.F. Webb. Hornby, Ontario. 80 pp.



## Appendix 1: Location of Eaton's Stores and Factories – 1861 to 1999

*As summarized from Kopytek (2014) and T. Eaton Co. (Undated).*

Eaton's stores, factories and other enterprises were spread across all of Canada's provinces but not its territories. In addition, numerous local Catalogue Outlet Stores were established. Table A1 and the map below illustrate the location of most of the Eaton's retail stores and factories.



*Map of Eaton's empire showing Main Retail Stores, Branch Stores, Canada Department Stores, Foodaterias, Made to Measure Shops, and Heavy Goods Showrooms (T. Eaton Co., Undated).*

**Table A1: Location of Eaton's Stores and Factories in Canada**

City	Type of Store
<b>British Columbia</b>	
<ul style="list-style-type: none"> <li>Brentwood Mall/Burnaby</li> <li>Chilliwack</li> <li>Seven Oaks Mall/Clearbrook</li> <li>Courtney</li> <li>Coquitlam</li> </ul>	<ul style="list-style-type: none"> <li>Eaton's Store (1961)</li> <li>Eaton's Store (1948-1976)</li> <li>Eaton's Store (1975)</li> <li>Eaton's Store (1948)</li> <li>Eaton's Store (1979)</li> </ul>

<ul style="list-style-type: none"> <li>• Duncan</li> <li>• Aberdeen Mall/Kamloops</li> <li>• Willowbrook Centre/Langley</li> <li>• Mission</li> <li>• Nanaimo Downtown</li> <li>• Woodgrove Centre Mall/Nanaimo</li> <li>• New Westminster</li> <li>• Westmount Place/Richmond</li> <li>• Guilford Town Centre Mall/Surrey</li> <li>• Trail</li> <li>• Hastings St./Vancouver Downtown</li> <li>• Pacific Centre Mall/Vancouver</li> <li>• Park Royal Mall/West Vancouver</li> <li>• Vernon</li> <li>• Victoria</li> <li>• Tillicum Mall/Victoria</li> </ul>	<ul style="list-style-type: none"> <li>• Eaton's Store (1948)</li> <li>• Eaton's Store (1981)</li> <li>• Eaton's Store (1983)</li> <li>• Eaton's Store (1948-1975)</li> <li>• Eaton's Store (1948-1981)</li> <li>• Eaton's Store (1981)</li> <li>• Eaton's Store (1949)</li> <li>• Eaton's Store (1977)</li> <li>• Eaton's Store (1952)</li> <li>• Eaton's Store (1972)</li> <li>• Eaton's Store (1948-1972)</li> <li>• Eaton's Store (1972)</li> <li>• Eaton's Store (1962)</li> <li>• Eaton's Store (1959)</li> <li>• Eaton's Store (1948)</li> <li>• Eaton's Store (1982)</li> </ul>
<b>Alberta</b>	
<ul style="list-style-type: none"> <li>• Calgary</li> <li>• South Centre Mall/Calgary</li> <li>• Sunridge Mall/Calgary</li> <li>• Edmonton</li> <li>• Heritage Mall/Edmonton</li> <li>• Londonderry Mall/Edmonton</li> <li>• West Edmonton Mall/Edmonton</li> <li>• Lethbridge</li> <li>• Medicine Hat</li> <li>• Red Deer</li> <li>• Bower Place/Red Deer</li> </ul>	<ul style="list-style-type: none"> <li>• Eaton's Store (1929)</li> <li>• Eaton's Store (1974)</li> <li>• Eaton's Store (1981)</li> <li>• Eaton's Store (1928)</li> <li>• Eaton's Store (1981)</li> <li>• Eaton's Store (1972)</li> <li>• Eaton's Store (1981)</li> <li>• TECO Store (1928), Eaton's Store (1955)</li> <li>• TECO Store (1928), Eaton's Store (1939)</li> <li>• TECO Store (1928), Eaton's Store (1939-1981)</li> <li>• Eaton's Store (1981)</li> </ul>
<b>Saskatchewan</b>	
<ul style="list-style-type: none"> <li>• Prince Albert</li> <li>• Regina</li> <li>• Centennial Mall/Regina</li> <li>• Cornwall Centre Mall/Regina</li> <li>• North Battleford</li> <li>• Moose Jaw</li> <li>• Saskatoon Downtown</li> <li>• Midtown Mall/Saskatoon</li> </ul>	<ul style="list-style-type: none"> <li>• Eaton's Store (1941)</li> <li>• Mail Order (1918), Eaton's Store (1926-1981)</li> <li>• Eaton's Store (1967)</li> <li>• Eaton's Store (1981)</li> <li>• Eaton's Store (1963)</li> <li>• Eaton's Store (1928)</li> <li>• Mail Order Outlet (1916), Eaton's Store (1928-1970)</li> <li>• Eaton's Store (1970)</li> </ul>
<b>Manitoba</b>	
<ul style="list-style-type: none"> <li>• Garden City Mall/West Kildonan/Winnipeg</li> <li>• Winnipeg</li> <li>• Polo Park Mall/Winnipeg</li> <li>• Garden City Mall/Winnipeg</li> <li>• Brandon</li> <li>• St. Vital</li> </ul>	<ul style="list-style-type: none"> <li>• Eaton's Store (1976)</li> <li>• Eaton's Store (1905), Service Centre (1962)</li> <li>• Eaton's Store (1968)</li> <li>• Eaton's Store (1976)</li> <li>• TECO Store (1928), Eaton's Store (1939)</li> <li>• Eaton's Store (1979)</li> </ul>
<b>Ontario</b>	
Georgian Mall/Barrie	Eaton's Store (1985)
Belleville	Eaton's Store (19??-1965)
Bramalea City Centre/Bramalea	Eaton's Store (1971)
Brantford	Eaton's Store (1947-1965)

Market Square/Brantford	Eaton's Store (1986)
Brockville	Eaton's Store (19??-1965)
Burlington Mall/Burlington	Eaton's Store (1975)
Mapleview Centre Mall/Burlington	Eaton's Store (1990)
Chatham	CDS Store; Eaton's Store (1949-1975)
Deep River	CDS Store (1946-1966), Eaton's Store (1966)
Don Mills	Eaton's Store (1962)
Eaton Centre/Guelph	Eaton's Store (1984)
Hamilton Downtown	Factory (1916), Eaton's Store (1927-1981)
Eaton Centre/Hamilton	Eaton's Store (1989)
Lime Ridge Mall/Hamilton	Eaton's Store (1981-1989)
Hanover	Eaton's Store (19??-1965)
Huntsville	Eaton's Store (1942-1999)
Kirkland Lake	Eaton's Store (1939)
Kitchener Downtown	TECO Store (1928), Eaton's Store (1949-1973)
Market Square/Kitchener	Eaton's Store (1973)
Lindsay	Eaton's Store (19??-1965)
Masonville Place/London	Eaton's Store (1985)
Northland Mall/London	Horizon Store (1972-1978), Eaton's Store (1978)
Westmount Mall/London	Horizon Store (1972-1978), Eaton's Store (1978)
Wellington Square/London	Eaton's Store (1960)
Markville Centre/Markham	Eaton's Store (1982)
Midland	Eaton's Store (19??-1966)
Erin Mills Mall/Mississauga	Eaton's Store (1994)
Sheridan Mall/Mississauga	Horizon Store (1972-1978), Eaton's Store (1978)
Square One/Mississauga	Eaton's Store (1988)
Napanee	Eaton's Store (19??-1965)
Newmarket	Eaton's Store (1990)
Niagara Falls	CDS Store (1929-1966)
North Bay	CDS Store (1929-1949), Eaton's Store (1949-1965)
Oshawa	Eaton's Store (1956)
Ottawa Downtown	Eaton's Store (19??-1965)
Bayshore Mall/Ottawa	Eaton's Store (1973)
Pembroke	Eaton's Store (19??-1966)
Peterborough Downtown	CDS Store (1932-1966), Eaton's Store (1966-1975)
Peterborough Square Mall/Peterbough	Eaton's Store (1975)
Town Centre/Pickering	Eaton's Store (1985)
Picton	Eaton's Store (19??-1965)
Port Arthur	Eaton's Store (1938)
Rexdale Plaza Mall/Rexdale	Horizon Store (1974-1978), Eaton's Store (1978)
Sault Ste. Marie	CDS Store (1931-1949), Eaton's Store (1949-1965)
St. Catharines Downtown	CDS (1937-1949), Eaton's Store (1949-1973)
Pen Centre Mall/St. Catharines	Eaton's Store (1973)
St. Mary's	Eaton's Dry Goods Shop (1861-1869)
St. Thomas	Order Office
Sarnia	Eaton's Store (1982)
Town Centre Mall/Scarborough	Eaton's Store (1973)
Shoppers's World Mall/ Scarborough	Eaton's Store (1962-1994)
Eastgate Square Mall/Stoney Creek	Eaton's Store (1973)
Stratford	Eaton's Store (19??-1965)
Sudbury Downtown	Eaton's Store (19??-1975)

City Centre Mall/Sudbury	Eaton's Store (1975)
Toronto Downtown	Eaton's Store (1869), Mail Order Office (1903), Factories (1907), Furniture Store (1913), Embroidery Factory (1916), Queen Street Store (1883-1977), College Street Store (1930-1977), Service Building (401 and Sheppard 1956), Warehouse (1961)
Dufferin Plaza Mall/Toronto	Horizon Store (1973-1978), Eaton's Store (1978)
Eaton's Centre Mall/Toronto	Eaton's Store (1977)
Pape and Gerrard/Toronto	Horizon Store (1975-1978), Eaton's Store (1978)
Sheppard at Victoria Park/Toronto	Horizon Store (1972-1978), Eaton's Store (1978)
Sherway Gardens Mall/Toronto	Eaton's Store (1971)
Yorkdale Mall/Toronto	Eaton's Store (1964)
Young-Eglinton Centre Mall/Toronto	Horizon Store (1973-1978), Eaton's Store (1978)
Thunder Bay	Eaton's Store (19??-1997)
Westmount Place Mall/Waterloo	Eaton's Store (1978)
Promenade Mall/Vaughan	Eaton's Store (1986)
Woodstock	Eaton's Store (19??-1965)
<b>Quebec</b>	
<ul style="list-style-type: none"> <li>Anjou Mall/Anjou</li> <li>Carrefour de "Agrignon/Montreal</li> <li>Carrefour Mall/Laval</li> <li>Galeries Chagnon Mall/Levis</li> <li>Montenach Mall/Beloil</li> <li>Promenades de L'Outaouais/Hull</li> <li>Les Promenades Mall/St-Bruno</li> <li>Côte-St-Luc</li> <li>Montreal Downtown</li> <li>Greenfield Park Mall/Montreal</li> <li>Fairview Mall, Pointe Claire/Montreal</li> <li>Domaine Centre/Montreal</li> <li>Rockland/Montreal</li> <li>Galeries de la Capitale Mall/Quebec City</li> <li>Galeries des Mille-Îles Mall/Rosemere</li> <li>Galeries Mall/Saint-Laurent</li> <li>Carrefour de l'Estrie Mall/Sherbrooke</li> <li>Place Ste-Foy Mall/Ste-Foy</li> </ul>	<ul style="list-style-type: none"> <li>Eaton's Store (1968)</li> <li>Eaton's Store</li> <li>Eaton's Store (1974)</li> <li>Eaton's Store (1983)</li> <li>Horizon Store (1975-1978), Eaton's Store (1978)</li> <li>Eaton's Store</li> <li>Eaton's Store (1978)</li> <li>Eaton's Store (1973)</li> <li>Factory (1909), Eaton's Store (1925)</li> <li>Horizon Store (1973), Eaton's Store (1978)</li> <li>Eaton's Store (1965)</li> <li>Horizon Store (1975-1978), Eaton's Store (1978)</li> <li>Horizon Store (1973-1978)</li> <li>Eaton's Store (1981)</li> <li>Eaton's Store (1983)</li> <li>Horizon Store (1973-1978)</li> <li>Eaton's Store (1973)</li> <li>Eaton's (1975)</li> </ul>
<b>New Brunswick</b>	
<ul style="list-style-type: none"> <li>Campbellton</li> <li>Moncton Downtown</li> <li>Highfield Square/Moncton</li> </ul>	<ul style="list-style-type: none"> <li>TECO Store (1928), CDS Store (1930)</li> <li>Mail Order (1920), Eaton's Store (1927)</li> <li>Eaton's Store (1969)</li> </ul>
<b>Nova Scotia</b>	
<ul style="list-style-type: none"> <li>Mic Mac Mall/Dartmouth</li> <li>Halifax Downtown</li> <li>Halifax Shopping Centre Mall/ Halifax</li> <li>Glance Bay</li> <li>Sydney</li> <li>Sydney Mines</li> </ul>	<ul style="list-style-type: none"> <li>Eaton's Store (1973)</li> <li>Eaton's Store (1928-1962)</li> <li>Eaton's Store (1962)</li> <li>TECO Store (1928), CDS Store 1930</li> <li>TECO Store (1928), CDS Store (1930)</li> <li>TECO Store (1928), CDS Store (1930)</li> </ul>



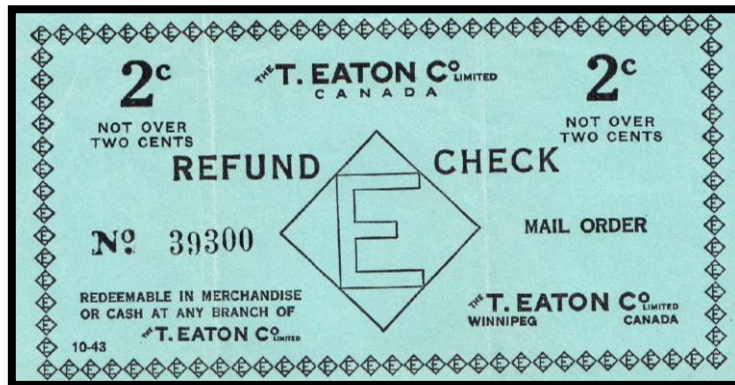
• New Waterford	• TECO Store (1930)
<b>Prince Edward Island</b>	
• Charlottetown	• Eaton's Store (1955)
<b>Newfoundland and Labrador</b>	
• Gander	• Eaton's Store (1949)
<b>International Offices</b>	
• London, England	• Buying Agent Office (1893): books, tweeds, toys, sporting goods, pottery
• Leicester, England	• Buying Agent Office (1913): knitwear, hosiery
• Manchester, England	• Buying Agent Office (1911): textiles
• Belfast, Ireland	• Buying Agent Office: Irish linens
• Paris, France	• Buying Agent Office (1898): ladies fashions
• Frankfurt, Germany	• Buying Agent Office: Asian silk, embroideries, radios, plastics
• Zurich, Switzerland	• Buying Agent Office (1912): German and Eastern European products
• New York City, USA	• Buying Agent Office (1911): ready-to-wear clothing
• Yokohama, Japan	• Buying Agent Office (1918)
• Kobe, Japan	• Buying Agent Office (1919)



*Eaton's store in downtown Montreal, Quebec.*

## Appendix 2: Eaton's Refund Cheques

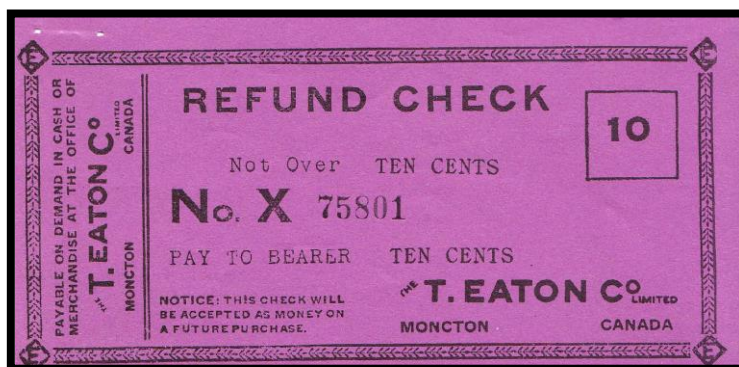
Appendix 2 summarizes data on Eaton's "refund cheques" (or "checks" as spelled by Eaton's). For small cash refunds on mail orders, Eaton's issued refund cheques that were sent by mail. Values seen by the author range from one cent to 50 cents. For larger amounts, the company also used postal note stamps, postal scrip stamps and postal money orders. The periods of use and number of printings is unknown to the author but some items are dated (as included in Table A2-2). Many colours of paper and text ink were used on these cheques, with at least seven consistent styles notable for their designs or prefixes to the control number (including A, E, E in a Diamond, P, Q, X and others). The refund cheques were issued in Winnipeg, Toronto and Moncton. See Table A2-1 for refund cheque images and Table A2-2 for refund cheque descriptions. While 81 cheque types are shown here, more types likely exist.



*Two-cent refund cheque from Eaton's in Winnipeg.  
Note the "Diamond E" Symbol on this refund cheque.*



*Two-cent refund cheque from Eaton's in Toronto.*



*Ten-cent refund cheque from Eaton's in Moncton.*

**Table A2-1: T. Eaton Company Customer Refund Cheques ("Checks") 1920s to 1960s**

Style 1: "A" Prefix Series (Toronto)		
2 cents brown/green	2 cents brown/black	5 cents grey-blue/black
5 cents blue/black	10 cents cream/black	10 cents pink/black
20 cents yellow/black		
Style 2: "No. E" Prefix Series (Moncton)		
6 cents yellow/black		



Style 3: "E in a Diamond" Series (Winnipeg or Unidentified)



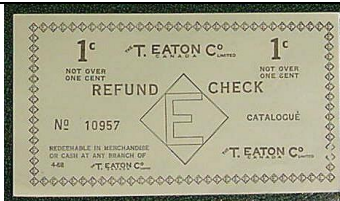
1 cent brown/black



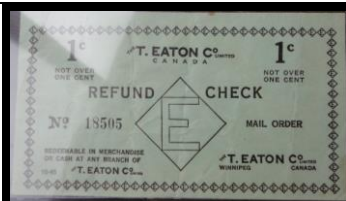
1 cent yellow-brown/black



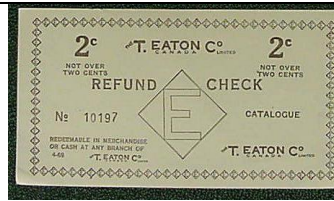
1 cent orange/black



1 cent light green/black



1 cent green/black



2 cents green/black (2<sup>nd</sup> version)



2 cents green/black



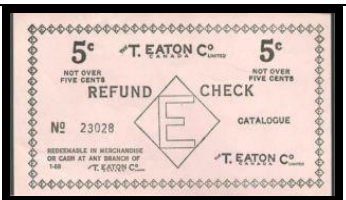
2 cents green/black



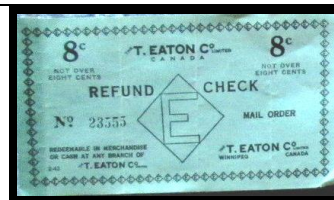
3 cents yellow/black



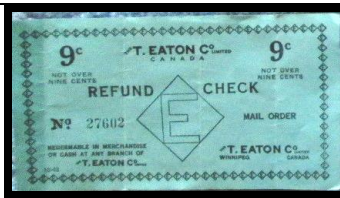
4 cents green/black



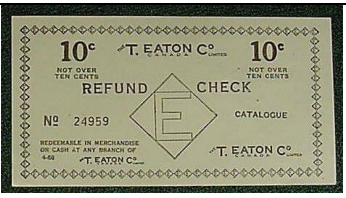
5 cents pink/black



8 cents green/black



9 cents green/black



10 cents green/black



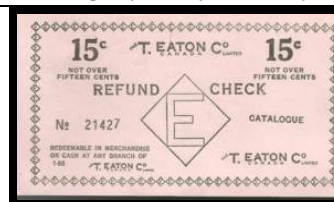
10 cents pink/black (2<sup>nd</sup> version)



10 cents yellow/black



15 cents green/black



15 cents pink/black



		
15 cents grey-green/black	15 cents green/black	
<b>Style 4: "No. P" Prefix and Style 5: "No. Q" Prefix Series (Moncton)</b>		
		
1 cent yellow/black	5 cents yellow/black	
<b>Style 6: "No. X" Prefix Series (Moncton)</b>		
		
1 cent white/black	1 cent black/yellow	2 cents brown/black.
		
3 cents dark green/black.	4 cents green/black	4 cents blue/black
		
5 cents blue/black	5 cents grey/black	10 cents yellow/black (2 <sup>nd</sup> version)
		
10 cents dark purple/black	12 cents light brown/black	12 cents yellow/black

		
15 cents red/black	12 cents blue-grey/black	21 cents orange/black
		
23 cents yellow/black	25 cents orange/black	50 cents light yellow/black
<b>Style 7: "No.", "No." and "No." Prefixes and Other Types (Winnipeg, Toronto or Moncton)</b>		
		
1 cent yellow/black	1 cent cream/red	1 cent white/black
		
2 cents cream/red	2 cents brown/black and red	2 cents cream/green
		
2 cents white/brown	3 cents white/white	3 cents white/green
		
4 cents yellow/black	4 cents brown/black	4 cents black/white



		
4 cents green/white	5 cents yellow/black	5 cents blue/black
		
5 cents white/green	6 cents white/black	7 cents brown/black
		
8 cents white/dark green	9 cents yellow/black 1931	9 cents yellow/black 1929
		
10 cents yellow/black	10 cents white/red	12 cents brown/red
		
14 cents brown/dark brown 1941	15 cents brown/black 1929	15 cents brown/black 1931
		
15 cents green/black	16 cents white/green	23 cents red/white
		
25 cents brown/black		

**Table A2-2: T. Eaton Co. Refund Cheques ("Checks")  
Issued at Winnipeg, Toronto, Moncton or Unidentified**

No.	Eaton's Issuing Office	Value	Paper Colour	Text Colour	Control No.	Printing Data
1	Winnipeg	1 cent MAIL ORDER	Orange	Black	"No." + 6-digit no. in black at centre left. Large open "E" in diamond at centre. serified "N" in No.	"6-53" within design in lower left corner. "4-47" also seen.
2	Winnipeg	1 cent MAIL ORDER	Green	Black	"No." + 5-digit no. in black at centre left. Large open "E" in diamond at centre. serified "N" in No.	"10-45" within design in lower left corner.
3	--	1 cent CATALOGUE	Brown	Black	"No." + 5-digit no. in black at centre left. Large open "E" in diamond at centre.	"1-47" within design in lower left corner.
4	Moncton	1 cent	White	Black	"No." X + 6-digit black no. at centre left.	--
5	Moncton	1 cent	White	Black	"No. Q: + 5-digit black no. at centre left.	--
6	Moncton	1 cent	Yellow	Black	"No." X + 6-digit black no. at centre left.	--
7	Moncton	1 cent	White	Black	"No." + 6-digit black no. at centre. "E" in diamond at each corner.	--
8	--	1 cent CATALOGUE	Light Green	Black	"No." + 5-digit no. in black at centre left. Large open "E" in diamond at centre.	"4-68" within design in lower left corner.
9	--	1 cent CATALOGUE	Green	Black	"No." + 5-digit no. in black at centre left. Large open "E" in diamond at centre.	"4-68" within design in lower left corner.
10	Moncton	1 cent	Yellow	Black	"No." + 5-digit black no. at centre.	--
11	Toronto	1 cent	Cream	Red	"No." + 5-digit no. in black at centre. "E" in diamond at each corner.	--
12	Toronto	2 cents	Cream	Red	"No." + 5-digit no. in red.	"No." in lower left corner.
13	Toronto	2 cents	Brown	Dark Green	"A" plus 6-digit control no. at centre right.	--
14	Toronto	2 cents	Cream White	Brown	"No." + 5-digit no. in black at centre.	--



15	Toronto	2 cents	Brown	Black	"A" plus 6-digit control no. at centre right.	--
16	Moncton	2 cents	Brown	Black	"No." + 4-digit no. in black at centre right.	--
17	Winnipeg	2 cents	Light Brown	Black and Red	Date 1925 in LR corner in red. "No." + 5-digit no. in red.	"5858-9/41-M305" in upper left corner.
18	Winnipeg	2 cents MAIL ORDER	Green	Black	"No." + 5-digit no. in black at centre left. Large open "E" in diamond at centre.	"10-43" within design in lower left corner.
19	Toronto	2 cents	Cream	Green	"No." + 5-digit no. in black at centre. "E" in diamond at each corner.	--
20	Winnipeg	2 cents MAIL ORDER	Green	Black	"No." + 5-digit no. in black at centre left. Large open "E" in diamond at centre, serifed "N" in No.	"6-44" within design in lower left corner.
21	--	2 cents CATALOGUE	Light Green	Black	"No." + 5-digit no. in black at centre left. Large open "E" in diamond at centre.	"4-68" within design in lower left corner.
22	Toronto	3 cents	White	Red	"No." + 5-digit no. in red at centre.	--
23	Toronto	3 cents	Cream White	Green	"No." + 5-digit no. in green.	--
24	Toronto	3 cents	White	Red	"No. X" and 5-digit black no. at centre left.	--
25	Winnipeg	3 cents MAIL ORDER	Yellow	Black	"No. X" and 4-digit black no. at centre left. Serifed "N" in No.	"7-46" within design in lower left corner.
26	Winnipeg	4 cents MAIL ORDER	Green	Black	"No." + 5-digit no. in black at centre left. Large open "E" in diamond at centre. Serifed "N" in No.	"11-40" within design in lower left corner. "10-43" also seen.
27	Toronto	4 cents	Brown	Cream	No." + 5- digit no. in black at centre.	"7890-11/40-M305" at top left corner, outside frame.
28	Toronto	4 cents	Black	White	Italic "No." with unserifed "B" and 6-digit black no. at centre.	--

29	Toronto	4 cents	Green	White	"No." + 5-digit no. in black at centre. "E" in diamond at each corner.	
30	Moncton	4 cents	Pink	Black	"No. X" and 5-digit black no. at centre left.	--
31	--	4 cents	Blue	Black	"No. X" + 6-digit black no. at centre left.	--
32	Moncton	4 cents	Yellow	Black	"No." + 5-digit black no. at centre.	--
33	Moncton	5 cents	Blue	Black	5-digit no. with "A" prefix in black.	--
34	Moncton	5 cents	Grey	Black	5-digit no. with "X" prefix in black. "E" in diamond at each corner.	--
35	Moncton	5 cents	Blue	Black	"No. X" + 4-digit black no. at centre left.	--
36	Moncton	5 cents	Yellow	Black	"No. P" + 4-digit no. in black at centre.	--
37	Moncton	5 cents	Yellow	Black	"No." + 5-digit black no. at centre.	--
38	Toronto	5 cents	Blue	Black	"A" + 6-digit control no. at centre right.	--
39	Toronto	5 cents	Green	Black	"No." + 5-digit no. in black at centre. "E" in diamond at each corner.	
40	Moncton	5 cents	Blue	Black	"No." + 5-digit no. in black at centre. "E" in diamond at each corner.	--
41	--	5 cents CATALOGUE	Pink	Black	"No." + 5-digit no. in black at centre left. Large open "E" in diamond at centre.	"1-68" within design at lower left.
42	Toronto	6 cents	White	Black	"No." + 4-digit no. with "A" suffix in black.	"5109-6/31-M305" at LL corner.
43	Moncton	6 cents	Yellow	Black	"No. E" + 5-digit bold no. in bold black at centre.	--
44	Winnipeg	7 cents	Brown	Black	"No." + 5-digit no. underlined in black at top centre.	--
45	Toronto	8 cents	White	Dark Green	"No." + 5-digit no. in black.	--
46	Winnipeg	8 cents	Green	Black	"No." + 5-digit no. in black at centre left. Large open "E" in diamond at centre.	--

47	Winnipeg	9 cents	Yellow	Black	"No." + 5-digit no. in black. Dated 1929 in lower right.	--
48		9 cents	Yellow	Black	"No." + 5-digit no. in black. Dated 1931 in lower right.	--
49	Winnipeg	9 cents	Green	Black	"No." + 5-digit no. in black at centre left. Large open "E" in diamond at centre. Serifed "N".	--
50	Toronto	10 cents	Pink	Black	"A" prefix+ 5- or 6-digit no. in black at centre right.	--
51	Toronto	10 cents	Red	White	"No." and 5-digit black no. at centre.	
52	Moncton	10 cents	Dark Purple	Black	"No. X" and 5-digit black no. at centre left.	--
53	--	10 cents CATALOGUE	Pink	Black	"No." + 5-digit no. in black at centre left. Large open "E" in diamond at centre.	"1-67" within design at lower left.
54	--	10 cents MAIL ORDER	Yellow	Black	"No." + 6-digit no. in black at centre left. Large open "E" in diamond at centre.	"300-2/42-M305" at corner.
55	Toronto	10 cents	Yellow	Black	"A" prefix + 6-digit no. in black at centre right.	--
56	--	10 cents CATALOGUE	Green	Black	"No." + 5-digit no. in black at centre left. Large open "E" in diamond at centre.	"4-68" within design in lower left corner.
57	Moncton	10 cents	Yellow	Black	"No. X" and 5-digit black no. at centre right.	--
58	Moncton	10 cents	Yellow	Black	"No." + 5-digit no. in black.	--
59	Moncton	10 cents	Light Brown	Black	"No. X" and 5-digit black no. at centre.	--
60	Toronto	12 cents	Brown	Red	"No." + 5-digit no. in brown at centre.	--
61	Moncton	12 cents	Yellow	Black	"No. X" and 4- or 5-digit black no. at centre right.	--
62	Toronto	14 cents	Brown	Dark Brown	No." + 5-digit no. in red at centre.	"3528-5/41-M305" at top left corner outside design.

63	--	15 cents CATALOGUE	Pink	Black	"No." + 5-digit no. in black at centre left. Large open "E" in diamond at centre.	"1-68" within design at lower left.
64	--	15 cents CATALOGUE	Green	Black	"No." + 5-digit no. in black at centre left. Large open "E" in diamond at centre.	"2-68" within design at lower left.
65	--	15 cents CATALOGUE	Green	Black	"No." + 5-digit no. in black at centre left. Large open "E" in diamond at centre.	"3-71" within design at lower left.
66	Toronto	15 cents	Green	Black	"No..." in italics with 6-digit no. above the dotted line, in black, at top centre.	--
67	Toronto	15 cents	Grey-Green	Black	"No..." in italics with 6-digit no. above the dotted line, in black, at top centre.	--
68	Winnipeg	15 cents	Yellow	Black	"No." + 6-digit no. in black. Dated 1929 at lower right.	--
69	Winnipeg	15 cents	Yellow	Black	"No." + 5-digit no. in black. Dated 1931 at lower right.	--
70	Moncton	15 cents	Red	Black	"No. X" and 4-digit black no. at centre.	--
71	Toronto	16 cents	White	Green	No." + 5-digit no. in green at centre.	--
72	Toronto	20 cents	Yellow	Black	"A" prefix + 6-digit no. at centre right.	--
73	Moncton	10 cents	Blue-Grey Brown	Black	"No. X" and 5-digit black no. at centre.	--
74	Moncton	21 cents	Orange	Black	"No. X" and 5-digit black no. at centre right.	"5899-1/40-M305" at top left corner, outside frame.
75	Toronto	21 cents	Pink	Black	"No." and 4-digit black. No. at centre. Serifed "N" in No.	--
76	Moncton	23 cents	Yellow	Black	"No. X" and 5-digit black no. at centre right.	--
77	Toronto	23 cents	Red	Black	"No." and 4-digit black no. at centre.	--
78	Moncton	25 cents	Orange	Black	"No. X" and 4-digit black no. at centre right.	--



79	Moncton	25 cents	Brown	Black	"No." and 4-digit black no. at centre right. "E" in diamond at each corner.	--
80	--	27 cents	--	Manila envelope with black type; with orange postal scrip stamp.	Envelope with a 25-cent postal scrip stamp inside, plus a two-cent refund cheque (for a 27-cent refund).	--
81	Moncton	50 cents	Light Yellow	Black	"No. X" and 4-digit black no. at centre right.	--