

45467  
EB

Sm. Barrett  
PIC  
HE  
5465  
C24E2

# EATON'S OF CANADA

## Spring & Summer 1965



Lovely Canadian-born Maureen Kennedy who pursues an active TV and modelling career in addition to managing a home and raising four children, has this to say of EATON'S Catalogues:



**FASHIONS:** "Eversince I appeared on an EATON Catalogue cover in 1961, I have been impressed with the styling and the values in EATON'S Catalogues. This hat I am wearing and enjoy so much is shown on page 71."



**BRANDED LINES:** "Buying from the Catalogue has increased my confidence in EATON'S Branded Lines. Purchases have confirmed them in my mind as Canadian Standards of Value. They're always so reliable."



**RESEARCH:** "When EATON'S makes a claim for merchandise—it is so. Thousands of tests are made each year to check such claims in EATON'S own Research Bureau, which EATON'S tells me has been in operation since 1917."



**FEATURE VALUES:** "I always look through the EATON Catalogue for these outstanding savings. You should, too. You'll find them in every department. With four children to raise, the extra value they present is very important to me."



**TELEPHONE:** "When your days are as busy as mine, the convenience of shopping by telephone from the Catalogue is wonderful—see page 288. Other great conveniences are EATON'S Credit Plans—on pages 282 and 283."