

The Eaton's Catalogue

Transcript, Gerald Nadeau

“The Eaton's Catalogue itself was one of the most valuable things we had on the [Ottawa] River. It was to us like television is today—even better. When the spring catalogue came and the fall catalogue, on Sundays they were brought out and each page would be looked at, you know, and in your mind and imagination you could buy anything in that catalogue. And then when you got tired of looking at things then you'd close the catalogue. And you had an experience that almost made you believe you had bought what you wanted. Like that. And no one would realize that when you're back in the back country that anything of that nature would affect you like that did. And it actually kept people from going crazy. It gave you something to do and it gave you an idea of what some people could buy. Because I'm sure there was many women and girls who looked at those catalogues and in their minds they were dressed the best, in their imaginations. And then when they got tired of looking through it they'd put it away, and say 'I can't buy it this year, but maybe next year' [laughter].”