



Best Values

DRAW LARGEST CROWDS

One of the reasons for the continuous rush of business to the EATON store is **quality** and **largest variety** of the goods you want. No doubt about that.

Another reason is our appreciation of your business whether your purchases amount to cents or dollars.

But THE reason for bigger growth each year — for larger business — for the monthly addition of hundreds of names to our lengthy list of satisfied customers is **VALUE**.

The never ceasing endeavor of this business is to give you more good goods for your good money than you can obtain elsewhere.

The store is yours to visit, to see the many, many things you, your family and your home require. Its conveniences are yours. **The rest rooms** (second floor) to meet your friends and write your letters. **The parcel rooms** (basement) where you check your parcels free of charge. **The information office** (main floor) where you're cheerfully given full information about the store, city, trains and boats.

THE LARGER LUNCH ROOM on the fifth floor will put forth greater efforts to better serve more people. Here satisfying meals are served, and you'll be well pleased with everything.

THE T. EATON CO. LIMITED

MAY 10 1973
190 YONGE ST., TORONTO