



# 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 — our 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**