

HAIL THE CONQUERING HERO!

SUPERGLOMP

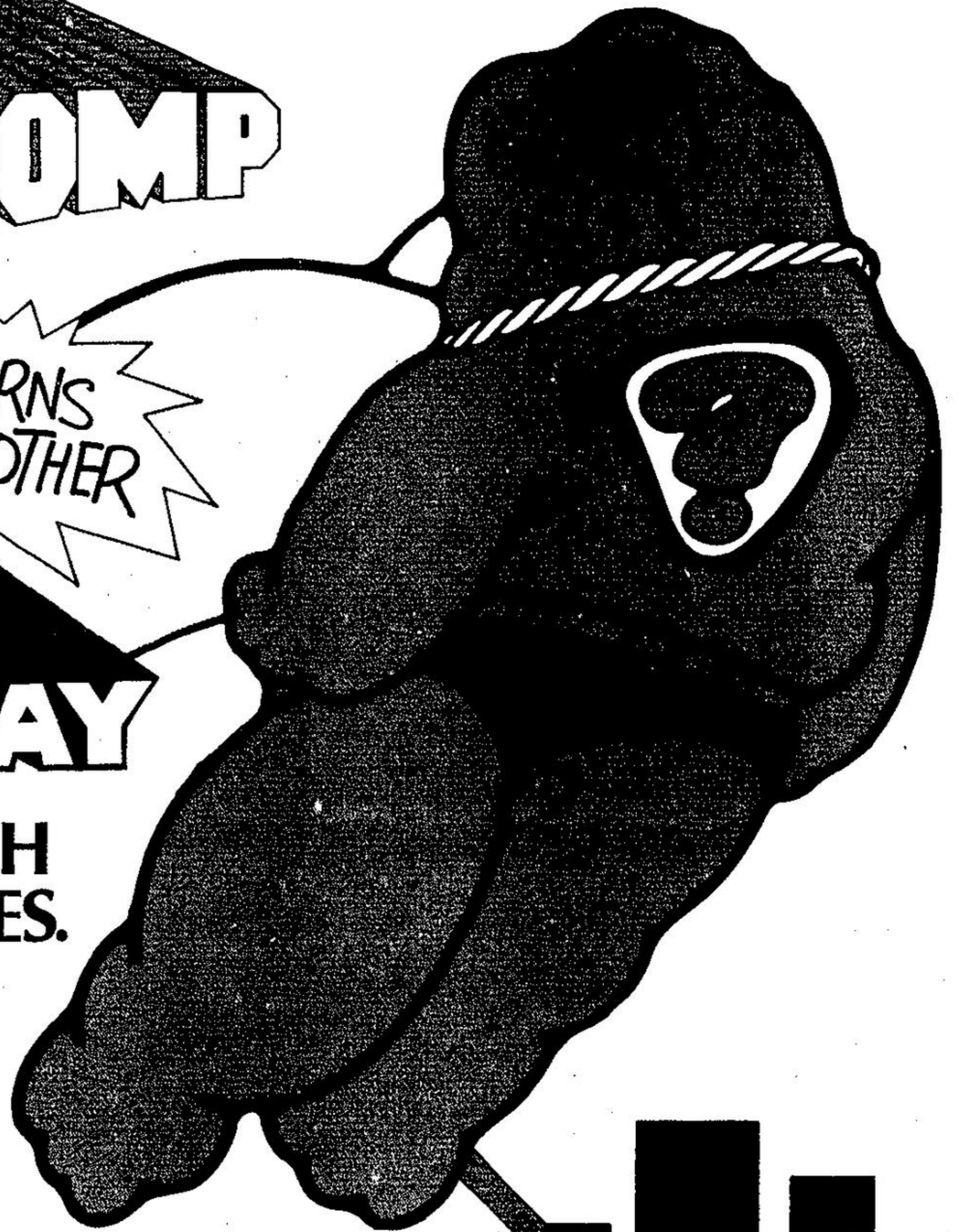
RETURNS FOR ANOTHER

EATON'S MYSTERY DAY

THURSDAY, MAY 24TH
IN ALL EATON STORES.

You loved him last time
so here he is again...

staunch, intrepid Superglomp! Prices fall in his wake as he forges ahead in his quest to bring shopping happiness to all Eaton customers.



Over 400
sale items in
every store.*
Here are
the savings
and specials
to look for!

* Except Eaton's Home-furnishing Store, Pickering-Sheridan, which will have over 100 items.

Clearance items 20% off!

Out they go! Ends-of-lines, end-of-season items, ones-of-a-kind, all reduced by at least 20% if they have not been previously reduced.

10% off! More saving news:

If the Mystery Day clearance item has already been reduced, you'll find a further Mystery Day reduction of 10%. That can mean big savings!

Regular stock items 15% to 20% off!

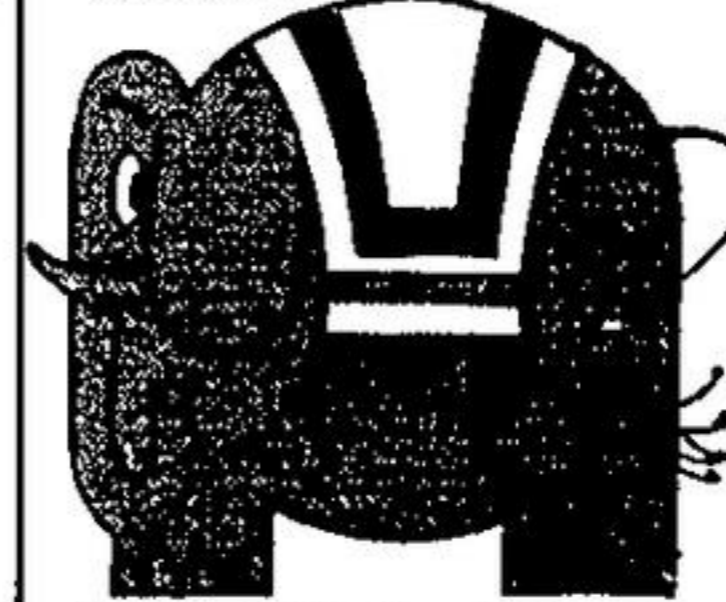
These are the everyday things you need from our regular assortments-reduced for Mystery Day only by a whopping 15% to 20%!

Special purchase items

These are special Mystery Day buys and although we can't quote comparative prices or savings, Eaton's buyers have had to make sure they represent cracker-jack value. With Superglomp watching, would they dare do anything less?

White elephant specials 50% off!

Throughout the day, Superglomp (with ace reporter, Lois Pryce, steadfast at his side) will tour every store—finding White elephant items which will be marked down on the spot — never less than 50%! That makes Superglomp a good fellow to keep an eye on!



Every Mystery Day item will be identified by a special balloon.

They'll be flying high in all stores—showing you where the buys are!

Come shop Eaton's Mystery Day Sale. Chances are you'll meet Superglomp in person!

On our last Mystery Day Sale in March, it was instant love — and in many stores Superglomp couldn't move for the adoring toddlers flinging themselves at his knees. He is a very loveable— all eight feet of him! In most stores, he'll do three complete tours: at 11:00 a.m., 2:00 p.m. and 7:00 p.m.

Eaton's Mystery Day Sale

EATON'S

ONE DAY (AND ONE DAY ONLY) THURSDAY, MAY 24TH IN ALL EATON STORES. PERSONAL SHOPPING ONLY.

EATON'S—TORONTO EATON CENTRE
Open Monday to Friday 10:00 a.m. to 9:00 p.m. and Saturday 9:30 a.m. to 9:00 p.m.

YORKDALE
Dufferin and 401
Mon to Fri 9:30 a.m. to 9:30 p.m.
Sat 9:30 a.m. to 6 p.m.

SHERWAY
Q.E.W. and Hwy. 427
Mon to Fri 9:30 a.m. to 9:30 p.m.
Sat 9:30 a.m. to 6 p.m.

BRAMALLA
Dixie Rd. Hwy. 7
Mon to Fri 9:30 a.m. to 9:30 p.m.
Sat 9:30 a.m. to 6 p.m.

DOWNTOWN
Don Mills Road East
Mon to Fri 9:30 a.m. to 9:30 p.m.
Sat 9:30 a.m. to 6 p.m.

SHOPPERS' WORLD
Dixie Rd. and Hwy. 7
Mon to Fri 9:30 a.m. to 9:30 p.m.
Sat 9:30 a.m. to 6 p.m.

WAREHOUSES STORE
Warden Road and Sheppard
Mon to Fri 9:30 a.m. to 9:30 p.m.
Sat 9:30 a.m. to 6 p.m.

SCARBOROUGH
McCowan Rd. and 401
Mon to Fri 9:30 a.m. to 9:30 p.m.
Sat 9:30 a.m. to 6 p.m.

VISNANA
McCowan Rd. and Hwy. 7
Mon to Fri 9:30 a.m. to 9:30 p.m.
Sat 9:30 a.m. to 6 p.m.

ALSO OUR 7 NEIGHBOURHOOD STORES

ROCKWOOD
Dixie and Burnhamthorpe
Mon to Fri 9:30 a.m. to 9:30 p.m.
Sat 9:30 a.m. to 6 p.m.

DUFFERIN
Dufferin and Hwy. 7
Mon to Sat 10 a.m. to 10 p.m.

YONGE & GERRARD
Mon to Fri 9:30 a.m. to 9:30 p.m.
Sat 9:30 a.m. to 6 p.m.

VICTORIA PARK
Victoria Park and Sheppard
Mon to Sat 9:30 a.m. to 10 p.m.

GERHARD SQUARE
Pape and Gerrard
Mon to Sat 9:30 a.m. to 9:30 p.m.

PICKERING-SHERIDAN
Sheridan and Hwy. 2
Mon to Fri 9:30 a.m. to 9:30 p.m.
Sat 9:30 a.m. to 6 p.m.

Eaton's telephone order service open 24 hours daily
861-5111