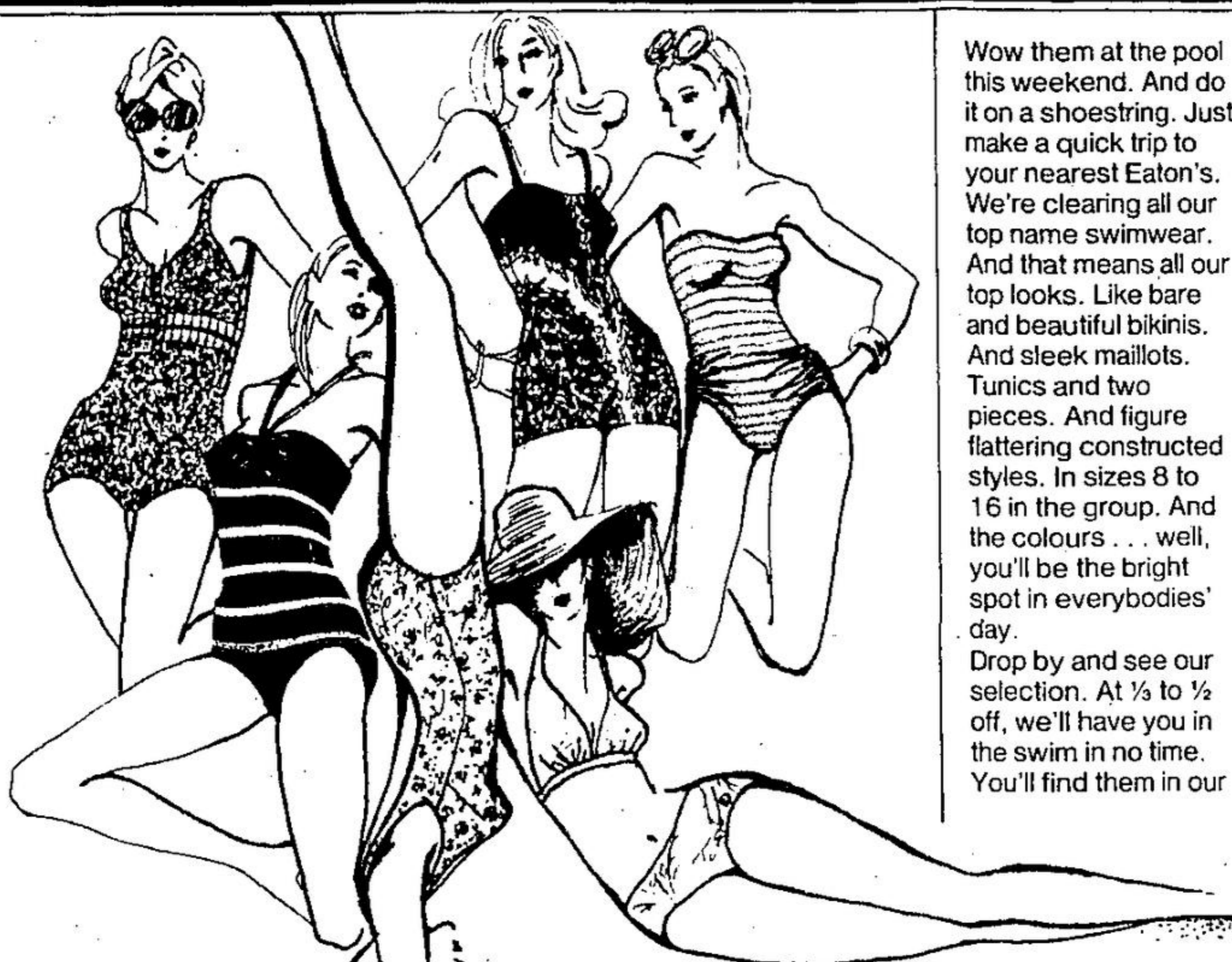


Wednesday:

**You're
halfway
there!**



And if you're planning on taking the plunge this weekend, do it in style! In a smashing new suit from Eaton's swimsuit sale.



Wow them at the pool this weekend. And do it on a shoestring. Just make a quick trip to your nearest Eaton's. We're clearing all our top name swimwear. And that means all our top looks. Like bare and beautiful bikinis. And sleek maillots. Tunics and two pieces. And figure flattering constructed styles. In sizes 8 to 16 in the group. And the colours... well, you'll be the bright spot in everybody's day. Drop by and see our selection. At 1/3 to 1/2 off, we'll have you in the swim in no time. You'll find them in our

Sportswear department. So take the plunge. And have a beautiful weekend!
Personal Shopping Only.

EATON'S — Toronto Eaton Centre (2nd floor) — 246; Yorkdale, Scarborough, Sherway, Don Mills, Shoppers' World, Bramalea, Oshawa, Rockwood, Rexdale, Dufferin, Yonge-Eglinton, Victoria Park, Gerrard Square.



"Just say charge it on your Eaton's account!"

Eaton's Record Breaking Days SALE starts Wednesday, July 11th

It's our Midsummer Madness. The zany once-a-year sale that's always full of terrific buys. Watch for the 36-page sale circular, packed with bargains and savings from cover to cover. Shop in person — and you'll find hundreds more buys not advertised. Four days only — Wed., July 11th to Sat., July 14th — for the wildest bargain hunt of the season. Plan to be there!

1/3 TO 1/2 OFF

EATON'S SUMMER SWIMSUIT CLEARANCE

Eaton reg.
27.00 to 48.00.
Each

17.97 TO 23.97

EATON'S

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 6:00 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.

BRAMALEA
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.

DON MILLS
Don Mills Road Lawrence
Mon to Fri 9:30 a.m. to 9:30 p.m.
Sat 9:30 a.m. to 6 p.m.

SHOPPING WORLD
Danforth & Victoria Park
Mon to Fri 10 a.m. to 9:30 p.m.
Sat 10 a.m. to 6 p.m.

WAREHOUSE STORE
Weston 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.

OSHANA
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.

REXDALE
Hangeron and Rexdale Blvd
Mon to Fri 9:30 a.m. to 9:30 p.m.
Sat 9:30 a.m. to 6 p.m.

DUFFERIN
Dufferin and Dool
Mon to Sat 10 a.m. to 10 p.m.

YONGE & EGLINTON
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.

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

PICKERING SHERIDAN
Sheridan Mall
Liverpool Rd and Highway 2
Mon to Fri 9:30 a.m. to 9:30 p.m.
Sat 9:30 a.m. to 6:00 p.m.

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