

HAIL THE CONQUERING HERO!

# SUPERGLOMP

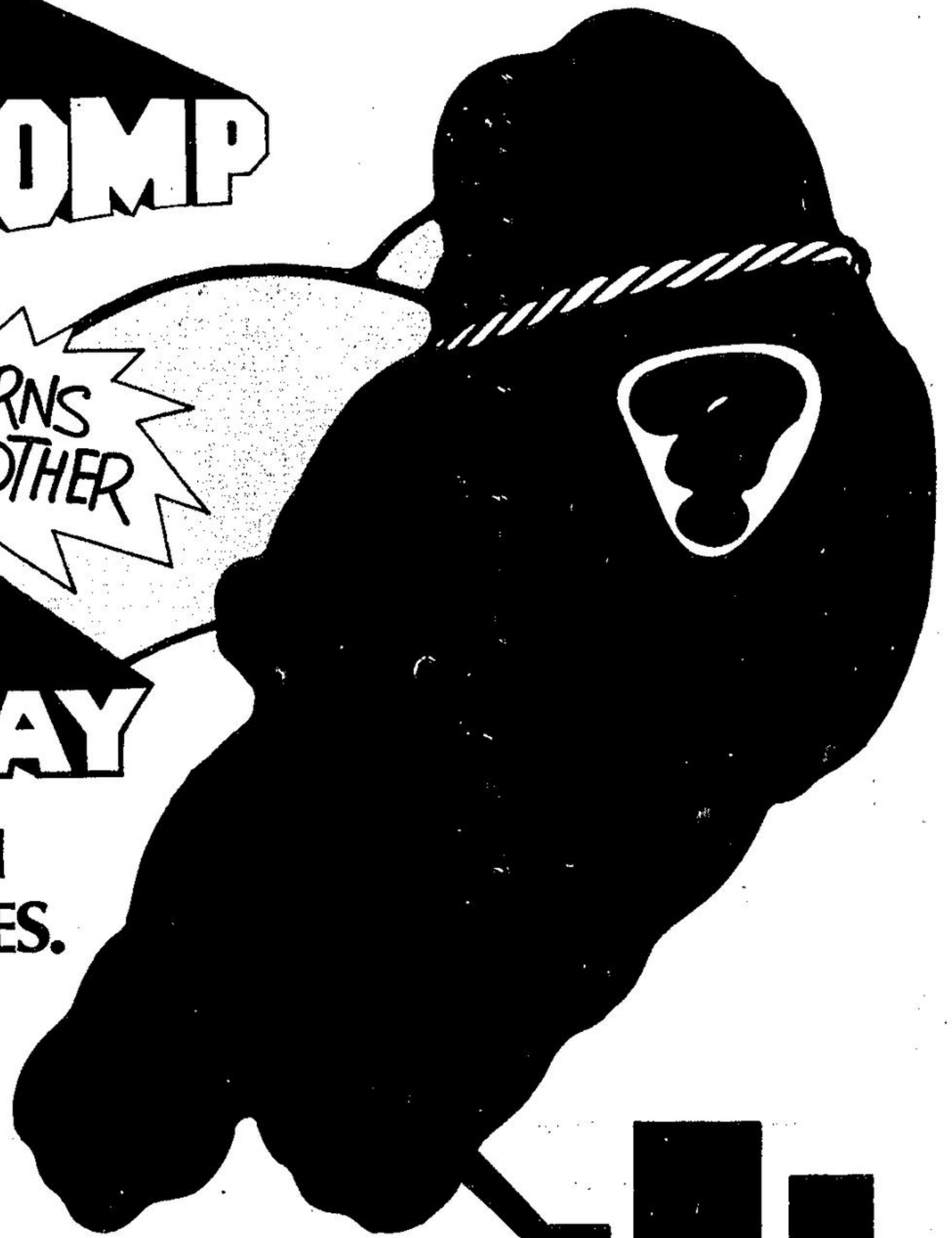
RETURNS FOR ANOTHER

## EATON'S MYSTERY DAY

THURSDAY, JULY 26TH  
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 Homefurnishings Store, Pickering-Sheridan, which will have over 100 items.

### Clearance items 20% off!

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

### More saving news 10% off!

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!

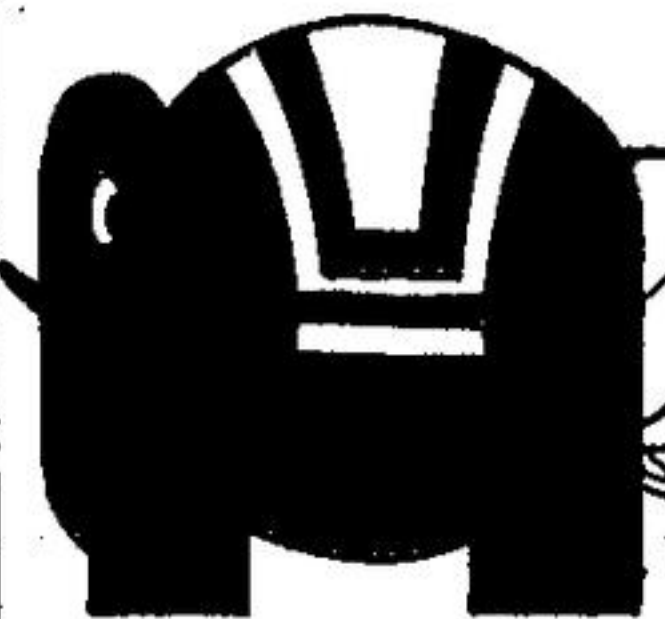
There are the everyday things you need from our regular assortments — reduced for Mystery Day only by a whopping 15% to 20%!

### Special purchase items

These are special Mystery Day buys and although we can't quote comparative prices or savings, our buyers have had to make sure they represent crackerjack 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!

Early shoppers save first! Follow Superglomp as he cuts prices at store-opening.

To make sure the sale gets off on the right foot, Superglomp will tour each store at store-opening — ferreting out the White Elephant Specials and marking them down (to half price!) right on the spot. His additional tours will be at 11:00a.m., 2:00p.m. and 7:00 p.m.

## Eaton's Mystery Day Sale

# EATON'S

ONE DAY AND ONE DAY ONLY! THURSDAY, JULY 26TH. IN ALL EATON STORES. PERSONAL SHOPPING ONLY. PLEASE.

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  
O.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.

SHOPPERS 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.

UNITED  
Midland Ave.  
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.

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.

GERARD SQUARE  
Pace and Gerrard  
Mon to Sat 9:30 a.m.  
to 9:30 p.m.

PICKERING SHELDON  
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**