

🍁 TODAY'S THE FIRST DAY

of our big, happy celebration of all things Canadian.

From now until Sept. 15th we'll be highlighting

THE BEST THIS GREAT COUNTRY HAS TO OFFER. 🍁 We'll show you GREAT CANADIAN FASHION. Just seeing it

will make you proud – as for owning and wearing it... well! And we'll introduce you to

THE PEOPLE BEHIND THE LABELS.

🍁 We'll unveil an **EXCLUSIVE NEW HOME COLLECTION** that really is how Canadians want to live today.

🍁 We'll have the **BEST IN BACK-TO-SCHOOL** – not just jeans and jumpers but ideas and inspiration, too. 🍁 We'll have restaurant features and treats with

THE TRUE CANADIAN TASTE. 🍁 A GATHERING OF CRAFTSPEOPLE who'll talk to you while they work. 🍁 A travel contest that will

JET LUCKY WINNERS TO FIVE CANADIAN CELEBRATIONS via the luxury of **CP Air.**

🍁 And, of course, we'll have **LOTS OF INTERESTING GUESTS** – experts and entertainers, athletes and artists – Canadian achievers, all.

IS OUR PRIDE SHOWING?
You bet it is!
Come see why.



**EATON'S
CANADIAN
CELEBRATION** 🍁
You're all invited.

EATON'S

Until Aug. 11th all stores will be featuring Canadian craftspeople who are looking forward to meeting you. Watch your papers for time-and-place specifics of the other events as they unfold.

All 16 Eaton stores in Toronto open today and tomorrow for evening shopping.

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.	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.	SHOPPERS' WORLD Dartmouth & Victoria Park Mon to Fri 10 a.m. to 9:30 p.m. Sat 10 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.	ALSO OUR 7 NEIGHBOURHOOD STORES	VICTORIA PARK Victoria Park and Sheppard Mon to Sat 9:30 a.m. to 10 p.m.	PICKERING SHELDON'S Sheppard Mall Liverpool Rd. and Highway 7 Mon to Fri 9:30 a.m. to 9:30 p.m. Sat 9:30 a.m. to 6:00 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.	DON MILLS Don Mills Road and Lawrence Mon to Fri 9:30 a.m. to 9:30 p.m. Sat 9:30 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.	OSHWAGA Mon to Fri 9:30 a.m. to 9:30 p.m. Sat 9:30 a.m. to 6 p.m.	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 Bloor Mon to Sat 10 a.m. to 10 p.m.	GERARD SQUARE Pape and Gerard Mon to Sat 9:30 a.m. to 9:30 p.m.	Eaton's telephone order service open 24 hours daily 861-5111
				REXDALE Hwy 10 and Rexdale Blvd 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.		