

KNOCKOUT VALUE IN NEW SHETLAND KNITS

The newest colours, cables front and back, fully-fashioned — for real knockout value! Your Shetland life starts here, with one call to 861-5111 and three terrific buys!



Eaton's knitwear buyers go halfway round the world to bring you exciting values! Shetland is news. Big news. The handwriting was on the wall way back when — that the classics were coming. That's why our buyers went into action as early as December 1978. In touch with our leading supplier in the Orient, they had Shetland samples made to specifications and sent to Eaton's Research Bureau here to be tested. Quality of yarn, washability, colour retention — as well as measurements, from armhole size to back length had to meet our exacting standards. Then it was off to the Orient to finalize the order. And it was a knock-out! Put all this together and what does it mean? Terrific value at the lowest possible price. Shetland in every wool with fashion in every stitch. Get it while it's hot!

(1) 351 — V-neck, long-sleeved pullover with saddle shoulder. Cable-stitched Shetland wool in burgundy, tartan green, brown and oatmeal. S., M., L.

Eaton price, each

17⁹⁹

(2) 351 — Crew neck, long-sleeved cardigan with saddle shoulder. Cable-stitched Shetland wool in burgundy, tartan green, brown and oatmeal. S., M., L.

Eaton price, each

19⁹⁹

(3) 351 — V-neck, sleeveless cardigan with deep ribbing around armholes, closing and lower edge. Cable-stitched Shetland wool in burgundy, tartan green, brown and oatmeal. S., M., L.

Eaton price, each

15⁹⁹



PHONE 861-5111.
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.

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 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.

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
 Denison & Victoria Park
 Mon. to Fri. 10 a.m. to 9:30 p.m.
 Sat. 10 a.m. to 8 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.

OSHAWA
 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 Bloor
 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
 Liversidge 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