

HALF~PRICE AT EATON'S~ INTERNATIONAL STERLING!

Now you can add the gleam of sterling silver to your table setting . . . at a fraction of the usual cost! 5-pce. place settings just half-price! That's a knockout value!

If you're just starting out, a long-time collector, looking for a wedding or anniversary gift — here's the buy of the season! 4 popular patterns of International Sterling silver at half-price. That's a spectacular saving. After all, there's nothing quite like sterling silver. Read on. You'll see what we mean.

Why sterling silver?

Sterling silver is a precious metal made up of 92.5% pure silver and 7.5% copper. The copper is added to give your silverware greater hardness and durability. So sturdy in fact, that it should last a lifetime!

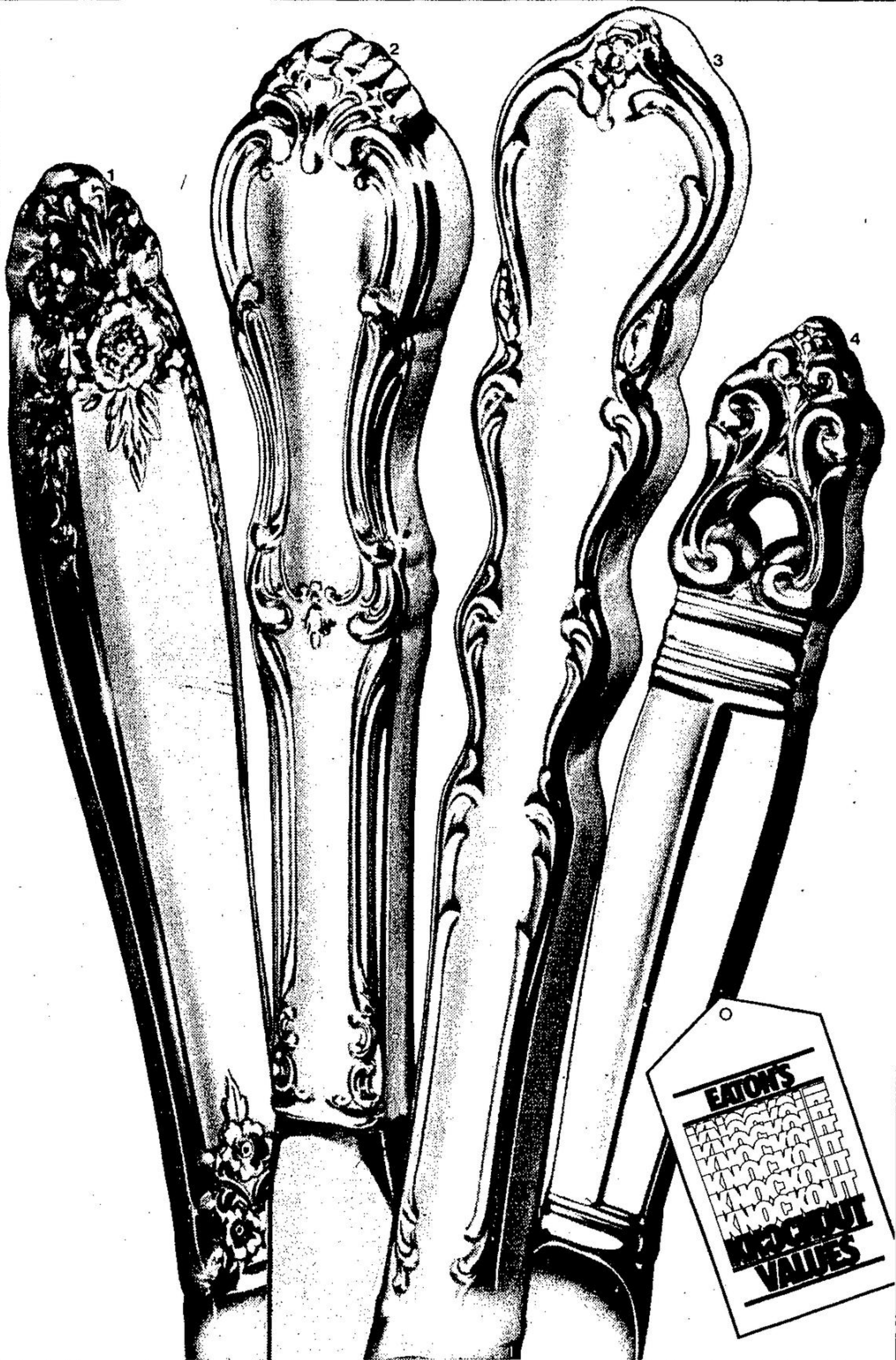
No need to baby sterling.

It actually improves with everyday use. Can be washed in hot soapy water. Don't worry about tiny scratches. In silver circles they're considered a plus because they give your sterling a rich patina!

We buy ahead to bring you knockout values!

Our buyer is constantly searching the market for the best value for your dollar. And when he sees a good buy, he moves fast, sometimes putting in an order months and months ahead. That's why our silver buyer contacted International Sterling way back in March this year. He's dealt with them for many years. And he knows the excellence of their sterling silver. So you can be sure of the beauty and quality of every place-setting you buy. As you can see, there's more to a knockout value than the exceptional price!

T. EATON CO.
Manufacturers Limited



50% off our listed price.

5-piece place settings include one each: regular teaspoon, dessert spoon, salad fork, knife and fork. Choose from the following patterns:

Pattern	Our listed price	5-pce. dessert size	Our listed price	5-pce. dinner size
(1) Prelude (2) Joan of Arc	312.50	156 ²⁵	337.50	168 ⁷⁵
(3) Angeliqne	312.50	156 ²⁵		
(4) Royal Danish	350.00	175 ⁰⁰	375.00	187 ⁵⁰

Personal Shopping Only. EATON'S — Toronto Eaton Centre (4th floor) — 252; Yorkdale, Scarborough, Sherway, Don Mills, Bramalea, Oshawa.

EATON'S

EATON'S — TORONTO EATON CENTRE
Open Monday to Friday 10:00 a.m. to 6:00 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 6:00 p.m.
Sat 9:30 a.m. to 6 p.m.

BRAMALEA
Dixie Rd., Hwy. 7
Mon to Fri 9:30 a.m. to 6:00 p.m.
Sat 9:30 a.m. to 6 p.m.

SHOPPERS' WORLD
Donforth & 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.

ROCKWOOD
Dove and Burnhamthorpe
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
DUFFERIN
Dufferin and Bloor
Mon to Sat 10 a.m. to 10 p.m.

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

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.

DON MILLS
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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.

OSHAWA
Mon to Fri 9:30 a.m. to 9:30 p.m.
Sat 9:30 a.m. to 6 p.m.

REXDALE
Islington 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-QUEENSTON
Mon to Fri 9:30 a.m. to 9:30 p.m.
Sat 9:30 a.m. to 6 p.m.

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

Eaton's telephone order service open 24 hours daily
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