

FOUR GREAT KNOCKOUT BUYS THIS WEEK AT EATON'S

Women's 99.99 coat sale

Eaton price, each

99⁹⁹

Hurrah! It's back again. The ever-popular 99.99 coat sale that's the talk of the town. With so many new styles to choose from. The leading shapes, fabrics, colours . . . hand-picked especially for this sale. Women's coats. Misses' and Petite's coats. Junior coats and Popular Price coats. Terrific wools and wool blends. Sizes 5 to 13; 8 to 18; 12½ to 24½ and Petites 6 to 16. All new. All worth much more than their 99.99 price tag. All Knockout Value. See you at Eaton's!

Not every style available in all stores.

Personal Shopping Only
(DEPT. 244/344/444/744)

30% off

Eaton's own Lift 7 ski wear!

Choose from the 18 racy looks . . . and 30% will be taken off the ticketed price! These new '79-'80 styles of Lift 7 ski gear are designed especially for Eaton's with features like nylon outer shells for wind resistance; attached hoods; inside goggle pockets; storm cuffs; high waist and bibbed pants for snugness; and lightweight needle punch polyester fill for warmth without weight. Good reasons to get the family set for action with this Knockout Value!

Not all sizes and styles available at all stores.

Personal Shopping Only
(DEPT. 261)

Not available at Warehouse Store.



Hat/scarf sets have many talents

Eaton price, set **9⁹⁹**

For just 9.99 it's a smart way to go! The pull-on hat in textured knits. The longwrap of a scarf to roll around the neck. Four Knock-out styles in new colours, acrylic knit. All with their warmest wishes.

Personal Shopping Only

Not available at Warehouse Store
(DEPT. 202)

Leather gloves in every important colour!

Eaton price, pair

15⁹⁹

Leather gloves from Hungary and Romania and they're lined — even if it's hard to believe at this Knock-out price! Two styles — 3-button length and fancy stitching at wrist, sizes 6½ to 8. New colours like burgundy and grey as well as brown, black and camel. See them today!

(DEPT. 202)

Knockabout boots for the whole family!

Eaton price, pair

24⁹⁹ and 27⁹⁹

The rugged sports boot in leather so soft it's called the 'pillow boot'. Extra hard-wearing with leather on the outside and crepe-look grip soles. Speed lacing for quick entries and exits. Styles for mom, dad, and the kids. Phone 881-5111. For men, from Popular Price shoes.

(1) 810 — Tan colour, full sizes 7 to 12. Eaton price, pair 27.99

For women, from Popular Price shoes.

(2) 809 — Tan colour, full sizes 6 to 10. Eaton price, pair 24.99

For the kids, in children's shoes.

(3) 296 — Full sizes 11 to 2, 3 to 6. Eaton price, pair 24.99

(DEPT. 737/738/239)

Part of a continuing series of great values at Eaton's

EATON'S is Santa's Store

EATON'S — Toronto Eaton Centre (2nd floor) — 244/344/444; (2 below) — 744/738; (3rd floor) — 261/239; (main floor) — 202; (1 below) — 737; Yorkdale, Scarborough, Sherway, Don Mills, Shoppers' World, Warehouse Store (Sheppard Ave. W.), Bramalea, Oshawa, Rockwood, Rexdale, Dufferin, Yonge-Eglinton, Victoria Park, Gerrard Square unless otherwise specified.