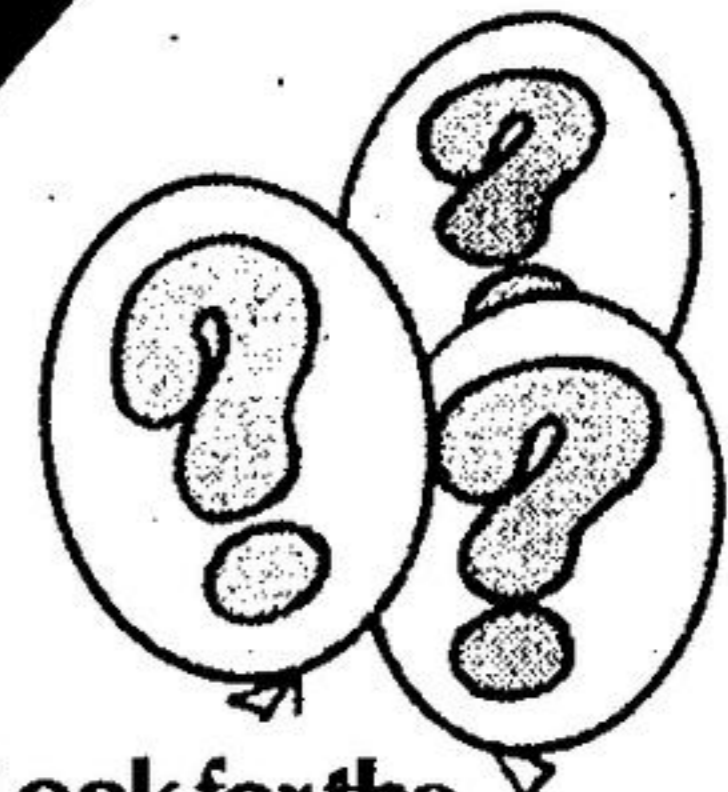


TOMORROW (THURSDAY) IN ALL EATON STORES.

EATON'S MYSTERY DAY

Hundreds of
selected items
sale-priced!

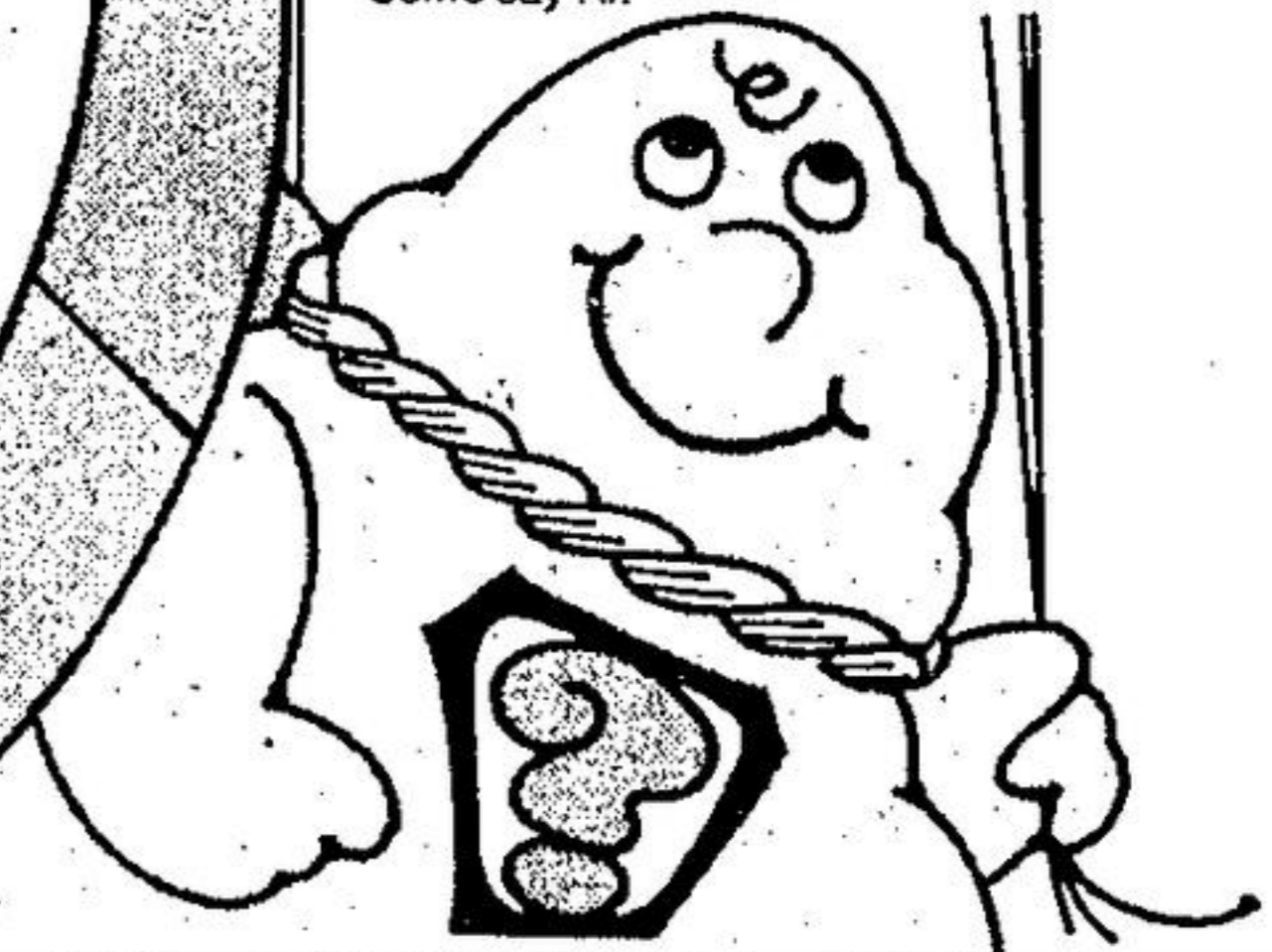


Look for the
high-flying
red balloons!

Every Mystery Day Item will be identified by a red balloon. Find a balloon and you've found yourself a buy!

Your Mystery Day
host will be
Superglomp!

The glomp of steel (staunch defender of the Canadian consumer) will be in a merry mood tomorrow — he's always happy when he sees shoppers saving. He'll be making the rounds, stirring up excitement, in all stores tomorrow. Come say Hi!



It's the 1-day sale where you won't know what's on sale until you get here (that's why we call it Mystery Day). But even though we can't tell you what the items will be, we can tell you the savings . . . and they're impressive. Take a look:

- Selected regular stock items 10% to 20% off!
- Clearance items 20% off!
- White elephant specials 50% off
- Special purchases much below usual price!
- And savings on savings!

Where a Mystery Day clearance item has already been reduced, we will drop the price by an additional 10% (at least!)

SAVE FROM 10% TO 50%

EATON'S
Alive for Summer

■ Eaton's—Toronto Eaton Centre: open Mon. to Fri., 10 a.m. to 9 p.m.; Sat. 9:30 a.m. to 6 p.m. ■ Yonge-Eglinton: Mon. to Fri., 9:30 a.m. to 9 p.m.; Sat. 9:30 a.m. to 6 p.m. ■ Gerrard Square: Mon. to Sat., 9:30 a.m. to 9:30 p.m. ■ Yorkdale, Sherway, Rockwood, Rexdale, Warehouse Store, Bramalea, Don Mills, Scarborough, Pickering, Sheridan, Oshawa: Mon. to Fri., 9:30 a.m. to 9:30 p.m.; Sat. 9:30 a.m. to 6 p.m. ■ Dufferin: Mon. to Sat., 10 a.m. to 10 p.m. ■ Shoppers' World: Mon. to Fri., 10 a.m. to 9:30 p.m.; Sat. 10 a.m. to 6 p.m. ■ Victoria Park: Mon. to Sat., 9:30 a.m. to 10 p.m. ■ Eaton's telephone order service open 24 hours daily—861-5111.