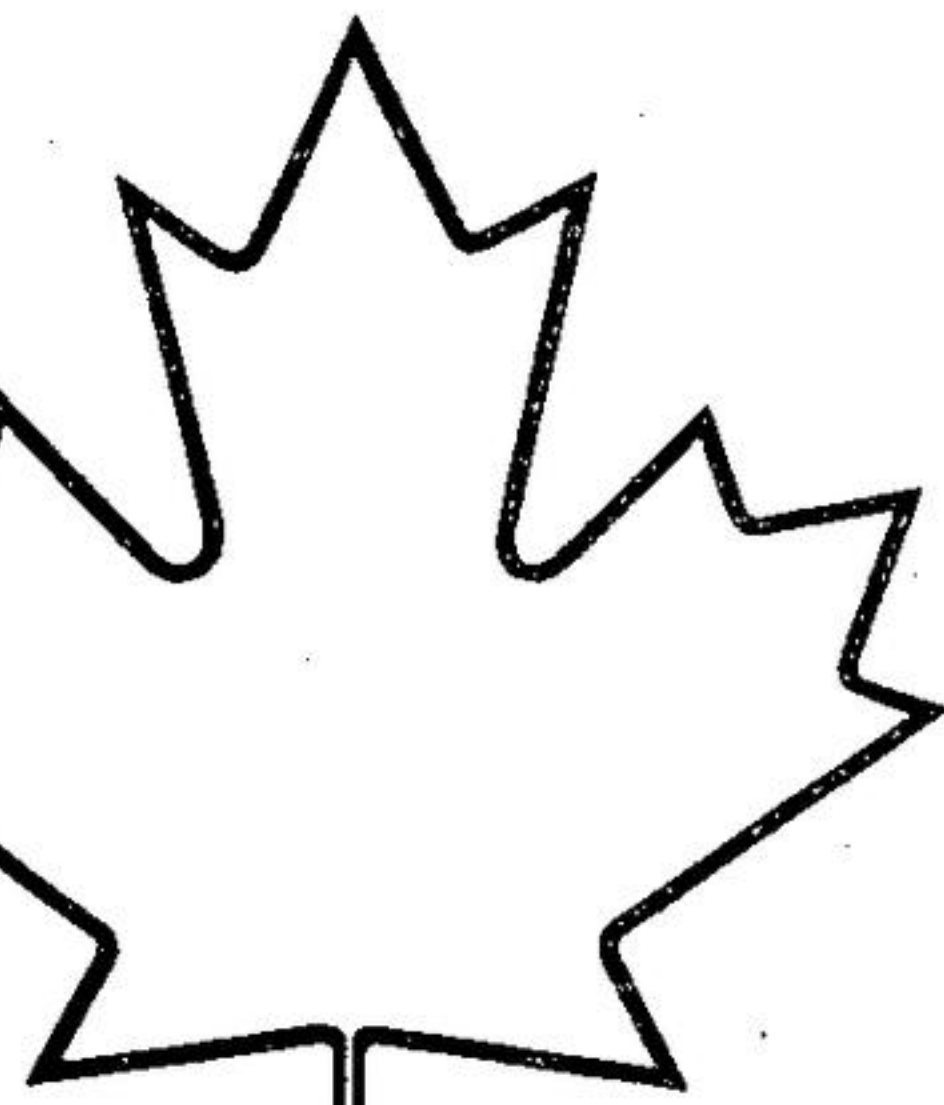


EATON'S CANADIAN CELEBRATION



To September 13th in all Eaton stores

Canada in the 80's—there's a surge of excitement about it. An excitement you'll feel in all our stores as we salute this great country of ours. With great merchandise, great value and great goings-on. Come. Join the celebration!

Shop Canadian



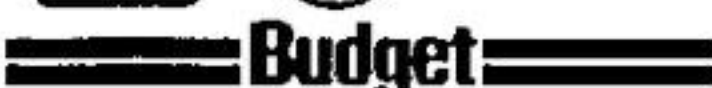
Win a Canadian dream vacation for four. Be sure to enter our Canadian Celebration travel contest. Details, entry forms and ballot boxes in every Eaton store in Ontario (except Ottawa). Here's what the five grand-prize winners will receive:

- Four return air fares to any Canadian city serviced by CP Air.
- 7 nights hotel accommodation by Holiday Inns.
- 7 days rental of a compact car from Budget Rent-A-Car.
- All travel arrangements made by Eaton's Travel.
- Plus 500.00 expense money!



CP Air

Eaton's Travel



Budget



Women in Action—a series of dinner/lectures for today's working woman. Topics: how to get success and how to cope with it when you've got it. 6 evenings (all starting at 6:30 p.m.) every Tues. and Thurs. from Aug. 26th. Flag Room, 6th. floor, Eaton's—Toronto Eaton Centre. Tickets: each, 10.00. For reservations and full details, call 861-5111.



Canadian crafts. Loving care goes into every item. For the first ten days of our celebration we'll be saluting Canadian craftspeople. You'll find them more than happy to discuss their work which includes ceramics, stained glass, metal work, batik, gold and silver jewellery. Look for them on the main floors of our larger stores.



Tasty? You bet! You can't have a celebration without good things to eat. So we're having delicious weekly features in all our restaurants, cafeterias and food depts. For instance, next week on 2 below, Eaton's—Toronto Eaton Centre you'll be able to buy pieces from a cheddar cheese that weighs 250 lbs! How's that for a sharp idea?



Presenting "Canada's Own"—visits with celebrated Canadians. Always a popular part of our Canadian Celebration and this year we've got a better-than-ever line-up of well-known Canadians for you to meet. They'll be interviewed by CKEY'S Jim Paulson in Trinity Way, Toronto Eaton Centre starting in August. Watch your papers for complete details.



See our 'Country Classics'—the best home-furnishing look in years. It's a winner—a look that revolves around warm wood, warm colours and warm, cottage prints. See this look at its glowing best in model rooms we've set up on the 5th. floor, Eaton's—Toronto Eaton Centre. See it also as featured in the September issue of Chatelaine.



Our big Quebec Showcase gets rolling later next month. It's a hearty salute to La Belle Province with particular emphasis on its liveliest industry—fashion! We're planning a big fashion show that will show you all the latest looks for Fall—Quebec style. Watch your papers for details.



■ 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.

EATON'S