

# THE KNOCKOUT 30.00 DRESS SALE starts today!

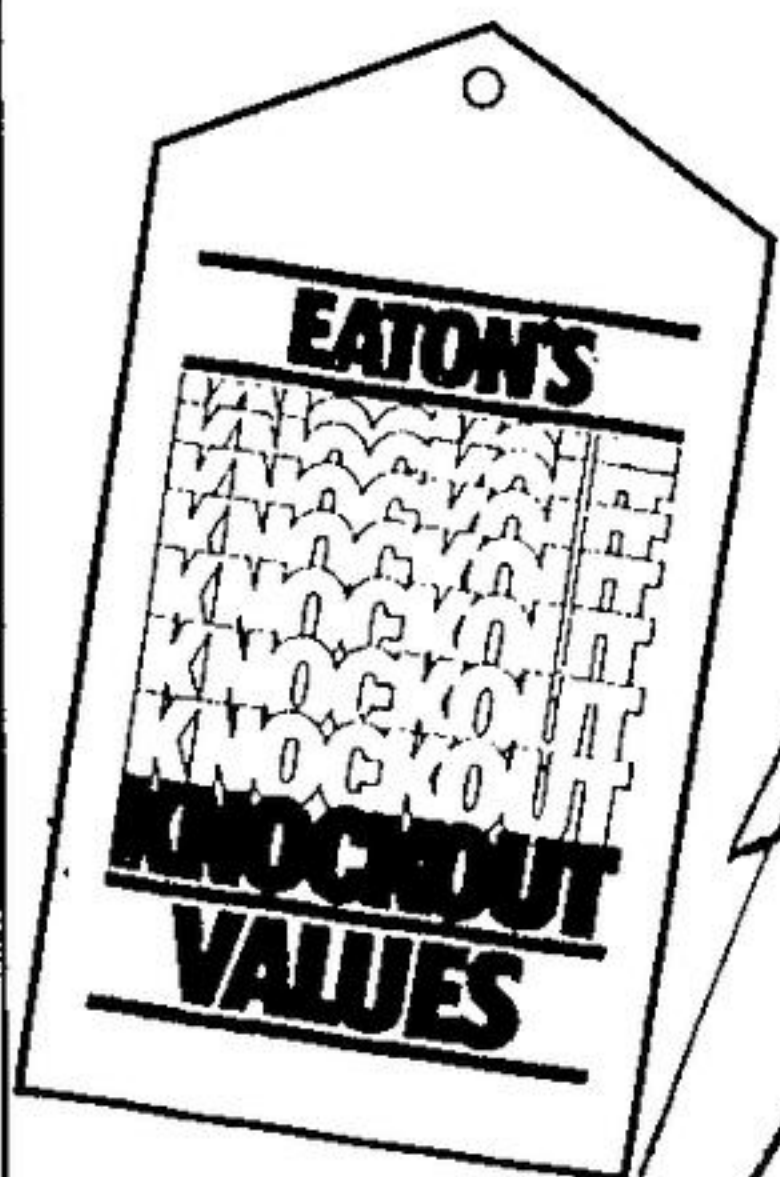
It was a sellout last Fall. So we're doing it again. And the price is still 30.00! Knockout dresses at a Knockout price. For just four days, October 1st to 4th. The selection is terrific. Over 200 styles to choose from. And you'll love the looks. The colours. And the fabrics. Not to mention the value. Dresses in juniors', misses', women's, petites', and half sizes. All much below usual price. Shop early for the best selection!

A good thirty dollar dress is hard to find. But find one you will. We have them by the hundred. From neat tailored classics to soft romantic numbers for after five wear. And at this price you'll want to buy more than one. This is the season when a dress says a lot. And what could be

better than a 30.00 Knockout dress? We've added extra cashiers and opened up extra dressing rooms to make shopping easier for you. So hurry along soon. Believe us, it's one Knockout Sale!

#### PERSONAL SHOPPING ONLY

**EATON'S Toronto Eaton Centre** (2nd floor, 2 below and 3 below); Depts. 341/541/442/846/241/741; Yorkdale, Scarborough, Sherway, Don Mills, Shoppers' World, Bramalea, Oshawa, Rockwood, Rexdale, Dufferin, Yonge-Eglinton, Victoria Park, Gerrard Square. A limited selection also at Warehouse Store (Sheppard Ave. West).



Part of a continuing series of Knockout Values at Eaton's

■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