

**F**ebruary in Toronto used to mean just 'getting through' winter. But not any more. Now it means the sights and sounds of sunshine travel on our simulated flight\* with American Airlines to California. Now it means tantalizing tastes and tidbits in our Creative Kitchen and pared-down living in our 'Focus on Fitness' week. It means the first happy glimpse of Spring's new looks in our biggest ever line-up of fashion shows. Yes, February is a whole new thing—so full of fun and finds and excitement it's like a brand new season. Come join us. We're uncrating the sun, Toronto, and it's just what you need to liven up a cold, grey winter!

\* Simulated flight at Eaton's — Toronto Eaton Centre only.



**Thursday, February 1st to Saturday, March 3rd in all Eaton stores.**

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

**SHERWAY**  
O.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.

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

**DON MILLS**  
Don Mills Road-Lawrence  
Mon. to Fri. 9:30 a.m. to 9:30 p.m.  
Sat. 9:30 a.m. to 6 p.m.

**SHOPPERS' WORLD**  
Danforth & Victoria Park  
Mon. to Fri. 10 a.m. to 9:30 p.m.  
Sat. 10 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.

**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.

**OSHAWA**  
Mon. Tues. and Sat. 9:30 a.m. to 6 p.m.  
Wed. Thurs. and Fri. 9:30 a.m. to 9 p.m.

**ROCKWOOD**  
Dixie and Burnhamthorpe  
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.

**ALSO OUR 7 NEIGHBOURHOOD STORES**  
**DUFFERIN**  
Dufferin and Bloor  
Mon. to Sat. 10 a.m. to 10 p.m.

**YONGE EGLINTON**  
Mon. to Fri. 9:30 a.m. to 9:30 p.m.  
Sat. 9:30 a.m. to 6 p.m.

**VICTORIA PARK**  
Victoria Park and Sheppard  
Mon. to Sat. 10 a.m. to 10 p.m.

**GERRARD SQUARE**  
Pape and Gerrard  
Mon. to Sat. 9:30 a.m. to 9:30 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.

Eaton's telephone order service open 24 hours daily  
**861-5111**