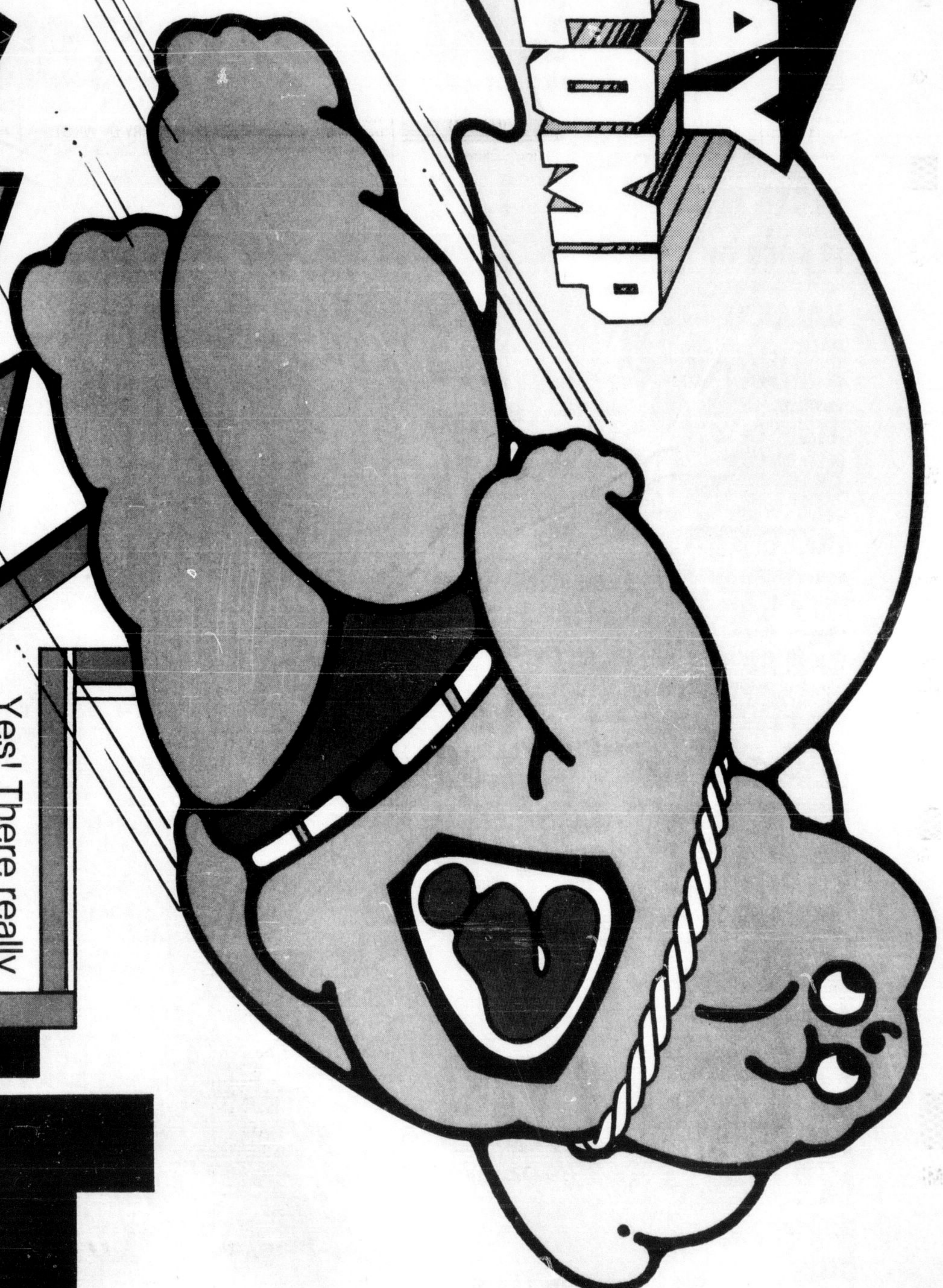


EATON'S MYSTERY DAY

STARLING SUPERGLUMP

Every Eaton store will be participating!

Yes, folks — tomorrow's the day that Superglump, defender of the Canadian consumer, comes to Eaton's! Staunch, intrepid Superglump. Prices fall in his wake as he forges ahead in his quest to bring shopping happiness to all.



Tomorrow, Thursday

March 22nd for one day only. Over 400* items in every store.

Here are the savings to look for!

*Excepting Eaton's Homefurnishings' Store, Pickering-Sheridan, where there will be over 100 items.

Clearance items.

20% OFF

Out their got finds-of-line, end-of-season items, one-of-a-kind — all reduced by at least 20%. If they have not previously been reduced.

10% off more savings news:

If the Mystery Day clearance item has already been reduced, you'll find a further Mystery Day reduction of 10%! That can mean big savings.

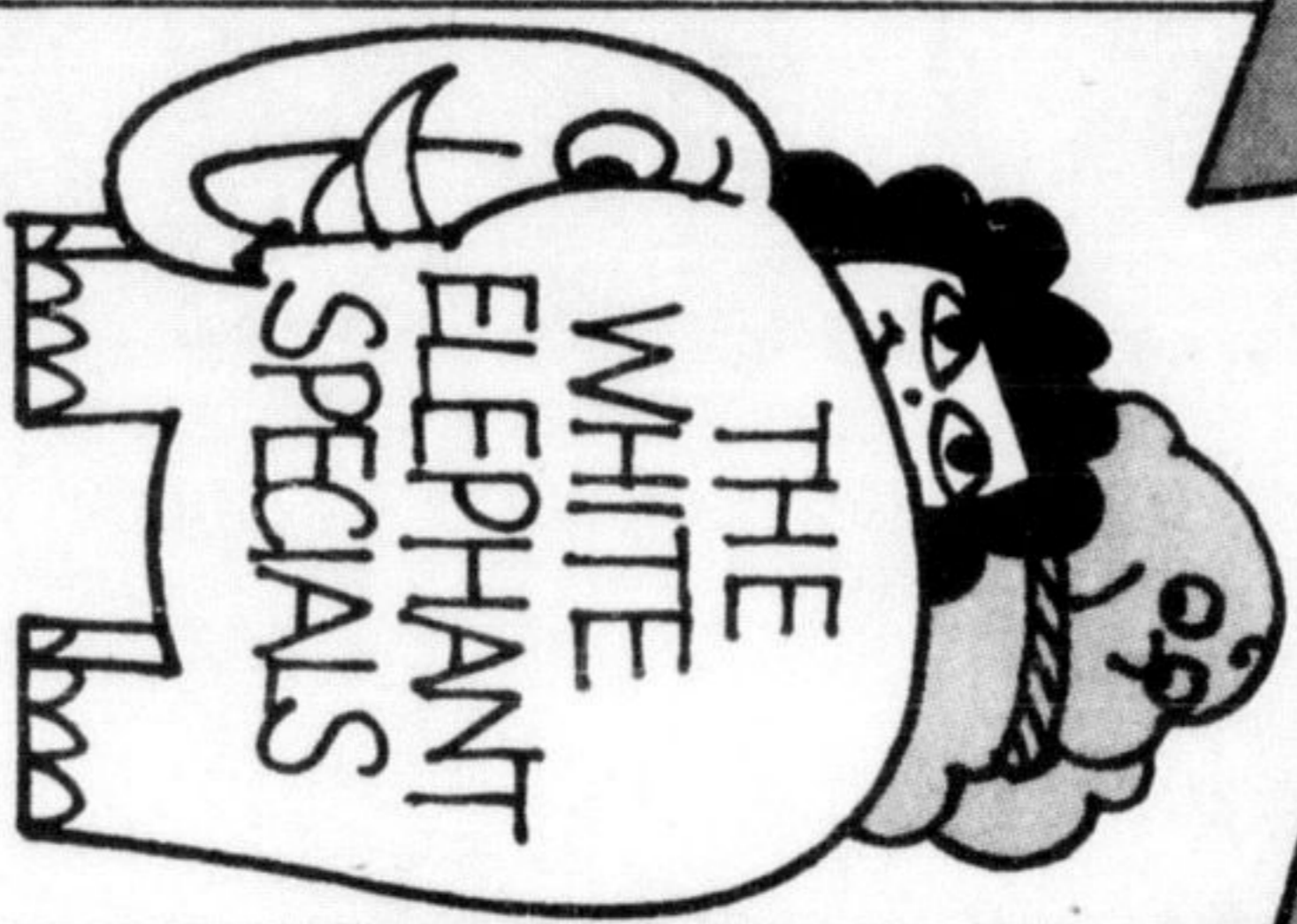
15 to 20% off

regular stock items

These are the everyday things you need from our regular assortments — reduced for Mystery Day only by a whopping 15% to 20%!

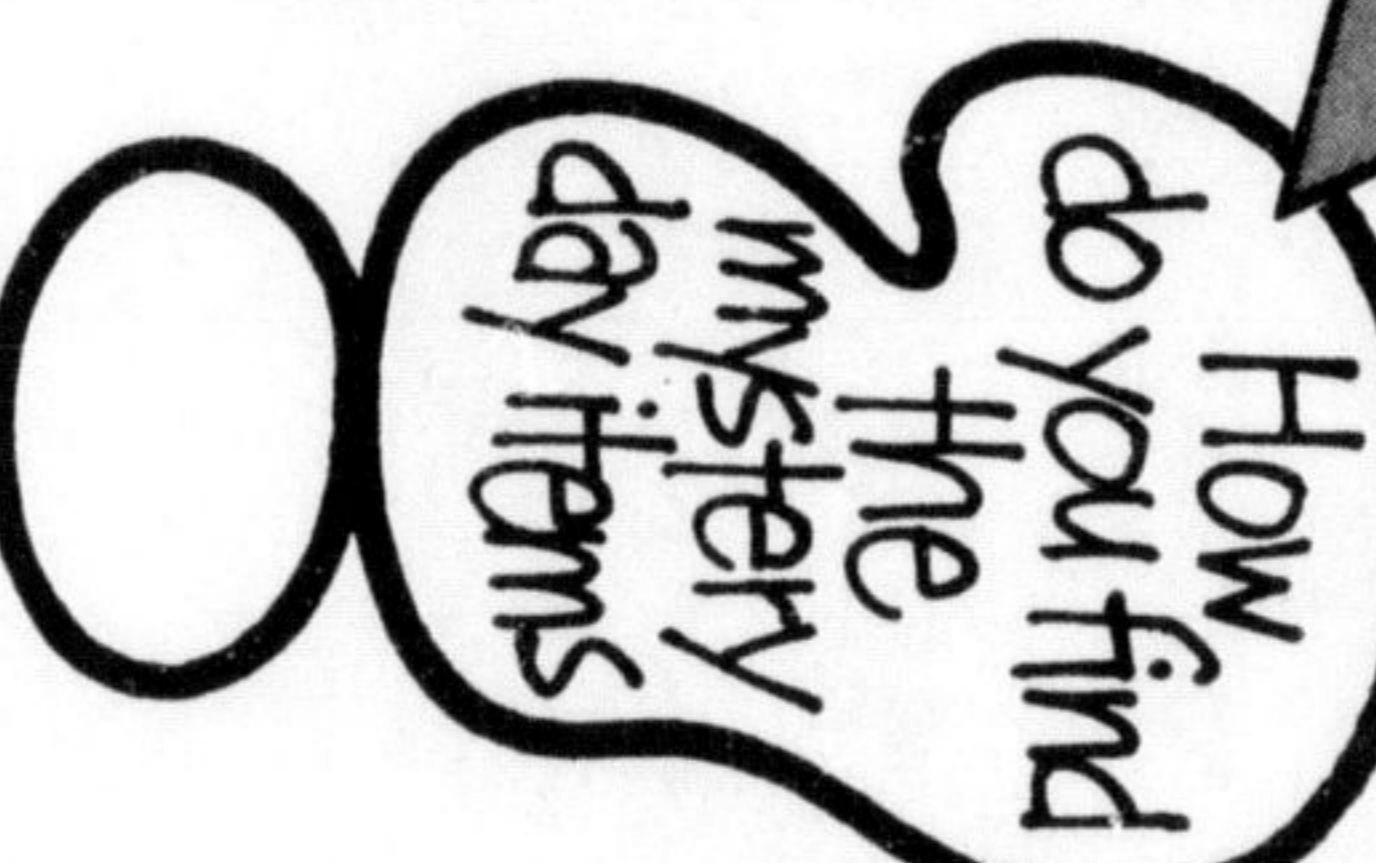
SPECIAL PURCHASE ITEMS

These are special Mystery Day buys and although we can't quote comparative prices, our buyers have had to make sure they represent crackerjack value! With Superglump watching, would they dare do anything less?



50% off

Throughout the day, Superglump (with ace reporter, Lois Fryce, steadfast at his side) will tour every store — finding white elephant items which will be marked down on the spot — never less than 50%! That makes Superglump a good man (glump?) to follow!



Simple! Look for the balloons!

Every Mystery Day item will be identified by a special balloon (some bearing a portrait of your stalwart hero). They'll be flying high in all stores — showing you the bargains!

Yes! There really is a Superglump! And we'll prove it — tomorrow — in these stores, at these times:

- Eaton's — Toronto Eaton Centre: 11:00 a.m. on 2 below; 12:00 noon, 4th floor; 1:00 p.m., main floor; 2:00 p.m., 3rd floor; 3:00 p.m., 6th floor; 4:00 p.m., 3 below; 5:00 p.m., 2nd floor; 6:00 p.m., 1 below; 7:00 p.m., 7th floor and 8:00 p.m., 2 below.
 - Suburban, neighbourhood and out-of-town stores: Eaton's — Yorkdale, Scarborough, Sherway, Don Mills, Shoppers' World, Warehouse Store, Bramalea, Oshawa, Rockwood, Rexdale, Dufferin, Yonge-Eglinton, Victoria Park, Gerard Square, Pickering-Sheridan. At 11:00 a.m., 2:00 p.m., 7:00 p.m.
- It's the sale everyone will be shopping tomorrow — no mystery about that!

Eaton's Mystery Day One-Day Sale. Thursday, March 22nd. Personal shopping only.

EATON'S

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.

DUFFERIN
Dufferin and Hwy. 7
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.

SHOPPERS' WORLD
Dundas St. Victoria Park
Mon. to Fri. 10 a.m. to 9:30 p.m.
Sat. 10 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.

ALSO OUR 7 NEIGHBOURHOOD STORES
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.

DUFFERIN
Dufferin and Hwy. 7
Mon. to Sat. 10 a.m. to 10 p.m.

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

PICKERING-SHERIDAN
Sheridan Mall
Liverpool Rd. and Hwy. 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