

TODAY'S THE FIRST DAY
of our big, happy celebration of all things Canadian.
From now until Sept. 15th we'll be highlighting
THE BEST THIS GREAT COUNTRY
HAS TO OFFER. We'll show you
GREAT CANADIAN FASHION. Just seeing it

will make you proud - as for owning and wearing it...well! And we'll introduce you to
THE PEOPLE BEHIND THE LABELS.

We'll unveil an **EXCLUSIVE NEW**
HOME COLLECTION that really is how Canadians want to live today.

We'll have the **BEST IN BACK-TO-SCHOOL** - not just jeans
and jumpers but ideas and inspiration, too. We'll have restaurant features and treats with

THE TRUE CANADIAN TASTE. **A GATHERING OF**
CRAFTSPEOPLE who'll talk to you while they work. A travel contest that will
JET LUCKY WINNERS TO FIVE CANADIAN
CELEBRATIONS via the luxury of **CP Air.**

And, of course, we'll have **LOTS OF INTERESTING GUESTS** -
experts and entertainers, athletes
and artists - Canadian achievers, all.

IS OUR PRIDE
SHOWING?

You bet it is!
Come see why.



EATON'S
CANADIAN
CELEBRATION

You're all invited.



EATON'S

Until Aug. 11th all stores will be featuring Canadian craftspeople who are looking forward to meeting you.
Watch your papers for time-and-place specifics of the other events as they unfold.

All 16 Eaton stores in Toronto open today and tomorrow for evening shopping.

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
Q.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. 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.

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.

DUFFERIN
Dufferin and Bloor
Mon. to Sat. 10 a.m.
to 10 p.m.

YONGE-EGGINTON
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. 9:30 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