

THE KNOCKOUT 30.⁰⁰ DRESS SALE

Eaton price,
each

Now till Saturday

The Sale that was a sellout last fall is here again. But this year the price is even lower! And what choice. A wide variety of styles from our top suppliers. All much below their usual price. In junior, misses, petite, women's and half-sizes. No wonder we call this Sale **KNOCKOUT!**

There's even more reason to shop our 30.00 Dress Sale this year. After all, this is the year to dress like a lady. And what could be better than a dress? We worked with our top manufacturers to make sure you have plenty of choice. You'll find two-piecers, body skimmers or shirt dresses.

Dresses for day and after five. Sheers or knits. Knobby tweeds and more. Every dress worth much more than its 30.00 price tag! For your convenience we've added extra fitting rooms and extra cashiers too. It all adds up to one knockout dress event. See you there!

Personal Shopping Only

Sale includes a selection in Junior, Popular Price Fashions, Women's, Misses' and the Size Shop.

EATON'S — Toronto Eaton Centre (2nd floor, 2 below, 3 below) — 341/541/442/846/241/741; Yorkdale, Scarborough, Sherway, Don Mills, Shoppers' World, Bramalea, Oshawa, Rockwood, Rexdale, Dufferin, Yonge-Eglinton, Gerrard Square. Limited selection available at Warehouse Store (Sheppard Ave. W.).



Part of a continuing series of great values from Eaton's

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.

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
Western 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- 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. 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