

HAIL THE
CONQUERING HERO!

SUPERGLOMP

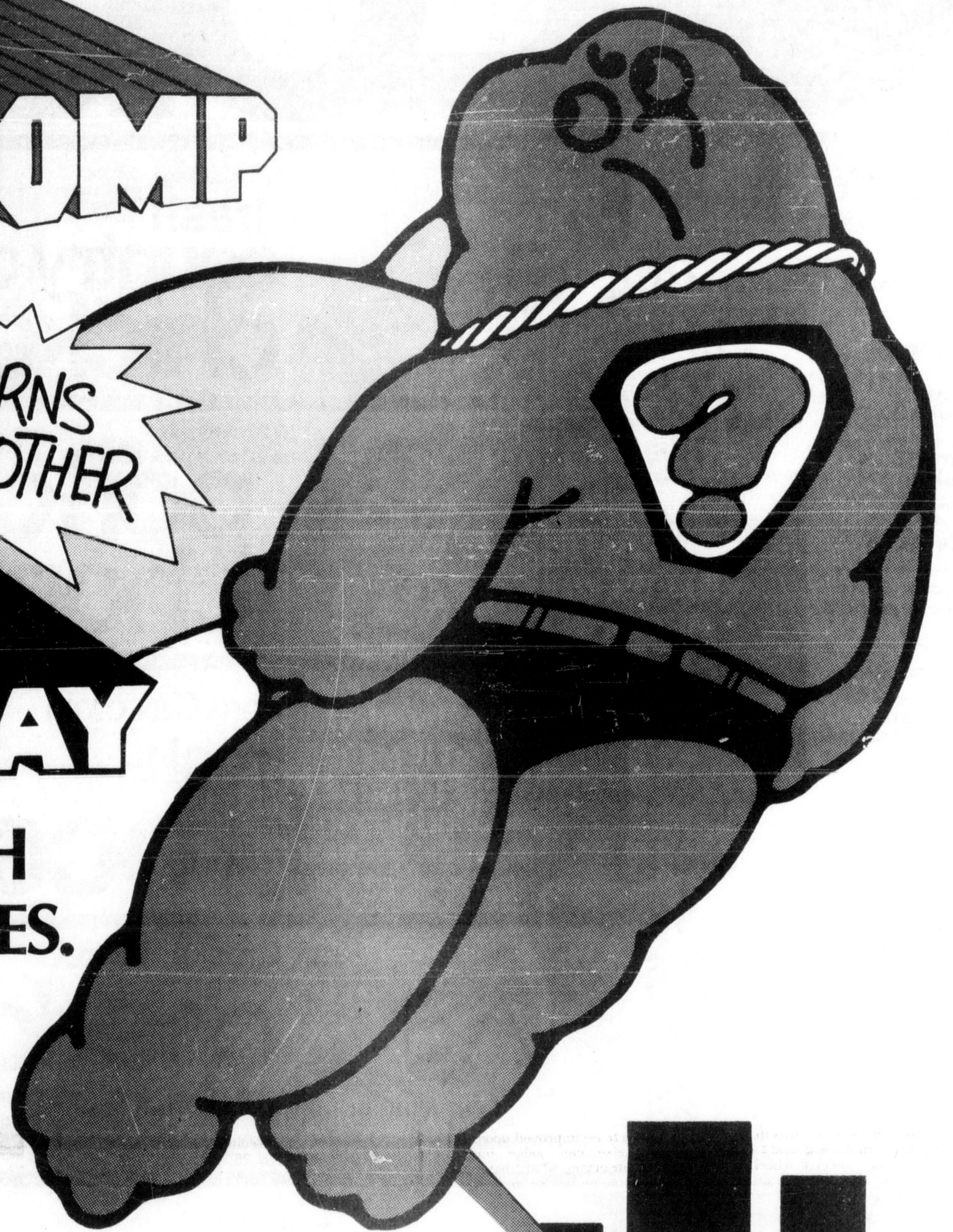
RETURNS
FOR ANOTHER

EATON'S MYSTERY DAY

THURSDAY, OCT. 11TH
IN ALL EATON STORES.

You loved him last time
so here he is again...

Staunch, intrepid Superglomp!
Prices fall in his wake as he
forges ahead in his quest to
bring shopping happiness to all
Eaton customers.



Over 400
sale items in
every store.*
Here are
the savings
and specials
to look for!

* Except Eaton's Homefurnishings Store, Pickering-Sheridan, which will have over 50 items.

Clearance
items
20% off!

Out they go! Ends of lines, end-of-season items, ones-of-a-kind — all reduced by at least 20% if they have not been previously reduced.

More saving
news: 10% off!

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!

Regular
stock items
15% to 20% off!

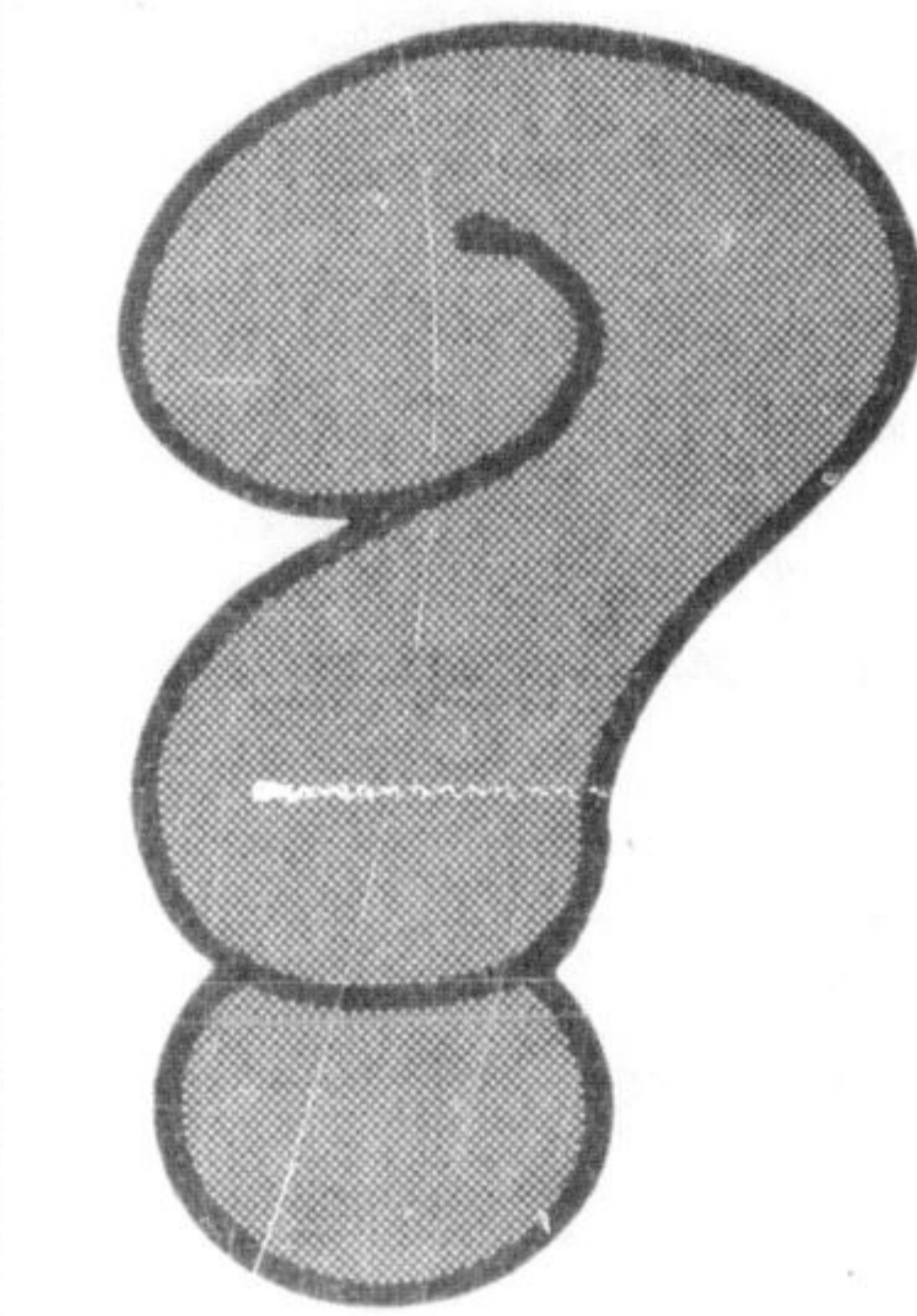
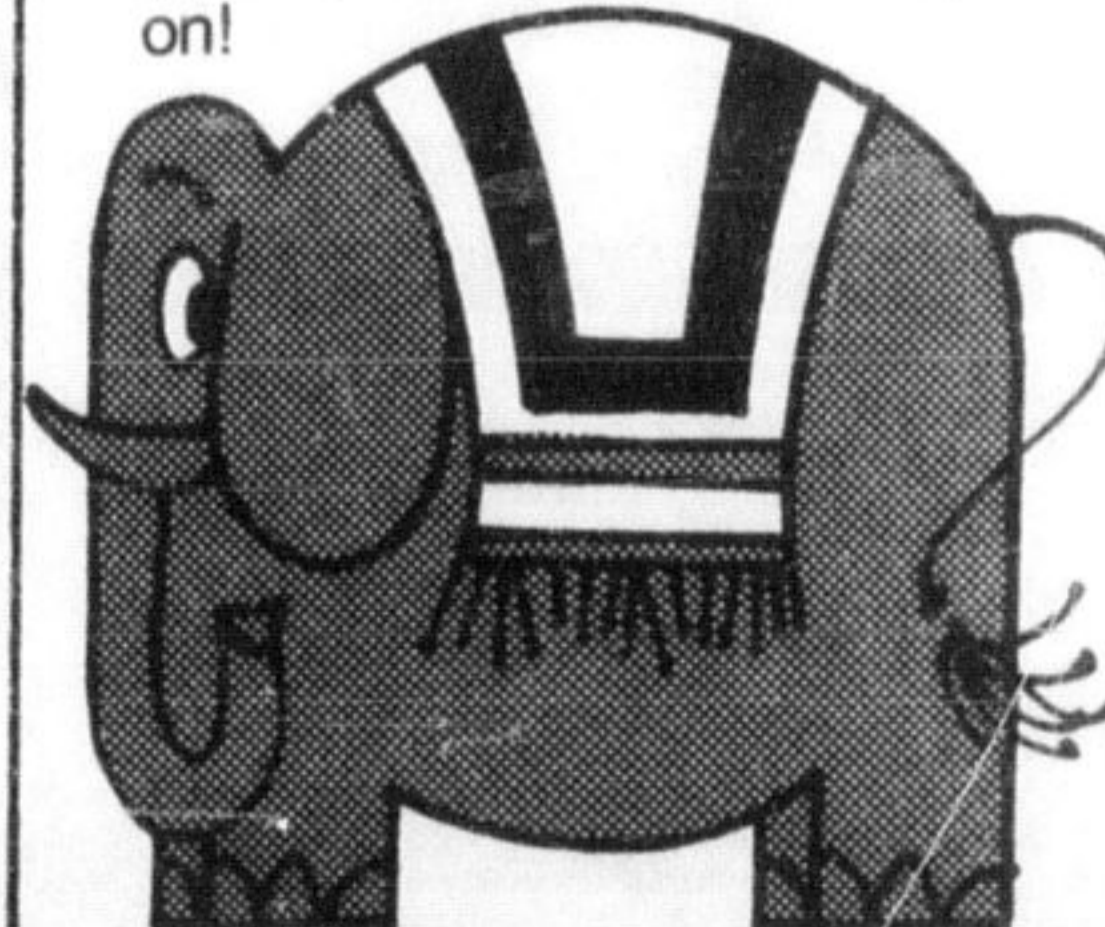
These are the everyday things you need from our regular assortments — reduced for Mystery Day only by a whopping 15% to 20%!

Special
purchase items

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

White
elephant
specials
50% off!

Throughout the day, Superglomp (with ace reporter, Lois Pryce, 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 — Superglomp a good fellow to keep an eye on!



Every
Mystery Day
item will be
identified by a
special balloon.

They'll be flying high in all stores — showing you where the buys are!

Come meet
Superglomp
in person
as he cuts
prices in
all stores.

Superglomp and Lois Pryce will make three complete tours in each store: at 11:00 a.m., 2:00 p.m. and 7:00 p.m. Keep an eye out for him — wherever Superglomp goes, prices are sure to tumble!

Eaton's Mystery Day Sale

EATON'S

One day (and one day only). Thursday, October 11th in all Eaton stores. Personal shopping only, please.

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 5 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 Bloor
Mon. to Sat. 10 a.m.
to 10 p.m.

YONGE EGLINTON
Mon. to Fri. 9:30 a.m.
to 9:00 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