

THE COATS ARE KNOCKOUT AND SO IS THE VALUE!

More than 50 styles. Every last one worth far more than its 99.99 price. Hand-picked by Eaton buyers right off the racks of leading Canadian manufacturers. In this year's most wanted styles. And in most of our coat departments. Now that's buying power!

Eaton price, each

99.99

You've never had it so warm. So great. For so little! Just 99.99 puts you into a great winter coat in a great new way. Over fifty, thrifty styles, in fabrics like wool, wool-blends, melton cloth — even furry fakes. Warm coats. Stylish coats: Canadian coats — it takes a Canadian manufacturer to know a Canadian winter, right? In everything from knock-about car coats to coats you'll wear on the town. We don't know how our buyers did it — we only know they did. And Eaton's has them. There's one with your name on it — maybe even two!

Included in the collection, women's sizes 8 to 18; misses' sizes 6 to 16; juniors' sizes 5 to 15.

Personal shopping only. Eaton's — Toronto Eaton Centre (Women's Coats — 2nd floor) — 244/444; (Junior Coats — 3 below) — 344; (Popular Price Fashion — 2

below) — 744; Yorkdale, Scarborough, Sherway, Don Mills, Shoppers' World, Bramalea, Oshawa.

A smaller selection of Popular Price styles only in Eaton's — Rockwood, Rexdale, Dufferin, Yonge-Eglinton, Victoria Park, Gerrard Square.

You don't have to be tough, just smart — says buyer Maggie Haughton

She's a terrific lady. A heavy arm on the market, to use her own expression. And, to quote again — there's very little she wouldn't do for Eaton's. She's one of the reasons why you can buy a great winter coat for just 99.99 right now. Maggie really went to work for you. She shopped Toronto. Hopped down to Montreal. Jetted out to Winnipeg. And came back with an unbeatable collection.

We can't tell you what some of these coats originally sold for. But we do know. And we're impressed! Maggie didn't merely buy coats. She bought value... she bought style. No wonder she's someone respected throughout the industry. Maggie power. It's people like Maggie who give Eaton's its buying power. And you yours.

"Just say charge it on your Eaton's account!"



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

EATON'S
is Santa's Store

Note New Store Hours:

EATON'S — TORONTO EATON CENTRE
Open Monday to Friday 9:30 a.m. to 9:00 p.m. and Saturday 9:30 a.m. to 6:00 p.m.

YORKDALE
Dixie Rd. and Hwy. 7
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
Denison & 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.
Saturday 9:30 a.m. to 6 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
Pace 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