

Eaton's January SALE of FURS

Celebrate the new year in a coat worth celebrating! A fur from Eaton's.

Even if you've been telling yourself you're content in the old cloth coat, wait till you see yourself in one of these. There are minks, of course. And there are fun furs. There are traditional coats. And coats with a lot of pizzazz. There are long-haired coyotes. Beavers, muskrats and racoons. Dyed, bleached, plucked, let-out, feathered or simply au naturelle. All on sale! Now that you know where to find it, come on in and we'll show you how. Happy New Year to you!

Thinking mink?

It's one of the furs that will give you a great run for your money. Long-wearing and very luxe. Several qualities, at several prices. For the traditionalist — or someone with young ideas. Here, just a few from our outstanding collection.

Mink coats in natural colours

Eaton price, each

1,688⁰⁰

(1) As shown: Full length, let-out natural mink in shades of pastel, dawn pastel, dark ranch or demi-buff.

Not shown:

Natural Canadian mink coats

Eaton price, each

1,988⁰⁰

(1A) They don't come much better than Canadian! Full length let-out pastel, dawn pastel, dark ranch or demi-buff.

Natural full skin mink coats

Eaton price, each

1,588⁰⁰

(1B) Full length, full skin coats in natural shades of pastel, demi-buff or dyed dark ranch.

Grosvenor mink coat clearance

Eaton price, each

3,998⁰⁰

(1C) Luxurious, natural Canadian mink, in a full sweep of full length coat. Several natural colours; broken size ranges. Available at Eaton's — Toronto Eaton Centre only.

Personal shopping only. Fur Salon. EATON'S — Toronto Eaton Centre (2nd floor) — 248; Yorkdale, Scarborough, Sherway, Don Mills, Shoppers' World, Bramalea, Oshawa unless otherwise specified.

1688⁰⁰

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
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., Tues. and Sat. 9:30 a.m. to 6 p.m.
Wed., Thurs and Fri. 9:30 a.m. to 9 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 9:30 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
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