


 **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.

**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.

**SHOPPERS' WORLD**  
Danforth & Victoria Park  
Mon. to Fri. 10 a.m.  
to 9:30 p.m.  
Sat. 10 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.

**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.

**VICTORIA PARK**  
Victoria Park and Sheppard  
Mon. to Fri. 9:30 a.m.  
to 9:30 p.m.  
Sat. 9:30 a.m. to 6:00 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.

**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.

**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.

**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.

**OSHAWA**  
Mon. to Fri.  
9:30 a.m. to 9:30 p.m.  
Sat. 9:30 a.m. to 6 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.

**REXDALE**  
Islington and Rexdale  
Bld.  
Mon. to Fri. 9:30 a.m.  
to 9:30 p.m.  
Sat. 9:30 a.m. to 6 p.m.

**GERARD SQUARE**  
Pape and Gerrard  
Mon. to Sat. 9:30 a.m.  
to 9:30 p.m.

**Eaton's telephone order  
service open 24 hours daily**

**861-5111**