

Eaton's Sherway opens Wednesday



Tomorrow (Wednesday, February 24th) at 9:25 a.m. in the Eaton Court in front of the store.

Mr. John Craig Eaton and Mr. R. J. Butteff will officiate at a brief opening ceremony.

Our 8th. store in metropolitan Toronto is an 8-sided beauty—three levels of luxurious, wide-aisled shopping at its best! Designed with you in mind, every level unfolds in department after department of co-ordinated merchandise that's just a joy to shop. Come see for yourself. You'll love it!

THE MALL LEVEL

Welcome to the fashion world — a world unlike any you've seen before. The entire floor is fashions, fashions and more fashions plus related accessory departments. Women's wear, men's wear and special departments and shops for the young set. It's a beautiful world with luxurious carpeting, high-style decor and, of course, just a great selection of wonderfully wearable clothes. Come see for yourself. You'll love it!

THE UPPER LEVEL

Welcome to the home furnishings world — and isn't it great? Furniture and furnishings that are colourful, bright, very 1971. Floor coverings, draperies, The Sleep Shop for beds, linens and bedding, china and glassware, accessories (including a gift shop) — all beautifully displayed. And don't miss the model rooms where you can pick up a decorating tip or two. There's a sewing centre, too, where fabrics, patterns and sewing machines are all in the same area. Come see for yourself. You'll love it!

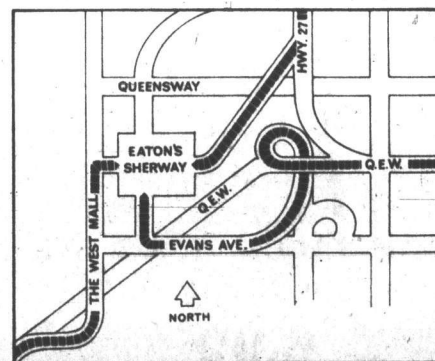
THE LOWER LEVEL

Welcome to the children's world — and have you ever felt so young? The colours are bright, the decor's fun, and in it you'll find infants' wear, boys' and girls' wear, children's shoes, nursery furniture, The Maternity Shop, and of course, the Toy Department — because what's a children's world without toys? Other lower level departments: appliances, housewares, hardware, drugs, notions, candy and baked goods and a big Outdoor Shop that will be set up in Spring. Come see for yourself. You'll love it!

A BONUS FOR YOU

We've produced a special plastic shopping bag with the Eaton's Sherway butterfly on it. It's beautiful and it's practical, too, because you'll be able to go on using it for months. Our special Eaton's Sherway hostesses will begin giving them out starting at 9:30 a.m. tomorrow. But come early for yours because quantities are limited. They'll be on the Mall Level of Eaton's Sherway.

Yes, it's a sunshine world at Eaton's Sherway. A thrifty world, too! Turn the page for dozens of sunshine specials available at Eaton's Sherway during the store-opening party — tomorrow, Feb. 24th, until Saturday, Feb. 27th.



FROM THE NORTH:
South on Hwy. 27. Exit Queensway Avenue.

FROM THE EAST:
West on Q.E.W. Exit Brown's Line to Evan's Avenue. West on Evan's Ave. to Sherway entrance.

FROM THE WEST:
East on Q.E.W. Exit Evan's Avenue to West Mall.

EATON'S SHERWAY HOURS: MONDAY TO FRIDAY, 9:30 A.M. TO 9:30 P.M. SATURDAY, 9:30 A.M. TO 6 P.M.

EATON'S