

Young People!



1969 is yours

Yes! 1969 belongs to the young people of Halifax-Dartmouth and Eaton's brings to you bright, exciting happenings all year long. Happenings you'll never forget, happenings you'll want to be part of. It's a Youthquake, and it's a long blast. Fashion shows, contests, demonstrations and recording artists and many, many more. Read below for the first happening and keep watching Eaton's ads for more news.

If you are a young miss under 20 years of age

Win! Win! Win!

You could win a trip to
London England Plus £100

Enter the Eaton 100 Sewing Contest Now!

Here's how in 6 easy steps:

- Come to Eaton's fabric department.
- Pick up the rules for the Eaton 100 Sewing Contest.
- Choose a McCall Step-by-Step Pattern for a dress, suit, coat, ensemble or co-ordinates.
- Select a cotton fabric - one of the selection you'll find in Eaton's fabric department (Please note: fabric chosen must be all cotton fabric)
- Make up the garment following the McCall's Step-By-Step Pattern of your choice.
- Return to Eaton's with your finished garment and Sales Slips from your McCall's Pattern and Fabric and enter it in the contest.

Contest closes March 14, 1969

Regional Contest (Halifax-Dartmouth)

- Finalists will model their garments in a fashion show at EATON'S Mall Entrance on Friday evening, March 21. Entries will be judged on workmanship, fit and suitability.
- First Prize: One Week Trip via Air Canada to Toronto for two including hotel accommodation and spending allowance.
- Second Prize: Eaton's Viking Portable 17" Television.
- Third Prize: Eaton's Viking Sewing Machine.

National Contest

- GRAND FINALS to be held in July in Toronto.
- GRAND FINALS: One Week Trip via Air Canada to London for two, including hotel accommodation, travel allowance plus £100 (approx. \$250) to spend.

EATON'S

The Store That Likes Young People

