

Geraldton
Marathon
Beardmore
Schreiber

Red Rock
Dryden
Kenora
Atikokan

Chapples

LIMITED

DEPARTMENT STORES

SCHREIBER, ONTARIO
Telephone 115

Dear Customer:

Here's a special invitation from Chapples:

September 29 and 30 are Fall and Winter Coat Fashion Days at your local Chapples Store. On those days.....a complete selection of 1958-59 coat styles will be on display....FOR YOU.

You'll thrill to the warm mellow colours....and the wide selection of fabrics will delight you. You can be confident these styles are fashion-right for a town of 60 or 6,000,000.

And moreover, prices are good news this year. You will be proud to wear any price line, including \$29.95; \$39.95; \$49.98 to \$79.98.... with pile fabrics from \$65.00 to \$125.00.

But, for a treat as heart-warming as a hug... we dare you to try on the latest fashions in ever so elegant fur. The entire selection will be shown to you at our August-Fur Promotion Prices. The range is from \$79.00 to \$495.00.

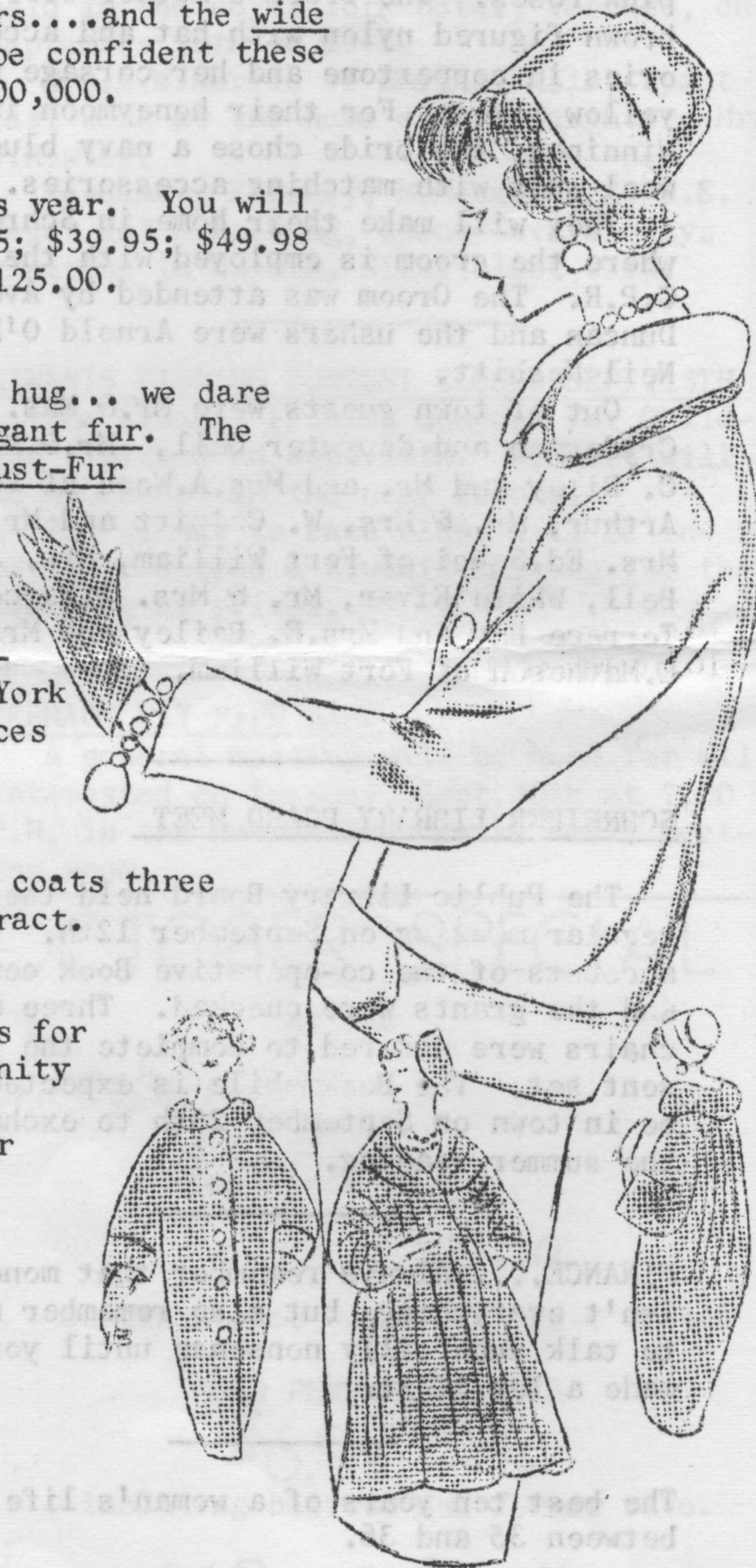
And that's not all...You'll see a fall-fresh shipment of millinery...imported from New York for this showing. The styling is bold...the prices modest.

Of course you can buy any one of these coats three convenient ways: Charge....Layaway....Term Contract.

But remember...this complete showing is for two days only! There will be no further opportunity this year to select from so complete a style and price assortment. So....circle the dates on your calendar NOW and be SURE you won't forget!

Yours Sincerely,

Jeannette Guter
Women's Ready-To-Wear.



SERVING NORTHWESTERN ONTARIO