

WOULD YOU LIKE A CREDIT LOAN OF \$50 TO \$250 OVER FOUR MONTHS??
THEN DISCOVER THE MEANING OF,

Chapples Christmas

CREDIT PLAN

INTEREST FREE

Chapples
LIMITED

DEPARTMENT STORES

SCHREIBER, Ontario.

Dear Mrs. Shopper:

Will you (like most of us) purchase from now to Christmas a greater amount than you can conveniently pay out in cash . . . or on 30day credit terms?

Would it be easier for you to spread your repayments between January 1 and April 1 . . . and pay nothing extra for the credit extended?

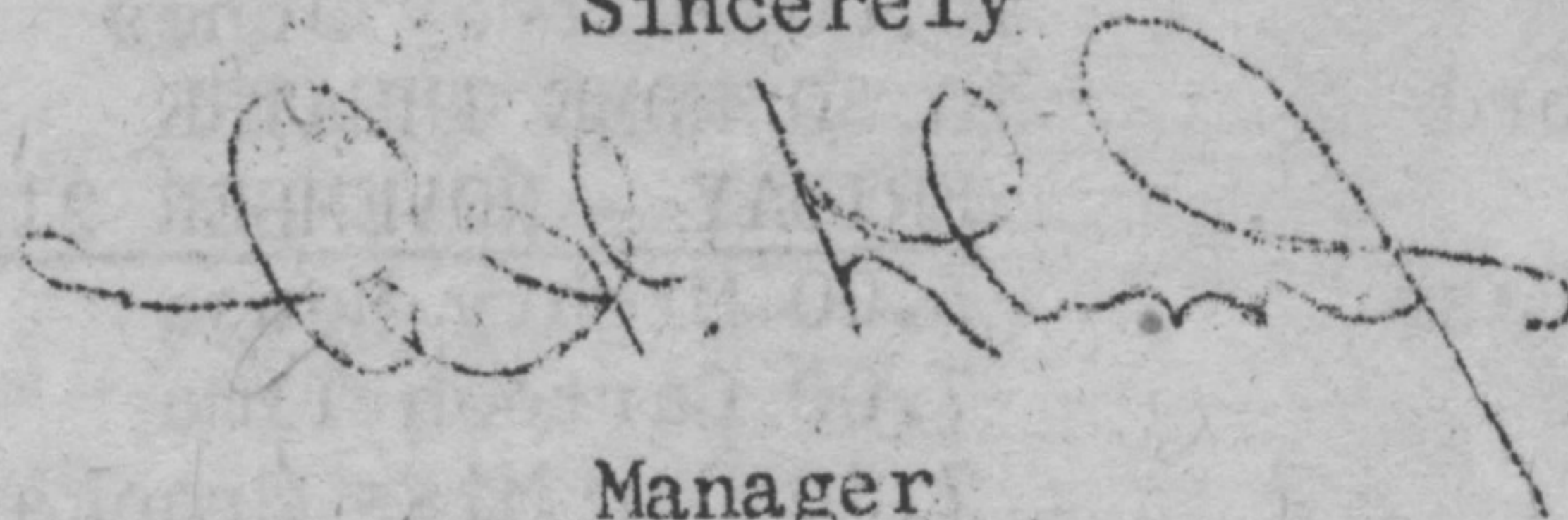
That is the offer of Chapples 4 Pay "Christmas Plan" . . . and this is how it works:

1. Between now and December 24 you purchase up to the amount of the arranged credit.
2. In the first week of each of the months January, February, March and April . . . you pay for one-quarter of your "Christmas-Credit-Plan" purchases.
3. You pay no interest or service charge on this type of account so long as the terms are met.
4. You are not restricted on the types of merchandise you buy. You choose from our complete department store selection.

To take advantage of this plan . . . this is all you do. Obtain a printed application form from our Schreiber office . . . and complete same.

Should the office be busy . . . there's no need to wait. Just leave the application and we'll contact you the minute your account is ready.

Sincerely



Manager

SERVING NORTHWESTERN ONTARIO