

Would You Like A Credit Loan Of \$50 to \$250 Over 4 Months Interest Free?

GERALDTON
MARATHON
BEARDMORE
SCHREIBER
RED ROCK
DREYDEN
ATKOKAN

Chapples

LIMITED

HEAD OFFICE
FORT WILLIAM, ONT.
BUYING OFFICES
ARKWRIGHT, NEW YORK
AND CHICAGO
OWEN OWEN, LIVERPOOL
ENGLAND

DEPARTMENT STORES
Address All Communications to the Company

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 30-day credit terms?

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

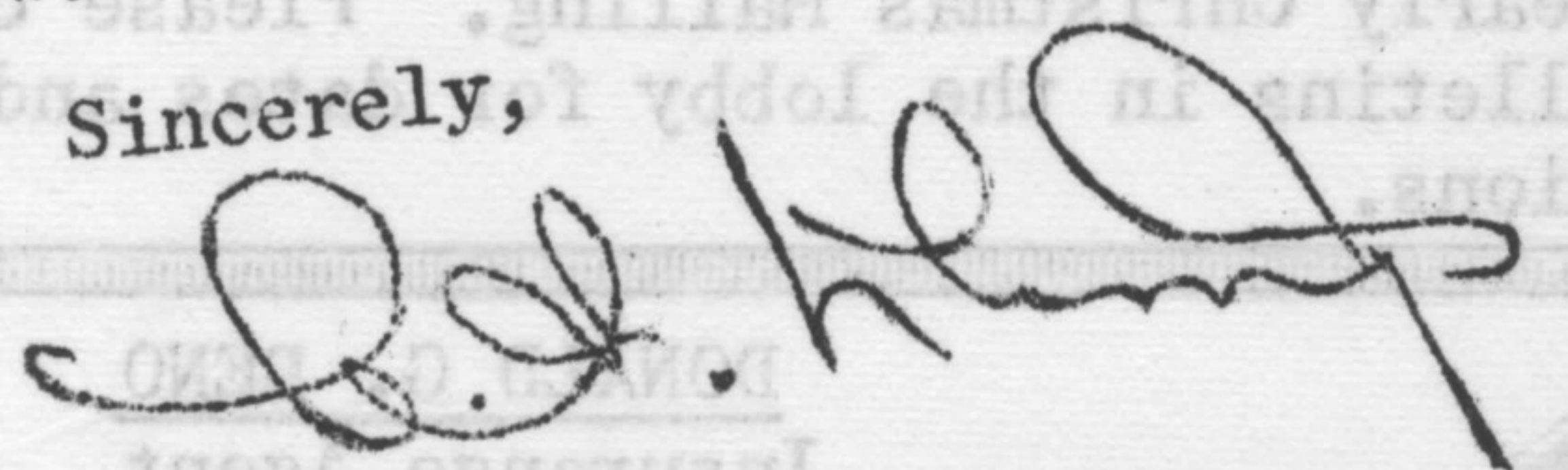
That is the offer of Chapples 4 Pay "Christmas Credit Plan" and this is how it works:

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 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. Whether or not you now have a credit account at Chapples, complete the printed application form . . . and mail it in an envelope addressed to me at Chapples . . . or hand it in at Chapples Credit Sales Office.

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.

Take a minute to complete the form now.

Sincerely,


SERVING NORTHWESTERN ONTARIO

SEE AND SIGN COUPON ON BOTTOM OF PAGE 5.