

EATON'S in CHARLOTTETOWN announces an improved concept in credit buying ...

EATON'S *Budget Charge Account*

*A New Customers' Account
incorporating the advantages
of a Charge Account with the
conveniences of a Budget Plan...*

**With this new EATON Account
you can just say "Charge It"
and enjoy these many advantages:**

- A SHOPPING IDENTIFICATION CARD! — show it and get the merchandise you want immediately by signing the bill.
- RE-BUY! ... without returning to the Accounts Office.
- NO DOWN PAYMENT! NO MINIMUM PURCHASE!
- A MONTHLY STATEMENT! ...with details of all your purchases enclosed.
- MINIMUM MONTHLY PAYMENT is shown on your monthly statement!
- NO SERVICE CHARGE if you pay the full balance within 30 days!
- EXTENDED TERMS OF UP TO 24 MONTHS also available depending on the amount of your balance!
- SAVE PROPORTIONATELY ON SERVICE CHARGES when you pay any amount above the minimum, or pay the account in full!

Shopping is more pleasant with your Budget Charge Account ... see how convenient it is — you can buy what you need when you need it!

- All you do is show your card, sign your name and take your parcel with you or have it delivered.
- You can order by phone or by mail.
- Your Shopping Identification Card is honoured in EATON Stores and Catalogue Sales Offices right across Canada!

Special Terms up to 36 months may be arranged for purchases over 400.00.



TO OPEN YOUR EATON BUDGET CHARGE ACCOUNT

Come in person, phone, or mail the information listed below:

Name

Address

City or Town

EATON'S