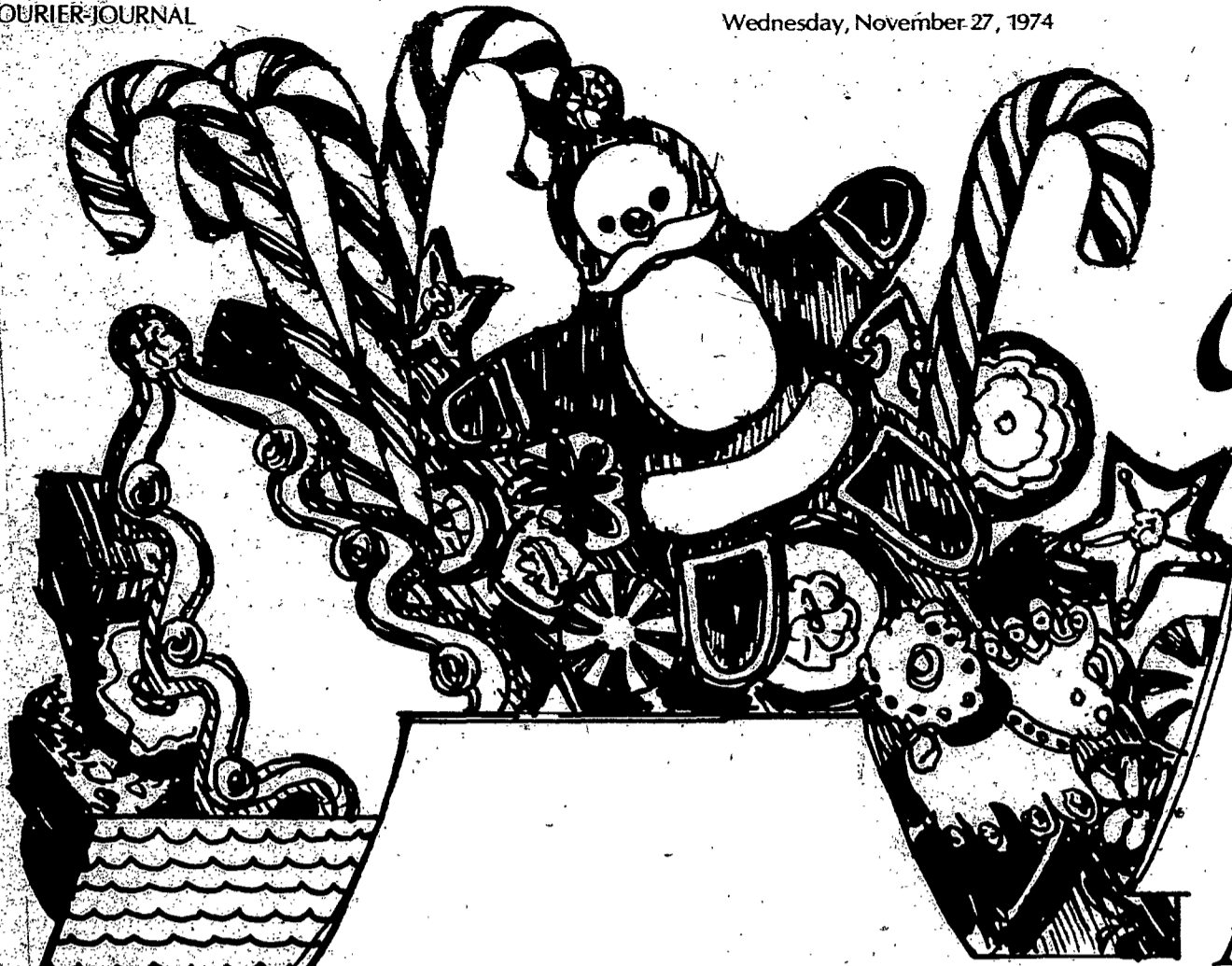


McCurdy's



*now
is the time
to use
McCurdy's*

HOLIDAY MONEY

\$300

*to spend now, no payment
and no FINANCE CHARGE
until February 1975.*

*Spend HOLIDAY MONEY just like cash for gift buying
or day to day shopping needs...no payment until next year.*

If you're a McCurdy Charge Customer and have not gotten Holiday Money, get yours at McCurdy's special Holiday Money Booth, Street Floor or Credit Office, Fifth Floor Midtown . . . and all Branch Store Credit Offices.

If you're not a McCurdy charge customer, here's the best reason to open a charge account right now! All new accounts are eligible for \$300 in Holiday Money.

Yes, I would like to open a McCurdy Account

MR. <input type="checkbox"/> MRS. <input type="checkbox"/> MISS <input type="checkbox"/>	FIRST NAME	INITIAL	LAST NAME	WIFE'S/HUSBAND'S FIRST NAME	SINGLE <input type="checkbox"/> SEP. <input type="checkbox"/> WIDOW <input type="checkbox"/> DIV. <input type="checkbox"/>
If at Present Address less than 5 Years Give Former Address			STATE	ZIP	PHONE
PRESENT ADDRESS - STREET			CITY	HOW LONG	OVER 21 <input type="checkbox"/> IF NOT ASK <input type="checkbox"/>
FORMER ADDRESS			CITY	STATE	ZIP
Please Furnish Employment for last 5 Years. If Student Give Name of School			TELEPHONE	CARD ISSUED	ROCHESTER CHARGE CARD NO.
HUSBAND'S OR SINGLE PERSON'S EMPLOYER			POSITION	YES <input type="checkbox"/> NO <input type="checkbox"/>	ACCOUNT NUMBER
MR. - ADDRESS			HOW LONG	FIRM NAME	
FORMER EMPLOYMENT					
WIFE'S EMPLOYER AND ADDRESS				BANK	BRANCH

****If you pay the "New Balance" of your account as shown on the statement you receive in February 1975 before the next billing date, there will be no FINANCE CHARGE. If payment is made on the Optional Payment Plan, a FINANCE CHARGE will be added based on the "Average Daily Balance." No FINANCE CHARGE is added when the balance remaining after deduction of payments and credits is \$5 or less. The "Periodic Rates" used to determine FINANCE CHARGES are 1½% on the balance under \$500 and 1% on the balance in excess of \$500 which are ANNUAL PERCENTAGE RATES of 18% and 12% respectively. Minimum periodic payment is one sixth of the account balance or \$10 whichever is greater.**

Midtown, Northgate, Long Ridge, Eastview, Geneva

