



1961

# A sensible plan for spreading the cost of school outfitting



**THE PROBLEM.** We are official outfitters to over 70 schools in the North-East of England. So it is quite natural that parents should have taken us into their confidence on the problem of paying for school outfitting.

The difficulty is not that school uniform is more expensive than other children's clothes, but that it does involve heavy outlay twice a year, at the beginning of the Autumn and Summer Terms—the Autumn Term usually being the heavier of the two, whereas the cost of other clothes can usually be spread around the year.

**THE ANSWER.** To overcome this difficulty, we have devised our **Subscription Scheme**, which enables you to spread the cost of a school outfit over nine months and still have credit in hand for month by month replacement and renewals of other clothes, not only for the children, but for all members of the family.

**THIS IS HOW IT WORKS.** Suppose you find that your child's complete outfit for a new school is going to cost, say, £18. You pay us £2 down, have the £18 worth of clothes, and go on paying for them at the rate of £2 a month by banker's order, or any other arrangement that suits you. Directly you pay us the first monthly payment you may have another £2 worth of goods from any department if you like. Or if you don't need anything more for several months, when you do need to buy again you can have what you want up to a total of £18 again. In short, you have continuous credit with us for nine times your monthly subscription.

The **Subscription Plan** is proving very popular with many parents, it's simple and dignified. And the subscription can be spent not just on school clothes but on suits, riding kit, knitwear and so on, for the grown-ups as well as the children. Ring Newcastle 20407 and ask for the **Subscription Office** who will send you a brochure about it.

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