

It's easier to qualify for The Card now than it may ever be again



Being accepted into university is, indeed, something to be proud of. And in recognition of your accomplishment, and because we believe in your potential for continued success, Amex Bank of Canada is making you this special offer.

Apply for The Card now, while you're still in university – and you can be approved for Cardmembership even if you don't have a full-time job or a credit history (if you do have a credit history, it must be unblemished). You simply need a verifiable source of funds from a summer or part-time job, a savings account, or even money from your parents.

Having The Card now can help you build a solid credit history for the future. In addition, whenever you need to present I.D. (when you're writing a cheque, renting a movie or even a car), The Card can certainly be shown with pride.

What's more, if you become a Cardmember now, you can fly within Canada for as little as \$79 to \$549 return, on Canadian Airlines

You have different needs when you are in university. And that's why, this year, Cardmembership includes benefits and services which have been designed specifically for you. For example, as you can see on the chart below, you can fly within Canada for as little as \$79 to \$549 round trip, depending on where you go. And when you enroll in Canadian Plus, Canadian Airlines' frequent flyer program, you will also receive 1,000 bonus points. **As long as you travel between September 10 and December 10, 1990** (excluding October 5 to 8).

And if you travel within 45 days of enrolling in Canadian Plus, you'll receive an additional 4,000 bonus points.

And of course, you are also entitled to all of the other well-known benefits of Cardmembership

When you shop with The Card, for example, the Purchase Protection™ Plan¹ covers most retail items purchased anywhere in the world automatically for 90 days from date of purchase against accidental loss, damage, theft and fire. This coverage reimburses you for covered losses not paid by your other insurance.

With the Buyer's Assurance™ Protection Plan, when you charge your purchases to The Card, you can extend the original manufacturer's warranty for up to one full year. This valuable benefit automatically applies to most purchases made in Canada and the U.S. with a warranty of five years or less (except motorized vehicles and their integral parts). All you need to register your purchase is a proof of purchase, a copy of the manufacturer's warranty and a description of the product.

And when you rent a car you'll have the added value and protection afforded by Car Rental Theft and Damage Insurance², available at no extra charge to Cardmembers. This new benefit provides exceptional travel protection – and savings of up to \$12 a day. Simply charge your car rental with The Card and decline the Collision Damage Waiver or similar option offered by the rental company.

Refer to the chart below for special student fares



From \ To	B.C.	ALTA. SASK. MAN.	ONT. QUE.*	MARITIMES
B.C.	\$149	\$229	\$349	\$549
Alta., Sask., Man.	\$229	\$149	\$279	\$479
Ont., Que.*	\$349	\$279	\$149	\$229
Maritimes	\$549	\$479	\$229	\$149

For travel between September 10 and December 10, 1990, excluding October 5 – 8.
* When you fly round trip between Montreal, Toronto and Ottawa, this special airfare is only \$79.

Take advantage of Automatic Approval and become a Cardmember today

Using Car Rental Theft and Damage Insurance or enjoying special travel opportunities like those offered in our program with Canadian Airlines can easily compensate you for the \$55 annual Membership

fee. So take just a moment to complete and sign the special university student "Automatic Approval" application below.

For faster processing, please ensure that a photocopy of your valid student I.D. card and your paid tuition bill for the current semester are folded and enclosed inside your completed application.



Membership Has Its Privileges™



Photocopy your student I.D. and paid tuition receipt together onto 1 piece of 8 1/2" x 11" paper



Fold Once



Fold Twice, to a final folded size of 4 1/4" x 5 1/2"



Place on right side of completed application



Moisten glue all the way around, fold, seal and mail

FOLD, MOISTEN, SEAL AND MAIL. FOR FASTER PROCESSING, PLEASE FILL OUT COMPLETELY.

Special University Student "Automatic Approval" Application

Fee \$55.00 annually (an additional \$5.00 if your billing address is outside Canada). Do not enclose fee. We will bill you later.

P03 19 01978

PLEASE TELL US ABOUT YOURSELF			
NAME TO APPEAR ON CARD <input type="checkbox"/> MR <input type="checkbox"/> MRS <input type="checkbox"/> MISS <input type="checkbox"/> MS			
FIRST NAME	MIDDLE INITIAL	LAST NAME	
LANGUAGE PREFERENCE <input type="checkbox"/> ENGLISH <input type="checkbox"/> FRENCH		HOME TELEPHONE NUMBER	DATE OF BIRTH M D Y
SOCIAL INS. NUMBER		PERMANENT (HOME) ADDRESS	
APT. NO.	CITY/TOWN/PROVINCE	POSTAL CODE	YEARS THERE
NEAREST FRIEND OR RELATIVE NOT LIVING WITH YOU		RELATIONSHIP	
STREET ADDRESS/CITY/TOWN/PROVINCE		POSTAL CODE	
YOUR EDUCATION			
UNIVERSITY		STUDENT I.D.#	
DEGREE		GRADUATION DATE	MO YR
CITY/TOWN/PROVINCE			
For faster processing please include legible copies of the following: • Valid student I.D. card AND • Paid tuition bill for the current semester Please be sure the copies clearly show your name, your student I.D. number, the date, your current full-time enrollment status and address. (Photocopy both sides if necessary)			
WHERE YOUR ACCOUNT SHOULD BE BILLED			
BILLING (CURRENT) ADDRESS (if different from Permanent Address)			APT. No.
CITY/TOWN/PROVINCE		POSTAL CODE	TELEPHONE NO.
YOUR FINANCIAL INFORMATION			
BANK		BANK ADDRESS (STREET/CITY/PROVINCE)	

TYPE OF ACCOUNT <input type="checkbox"/> CHEQUING <input type="checkbox"/> LOAN <input type="checkbox"/> SAVINGS		ACCOUNT NUMBER	
BANK		BANK ADDRESS (STREET/CITY/PROVINCE)	
2			
TYPE OF ACCOUNT <input type="checkbox"/> CHEQUING <input type="checkbox"/> LOAN <input type="checkbox"/> SAVINGS		ACCOUNT NUMBER	
AMERICAN EXPRESS® CARDMEMBER? <input type="checkbox"/> PRESENT <input type="checkbox"/> FORMER <input type="checkbox"/> NEVER			
ACCOUNT NUMBER			
OTHER MAJOR CREDIT CARDS AND ACCOUNT NUMBERS (WILL NOT AFFECT YOUR APPLICATION ELIGIBILITY IF LEFT BLANK)			
YOUR SOURCE OF FUNDS OR INCOME			
Please indicate sources of income, names to contact for verification, addresses and telephone numbers of the following income sources: full-time, summer or part-time job, savings account, trust fund, or funds from parents.			
SOURCE OF FUNDS			
YOUR POSITION			
DATE OF EMPLOYMENT		\$ PER MONTH	
NAME FOR VERIFICATION		TELEPHONE NUMBER	
CITY/TOWN/PROVINCE		POSTAL CODE	
PLEASE SEE REVERSE FOR IMPORTANT INFORMATION. By signing below I certify that I have read, understood, and agreed to all of the terms and conditions on the reverse side of this application.			
X		DATE	
SIGNATURE OF APPLICANT			
*YOU MUST BE 19 YEARS OLD IN NFLD, NS, NB, SASK, BC, YUKON & NWT.			
FOR OFFICE USE ONLY	DC	FS	H PH AL R