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The "Ultimate" 12-Pack Back-Pack!

A P'CHI-DOW (Chee-Dow) "ULTIMATE BACK-PACK"

THE PRACTICAL WAY TO TRANSPORT A FULL CASE OF YOUR FAVORITE BREW . . . AND A LOT ELSE TOO



CRAFTED IN HIGH-GRADE MOOSE HIDE TO LOOK GREAT AND LAST A LIFETIME

To create an "Ultimate Back-Pack" one must begin with the finest tanned Moose Hide. P'Chi-Dow (Chee-Dow) does this and then takes the hide to its skilled craftsmen, who in turn meticulously work it into Back-Packs modestly described as "Ultimate." (Some say it's close to magic.) You'll not be troubled by nylon or cloth that begin to show signs of wear and tear before the first year is out. A P'Chi-Dow "Ultimate Back-Pack" will last and last and last — a lifetime if treated at all properly. (Age actually adds a quality or character that many find enhances the Back-Pack.)

The "12-Pack Back-Pack" is a veritable marvel of design — created to aid today's rider or hiker in the ever-important transport of his or her favourite cold drink. A great way to transport most anything in fact — but it certainly is comforting to know, that in a pinch, you can move your favorite refreshment on two wheels or on foot, at a brisk pace.

One needs to hold a P'Chi-Dow "Ultimate Back-Pack" in one's hands to adequately appreciate the fine workmanship and high-quality of the hide. Suffice it to say there is nothing in today's marketplace that comes close — especially at the low price of 69.95. (Made possible by direct-from-the-producer sales to you.)

We're so sure you'll be utterly delighted with the P'Chi-Dow "12-Pack Back-Pack" that we guarantee it. Unconditionally and completely. Order yours today and become an "Ultimate" Back-Packer.

EXCELLENCE IN LEATHERS

The P'Chi-Dow (Chee-Dow) "12-Pack Back-Pack" brings the art of making Back-Packs to a new high. Skilled craftsmen fashion these expertly designed Packs out of high-grade Moose hide. Rich, thick, supple and soft — yet ultra-durable in beautiful shades of tan. (No hide is ever "exactly" the same — so each P'Chi-Dow "Ultimate Back-Pack" is, in its own way unique.)

Carry a heavy load of books or brew — anything you want, it's up to you — with the greatest of ease and style. (The Back-Pack takes the shape of its contents.)

ONLY **69.95**

INCLUDES SHIPPING & HANDLING



The "12-Pack Back-Pack" is carefully designed to balance on the small of your back — optimum weight distribution and comfort for today's rider or hiker.

Nothing but the best goes into a P'Chi-Dow "Ultimate Back-Pack" — in materials and high-grade Moose hide (shades of delightful tan.)

THE P'CHI-DOW GUARANTEE OF SATISFACTION

At P'Chi-Dow we stand behind each and every Back-Pack we create. You must be completely satisfied with your Back-Pack — or return it (in good condition and in the original packaging) for a full refund.

EXCELLENCE
IN LEATHERS

PLEASE SEND ME _____ "12-PACK BACK-PACK(S)"
AT 69.95 EACH, PLUS 8% PROVINCIAL SALES TAX (INCLUDES
SHIPPING & HANDLING.) (5.60 per Back-Pack)

Enclosed please find my cheque or money-order for _____ (total).
Please charge to my Visa Account.
Please charge to my Mastercharge Account.

NAME _____
ADDRESS _____
POSTAL CODE _____

ACCOUNT NUMBER _____
EXPIRY DATE _____
SIGNATURE _____

PLEASE MAIL TO:

P'Chi-Dow
Woodstock Indian Reserve R.R. #1
WOODSTOCK, N.B. E0J 2B0