

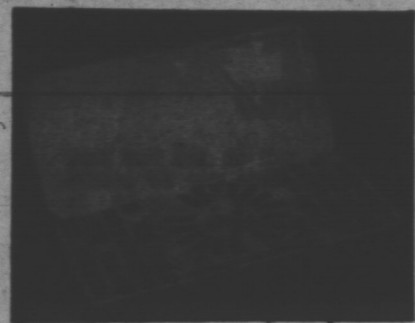
BOTH STORES OPEN 'TIL 9

Every Night 'til Christmas

Charlottetown store open Sat. 'til 9

Summerside store open Sat. 'til 5

HOLMAN'S



82 Water Colors!
Ideal gift for the young artist. 82 different colours with good quality brush.
1.79



Jigsaw Fans!
Hours of fun and involvement. Assortment of puzzles. Includes scenes, animals and educational subjects.
98¢



Realism in 3-D SCENE!
Thrilling for boys! Very realistic and highly detailed. Plastic model of Sea Lab on Moon Survey. Easy to assemble.
5.98



Paint in Genuine Oils!
Craftmaster Oil Painting Set—Paint Artist's masterpiece your very first try. Contains one large masterpiece 16" x 20" with 50 oil colours. Each
8.98



Large Size Easel Style CHALKBOARD

Sturdy construction. Complete with chalk and eraser, plastic counting beads, moving clock hands. 36" high.
3.98



Famous Fisher Price Toy! CORN POPPERS

The Kids really love this one. Strong safe polyethylene bottom wheels roll smoothly. Wood balls pop up and down inside clear dome. For boys and girls 1 to 4.
2.98

UNSCHEDULED PASSENGER

Susan Mary Carew of Chicago is escorted by a policeman after landing at Rome's Leonardo Da Vinci Airport Wednesday without a ticket, passport or baggage. The 23-year-old Miss Carew said she boarded the airliner in Chicago to say goodbye to friends leaving for Rome, stepped into the washroom for a moment and came out to find the plane in the air. (AP Wirephoto via cable from Rome)

Good News In Advertising, Costs Prove Committee Told

By DENNIS ORCHARD
OTTAWA (CP) —The good news in newspapers, radio and television is in their advertising. Warren Reynolds, President of Ronald-Reynolds and Co., told the Senate-Commons committee on living costs. The ads, he said, are "surrounded by a lot of tragedy." He rejected suggestions and allegations that modern, creative advertising is dishonest, untruthful, coercive or a compromise of the truth. Other prominent advertising agency heads, helping to place the massive presentation of the Institute of Canadian Advertising before the committee, also defended the art of mass persuasion.

Committee members put Bryan Vaughan, president of Vickers and Benson Ltd., and George Sinclair, president of MacLaren Advertising Co. Ltd., through the wringer on the subject of breakfast-food ads aimed at youngsters.

Mr. Sinclair said it is a fact of Western society that parents are abandoning authority over their children.

KIDS MAKE DECISIONS
They are "leaving decisions to their young more and more—moral decisions even—and in terms of feeding, parents are leaving decisions on what they will eat to quite young children."

"Now, then, if children are decision-makers on what they will eat, then we will address advertising to the children and say it is pleasant to eat this particular product."

Warren Allmand (L—Montreal Notre-Dame-de-Grace) noted that the ICA has a code of ethics declaring death on misleading ads. He couldn't see how this squared with some slogans.

Mr. Sinclair said bad practice exists in every profession and business; advertising is not free from questionable taste.

Senator Chesley Carter (L—Newfoundland) found it an exploitation of human weakness to direct advertising at children.

"It does something to the human character."

SOME ADS 'NAUSEATING'
He found some television advertising nauseating, an "assault to the intelligence of any normal person."

The agency men appeared before the committee in the wake of two suggestions that a tax be placed on advertising in Canada.

They argued against this, claiming that a cut would restrict competition, drive newspapers, radio and television stations out of business, and work a hardship on Canadian business. Subsidiaries in Canada of U.S. firms would continue to benefit from the spillover of advertising by their parent companies on television and in U.S. magazines sold in Canada.

The institute's own 12,000-word brief was supplemented by a 60,000-word independent study prepared by economist O. J. Firestone of the University of Ottawa, who was commissioned to do the work by the institute.

The clearest ad men, replying at such length that they had their questions complaining, advocated a major program of research into the effects of advertising.

They suggested a council of consumer affairs for this purpose, supported by consumer organization, government and business.

TUNE UP FOR WINTER
The chinch bug and some other insects secrete an antifreeze chemical which keeps them alive in winter.

No NEED For A TOW With KELLY You GO!

to Spence & MacLeod for



WINTER TIRES AT LOW PRICES 13.77
Want to find out more SEE

SPENCE & MacLEOD CHARLOTTETOWN

WORTH'S PHARMACY
QUALITY DRUGS SERVICE SAVINGS
We Dispense any Prescription
J. E. H. Worth
1914 Reg. Pharm.
Member of the Pharmacy Examining Board of Canada
Free Delivery and Mail Service.
142 Prince St. Phone 4-3424
— 49 Years in Business —

SAVE SAVE SAVE
cut heating costs, no more painting, avoid beauty for your home, increased value, increased
FLEXALUM INSULATED ALUMINUM SIDING
Cautious exterior for old or new homes a wide variety of colors.
In Summerside:
J. O. HORNBY LOWELL HUESTIS
Phone 634-8048 Phone 436-3235

Develops Imagination and Co-Ordination!

Play Tiles—Includes peg board and assortment of the four primary coloured tiles. Develops imagination and co-ordination. Educational.
1.98



WINTER SUDDENLY BECOMES EXCITING FOR THE WHOLE FAMILY... MOTO-SKI

Exclusive with Holman's!

New worlds of adventure await you and your family on Moto-Ski. Just a light touch of the throttle and away you go. Up hills, through woods, across fields. Moto-Ski's generous 4-gallon tank lets you roam far and wide—turning wintertime into play-time. Powered by a new "super 14" Hirth engine, proven best by test, by people who know and rely on the best in winter transportation.

So once you have the Moto-Ski at home, you'll find that winter fun will be family fun. In two and three-seater models exactly as shown. Come and see these today at Holman's. Attractive terms available.

- 15-H.P. Capri (2 passengers) **875.00**
- 15-H.P. Zephyr (3 passengers) **925.00**
- Trailer to transport your Moto-Ski **169.95**

Terms as low as \$1.00 a month! Holman's Hardware Dept., Ground Floor

Wonderful Giftable Housewares!



Smart 'Debutante' Model
G. E. HAIR DRYERS
Compact dryer for home use. Low, medium and high temperature control. Large double lined hood. Long, flexible hose. Complete with durable case. Guaranteed for one year.
19.95



Good quality stainless steel, copper heat base. 5 pint capacity. Cool bakelite handle.
6.95
Holman's Housewares Dept., Ground Floor

The Very Finest for the Professional SKIER!



Get Ready for the Big Snow and Fun Ahead!

F. I. S. SKI
28 multi-laminated ski. White finish, black plastic top edges. Black porous base, top quality bevelled interlocking wood edges. Full tip and nose protectors. Complete with double stainless binding. Full range of sizes.
39.95

True-Tempered Steel Poles—Step-down shaft, chrome plated. Hardened steel point, new style sturdy rubberized polished aluminum rings and Nordkapp moulded grip.
Full range of sizes. Price **9.98**
Holman's Sporting Goods, Ch'own Ground Floor, Side 2nd Floor

Lots and Lots of Decorations for Your Home Inside and Out!

The custom of trimming the Christmas tree and your home is one of the greatest thrills of this season of the year. From picking the right tree to the final mounting of the last icicle and the arrival of Santa, it brings joy and excitement to young and old alike. Again, this year Holman's offer a complete selection of everything you'll need such as icicles, artificial snow, stencils, wreaths, centre pieces, ornaments, lights (inside and outside), floral garland, plus some new ones. Come see the complete selection RIGHT NOW... Holman's TRIM-A-TREE SHOP, hardware dept., ground floor.

- Snow Spray47
- Foil Icicles25
- Wreaths from79
- Garland from39
- Ornaments06 and up
- Trees from 2.98
- Tree Tops from49
- Angel Hair49
- Indoor Lights 4.98
- Outdoor Lights 2.79