

Suggests 'Selling' Job Prince Philip Might Do

By KEN METHERAL
Canadian Press Staff Writer
EASTBOURNE, England (CP)

One of Britain's most successful exponents of the soft-sell technique suggested Friday that British exporters enlist the aid of Prince Philip to make British achievements in science, industry and technology better known in North America.

Cmdr. Edward Whitehead, bearded president of the North American branches of a soft-drink organization, told delegates attending the Dollar Exports Council conference that Prince Philip's televised lecture a year ago explaining Britain's part in launching the International Copophysical Year had a "tremendous impact" in the United States.

"A very large number of Americans went out of their way to

see this on television and were thus made aware that someone other than themselves and the Russians was making a contribution."

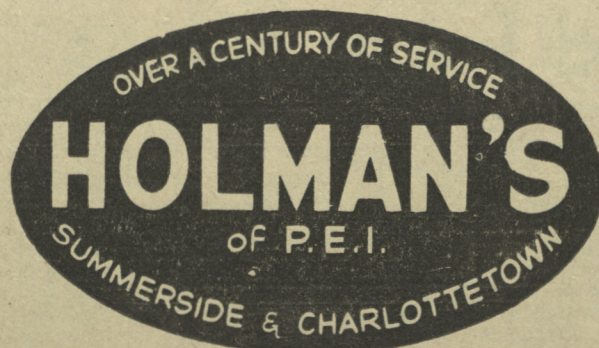
EFFECTIVE APPROACH
Whitehead said he is convinced that such an indirect approach is more effective than any form of "Buy British" campaign, which could cause resentment and produce reverse effects.

He suggested British industry should emulate large United States concerns which purchase hour's time on a country-wide television network and put on a spectacular.

Whitehead said British trade organizations, rather than individual firms, might sponsor two or three such programs a year in Canada and the United States to broadcast the panorama of life in Britain. In his opinion, Prince Philip would be the best possible choice for commentator.

He also said British firms should guard against sending to North America representatives whose mannerisms would cause resentment.

"The unforthcoming, stiff-upper-lip, monosyllabic Englishman who will not vibrate sufficiently to show some vigor and enthusiasm is assumed to be demonstrating his innate superiority. He annoys the hell out of Americans and Canadians."



FLOUR SIFTERS

Triple action style, sifts three times in one operation, all metal, enamelled in attractive decoration, easy to clean. **1.00**

BROOMS

Four string style, made of good quality selected corn, well bound to smooth finish handle. **1.00**

TEA KETTLES

All aluminum whistling style with stationery upright handle, good pouring spout, non scald type, holds about 1 1/2 quarts. **1.00**

CLOTHES PINS

New double end plastic clothes pins, unbreakable non split style, also for skirts or pant hangers. **5 dozen for 1.00**

DOUGHNUT MAKERS

All plastic plunger style, forms and cuts perfect doughnuts every time. Neatly boxed. **1.00**

SCISSORS

Good quality "I. X. L. brand in 4 to 6 inch sizes, keen cutting edges. **1.00**

PIE PLATES

Aluminum pie plates, in the 9 inch size, deep style for practical use. **4 for 1.00**

FLOOR WAX

Johnstons new "Klear" self-polishing wax, for all floors, won't yellow any floors, 32 ounce size. **1.00**

PAPER TOWELS

Roll style, 150 sheets to the roll, soft durable White Swan quality for many household uses. **1.00**

PAIS

Good weight galvanized pails in the popular 10 1/2 quart size, bail handle, welded lugs. **1.00**

CUTLERY SETS

Stainless steel four piece setting consisting of tea spoon, dessert spoon, table knife and table fork. Requires no polishing. **1.00**

KITCHEN TOOLS

Stainless steel kitchen tools of the highest quality consisting of spoons, turners, forks, cleavers, and vegetable lifters. Brown revitted wood handles. **1.00**

IRONING PAD COVERS

Made of scorch resistant silicone fabric fast color, fits all standard wood or metal boards. **1.00**

EGG BEATERS

Genuine Taylin egg beaters, stainless agitators, patented centre drive gear, popular "D" wood handle. **1.00**

SUGARS & CREAMS

Imported china with floral decoration. Covered sugar with matching creamer. Regular \$1.25 **Special 1.00**

BONE CHINA TEA & SAUCERS

English bone china teas and saucers in a variety of different patterns. Dainty shapes with assorted floral designs and gold trim. Regular \$1.75 **Special 1.00**

SALAD BOWLS

10 inch size Earthenware salad bowls. Attractively decorated in assorted fruit and flower designs. Regular \$1.49 **Special 1.00**

JUICE GLASSES

Decorated 5 oz. fruit juice glasses in assorted designs. Regular .20 ea. **6 for 1.00**

SHERBETS

6 oz. Sherbets of sparkling clear glass. Regular .20 ea. **Special 6 for 1.00**

FLASHLIGHT

2-cell coloured complete with Eveready batteries. Reg. \$1.25. A gift for father or son. **Special 1.00**

RAZOR BLADES

Gillette Blue Blades, Christmas packs of 50's, a gift for father. Reg. \$2.50. **Special 1.00**

ONE DAY ONLY - FRIDAY



TREE SET LAMPS

Outside lamps coloured. Spec. **5 for 1.00**

TREE LAMPS

Medium inside lamps coloured. **6 for 1.00**

TREE LAMPS

Small inside lamps coloured. **12 for 1.00**

ELECTRIC BULBS

Canadian General Electric, white bulbs, gives brighter light per voltage. 40 and 60 Watt. Reg. .27c ea. **5 for 1.00**

STEEL WOOL

1 lb. rolls fine, medium coarse. Reg. 65c. **2 for 1.00**

MEN'S WHITE HANKIES

Men's white hankies—full size boxed for Christmas. **1.00**

MEN'S WORK HANKIES

Full size—packaged **5 for 1.00**

BOLO TIE

The latest in fashions to give to the young man at Christmas, in colors of grey, red, black, white, brown and green. **Special 1.00**

BELTS

Boy's genuine horse-hide, grey-brown. **Special 1.00**

BOYS' FLANNEL SHIRTS

In Ivy Stripes—sanforized sizes 8-16 years—wine, blue, green. **Special 1.00**

BOYS' 100% NYLON HOSE

Stretchy to fit size 8-10—colors grey, blue and wine. **Special 3 for 1.00**

BOYS' SKI CAP

With quilted lining—sizes 6 5-8 to 7 1-8—Grey—Blue. **Special 1.00**

MEN'S SKI CAP

With quilted lining and ear lugs—Sizes 6 5-8 to 7 3-8. **Special 1.00**

LADIES' BLOUSES

In cotton and dacron assorted colors and sizes. **Special 1.00**

BUY AT A SAVING

STORE HOURS THIS WEEK

SUMMERSIDE
MONDAY to THURSDAY 8.30 to 5.00 P. M.
FRIDAY 8.30 to 9.00 P. M.*
SATURDAY 8.30 to 5.00 P. M.

CHARLOTTETOWN
MON., WED., FRI 8.30 to 9.00 P. M.*
TUESDAY & THURSDAY 8.30 to 5.00 P. M.
SATURDAY 8.30 to 5.00 P. M.

* Denotes night opening.
Both Holman stores are open Saturday afternoon.

SLIPPER SOCKS

For Infants, Girls and Boys. These slipper socks for Infants, Girls and Boys will make a great hit when received for Christmas. Assorted Colours. Infants Sizes: 5 1/2, 6, 6 1/2; Girls Sizes 7, 8, 9; Boys Sizes 7, 8, 9. **1.00**

LADIES' STRETCHY PANTIES

Elastic waistband fit all sizes. **Special 1.00**

MEN'S FINE KNIT HOSE

With elastic top in plain or fancy patterns, in stretchy or Sizes 10 1/2 to 11 1/2. Colors, grey, blue, charcoal and wine—Regular **1.00** \$1.50 **Special**

MEN'S TIES

The latest shades and patterns. Pointed ends and fully lined—Regular \$1.50-\$2.00 **Special boxed 1.00**

BRACES

Men's fancy adjustable elastic. **Special 1.00**

HALF SLIPS

Rayon and cotton deep flounce at hem, elastic waistband, white only. Size S. M. L. **Special 1.00**

BRASSIERES

Nylon and cotton, bandeau and long line styles—white, black. Sizes 30A to 42C **Special 1.00**

LADIES' RAYON PANTIES

Banded leg, elastic waistband—O. S. **Special 2 for 1.00**

WOMEN'S BANDED AND ELASTIC LEG BRIEFS

In tricort knit rayon, white, pink, blue. Sizes S. M. L. **Special 39c or 3 for 1.00**

GIRDLES

Of long stretch elastic, non roll top—Sizes S. M. L. **Special 1.00**

HOUSE FURNISHING DEPT.

- White Flannelette, 27" wide, reg. 39c yd. **Special 3 for \$1.00**
- Cannon Bath Towels, 20 x 40, reg. 1.29 **Special 1.00 pr.**
- Embroidered Cotton & Colored Border Pillow Slips, reg. 1.29 **Special 1.00 pr.**
- Cup Towels, Checked Cotton, Fringe ends, reg. .29 **Special 5 for 1.00**
- Rubber Sheeting, 36", reg. 1.29 **Special 1.00 yd.**
- Hooking Canvas, 30" wide, reg. .39 yard **Special 3 for 1.00**
- Terry Towelling Striped, reg. .59 **Special 2 for 1.00**
- Plastic Table Cloths, 54 x 72, reg. 1.49 **Special 1.00 each**
- Quilt Patches, reg. 1.09 **Special 1.00 lb.**
- Striped Flannelette, 36", reg. .59 **Special 2 for 1.00**
- Finger Tip Towels, Substandards, reg. .29 .. **Special 7 for 1.00**
- Printed Finger Tip Towels, reg. .39 **Special 3 for 1.00**
- Printed Cup Towels, 15 x 26, reg. .39 **Special 3 for 1.00**
- Printed & Plain Broadcloth (3 yd. lengths), reg. .49 & .65 yd. **Spec. 3 for 1.00**
- Pinwale Corduroy, 36" reg. 1.29 **Special 1.00 yd.**

5 & 10 - SUMMERSIDE ONLY

- Table Cloth, Check Design, Hemmed Edge, reg. \$1.19 ... **Special 1.00**
- Ladies' Gift Sets Boxed, Lotion and Creams, reg. 1.15 **Special 1.00**
- Eversharp Pencils, Assorted Colors, reg. .39 **Special 3 for 1.00**
- Scrap Books, Hard Covers, reg. 1.25 **Special 1.00 each**
- Stamp Mats, reg. 1.29 .. **Special 1.00 each**
- Boxed Writing Paper, reg. 1.39 **Special 1.00 each**
- Folded notes with envelopes to match, reg. .19 pkg. **Special 7 for 1.00**
- Pen or Pencil, your choice, reg. 1.95 each **Special 1.00 each**
- Scotch Heather Notion Set, reg. 1.29 each **Special 1.00 each**

CREAM PETALS, MINUTE FACIALS

For normal and oily skin. **Special 1.00**

BUBBLE BATH

In unbreakable Bud Vase. **Special 1.00**

HEADWARMERS

In wool tartan with fringed ends and colors. **Special 1.00**

ALL WOOL GLOVES

Jacquard and plain patterns—Sizes S. M. L. **Special 1.00**

STRETCHY NYLON HOSE

Fine quality, seamless, run resistant, color sunbeige. Sizes A to T **Special 1.00**

COTTON HOSE

Of highest quality assuring comfort and durability—colors—Romance, beige— Sizes **Special 59c or 2 for 1.00**

FIRST QUALITY NYLON HOSE

Afternoon sheer, with dark contrasting stripes—Burmuda—Sizes 8 1/2 to 11. **Special 1.00**

LADIES' HAIR BRUSHES

6 row nylon crystalite bristles—assorted colors. **Special 1.00**

SUPERIOR LINT BRUSH

Instantly removes lint and dust—Wire Bristles. **Special 1.00**

CORDUROY JEANS

Boxer Style. Green, red, blue and brown. Sizes 2-4-6. **1.00**

T-SHIRTS

Assorted Stripes. Sizes 2-4-6 **2 for 1.00**

BOYS' PLAID SHIRTS

Long sleeves. Sizes 4-6. **1.00**

DRILL JEANS

With Elastic Waist. Khaki-Navy. Sizes 2-3-4. **1.00**

CORDUROY BABY-ALLS

Blue, red, green. Sizes 1-2-3. **1.00**

GIRLS RAYON BRIEFS

Assorted Colors. Sizes 8-14. **3 for 1.00**

TRAINING PANTIES

White. Sizes 2-4-6. **3 for 1.00**

POLO PYJAMAS

Sizes 4-6. White Background. **1.00**

SHORT SLEEVE VESTS

Interlock Cotton. Sizes 2-4-6. **2 for 1.00**

GIRLS' SHORTS VEST

Rayon Stripe. Sizes 8-10-12. **2 for 1.00**

CHILDREN' MITTS

Fancy, pink, red, white, blue and navy. **2 for 1.00**

LONG STOCKINGS

Children's L-I Rib. Sizes 7-9 1/2. Substandard. **3 for 1.00**

BOYS' SLEEVELESS VESTS

Interlock. Sizes 4-6. **2 for 1.00**

GIRLS' BLOOMERS

Interlock White. Size 6. **2 for 1.00**

EIDERDOWN BLANKETS

Pink, blue. 30 x 40. Regular .98c. **2 for 1.00**

CUDMORE'S WEEKEND SPECIALS

GLOBE 2 For
PEARS, 15 oz. tin 35c

LARGE
GRAPEFRUIT, 4 for 29c

EXTRA SPECIAL

BRODIE'S NEW PIE QUICK

(Pie Crust Mix)

SPECIAL COUPON DEAL PRICE

2 Pkgs. 49c

Red Glazed 8 oz. pkg.	Shelled. Lb.	
Cherries 39c	Filberts 89c	
Bleached Lb.	Sunkist New Crop 2 Doz.	
Raisins 39c	Oranges 75c	
Snowflake and Jewel 3 Lbs.	Russet 5 Lbs.	
Shortening 85c	Apples 49c	
Blue Ribbon 100 Bags	Boneless 5 oz. can	
Tea Bags 69c	Chicken 33c	



EXTRA SPECIAL Ogilvie's Cake Mix

White or Chocolate

29c Pkg.

Eagle Brand Milk 29c	1/2 lb. tin Lobster 83c
Devon Sliced Bacon 55c	1 lb. tin Fancy Keta Salmon 43c
Wagstaffe Cherry Pie Filler 39c	1/2 lb. tin Solid White Tuna Fish 25c
Aylmer Pumpkin 25c	1 lb. tin Avondale Chicken 65c

SALT HERRING 3 for 29c

1 FREE DELIVERY DIAL 3813
ELM AVE C.O.D. ORDERS ACCEPTED