



The Soft Machine

Notice how those good old blue jeans seem to soften up just as soon as they get to know you. If everyone wore them, the whole world could turn into a great huge soft machine.

Everyone would soften.

Tensions would evaporate.

A great chorus of sighs would rise to a muffled crescendo over a soft soft world.

We'd love every minute of it.

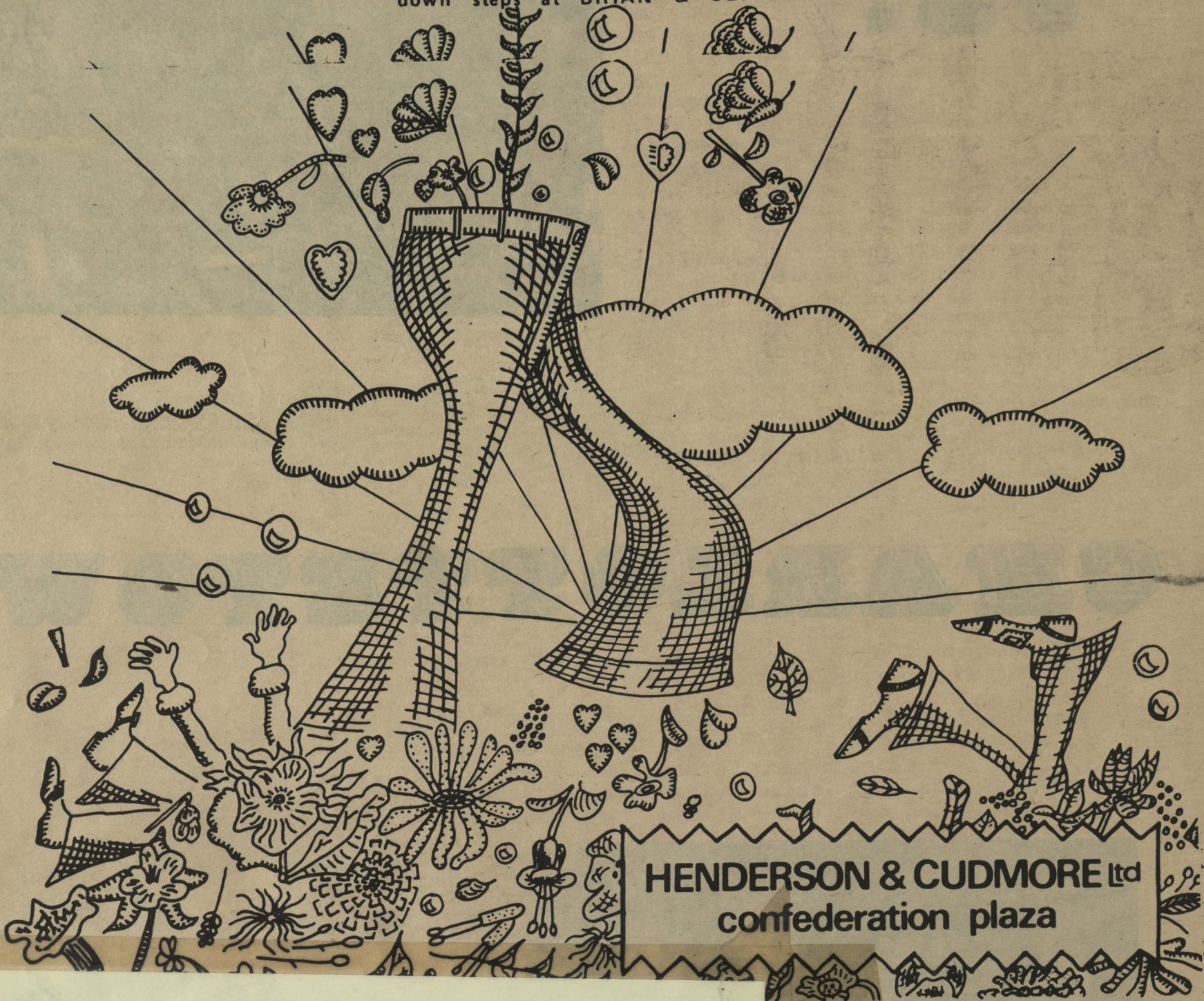
And DAVE would be glad.

Because with the biggest jeans store on P. E. I., he dreams of the day when everyone is actually, genuinely comfortable.

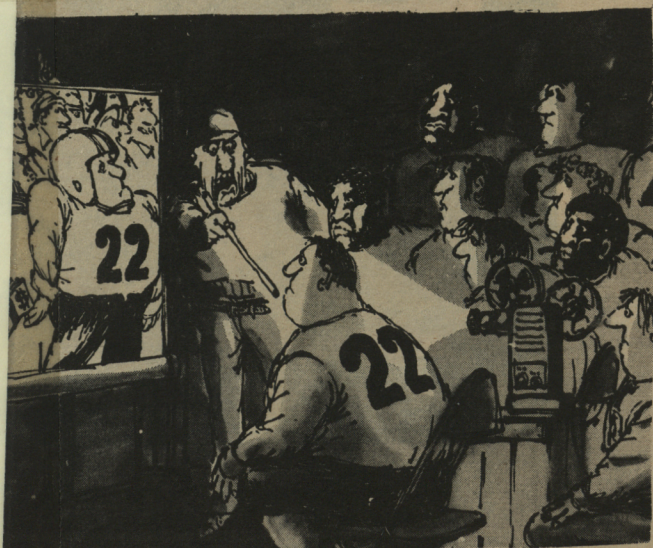
Besides, it's good for business.

Dave's Cave

down steps at BRIAN & CLIVE'S



HENDERSON & CUDMORE Ltd
confederation plaza



"And you Campion!"