

# Franchising Mushrooms In Canada

TORONTO (CP) — Franchising—giving individuals the right to sell your product and ideas for a fee—is mushrooming in Canada with sales this year expected to top the \$1,500,000,000 mark.

Covering a vast spectrum of business from car rentals to roadside hamburger stands, the industry has grown as much as 10 times in the last decade according to some estimates.

"Franchising can include the best of two worlds—the initiative and incentive that can only come from an owner operating his own business and the supervision, co-ordination and management help that a national business provides," says Harold Schneer, president of Red Barn System (Canada) Ltd.

The cost of a franchise, most of them set up by United States companies or their subsidiaries, can vary from \$1,000 to \$100,000 depending on the product. Most run about \$20,000, with the agent also paying a percentage of his gross take.

In return, franchisers offer agents yearly profits of \$15,000 and up.

### MUST WORK HARD

It's a tough grind, however, between buying the franchise and pocketing the profit.

"You still have to work like a son of a gun," says Mr. Schneer. "Many agents assume that as soon as they get the franchise they can take it easy and listen to the cash registers ring."

"You can't—you have to work hard. This isn't a lark, it's a big business. If a man doesn't operate properly, he gets kicked out."

Under a franchise agreement, the agent gets the right to sell products or services which generally have proved successful in other parts of the country.

### COMPANY HELPS

He gets an analysis of the market potential of his area, exclusive territorial rights, the economies of mass buying through the organization, personnel selection and training and specialized business procedures such as accounting.

In return, the franchiser lays down operating rules, enforced by frequent inspections. If the rules are broken, most organizations can lift the franchise.

Franchising now includes such accepted fixtures as gas stations as well as the fast-growing field of motels, ice cream parlors, doughnut places and snack bars.

Among some of the larger franchises are Mr. Donut, Dairy Queen—an ice cream chain branching into hamburgers and french fries—Holiday Inn and A and W Root Beer.

## Pension Plan Information Cost Given

OTTAWA (CP) — A wide-spread information program to acquaint the public about the Canada Pension Plan will cost the federal government \$2,100,000, officials said Tuesday.

The program includes newspaper ads as well as letters, pamphlets and booklets mailed to employers and employees.

An explanatory pamphlet has been mailed to every Canadian household. MacLaren Advertising of Toronto handles part of the job, which includes placing ads in newspapers.

The newspaper ads were prepared by the advertising agency in co-operation with the health and welfare department.

### DISTRIBUTE BOOKLET

As a follow-up to the householder's pamphlet mailed in June, the government is distributing a detailed booklet explaining how the plan affects Canadians. Tables will answer the key questions: How much will it cost the individual? What will he get?

The booklet should be in the hands of the public by the end of September. About 4,000,000 copies are being printed. The 30-page publication will be in French and English.

MacLaren did the booklet design and the text was compiled by the health department. Total booklet cost is \$500,000.

What the department calls "media advertising" has an \$850,000 price tag. Bulk of this total is for the newspaper ads. But MacLaren's magazine and Chatelaine will also share in it.

A department spokesman said an information campaign was necessary, first because of the complexity of the plan and second, because it affected so many people.

### MODEL KILLS COWS

HORNCHURCH, England (CP)—A radio-controlled model aircraft was lost by its owner, 14-year-old Andrew Burton. It ran out of fuel five miles away and fell onto an 11,000 volt power cable, electrocuting four pedigree cows (worth £500) which were standing underneath in a marsh.

# Holman's of P.E.I. SEPTEMBER SALE

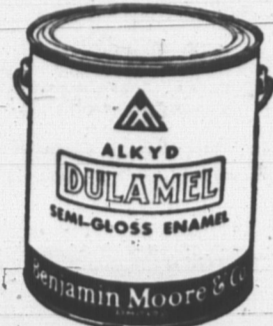
Sept. 8th  
—18th

- Building Supplies, • Toys
- Hardware • Housewares etc.

Save Now at Holman's  
on Fine Quality

## MOORE INTERIOR PAINTS

No one ever regretted buy quality . . .  
but when you can save too . . . why  
wait? Hurry to Holman's!



### DULAMEL PAINTS

A better quality semi-gloss enamel for walls and ceilings and woodwork. Dries overnight to a smooth, hard, long-lasting finish. Choose from 24 glamorous colours and white. Reg. 3.19 qt.

SEPT. SALE qt. **2.57**



### REGAL WALL SATIN PAINT

A premier quality latex base paint that goes on smoothly, easily, and quickly. Dries in less than one hour. Allows you to paint a room, then move back the furniture very quickly! Makes decorating so trouble-free. Produces a beautiful flat finish, you'll love. Choose from a wide variety of shades. Reg. 2.98 qt.

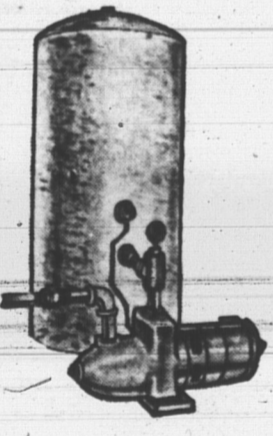
SEPT. SALE qt. **2.37**

## TURPENTINE 67c

Always needed for every painter. Stock up at this low price! Pure Wood turpentine for quality work. Scientifically distilled. Reg. 79. SALE qt.

Adjustable to either shallow or deep wells!

### JET WATER PUMPS



Imagine this pump can be used on wells as low as 70 feet below the surface. No extra parts to buy for deep wells either. You simply remove the ejector and install it down the well with 2 pipes. Made in Canada, quality construction, with long-wearing, all bronze impeller. Has 25-gal. pressure tank, powerful, dependable 1/3 h.p. motor. Capacity is for 550 gallons per hour. The complete system is offered at this low Holman price. ACT FAST.

Reg. 154.95 value  
SEPT. SALE **124.97**

Painting? Renovating? See This!

## HARDWOOD EXTENSION LADDERS

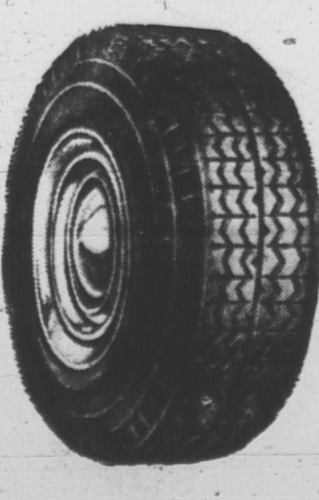
An indispensable item as far as home handyman or professional man is concerned. Ideal item too around the farm. Good quality construction throughout to give you good value for your money invested. 28 feet long. Hardwood rungs, Douglas fir sides. Complete with rope and hardware.

Reg. 25.95 value  
SEPT. SALE **21.97**



Take a look at your present old tires . . . NEED SOME  
NEW ONES? BUY and SAVE!

## Dependable Firestone Tires



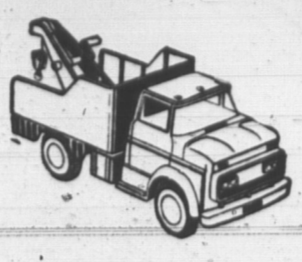
Probably the best known make in Canada. Good dependable, long-wearing quality makes for safer driving. Surfer stops. The tire being featured at Holman's during this sale is a popular 750 x 14 size. Tubeless make. Buy and save!

Reg. 16.35 value  
SEPT. SALE **12.97**

Special Holman Discount

**15% OFF** all other sizes and grades in stock!

## Look at these TOYS BIG BRUISER



A favourite with all ages. Battery-powered wrecker truck. Reg. 17.95 value.

SALE **15.97**

### GIANT DUMP TRUCK

31" long, with 10 realistic wheels. Headlights, ladders. Tractor unhitches, from cab. 3 positions for loading. Reg. 4.98 value. SALE **4.27**

### JIG-SAW PUZZLES

Beautiful picture 20 1/2" x 19 1/4". 750 interlocking pieces. Reg. .98c. SALE **77c**

### MODEL CARS

1965 models, customizing kits. Easy to assemble. Reg. 2.39 value. SALE **1.97**

### RUBBER RAIN SUITS

Made especially for hunters. 2-pc. rubberized set. Olive drab. Reg. 8.98 value. SALE **6.97**



### Life-like DUCK DECAYS



Actual life-size moulded fibre decoys that will last you many seasons of hunting. With glass eyes. Buy yours now during this pre-season sale. Reg. 1.79 value. SALE **1.47**

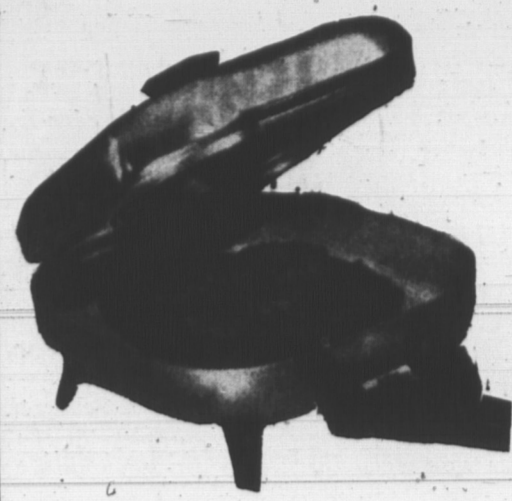
### SHOT GUN SHELLS

Save on one of the many needs you'll want for hunting. Make Holman's headquarters for this item. Quality stock that you know so well for best results. Reg. 3.65. SALE **3.17**

## HOLMAN'S FOR GOOD CHOICE GUNS and RIFLES - SAVINGS!

Deluxe featured guns and rifles for good fall hunting pleasure. Some are styled with Monte Carlo stocks with checkered pistol grips. These are all sturdy dependable guns at moderate prices and all have exclusive features.

- |   |  |
|---|--|
| Cooley 22 cal. rifle. Reg. 17.25. SALE <b>15.47</b> | Spanish DB 12 Gauge. Reg. 109.95. SALE <b>99.97</b>        |
| Cooley 12-gauge gun Reg. 29.95. SALE <b>26.97</b>   | 3-Shot Bolt Action 12 Gauge. Reg. 52.50. SALE <b>46.97</b> |



One of our best feature values!

## SUNBEAM Fry Pans

Complete with vented cover. The cloverleaf design element gives a more even heat distribution . . . better frying and cooking results for you. Built-in heat control on the cool bakelite handle. Medium size, square style. Reg. 21.95 value.

SEPTEMBER SALE **18.57**

## More Savings in Housewares during Holman's Sept. Sale!

### 26-Pc. Cutlery Sets

Service for 6. Stainless steel. Ser-rated edge knives. Reg. 15.50. SALE **10.97**

### Electric Kettles

Made by General Steel Wares. 1500-watt element. Chrome plated. Automatic shut-off feature. Reg. 7.98. SALE **6.97**

### Electric Wall Clocks

Made by Westclox. Round style. Choice of colours. Reg. 7.95. SALE **5.97**

### Brooms

8-string style. Selected corn. Smooth finish hardwood handle. Reg. 1.29. SALE **97c**

### Weaver Gift Sets

3-pc. set consists of one each of 1 quart, 2 quart and 3-quart covered saucepans with glamorous Alumitone covers and cool bakelite handles. Made of heavy gauge aluminum for lifetime wear. Reg. 19.50 value. SALE **15.97**

### Chrome Bread Box

Front opening. Removable shelf. 15" wide. With slicing board. Reg. 10.95. SALE **8.97**

### DOUBLE BOILERS

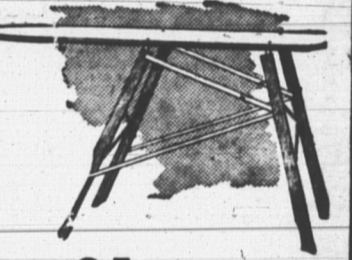
Stainless steel. Coronet ware. Cool bakelite handle. 2-qt. size. Reg. 14.95 value. SALE **9.97**

### All Metal Perforated Top

## METAL IRONING BOARDS

Designed for easy ironing while standing or sitting. Completely adjustable to the most comfortable position at touch of a lever. Double rubber-tipped legs for sure grip. Steady. Protect your floors, too! Standard 54" size.

Reg. 9.98 value  
SALE **7.97**



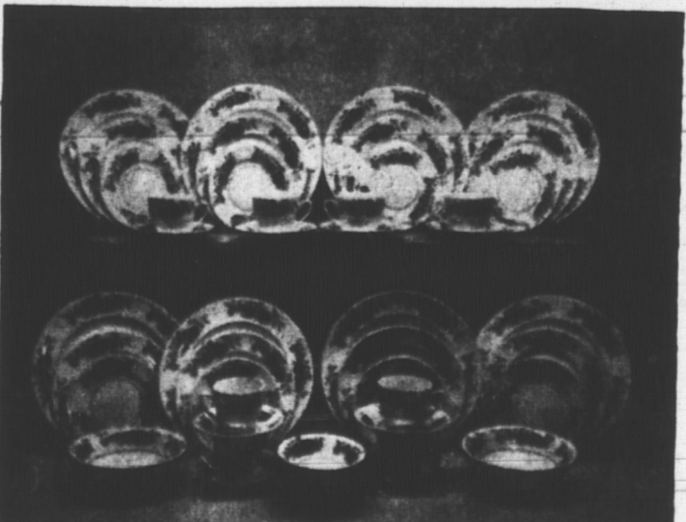
G.E.

## HAIR DRYERS

Large double lined hood. Three-heat control. Quiet operation. Complete with case. Reg. 19.95. SALE **15.97**



## DINNERWARE - HOLMAN'S SALE-PRICED!



"RUSSET GLOW" — the bright fruit design of this porcelain service lends charm to any table. Real life-like colours in a gay fruit designed decoration on china like body of pure white. Each set contains 8 each of cups, saucers, 5" plates, 7" plates, cereals and fruits.

Reg. 31.00  
SALE **26.47**

## Here's The Aristocrat of Fine Eng. Dinnerware

Myott's "Melinda" pattern. Attractive leaf design in soft shades of brown, green and gold decorates this "China-Like" body English dinnerware. Each set contains 8 each of cups, saucers, 5" plates, 7" plates, and 10" plates. Extra pieces may be selected from open stock later.

Reg. 30.00 value  
SALE PRICE **24.97**

NOTE: patterns shown are exact!



PHONE ORDERS WELCOME

Can't get out? Holman's is as near as your phone.

Charlottetown: 4-6525  
Summerside: 2222

