

Name In Pension Plan Ads Selected By Judy LaMarsh

—TORONTO (CP)— Health Minister Judy LaMarsh was named Thursday as having personally selected the name of a character in a Canada Pension Plan advertisement which happens to be a close approximation of the combined surnames of two chief critics of the plan.

President George Sinclair of MacLaren Advertising Co., which is handling the pension account for Miss LaMarsh's department and also has a big account with the company headed by one of the two critics, said he was informed the fictitious name was a "personal decision" of the minister.

The character in the ad—to appear next weekend as the last of a series publicizing the pension plan—is an engineer named Clark Kilgore.

The pension plans most severe critics include Dr. Robert M. Clark of the University of

British Columbia, also a pension adviser to the Ontario government, and David Kilgour of Winnipeg, president of Great-West Life Assurance Co.

"I have to assume," Mr. Sinclair said, "that the similarity is simply a remarkable coincidence. To think otherwise would be to assume that it is a very high school kind of joke."

Mr. Sinclair said he saw the advertisement for the first time within the last week.

Besides handling big accounts for federal government departments and the national Liberal federation, MacLaren has an important client in Great-West.

"If someone has a cory sense of humor, it doesn't raise my blood pressure," Mr. Kilgour said in Toronto, Wednesday night.

Dr. Clark, a UBC economics professor, was quoted in the Globe and Mail as saying in a telephone interview from Vancouver:

"That is politics. If you criticize politicians, you can expect them to fight back. But I will be amused by the advertisement rather than angry."

A FINCH COULD KILL

The sun's matter is so hot—16,000,000 degrees Centigrade—that a pinhead of it could kill a man 100 miles away.

MONUMENTS

Our beautiful Island cemeteries link the past with the present and both with the future.

Honour your loved ones with an enduring symbol of respect—a monument of marble or granite.

VERE BECK & SON LTD.

Montague Charlottetown

RUB AWAY THROBING ARTHRITIC AND RHEUMATIC PAIN

Manage DUCKLEY'S WHITE RUB into the aching areas. Feel the comforting warmth as it goes to work on the tiny blood vessels beneath the skin, stimulating circulation and helping to ease arthritis and rheumatic aches and pains. You move more easily by day and rest better at night. Sold everywhere. 50¢. Free 16-ounce.



This is the London of your dreams, as you've longed to see it. London as it really is, after the crowds go home!

Blimey!

Now Air Canada has non-stop jet service from Halifax to Britain all Winter long!

Only Air Canada offers twice-weekly non-stop jet service from Halifax to Britain throughout the entire Fall and Winter season! Board in Halifax... land in Prestwick or London... and you're on your way to the holiday of your dreams!

Why let another year go by? Whether it's your first exciting trip abroad or that long-dreamed-of visit home—make this year to relax in the hospitable beauty of the Scottish highlands, home of the good old-fashioned "cock-a-leekie" soup and bannocks. Or sightsee in London, then fly onward to vacation in any of Europe's fascinating cities.

This is the thrifty time to travel. You enjoy hospitality and service that are at a premium when hotels and resorts are busiest—and you can take advantage of off-season rates into the bargain! Use the handy "Fly Now—Pay Later" plan if you wish. For complete information, call your Travel Agent

From November 8th, Air Canada's 14-21 Day Winter Economy Excursion Return Fare is only

*check with your travel agent or Air Canada for full details on current fares and effective dates.

MONCTON - LONDON \$337.00



AIR CANADA



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825 Market St. Summerside Phone 436-3030
OPEN FRIDAY AND SATURDAY NIGHTS

EATON'S WEDNESDAY IS

Dollar Day

Open Daily 9 a.m. to 5.45 p.m. Friday 9 a.m. to 9.30 p.m.

Sorry, No Phone or Mail Orders on Dollar Day Items. No Deliveries Unless Otherwise Stated.

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| <p>Womens Nylons Seamless mesh knit on 400 needle machine, 15 denier, sizes 9 to 11, in shades of leader beige, charcoal, coffee tone and spark of spice. Special, 3 pair 1.00</p> <p>Children's Lined Vinyl Mitts Sizes 2, 3, and 4, colours brown, black, red, and navy. Special, pair 1.00</p> <p>Youth's and Men's Vinyl Palm Gloves Sizes small, medium and large, colours grey, black, brown and navy. Special, pair 1.00</p> <p>Gloves Boys' Vinyl Palm Sizes 5, 6 and 7, colours black only. Special, pair 1.00</p> <p>Women's and Misses' Vinyl Gloves Sizes small, medium and large, colours black and brown. Special, pair 1.00</p> <p>Men's Work Sock Wool-viscose, nylon, one standard size. Special, 2 pairs 1.00</p> <p>Women's and Misses' Vinyl Slipperette In wide range of colours, extra small, medium, large, extra large. Special, 2 pairs 1.00</p> <p>Clearance of Blouses Sizes 12 to 18. Special, each 1.00</p> <p>Wool Odong Scarves In assorted colours. Special, each 1.00</p> <p>Men's White Hankies Good quality. Special, 6 for 1.00</p> <p>Men's Hankies Coloured border. Special, 8 for 1.00</p> | <p>Women's Oversize Briefs Rayon cuff thigh. Special, 2 for 1.00</p> <p>Women's Rayon Briefs Cuff and elastic thigh styles. Special, 3 for 1.00</p> <p>Girls' Cotton Slips Sizes 8 to 12. Special, each 1.00</p> <p>Girls' Lined Slims Assorted colours, sizes 3 to 6x. Special, each 1.00</p> <p>Girls' Rayon Briefs Assorted trims, sizes 2, 4, 6. Special, 3 for 1.00</p> <p>Girls' Cotton Briefs Sizes 4 and 6. Special, 3 for 1.00</p> <p>Boys' Cotton Brevets Sizes 2, 4, 6. Special, 3 for 1.00</p> <p>Cotton Training Pants Sizes 2 and 4. Special, 5 for 1.00</p> <p>Girls' Rayon Briefs Assorted trims, sizes 8 to 14. Special, 3 for 1.00</p> <p>Girls' Cotton Slips Sizes 4 to 6x. Special, each 1.00</p> <p>Boys' Flannellette Sport Shirts Sizes 2 to 6x, assorted checks & plaids. Special, each 1.00</p> <p>Children's Fleece Lined Sleepers Screen print trim. Special, each 1.00</p> <p>Cotton Knit Polo Pyjamas Sizes 2 to 6. Special, each 1.00</p> <p>Children's Corduroy Slims & Overalls Sizes 2 to 6. Special, each 1.00</p> <p>Infants Lined Corduroy Snapperalls Sizes 12 to 24 months. Special, each 1.00</p> <p>Girls' Wool Plaid Slims Sizes 4 and 6. Special, each 1.00</p> <p>Children's Leotards Sizes 1-3, 4-6. Special, each 1.00</p> <p>Sleep & Play Sets Flannellette, sizes 1 and 2. Special, set 1.00</p> | <p>Jewellery and Leathergoods</p> <p>Child's Jewellery Sets Necklet and charm bracelet with assorted charms. Special, set 1.00</p> <p>Pipes Briar Pipes assorted styles. Special, each 1.00</p> <p>Jewellery Assortment of pins and earrings and necklets. Special, 2 for 1.00</p> <p>Cigarette Case Chrome coloured case. Special, each 1.00</p> <p>Wallets Valhyde leather, assorted styles and colours, black, brown, red. Special, each 1.00</p> <p>Cuff Link & Tie Bar Sets Yellow & white gold, coloured, assorted styles. Special, set 1.00</p> <p>Iced Teaspoons Stainless steel set of 4 spoons. Special, set 1.00</p> <p>Bracelet & Earring Sets Yellow gold coloured with matching earrings. Special, set 1.00</p> <p>Scissors Solingen steel, assorted sizes. Special, each 1.00</p> <p>Salad Forks Stainless steel set of 6 forks. Special, set 1.00</p> | <p>Combination Hangers Natural hardwood. Special, 2 for 1.00</p> <p>Wicker Waste Baskets Special, 1.00</p> <p>Crochet Cotton White No. 20 and 40. Special, 3 for 1.00</p> <p>Clearance Fuzzy Wuzzy Wool 1/2 oz. balls, assorted colours. Special, 2 for 1.00</p> <p>Glass Shadow Boxes For souvenir cards etc. Special, 2 for 1.00</p> | <p>Zippered Pillow Covers White cotton. Special, 2 for 1.00</p> <p>Cotton Homespun Throws 50 x 65, assorted colours. Special, each 1.00</p> <p>White Pillow Cases Plain hem 42 x 26. Special, pair 1.00</p> <p>Featherproof Pillow Covers Standard size, white with pink flowers. Special, each 1.00</p> <p>Linen Tea Towelling 27" white ground with coloured stripes. Special, 2 yards 1.00</p> <p>Hand Towels Well looped terry 16 x 25, turquoise. Special, 3 for 1.00</p> <p>Boxed Towel Set 2 piece set, size 11 1/2 x 17 1/2, flowered patterns. Special, box 1.00</p> | | | | | |
| <p>Men's Dept.</p> <p>Men's Boxer Shorts Assorted patterns and colours, size small, medium and large. Special, pair 1.00</p> <p>Men's Brevets Double front, double seat. Special, 2 pairs 1.00</p> <p>Boys' Hooded Sweat Shirts Mostly white, sizes small, medium, large. Special, each 1.00</p> <p>Men's Ties Assorted patterns and colours. Special, 2 for 1.00</p> <p>Men's Jewellery Sets Assorted styles. Special, set 1.00</p> <p>Boys' Gingham Shirts Sizes small, medium and large, assorted patterns. Special, each 1.00</p> | | <p>Stationery</p> <p>Wax Paper 4 rolls in cello bag. Special, 1.00</p> <p>Paint by Number Includes two 6 x 12 matching subjects. Special, set 1.00</p> <p>Envelopes 2 boxes. Special, 1.00</p> <p>Note Pad Special, 1.00</p> <p>Portfolio Brown & black with zipper. Special, 1.00</p> <p>Staples Kit Staples, puncher, paper clips and elastic bands. Special, 1.00</p> <p>Paint Box Water color paints—22 colours complete with brush. Special, 1.00</p> | | <p>Yard Goods</p> <p>Corduroy 36" assorted colours. Special, yard 1.00</p> <p>Travel Tweed 36" assorted colours. Special, yard 1.00</p> <p>White Flannellette 27". Special, 3 yards 1.00</p> <p>Cotton Print 36". Special, 2 yards 1.00</p> <p>Plain Cottons Special, 2 yards 1.00</p> <p>Cotton Prints Special, 3 yards 1.00</p> | | <p>Hardware</p> <p>Rubber Gloves Non slip with cotton trim. Special, pair 1.00</p> <p>Waste Basket Plastic, assorted colours. Special, 1.00</p> <p>Iron Board Cover Made of sturdy cotton. Special, 1.00</p> <p>Sauce Pan Aluminum. Special, each 1.00</p> <p>China Cup & Saucer Floral design. Special, set 1.00</p> <p>Storm Window Kits Plastic, complete with nailing strip and nails. Size 48" x 72". Special, 4 for 1.00 Size 36" x 72". Special, 6 for 1.00</p> <p>Light Bulbs 25 watt, 40 watt, 60 watt, 100 watt. Special, 4 for 1.00</p> | | | |
| <p>Children's Wear</p> <p>Women's Rayon Panties Short leg, sizes medium and large, white only. Special, 2 pairs 1.00</p> <p>Rayon Slips Lace trim, adjustable straps, sizes 32 to 42. Special, each 1.00</p> <p>Cotton Briefs Cuff thigh, sizes small, medium and large. Special, 2 pairs 1.00</p> <p>Cotton Vests Sleeveless, sizes medium and large. Special, 2 for 1.00</p> <p>Cotton Panties Medium length leg with cuff, sizes medium and large. Special, 2 pairs 1.00</p> <p>Rayon Half Slips Assorted trims, small, medium and large. Special, each 1.00</p> <p>Half Slip & Brief Set Assorted trims, small, medium and large. Special, set 1.00</p> <p>Half Aprons Cotton prints. Special, 2 for 1.00</p> <p>Women's Girdles 3 way stretch, sizes small, medium and large. Special, each 1.00</p> <p>Women's Brassieres Broken size range. Special, 2 for 1.00</p> | | <p>Drug and Cosmetic Dept.</p> <p>Listerine For sore throats, colds, etc., 3 oz. bottle. Special, 3 for 1.00</p> <p>Perfume Bottles Hand cut, assorted shapes. Special, each 1.00</p> <p>Creme Rinse Hair Conditioner 4 oz. bottle. Special, 2 for 1.00</p> <p>Bathroom Tissue 1000 sheet roll. Special, 6 for 1.00</p> <p>Flat Fold Kleenex Special, 4 for 1.00</p> <p>Spray Net Hair Spray Firm or extra firm hold, 2 oz. tin. Special, 2 for 1.00</p> | | <p>Linen</p> <p>Linen Thread 100 yard spools, brown, grey, black and white. Special, 6 for 1.00</p> <p>Flannel Dusters Large size. Special, 3 for 1.00</p> <p>Bathroom Sets 1 piece brush, soap dish, sponge etc. plastic. Special, set 1.00</p> <p>Utility Bags Set of 5 for sweaters, hostery, etc. Special, 3 sets 1.00</p> <p>Suzy Drip Dryers For drying clothes indoors, very convenient. Special, 1.00</p> | | <p>Notion Dept.</p> <p>Dish Cloths Multi coloured, 6 in poly bag. Special, package 1.00</p> <p>Face Cloths Solid colours and stripes 11 1/2 x 11 1/2 well looped terry, assorted colours. Special, 6 for 1.00</p> <p>Terry Towels White ground with coloured stripes, 20 x 40. Special, pair 1.00</p> <p>Corduroy Pillow Covers 17 1/2 x 25 zipper end, assorted colours, washable, fits most bed pillows. Special, each 1.00</p> <p>Unbleached Cotton Ideal for quilts, mattress covers etc. 36". Special, 3 yards 1.00</p> | | <p>Shoe Dept.</p> <p>Family Footwear Table of odds and ends. Special, pair 1.00</p> <p>Sportswear</p> <p>Hand Warmer Gives you comfort for 12 to 24 hours. Special, each 1.00</p> <p>BB Shots Six packages. Special, 1.00</p> <p>Rocket Radio Ear phone and ground clip, needs no batteries. Special, each 1.00</p> <p>Jig-Saw Puzzle Card table size contains 1000 pieces. Special, each 1.00</p> | |
| <p>Barberies</p> <p>Plastic Drapes Assorted patterns & colours. Special, pair 1.00</p> <p>Corduroy Neck Cushions Green and orange. Special, each 1.00</p> | | | | | | | | | |

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