

Don't Delay Shopping

Don't drop this paper without deciding where you are going to "come in" on this great sale of Holmans. Almost every department joins in giving values that are unprecedented. No matter where you live in P. E. I. a day spent at Holman's can be profitably spent.



Every Cash Bill Counts

for a Prize Read about our prize offerings in addition to the great sale. Now is your opportunity to save money and try for one of the valuable prizes at the same time.

The Whitewear Department Unites With Other Departments in Sacrificing Prices for Quick Clearance

Regular \$1.00 to \$2.50 Reduced Now to Only

50c

Never in all our merchandising experience have we ever offered the equal of this value. The lot includes about four dozen. Not too many and just enough to appease the bargain appetite of those who are ready to take advantage of a special offering, and quick to buy. These waists are slightly soiled, as you'd expect, but a little soap and water will work wonders with them. The lot includes low and high neck styles, 3-4 and long sleeves. Worth from \$1.00 to \$2.50; sizes 34 to 40. Sale Price..... 50c

Profit has no consideration in this mid-winter clearance sale. The prices have been reduced without regard to profit or cost.

The whitewear department has fallen in line with the other departments, and is now a veritable avalanche of white. Price savings are offered that have never been duplicated by us before.

The entire range of last season's stock of whitewear is placed on sale at record discounts.

It will be well worth your while to come miles to attend this sale, it's no ordinary sale. It is a sale with rich and ripe bargain plums for early shoppers.

Worth up to 85c Reduced Now to

25c

You will, no doubt, be astonished to see the waists we have included in this 25c lot. But we have an object in doing it. Place yourself in our position and think what would you do with slightly mussed and soiled waists when you'd expect your new spring stock. Each year we find it necessary to carry larger stocks for our Mail Order Customers, and consequently have more goods that must be cleared out at low prices. Three dozen waists high neck, 3-4 and long sleeves; sizes 34 to 40. Worth up to 85c, selling now at..... 25c

One-Third Off Regular Prices on Our Stock of Beautiful Whitewear

Our complete stock of last season's whitewear is now placed on sale at price-reductions of one-third off regular prices. Some exquisitely lovely creations are included. Gowns, under-skirts, princess slips, corset covers and drawers are among the lines.

Night Gowns from 80c to \$3.85 are on sale now at reductions of 33 1-3 discount. These were manufactured by the foremost maker in the Dominion and are high-class in every particular. Certainly no person should miss this sale.

Underskirts, Princess Slips and Corset Covers are included in this sale in a wide range of popular designs, attractive styles with beautiful lace and embroidery trimming. You certainly cannot afford to miss this great white wear sale.

A Sale of Ladies' Coats That Eclipses Everything Offered



Advertised reductions in Ladies' Coats may be plentiful but a sale of this sort is rare. Our regular prices had to stand in competition with every catalog in Canada, and when we offer a reduction from these low prices you can understand that they must be sincere. Holman's can't or wouldn't hold "marked up—marked down" sales, because our very reputation would be at stake. We can't afford to jeopardise our reputation for a few paltry sales. This, then is a sale of Ladies' Coats in all sincerity—a sale that eclipses all others in true value-giving.

- 12 Ladies' Fancy Tweed Coats, made in different styles from different materials; nicely tailored and fitting—splendidly proportioned and finished; sizes 32 to 38. Regular \$12.00, Sale Price..... \$6.00
- 8 Fancy Tweed Coats, some of our biggest selling lines, gracefully cut and styled and well finished in every manner, becoming coats at regular 14.00, 15.00, sizes 34 and 36, Sale Price..... 9.00
- 6 sizes, 32, 34 and 38. Regular \$16.00 and 17.00, Sale Price..... \$10.50
- 8 Beaver Cloth Coats, with roll collars, good serviceable material, the finish and style is all that could be desired even at the regular price \$10.00 and 11.00; sizes 34 to 42, Sale Price..... 7.50
- 7 Ladies' Blue Navy Beaver Cloth Coats, roll collars, coats combining style service and satisfaction; sizes 32 to 42; regular \$10.00 and 11.00, Sale Price..... 7.50
- 7 Fancy Tweed Coats, this season's latest materials and styles, elegantly tailored and finished in every respect. You've got to see them to appreciate their superior qualities; sizes 34, 36 and 38. Regular \$18.00 and 24.00, Sale Price..... 13.00
- 8 Beaver Cloth Coats, with close fitting military collars, a smooth finished dressy material with excellent wear, sizes 34 to 42. Regular \$10.00 and 11.00, Sale Price..... 7.50

Below we give without question the greatest price-reduction in our history on stylish skirts. Some of this season's newest are included in this range. No lady should miss seeing them, because they will surely sell fast. A great many different materials are included in the range—a great many new styles too—some not the newest, but in every case we warrant you that this Skirt Sale is an unusual one.



- 50 Black, Blue and Tweeds, splendidly tailored and finished, regular \$5.00 and 6.00, Sale Price..... 3.75
- 30 Ladies' Skirts, including a great range of tweeds, including colors black and blue—all good values at their former prices \$4.00 and 4.50, Sale Price..... 2.75

VALUABLE PRIZES For The Best Customers

We are giving these prizes to customers whose cash bills amount to the largest aggregate before March 15th. This is a means of showing our appreciation to our customers. We want every person to get acquainted with our policy—with the Holman low prices—with the Holman service of satisfaction, and these prizes are a means to an end.

Do all your shopping at Holman's—save your cash bills and secure a valuable prize.

- 1st PRIZE** The Queen Beaver Range with Oven Thermometer and Warming Closet.
- 2nd PRIZE** A High-Class Sewing Machine with drop Head and full set of Attachments.
- 3rd PRIZE** The Famous Ostermoor Elastic Felt Mattress Valued at \$15.00.
- 4th PRIZE** Banner Sanitary Sliding Steel Couch with Soft Mattress and Valance.
- 5th PRIZE** Winner Washing Machine with Roller Bearings and up-to-date Wringer Stand.
- 6th PRIZE** Marbleized Mantel Clock with Ornament—8-Day Movement with Cathedral Gong.
- 7th PRIZE** The Challenge Wringer. Guaranteed for Three Years.
- 8th PRIZE** Hall Lamp With Chain Extension and Globe.

READ THESE CONDITIONS

To qualify it is necessary to see that the clerk puts your name on each cash bill. Then the bill should be retained by the customer until the close of the contest on Saturday, March 15, but all bills must be in not later than Tuesday, March 18, in order to be counted.

In cases where families compete the different members should see the salespeople put the same name on all cash bills. Only bills bearing the same name from families will be recognized—others will be entered as separate contestants.

The name must be put on the bill by the clerk at the time of purchase and cannot be afterwards put on by either the purchaser or the salesperson. All bills are made in duplicate, which gives us an opportunity of seeing that rules are adhered to.

Merchants are not eligible to enter, as this is purely a retail contest, neither are employees of the firm eligible to enter.

All bills must bear the dates of on or between January 16th and March 15th.

The customers whose cash bills amount to the largest sum in the aggregate between the above dates will receive free the Queen Beaver Range with warming closet.

The person whose cash bills amount to the second largest aggregate will receive the second free prize—The Holman Reissue Drop Head Sewing Machine, with full set of attachments.

The person who comes third will receive free the Ostermoor \$15.00 mattress.

The person who comes fourth will receive free the celebrated Banner Steel Couch, Complete.

Then 50 per cent of the list will be eliminated and four consolation prizes awarded on the same basis as the above.

Fifth—The Winner Washing Machine. Sixth—Handsome Marbleized Mantel Clock with ornament. Seventh—The Celebrated Challenge Clothes Wringer, guaranteed for three years. Eighth—Hanging Hall Lamp, complete with chain extension.

Read About this Big 1 cent Sale --It is a Winner

You can buy any article in the below list and pay the regular price for it, then you may secure a second article of the same kind for 1c. A limited quantity on sale while the stock lasts.

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| Writing Tablets, 150 pages. Price..... 10c | 10 inch Platters, assorted decorations. Price..... 35c |
| Another one for..... 1c | Another one for..... 1c |
| Dressed dolls, assorted styles. Price..... 35c | 12-inch Platters. Price..... 50c |
| Another one for..... 1c | Another one for..... 1c |
| Too'h Brushes, good quality. Price..... 15c | 14 inch Platter. Price..... 75c |
| Another one for..... 1c | Another one for..... 1c |
| Perfume in fancy bottles, with glass stoppers, assorted odors. Price..... 25c | 8-inch Fruit Bowls, assorted colors. Price..... 79c |
| Another one for..... 1c | Another one for..... 1c |
| China Fruit Saucers, assorted styles—good quality. Price per half dozen..... 60c | Tea Plates, odd lines in a sort of decorations. Price, per half dozen..... 60c |
| Another 1-2 dozen for..... 1c | Another 1-2 dozen..... 1c |
| Japanese China Cups and saucers, assorted decorations. Price..... 25c | Holman's Shaving Soap, Price, per cake..... 5c |
| Another for..... 1c | Another cake for..... 1c |
| Fancy Cake Plates, Price, each..... 25c | Rubber Nipples for Nursing bottles. Price..... 5c |
| Another one for..... 1c | Another one for..... 1c |
| Aluminum Drinking Cup, collapsible style. Price..... 15c | Webster's Handy Dictionary illustrated. Price..... 15c |
| Another one for..... 1c | Another one for..... 1c |
| Aluminum Strainer with long handle. Price..... 15c | Lamp Barn r. Price..... 8c |
| Another one for..... 1c | Another one for..... 1c |
| Nevada Silver Tea Spoons, plain style; Price per 1-2 dozen..... 40c | B. Bureers. Price..... 10c |
| Another half dozen for..... 1c | Another one for..... 1c |
| Tin Match Holder to hang on the wall. Price..... 10c | Aluminum Ladies with long handles. Price..... 15c |
| Another one for..... 1c | Another one for..... 1c |
| Soap Saver—a strong kind with handle. Price..... 8c | Aluminum Lemon Reamer. Price..... 15c |
| Another one for..... 1c | Another one for..... 1c |
| | Wood Coat Hanger or net shape. Price..... 1c |
| | Another one for..... 1c |
| | Steel Wire Coat Hanger. Price..... 15c |
| | Another one for..... 1c |

Clearance Sale of FURS

- Men's Fur and Fur Lined Coats, Ladies' Fur and Fur Lined Coats, along with a big range of neck furs are now offered at Clearance Prices.
- 2 Australian Coon Coats for men, size 40 and 42. Regular \$44.00 \$34.00
 - for.....
 - 2 Clear Grey Wombat Coats, sizes 40 and 44. Regular \$25.00, for..... \$21.00
 - 3 Men's Fur Lined Coats, collar and lapels of brown marmot, lining of blended racoon, size 38, 42, and 44. Regular \$21.00. Sale Price..... \$16.00
 - Ladies' Raccoon Jacket, 34 inches long, bust 44. Regular \$37.00 Sale Price..... \$40.00
 - Ladies' Marmot Coats, Regular \$70.00 for..... \$55.00