

**HOLMAN'S FUR SALE
HIGHLIGHTS NEWEST STYLES**

Handpicked From Canada's Leading Centres

The woman of taste will have plenty of gorgeous designs from which to choose for her fur coat during the coming year. She will be able to look glamorous even if she can afford only the cheaper ones. Every conceivable pelt is treated in such a manner as to make possible the greatest comfort and style. The rabbit coats look more beautiful than we've ever seen in the past and the mink, well, this smooth, rich fur speaks for itself.

This next winter we will see more of the loose silhouette style, with straight front and modified back fullness with shawl collars. Some collars will be large and others fittingly smaller. The back fullness is still strong although it now falls below the shoulder giving the narrower shoulder effect. Some of the coats in the Fur Fashion Show in Toronto during the spring were fitted and looked very smart in the new shorter lengths.

Fur coats are going to be seen mostly in lengths 38-40. This is what has been known as the seven-eighths length. These coats appear to be cut shorter in front and taper into back fullness. This style is most effective in the flat furs and looks extremely well in the new lighter shades.

Collars differ in size and shape and are more modified than last years. The Furitan effect is notice-

ed on the larger ones and the Queen Anne is appearing more frequently on the shorter jackets and high styled coats. A popular Persian Lamb coat which was seen had a double-wing collar which goes into a single collar when buttoned. The shawl collars are designed in various new ways according to the furs. A stiffened shield collar is appearing here and there on coats and the half-belt and sleeve treatment as well. This coming season one will note a considerably more attractive collar, more effective pocket treatment and smarter cuffs.

Sleeves vary greatly. Some are plain at the bottom cuff, others have a tighter inner cuff of a contrasting fur while still more have the open cuff line with small scallops. Some of the newer ones have the wrap-around cuff. The kimona sleeve is for the more fussy kind of wraps that are worn for evenings, especially when made with the wide loose cuffs. Some of the kimona sleeves are finished off with a tight cuff. Another very unusual treatment is the new winged cuff which looks perfectly lovely in mutation mink on black lamb. Scalloped, as well as double-cuffs are noticed on muskrats. These pretty effects are seen on gleaming, smooth seal coats also. Furs for the cold season bring forth cleverly designed and beautifully finished wearing apparel.

Our greatest fur values in many years — made possible only by a most advantageous early-season buying. Furs are always a good investment but this year they are more so than almost ever before. Prices, in general, are lower and values much, much better than they've been in years, still our collection of fur coats stands out as exceptional proof of this trend. In our August Fur Collection you'll find: our fashions have a new excitement of line and design... our fur coats have a rich and lustrous look and feel. Come — Buy your Coat and Save your Dollars during the August Fur Sale — August 26th to September 3rd.

**OUTSTANDING
SAVINGS
IN OUR**

August Sale

OF

FURS



Summerside

BIG 8 DAY SALE

Friday, August 26th

TO

Saturday, September 3rd
(INCLUSIVE)

Come! See! Buy! Save!



An Exciting Selection

At The Lowest Prices In Years

Here Is A Partial List—Many More On Display

- BLACK PERSIAN LAMB**
with loose flared back and sleeves, slash pockets and large collar.—PRICED \$350.00
- BLACK PERSIAN LAMB**
with four flared back, gathered sleeves and deep shawl collar.—PRICED \$475.00
- BLACK PERSIAN LAMB**
with small shawl collar, slash pockets and smart new sleeves.—PRICED \$385.00
- MUSKRAT**
Forest Mink dyed Ontario back skins, loose flared back, pointed shawl collar.—PRICED \$375.00
- BLACK ELECTRIC SEAL**
(Dyed Rabbit) with ranch mink trim has four flare back, smart collar.—PRICED \$250.00
- MUSKRAT**
of choice Ontario back skins, Hollander mink dyed, with a four flared back and sailor collar.—PRICED \$375.00
- BLACK ELECTRIC SEAL**
(Dyed Rabbit) with Koh-i-nur Mink trim on collar — very smartly styled.—PRICED \$225.00
- BLACK ELECTRIC SEAL**
(Dyed New Zealand Rabbit Backs) with finest quality Persian Lamb yoke, collar and cuffs.—PRICED \$250.00
- BLACK ELECTRIC SEAL**
(Dyed Rabbit) with four flared back, medium collar and slash pockets.—PRICED \$175.00
- BLACK ELECTRIC SEAL**
(Dyed Rabbit) in new smart style effects.—PRICED \$150.00
- MUSKRAT**
second cut, nicely sable dyed, has smart new styling.—PRICED \$375.

ONLY \$5.00 DOWN

**On Fur Coats Up To 175.00
Balance Monthly**

HOLMAN MONTHLY PAYMENT PLAN

- TWO-TONE GRAY SEAL**
(Dyed Jap Rabbit) an attractive, nicely styled garment.—PRICED \$195.00
- CHINESE KIDSKIN**
in natural, medium and dark shades with full four flare back and Peter Pan collar.—PRICED \$275.00
- CHINESE KIDSKIN SHORTIE**
32 inch length with flared back, in natural, medium and dark shades.—PRICED \$195.00
- CONY**
(Jap Mink Dyed Rabbit) is heavily furred, four flared back and deep round collar.—PRICED \$145.00
- BROWN SEAL**
(Dyed, Sheared Rabbit) with four flared loose back, deep shawl collar and slash pockets.—PRICED \$175.00
- BLACK ELECTRIC SEAL**
(Dyed Rabbit) loose backed coat with a three-way belt and pointed collar.—PRICED \$175.00

EXTRA SPECIALS -- Be Early

2 only—HUDSON HEAD COATS (pieced, dyed muskrat) — Regular 92.50 — Sale 46.50 Special	1 only — PERSIAN PAW COAT (lamb) — Regular 335.00 — Sale 225.00 Special
1 only—SOUTHERN MUSKRAT COAT — Regular 425.00 — Sale 212.50 Special	1 only — FRENCH SEAL COAT (dyed rabbit) with hood — Regular 279.00 Sale 185.00 Special
1 only — PIECED PERSIAN LAMB COAT — Regular 325.00 Sale 225.00 Special	2 only — MOUTON COATS (processed lamb) — Regular 235.00 — Sale 175.00 Special
	3 only — BLACK ELECTRIC SEAL (dyed rabbit) — Regular up to 225.00 — Sale Special 125.00

- BLACK ELECTRIC SEAL**
(Dyed Rabbit) with Koh-i-nur mink trim on collar and cuffs, slash pockets.—PRICED \$250.00
- BLACK ELECTRIC SEAL**
(Dyed New Zealand Rabbit Backs) fine quality heavy furring, with smart styling.—PRICED \$175.00
- BLACK ELECTRIC SEAL**
(Dyed Rabbit) in women's sizes made of New Zealand skins in 47-48 length.—PRICED \$175.00
- BROWN CONY**
(Dyed Rabbit) with loose flared back and smart collar and cuffs.—PRICED \$110.00
- BROWN SEAL**
(Dyed Rabbit) three-quarter length 41-42 inch, with small pointed collar and yoke back.—PRICED \$175.00

ONLY \$25.00 DOWN

**On Fur Coats Over 175.00
Balance Monthly**

HOLMAN MONTHLY PAYMENT PLAN