

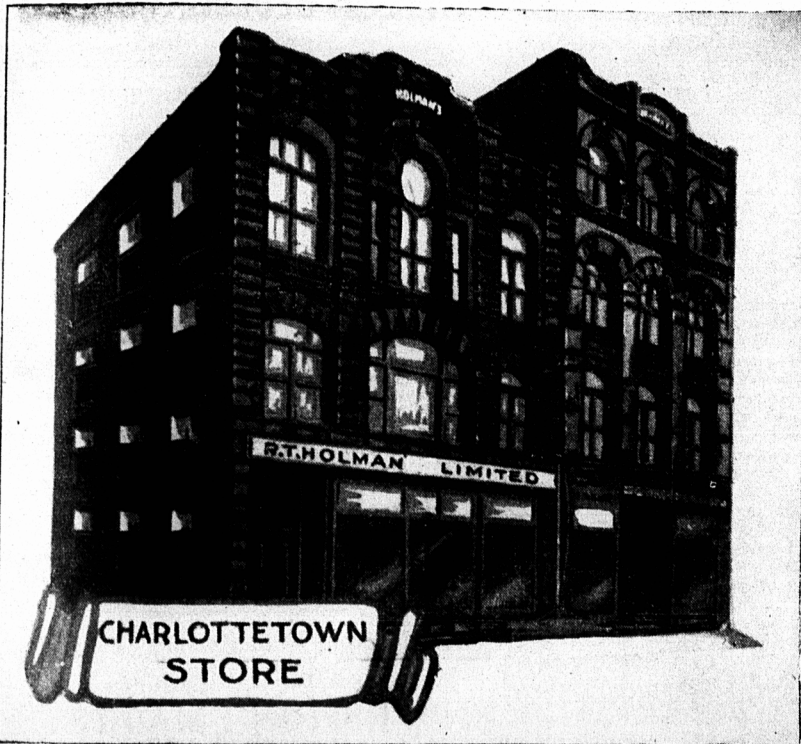
CHARLOTTETOWN P. E. ISLAND, FRIDAY, OCTOBER 25, 1940

# HOLMAN'S OPENS NEW SHOWROOMS

## CHARLOTTETOWN STORE ENLARGED

### THE HOLMAN STORE IN CHARLOTTETOWN New Fire-Proof Building Adds

### 15,000 Sq. Ft. Floor Space To Furniture Display



Holman's Charlottetown Store to the rear of which the new annex has been added.

R. T. Holman Limited Summerside and Charlottetown, for the last eighty three years recognized as one of Prince Edward Island's leading mercantile establishments, takes another forward step in their task of serving the public of the Province on Saturday next when they open their new four story furniture show rooms in Charlottetown.

In the process of construction since early summer the new annex is of fireproof construction throughout and is one of the finest furniture showrooms in Eastern Canada.

It will add about 15,000 square feet of floor space to the present Charlottetown store and will provide facilities for the display of their stock heretofore unheard of in stores of this kind in the Province.

On the main floor of the new annex which is entered from the present China Department is to

be found the display of Chesterfield Suites and general living room furniture. On the second floor Eschroem Furniture and its accompanying pieces will be centralized.

Some of the outstanding features of the new store are the Fluorescent Lighting system providing daylight throughout at all times both night and day; Adequate packing and storage facilities within easy reach of the new department; Electric freight elevator service from floor to floor; ample plug in facilities which make placing of floor and table lamps practical at any spot in the floor; and thousands of other details all planned to help the stores customers to view the Holman stock in the manner which they desire.

The new building is finished entirely in Donnaconna v-joint wallboard left unpainted and

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### Latest Type Lighting Fixtures Provide Daylight At All Times Add Beauty and Smartness

Fluorescent Lighting — the light that makes daylight out of night—will provide the illumination in Holman's new Furniture annex in Charlottetown.

Fluorescent lighting is a comparatively new form of illumination and its adaption to use in commercial or home lighting is definitely new, especially in Eastern Canada.

Under these new type lights

colors and textures of fabrics appear as they do in actual daylight.

Ordinary electric light as we know it today in our home cast a yellowish shade while the new fluorescent light gives off a pure white glow.

The installation of these lights in the new furniture annex will make Holman's new furniture store just another step ahead of any other in the maritimes.

## GREAT 7 DAY SALE OFFERS MANY WORTHWHILE SAVINGS

### NEW BUILDING CREDIT TO LOCAL FIRMS

### P. E. I. Firms Make Creditable Job on Annex

Holman's new Furniture Annex to the Charlottetown Store is one of the finest of Charlottetown's new buildings. Built entirely by Prince Edward Island firms it is modernly executed in every detail and provides exactly the setting in which furniture can be displayed to appeal to the present day trade.

From the original plans to the finished building those who participated in its design and construction are to be complimented in the manner in which the work was carried out. The names of these firms will be found in an advertisement elsewhere in this issue.

### Valuable Free Prizes For Lucky Shoppers

To fittingly celebrate the opening of their new Furniture Showrooms in Charlottetown, Holman's have planned a great feast of Bargains in Furniture and Housefurnishings. Special purchase from leading manufacturers and lines from stock have been marked away below usual for this Seven Day event. Opening Sale Prices are in effect from Saturday, October 24th to Saturday, November 2nd only, and those interested in procuring new Home Furnishings will be well advised to take advantage of the remarkable savings this Sale offers.

It is interesting to note that Holman's have arranged to keep their store open Monday and Tuesday nights for the convenience of those who are unable to visit the new Store during the day. It is understood

that the store is not open for business on these nights, the idea being more of a "Visitors" or "Inspection" nights. Courteous and efficient sales clerks will be in attendance to explain the interesting features of the new trends in furniture. A "Lucky" Door Prize will be given on "Visitors' Nights"—the winner being determined through a drawing of numbered coupons.

Another noteworthy feature of the Big Opening Sale is that Holman's have arranged a group of attractive and valuable Prize Gifts to lucky Opening Sale Shoppers. Over \$100.00 worth of merchandise is to be given away during this Sale.

Particulars as to the items on sale and other important points of this event will be found in the following pages of this Special Supplement.



A section of the new Main Floor Showing Living Room Furniture in a Smart New Setting.