

# HOLMAN'S Opens A Store Within A Store

**THE NEW  
5 AND 10  
---DEPARTMENT---**



## Open Saturday! The Island's Newest Centre For Thrifty Shoppers!

On The Main Floor Of The Furniture Department

Nickels . . . Dimes and Quarters . . . your small change will bring you extra Savings in HOLMAN'S NEW 5 and 10 . . . where you will be able to buy many different things ranging from household gadgets to women's hosiery and dresses! It's another step forward in Holman's 80-year old policy of "Better Service" and "Better Values"!

We sensed the need and now have provided the means, of supplying in one convenient location, hundreds of daily needs at prices that spell economy!

Popular merchandise of all descriptions has been assembled in a single area . . . specially designed, modern counters with everything laid out in such a manner that you can pick and choose to suit yourself. Clearly price-ticketed and well illuminated.

A modern up-to-minute Soda Fountain and Lunch Counter will be installed in the New 5 and 10 for the convenience of Shoppers.

Get the habit of shopping in this new department. And make the start Saturday! Here you will find buying reduced to its simplest form . . . with resulting economies . . . and backed by the HOLMAN Reputation of Guaranteed Satisfaction.

### HOLMAN'S 5 AND 10

## OPENING DAY SPECIALS! On Sale Saturday Only At These Prices

### Ladies' Cotton Pique Dresses

Sensational value for 5 and 10 shoppers on Saturday. Made of cool, clean cotton pique in many attractive styles for home and street wear. Sizes 14 to 44.  
OPENING DAY SPECIAL, each

**1.25**

### Rayon Silk Panties

Note the low price and plan to get a good supply. Trim rayon silk panties in pretty styles. All sizes. OPENING DAY SPECIAL, pair

**19c**

### Broadcloth Slips

Imagine a good quality cotton broadcloth slip for only 25c. Ladies' size in choice of white or pink. OPENING DAY SPECIAL, each

**25c**

### Ladies' Print House Dresses

Good wearing cotton print house dresses in various neat styles. You'll want two or three at these prices. OPENING DAY SPECIAL, each

**47c and 67c**

### Angel Skin Slips

Angel Skin Slips in plain tailored or lace trimmed styles. Tearose or white in all sizes. Don't miss these! OPENING DAY SPECIAL, each

**55c**

### Men's Summer Caps

Men! Here's just what you need for those hot summer days ahead! Made of cool cotton in neat checked pattern. OPENING DAY SPECIAL, each

**18c**

### LOOK! Kiddies' Silk Dresses

Pretty little frocks for pretty little girls. Made of rayon silk in dainty new styles. Assorted colors and sizes. OPENING DAY SPECIAL, each

**65c and 79c**

### Fancy Turkish Towels

White with fancy borders and checks. Generous size. OPENING DAY SPECIAL

**2 for 23c**

### Men's Fancy Socks

Stock up men at this Saving! Assorted patterns and colors. OPENING DAY SPECIAL

**2 Prs. 23c**

### EXTRA! EXTRA! Men's Fancy Ties

A huge special purchase direct from the manufacturer makes possible this amazing value! You'll agree they're worth much more. Many patterns and colors. OPENING DAY SPECIAL, each

**2 for 25c**

### Ladies' Handkerchiefs

Attractively embroidered on good quality material. OPENING DAY SPECIAL

**3 for 10c**

### Linen Envelopes

Linen finished envelopes at a money saving price. OPENING DAY SPECIAL

**50 for 7c**

### Men's And Boys' Balbriggan Combinations

Natural shade balbriggan combinations in short leg, sleeveless style. All sizes for men and boys. OPENING DAY SPECIAL

Men's Sizes **45c**

Boys' Sizes **33c**

### Grey Enamel Pots

Large size grey enamel cooking pots complete with cover. Large quantity buying enables us to give values like this. OPENING DAY SPECIAL, each

**69c**

### Cups And Saucers

Plain white cups and saucers with neat cloverleaf design. Ideal for everyday kitchen use. Stock up NOW. OPENING DAY SPECIAL, each

**5c**

Scores and Scores of Other Attractive Values that all Mean Extra Savings to be made with Your Extra Change!

-- Etc. -- Etc. -- Etc. --

**HOLMAN'S 5 AND 10**  
SUMMERSIDE

## "A Penny Saved Is A Penny Earned" Shop The New 5 and 10 Way For Real Everyday Economy

Buy These And Many More At Money-Saving Prices

- |                           |                         |                          |
|---------------------------|-------------------------|--------------------------|
| Ankle Hose                | Kiddies' Overalls       | Iron Handles             |
| Ladies' Cotton Hose       | Boys' Drill Knee Pants  | Fry Pans                 |
| Celanese Hose             | Men's Overall Pants     | Toasters                 |
| Silk Crepe Hose           | Men's Work Pants        | Cake Pans                |
| Full Fashioned Silk Hose  | Boys' Bloomer Pants     | Pudding Pans (Enamelled) |
| Kiddies' Cotton Stockings | Boys' Long Pants        | Enamelled Pie Plates     |
| Boys' Golf Hose           | Men's Work Shirts       | Enamelled Wash Basins    |
| Men's Fancy Socks         | Men's Negligee Shirts   | Enamelled Saucepans      |
| Crib Blankets             | Boys' Broadcloth Shirts | Enamelled Cookie Cans    |
| Bath Towels               | Boys' Broadcloth Blouse | Rolling Pins             |
| Face Cloths               | Boys' Sweaters          | Aluminum Double Boilers  |
| Knitting Wool             | Men's Sweaters          | Aluminum Saucepans       |
| Kiddies' Underwear        | Kiddies' Print Dresses  | Mouse Traps              |
| Summer Gloves (Ladies')   | Bottle Brushes          | Towel Racks              |
| Ladies Scarves            | Nail Brushes            | Clothes Racks            |
| Tooth Brushes             | Sink Brushes            | Zinc Wash Boards         |
| Complete Line of Toilet   | Lemon Polishing Oil     | Butcher Knives           |
| Articles at low Prices.   | Steel Wool              | Fly Swatters             |
| Boys' Leather Ties        | Dish Mops               | Carpet Tacks             |
| Men's Braces              | Galvanized Pails        | House Paint              |
| Boys' Braces              | Dust Pans               | Wood Glue                |
| Boys' Drill Cops          | Vacuum Bottles          | Curry Combs              |
| Men's Tweed Caps          | Paring Knives           | Razor Blades             |
|                           | Sink Stoppers           |                          |