

The Island's Greatest RADIO Sale

HOLMAN'S score again with these Brand-New 1934 Radios

ROGERS-MAJESTICS and VICTORS with latest improvements. Fully GUARANTEED

SPECIAL—THIS WEEK ONLY

- 1—FREE Aerial Wire
- 2—FREE Ground Wire
- 3—FREE Complete Installation
- 4—FREE 10 per cent Extra Trade-In Allowance
- 5—FREE 5-Day Trial and Instruction

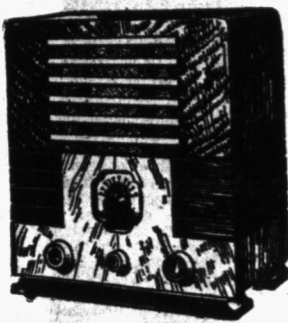
HOLMAN'S LOW PRICE GUARANTEE

In any bona fide instances reported to our management of an article purchased here which could have been purchased elsewhere in this province for less on the same day and on the same basis, Holman's guarantee to refund the difference plus 5% of the lower price quoted elsewhere.

YOU CAN NOW BUY RADIOS ON THE HOLMAN HOME PLAN

Pay 10% Now Balance in 10 equal monthly installments
 NO FEES NO EXTRAS NO INTEREST

Victor's 1934 "Smart Set"



The keynote of this set is its sophistication. A peppy performance is assured on its four tubes of the latest development. Superheterodyne Tone control, Automatic volume control. At a price that makes you forget that costs have gone up.

\$3.95 now, \$3.60 monthly, 10 months
39⁹⁵
 NO INTEREST No Extras

CRUISE the WORLD

for only **\$86⁵⁰**



BUY a round-trip ticket to Europe by radio today—and know that you can turn to the fascinating entertainment of overseas and North American short-wave broadcasts by daylight, times without number. This new Victor, with its short and long-wave on one dial, is an amazing receiver—and today's outstanding value. Easy terms.

Victor's 1934 Ace

1934 7 tube Advanced Superheterodyne. Fine mellow tone of bell like clarity. Graduated volume control. This is a set that will give faithful, distortion-free reproduction. And the price ridiculously low for the enjoyment it gives.

\$9.00 now, \$9.00 monthly, 10 months.
99
 NO INTEREST



Victor's Art Moderne

Exquisite modern cabinet, five tube Superheterodyne, Dynamic Speaker, Illuminated Dial, Police Broadcast reception. This set achieves a smart note in modern cabinet design. It is solid mahogany with overlays of walnut and aspen.



\$5.00 now, \$4.75 monthly, 10 months
52⁵⁰
 NO INTEREST NO FEES

Victor's Traveller

6 TUBE SUPER-HET, TONE CONTROL. It's called the traveller because it's compact enough to carry around with you. Ideal for use in different rooms in the house where Radio is not necessary as a permanent fixture.

6.50 now, \$6.00 monthly, 10 months
66⁵⁰
 NO INTEREST



Rogers 1934 Super-Het

7-Tube advanced Superheterodyne with Rogers guaranteed spray shield tubes. Rich colorful tone, deep and flexible like a pipe organ. Beautiful grained surface hand rubbed to a glistening piano finish.

\$9.50 now, \$9.00 monthly, **99⁵⁰**
 NO FEES NO EXTRAS

YOU CAN

Control

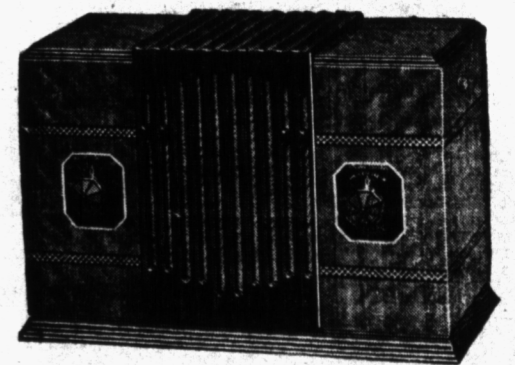
RADIO PERFORMANCE



WITH VICTOR Tona-lite RADIO



YOU'LL never know the degree of control which you may enjoy in a radio until you've operated a Victor Tona-lite... the set that for the first time in radio gives crystal-pure tone at even the lowest volume. You become the musician yourself—you control its performance as naturally and simply as a boy whistles a tune. Through variable colored lights, Tona-lite gives you visual tuning... visual volume control... visual noise suppression... and visual "Hi-Low" tone control, independent control of high and low notes. With Tona-lite you see everything—but you hear only what you want to hear... everything that you want to hear. Easy terms.



The "Big-Little" 1934 Rogers

Five Tube superheterodyne. Rogers seven point Duo Valve Spray Shield tubes, fully controlled round tone. Will equal the tone and volume of a large radio.

\$4.50 now, \$4.50 monthly—10 months.
49⁵⁰
 NO INTEREST No Fees

Battery Set

For those who live beyond the power lines this eight tube Victor model will give wonderful service. All the latest improvements—Quality Performance.

Complete Less Batteries **69**



HOLMAN'S BOTH STORES
 SUMMERSIDE-CHARLOTTETOWN

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 SUMMERSIDE-CHARLOTTETOWN