

HOLMAN STORE NEWS

Bringing You Up-To-Date On What's New And Interesting at Holman's By G. H. M.


COLEMAN sets you up in style for a season of picnics!... The Hardware Departments of both Holman Stores have wonderful Picnic and Camping Equipment made by none other than the famous Coleman Company. The newest addition is a smart **CARRYING CASE AND PICNIC TABLE** set which, when folded will fit up to six sturdy metal **FOLDING STOOLS** along with a heap of other gear. When set up the Table measures 28 inches square, made of sturdy steel and finished in forest green baked enamel that will take plenty of abuse. The Table is priced at \$7.50 and each Stool is priced 1.95. They complete the picnic picture when combined with the Coleman Camp Stove and the Coleman Portable Cooler — by the way, the Portable Cooler is available in three sizes and it will keep food fresh and safe as your fridge at home. **Outfit yourself and your family for a marvellous season of picnics and camping with Coleman Equipment from Holman's Both Stores Hardware.**

It's Sun Time — It's Fun Time — It's Beach Time and you'll very definitely want a gay, new **BEACH TOWEL** to add to your enjoyment. Holman's Dry Goods in Summerside and Holman's House Furnishings in Charlottetown have Beach Towels in bright woven Roman stripes or sporty outdoor motifs. They're made of closely looped terry cloth in 36 by 60 or 36 by 70 inch sizes priced 1.98 and 2.98 for the different sizes. Beach Towels besides being swimming and sunning accessories may be fashioned into delightfully different wearables for you and your family if you're smart with a needle. Come in and take a peek at the Simplicity Pattern Books for sewing ideas in beach wear. Anyway you want it — you'll need Beach Towels for the good old summertime!


SHUTTLEWORTH helps you men keep a cool head in the hottest of weather! Holman's Men's Wear in Summerside has a good selection of **STRAW HATS** in smart shapes and up-to-the-minute shades. You may choose stitched straw braid, processed straw of genuine Panama. The bands are in contrasting colors and patterns. Shuttleworth Straws are water and wilt repellent with a cool leather sweat band. Sizes are 6 1/2 to 7 1/2, priced 2.95 to 5.00 in Holman's Men's Wear, Summerside.

BE FRESH — BE SWEET — BE FRAGRANT with **COTY CASUAL COLOGNE!** Holman's Cosmetic Section in Summerside has a lovely array of Coty Colognes, and they are in a modern, newly designed flacon of 3 1/2 ounces. There are two new fragrances from which to choose — "Tourbillon" and "Cordon Vert"... Then all the old favorites are here too — "Emeraude", "L'Origon", "L'Aimant" and others, priced 2.00 a bottle. You'll very definitely be fresh and sweet and fragrant with Coty Cologne from Holman's Cosmetics in Summerside.

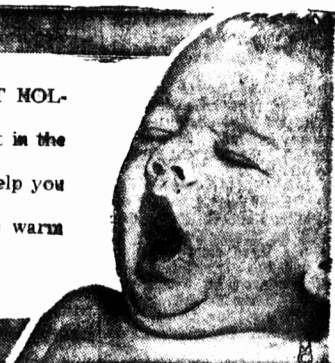
SHOPPING AT HOLMAN'S IS A JOY IN JULY WE HAVE SUMMER GOODS IN AMPLE SUPPLY




LIFE CAN BE WONDERFUL IN THE SUMMER... if you know how to live it... if you have the right clothes and equipment.



AT HOLMAN'S YOU'LL FIND COMPLETE ASSORTMENTS of the Summer goods you want... fresh, cool, comfortable clothes for the whole family... leisure loving furnishings for your home, your lawn, your patio.




THERE'S NO SUMMER LET-DOWN AT HOLMAN'S... for us, as for you, we're right in the middle of Summer and we're ready to help you enjoy to the utmost the balance of these warm days and nights.



JULY IS A GREAT MONTH FOR THE VALUE-CONSCIOUS SHOPPER AT HOLMAN'S. You'll find fine merchandise all over both stores greatly reduced in price, often only because it didn't move fast enough to suit us and because store policy requires us to dispose of it.



IF YOU CAN'T COME DOWN TOWN, YOU CAN SHOP BY PHONE OR MAIL. Just pick up your receiver or drop us a line. Our staff will be happy to find just the things you want to make your Summer a happy time.



SHOPPING AT HOLMAN'S IS A JOY IN JULY... two large, well ventilated Stores for complete comfort. Free parking for your car. You can check your parcels and enjoy other Holman Services.

Summerside · HOLMAN'S · Charlottetown

HOLMAN'S MONDAY SPECIALS



Regular to 4.50 English Bone China
CUPS and SAUCERS
2.99

Beautiful quality bone china from England's leading potteries. There are many lovely designs and adorable shapes from which to choose. MONDAY SPECIAL—
HOLMAN'S BOTH STORES CHINA

Brown Earthenware
TEAPOTS

Six cup size, made of highly glazed earthenware in a warm brown shade and with an excellent pouring spout. Regular 35 cents.

Monday SPECIAL — **69c**

HOLMAN'S BOTH STORES CHINA

Extra Special! Imported
TABLE LAMPS

Direct from the U. S. A. A choice of several attractive pottery bases with decorated paper parchment shades and fitted with a light bulb. EXTRA SPECIAL FOR MONDAY ONLY—

2.99

HOLMAN'S BOTH STORES FURNITURE

Save!
Krinkle Cotton
SUMMER PYJAMAS

HOLMAN'S Monday Special

2.39

Tailored and with short sleeves, collars or mandarin necklines. No iron fabric in white, pink or blue figured patterns. Size small, medium or large.

HOLMAN'S FIVE AND TEN, Summerside

