



HOLMAN STORE NEWS

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

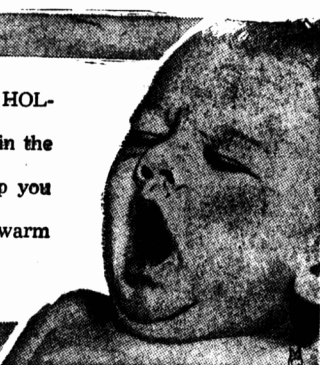
SHOPPING AT HOLMAN'S IS A JOY IN JULY WE HAVE SUMMER GOODS IN AMPLE SUPPLY




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 AS-
SORTMENTS 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 HOL-
MAN'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-CON-
SCIOUS 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 dis-
pose of it.



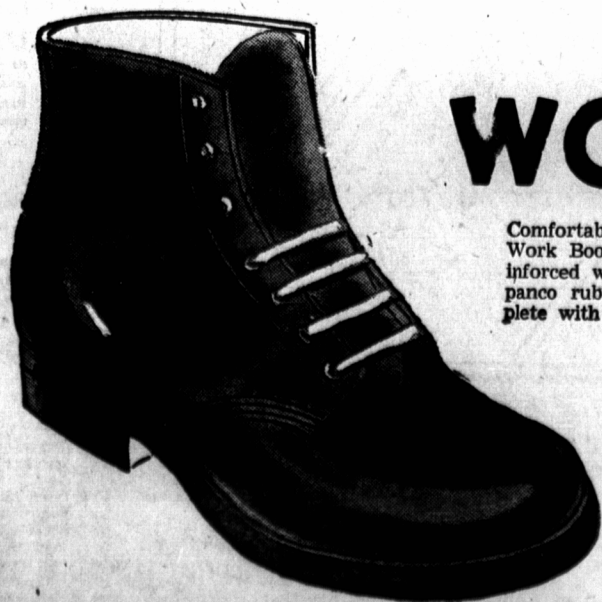
IF YOU CAN'T COME DOWN TOWN, YOU CAN
SHOP BY PHONE OR MAIL. Just pick up your
receiver or drop us a line. Our staff will be
happy to find just the things you want to make
your Summer a happy time.



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 Ser-
vices.

Summerside - HOLMAN'S - Charlottetown

HOLMAN'S... The Workmen's Headquarters!



Extra Good Value In
Men's Sturdy
WORK BOOTS

Comfortable — wearable — serviceable! These black grain leather Work Boots are in a Blucher cut style with plain toes. They are reinforced with storm welt and solid heel counters. Full soles are of pancro rubber, stitched and nailed and there are rubber heels. Complete with fitted fibre insoles and half bellows tongues in sizes 6 to 11.

4.25
PAIR

HOLMAN'S Footwear — — Summerside

Men's Light Weight
Fine Knit Balbriggan
**COMBINATION
UNDERWEAR**

Ideal for harvest wear! Zimmerknit make of fine combed cotton in a cream shade. Buttoned front style with "V" neck, short sleeves and ankle length legs. Sizes 36 to 44.

1.75
SUIT

HOLMAN'S Men's Wear
Summerside



TAKE-HOME remembrances and souvenirs of your happy holiday on Prince Edward Island should be of fine English China bearing, proudly, colorful P. E. Island scenes, maps, crests and motifs. These pieces of English China make welcome and delightful gifts or prizes, as well as useful little dishes for your own home. The large selection includes: incidental dishes, tea plates, cups and saucers, cream and sugar sets, jugs, steins, ash trays and cigarette boxes — the prices range from 60 cents to 2.30. And, here is another suggestion you will welcome as a "Take-Home"; it's a copy of "OUR ISLAND STORY" by Carrie Ellen Holman. This small book, priced just 1.25, is a collection of broadcasts given by Miss Holman over radio station CFCY. The tales are of a historical nature giving readers an interesting, human insight into the life in the early days on "The Island". For "Take-Homes" of lasting interest and quality come to Holman's China Department in either Summerside or Charlottetown.

DAVY CROCKETT never, no never, was as well dressed as the young fry of today who are following in his frontier days footsteps! Holman's Youth Centre in Summerside has a marvelous array of Davy Crockett Wearables for lads from 2 to 6 years of age. For instance, you'll find several types of Dungarees, complete with leather fringes, priced 1.98 and 2.98; neat little Shorts, sporting a Davy Crockett motif, priced just 98 cents; faded blue with checks shirt and Jean Sets, priced 2.98 a set; finely woven "T" Shirts at 79 cents; plastic Guns at 19 cents; flexible rubber Knives at 15 cents, Braces priced 79 cents and believe it or not, a real, easy-to-play, plastic Guitar at 1.48. With all these Davy Crockett things from which to choose, there's no reason why you can't be the ring leader of your gang when it comes to Davy Crockett Outfits — they're here for you in Holman's Youth Centre, Summerside.

SOME of our most fascinating fashions have been adapted from the peasant garb of other nations . . . This morning I was intrigued by a startling SKIRT that had its origin in Mexico. It is of fine, silky mercerized cotton slub with a black background and peon figures in gay bright colors. Soft, unpressed pleats give a luxurious and cool fullness. The sizes are from 12 to 18, priced 4.98. Wear this daring Mexican Skirt with a white or colored cotton blouse and you'll have a costume that will be a "conversation piece". The Sportswear of Holman's in Summerside and the Ladies' Shop of Holman's in Charlottetown have this and many other stunning, sporty clothing for your choosing.

RIGHT NOW, Holman's Men's Wear in Summerside has a very complete and adequate stock of superbly tailored ENGLISH WORSTED FLANNEL SLACKS. These are made by Cornwall Pants and are in the classic gray color, as well as, for the very first time, handsome charcoal. They are made with a fitted back waistband, self belt that has a detachable buckle and elastic adjustment. There is a full range of sizes from 28 to 44 and the price a pair is 19.95. You men who like to be well dressed on all occasions will very definitely want a pair of these English Worsted Flannels. . . . You can get your right and proper fitting in Holman's Men's Wear, Summerside.