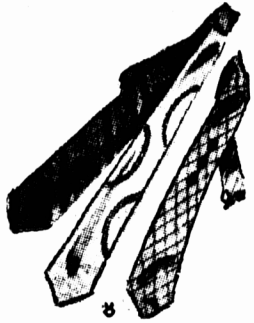


HOLMAN STORE NEWS

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

NEW NECKTIES! . . . They're truly handsome and you'll find a wonderful array of them in the Men's Wear of Holman's in Summerside. In the new narrower shape, in the new narrower stripe, solid shades, subdued patterns, checks and motifs. You men will really like the smart, fine jersey knit that ties beautifully and holds the original shape marvellously, too, you'll like the novelty fabrics some woven with metallic threads. Prices are very reasonable — 1.00, 1.50 and 2.00. This Fall the Men's Wear at Holman's is featuring "Wembley" Neckwear — you'll be amazed at the wonderful array from which to choose your smart, new Necktie . . . Visit Holman's Men's Wear in Summerside real soon!



NEW CINCH BELTS! . . . Narrower than last year but with stunning metallic edging and trim. They're in Holman's Accessory Department, Summerside and Holman's Ladies' Shop in Charlottetown. There are colors to brighten, colors to blend and colors to contrast your Fall dress or separates. Buckles have glitter and they stay fastened! Some are made of finely woven elastic, some are of softly woven cording — all are reasonable in price, 89 and 98 cents for a new Cinch Belt in either Holman's Accessory Department, Summerside or Holman's Ladies' Shop in Charlottetown.

NEW SERVICE PLATES! . . . Imported direct from the Wade Potteries of England by the China Departments of Both Holman Stores in Summerside and Charlottetown. The solid colored borders decorated with rich gold are handsome — the centres carry out the Somerset Cottage effects in different, colorful scenes. You may wish to make up a set with a series of different scenes and colors — a wonderfully effective conversation piece. You'll be delighted with the reasonable price of these Service Plates — they're only 1.95 each. For your own home or for an outstanding and interesting gift do consider Service Plates by Wade of England from Holman's Both Stores China Departments.

IT'S HIGH TIME to order your **PERSONALIZED CHRISTMAS CARDS** and you'll find the delightful Sample Books in The Stationery Section of the 5 and 10 in Holman's Summerside. For individuals, for families or for business — they're all here and they are simply fascinating. By ordering your Personalized Cards NOW you get a great big Christmas Problem settled and done with and also you have a wonderful choice from which to make your selection. Beside Cards you may want to order Personalized Writing Paper, Book Matches, Playing Cards, Paper Napkins and other things that will make for welcome Christmas Gifts . . . Come see and choose Personalized Christmas Cards and Gifts from the Stationery Section of Holman's 5 and 10 in Summerside.



HOLMAN'S Both Stores Big 7-DAY ENTERPRISE PREMIUM SALE

Saturday, October 16th Through Saturday, October 23rd

FREE!

ONLY \$5. DOWN

Delivers Your New
ENTERPRISE RANGE
And FREE Premium

Balance In Monthly Payments

15.00

In Merchandise Of Your
Choice From Our Hardware
Departments...

With The Purchase of Any New
ENTERPRISE RANGE
For Coal, Oil, Propane Gas or Electricity

This is a Big Week for you who are contemplating the purchase of an Enterprise Range because This Week (October 16th through October 23rd) you may have your choice of any Merchandise in our Both Stores Hardware Departments to the value of \$15.00. . . For example, Electrical Appliances, Sporting Goods, Building Supplies, Tools, Laundry Equipment, Paint or anything you may desire. There are some really beautiful Enterprise Ranges from which to make your selection—Ranges that are modern in design and super-efficient in your service. Buy an Enterprise THIS WEEK for our \$15.00 Free Merchandise Offer!

Remember--There Is No Substitute For Enterprise--A Model For Every Home and Budget

GET IN ON THIS GREAT OFFER NOW -- Sale Ends Saturday, Oct. 23rd

HOLMAN'S Both Stores HARDWARE

Boys, Look!...For Your Hallowe'en Fun!

**THIS GENUINE
Eveready FLASHLIGHT**



FREE!

Complete With Batteries
1.65 Value



**Yes, It's Yours FREE
With The Purchase of Your New
STATION WAGON, STORM or
PARKA COAT..at 8.95 or over**

BOYS! . . . This is One Swell Flashlight. Bright metal case, lock switch and complete with batteries—already to use! The regular value is \$1.65. You get this swell Flashlight FREE when you buy a Station Wagon Coat, a Storm Coat or a Parka priced at 8.95 and over. You need warm Winter clothing and Now Is The Time To Buy! You'll want a Flashlight of your very own for Hallowe'en, so best hurry—

Hurry--This Offer Expires Saturday, Oct. 30th

HOLMAN'S Both Stores

BUDGET SHOP, Charlottetown

BOYS' SHOP, Summerside

