

# HOLMAN STORE NEWS

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

**PLANNED TO SERVE YOU!** HOLMAN'S takes pleasure in serving YOU. . . . The Customer . . . in every possible way that will add to your shopping enjoyment. Not only by providing Quality Values at Practical Prices, but through our many Both Store Services designed with your needs in mind! We want you to know about them — to use them . . . they're for your shopping convenience!

**SHOPPING SERVICE** — by phone or mail: A ring on the Phone or a letter in the Mail will assure your requests of prompt and efficient attention by experienced shoppers.

**DELIVERY SERVICE** — this efficient customer-service delivers your purchases several times daily in each part of the city of Charlottetown and the town of Summerside, as well as, a once daily delivery to Slemon Park.

**CREDIT SERVICE** — Holman's sensible and easy-to-arrange **HOLMAN HOME PLAN** is effected for your larger purchases to be paid for in convenient monthly installments. The **HOLMAN MONTHLY CHARGE ACCOUNT** whereby the purchases made in one month are payable up to the end of the following month. The **HOLMAN LAY-AWAY** by which you hold your purchases with a deposit and take delivery when the convenient payments are completed.

**EVENING SHOPPING** — on Saturday Night right up to 9:30 p.m. when the career girl, the business man, the whole family can shop at leisure for HOLMAN'S outstanding Special and Regular Merchandise.

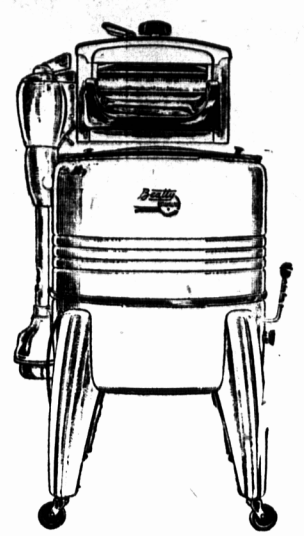
**SEE the New Colorama of Fall Fashion Shades** so beautifully displayed by the **KILGORNOCH COATS** in Holman's Ladies Shop, Charlottetown and Holman's Ladies' Wear, Summerside.

**FASHION'S AFOOT** in Holman's Shoe Department, Summerside! For **ONLY JUST 3.95** you can choose any one of 7 (Yes, SEVEN) new Fall Shoe Styles. They do belie their little price! Nicely made in the heel height you'll want to wear with your Fall Costums, these Pumps in the smartest fashion are of velvet, leather or simulated snakeskin, in a number of colors with accents of contrasting trim. Sizes are from 4 to 8, C width and the little price as I said before, is **ONLY JUST 3.95** in Holman's Shoe Department, Summerside.



**For Permanent Beauty!**  
**Airlume** ALL-METAL, DUPONT PLASTIC FINISH  
**Venetian Blinds**  
18" to 36" wide, 64" long  
27" to 52" wide, 64" long  
White or Eggshell.  
Smooth operating, nationally famous for quality and long service. Easy to install, easy to clean with the exclusive one-piece metal bottom rail. Self-adjusting tilting device and enclosed metal head with 20% less head depth. White or eggshell, duck tapes.

**HOLMAN'S**  
S. Side — Ch'town



**ONLY 10% DOWN**  
On The **HOLMAN HOME PLAN**  
Balance Monthly

# SAVE \$25.00

## ON ANY NEW MODEL Beatty WASHING MACHINE

(Electric or Gas Engine)  
**PLUS -- A Reasonable Allowance For Your Present Washer**

Holman's again bring you another great saving on the wonderful Beatty Washer—a washer that can't be beat for service and durability. The Beatty Washer has a mechanism that's built to last a lifetime — a beautiful finish of gleaming enamel. This offer lasts for **ONE WEEK ONLY**—from September 18th to 25th—Buy NOW for a really worth while saving.

**Get In On This Big Saving NOW!**  
**HOLMAN'S Both Stores**



**ONE WEEK ONLY**  
Saturday, Sept. 18th  
Through  
Saturday, Sept. 25th



## There's Frost In The Air ---- and Time For Warm BLANKETS

Chilly weather will be here before you realize—and today's your day to get ready for it. Come and replenish your blanket supplies now. We have a bevy of wonderful, warm, wooly blankets that guarantee comfort on the coldest winter night—in a bevy of colors that add charm as well as warmth to your bedroom.

### Ibex Flannelette BLANKETS

A very popular blanket well known for its wear and warmth. Made of medium weight cotton yarn and deeply napped on both sides. It has yarn whipped ends with a striped border of washable colors.

- Size 60 x 90 Per pair **5.95**
- Size 70 x 90 Per pair **6.50**
- Size 80 x 90 Per pair **7.50**

### Plaid BLANKETS

The Falcon Blanket is economically priced and made of medium weight cotton. It has a fleecy brushed finish—whipped ends—and is attractively designed. The colors are white with pink, blue, gold or green check.

- Size 70 x 84 Per pair **5.29**
- Indian BLANKETS  
Woven from long wearing cotton this Esmond blanket is attractive and colorful. The ends are hemmed and it is entirely washable. Size 60 x 80. Each **4.49**

### Oxford BLANKETS

A part wool blanket made by the Esmond Pelage process. It is the finest quality—has been proven warmer, lighter, and longer wearing—has a beautiful brushed finish—is satin bound. Individually boxed. It is white with rainbow stripes. Size 66 x 80. Each **7.95**

### Jacquard BLANKETS

Another Esmond blanket in colorful design. Made from long wearing cotton, it has the famous Pelage brushed finish and is satin bound. Cellophane wrapped—Size 66 x 80—Each **5.79**

**HOLMAN'S Housefurnishings—Ch'town**

**Dry Goods—S'side**



## STARS in our collection of Girls' and Teenagers' WINTER COATS

Here they are mothers . . . coats for your school girl in many heart-catching styles including the new grown-up box silhouettes. They're milium lined to increase the warmth, yet not increasing the weight. Bring your little girl in today for a try-on. The colors are grey, rose and beige in sizes 12 to 14x. **27.95**

Especially for the 'teens! There are coats sizzling with style, glowing with color. All are made from blanket fleece and silvertone fleece in princess lines and abbreviated flares. You're sure to like what you see. The colors are green, grey, brown and mauve. Sizes 11 to 15. **33.95**

**HOLMAN'S Youth Centre**  
Summerside

## Budget Shop & 5 and 10 Feature Women's Winter COATS

At Low Budget Prices  
Two Styles In Fine Quality Wool Fleece



Either fitted or with a subtle flare, these coats are the latest in fashion with small shawl collars and wide cuffs. Lined with saten—interlined with chamols—they are made of soft wool fleece. A wonderful buy at a wonderful low price. Sizes are 10 to 20 and colors are two tone greys, mauve and blue.

**25.00 AND 29.95**

**HOLMAN'S**  
Budget Shop—Ch'town 5 and 10—S'side

## BOYS' Go For These In A Big Way!

### New Plaid SHIRTS

A must for every boy's wardrobe, these shirts are colorfast and sanforized shrunk. The collars are lined and the shirt can be worn open, buttoned or with a tie. Sizes are 6 to sixteen in assorted plaid designs.

**1.98**

and new **Western Style JEANS**  
Blue Jeans that are sanforized shrunk, made of blue denim—have copper riveted pockets—rip proof seams. They are wonderful for school or play. Sizes are 6 to 16. **2.49**

**HOLMAN'S Budget Shop, Ch'town**  
Boys' Shop, S'side

