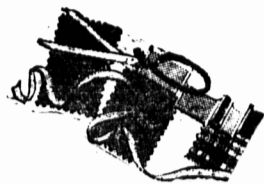


# HOLMAN STORE NEWS

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



YOU'LL soon be in a mood for Autumn and before you become too enthralled with it, you'll want to plan your Fall Sewing! For yourself, your family and your home there are materials, notions and accessories to be found in the Dry Goods Department, Summerside and the Home Furnishing Department, Charlottetown, that will mean success in every line of stitching! Don't let me hear a whisper of "Can't Sew" because "You Can So!" The Simplicity Patterns are so full of explanatory notes and helps that they're a joy to use. The Fall Fabrics, just beginning to arrive, are so enchanting, you'll find them irresistible. Then too, there are attractive Buttons and Trimmings — smart Zippers, Braids and other Sewing Accessories to give your fine seams a really professional appearance. Take advantage of the end of Summer doldrums to buy big plans for your Fall Wardrobe and Home Sewing — you, sure as shooting, can do-it-yourself! Get your Sewing Supplies NOW from the Dry Goods Department of Holman's in Summerside or the Home Furnishing Department of Holman's in Charlottetown.

JUST ARRIVED! A glorious new shipment of ROYAL DOULTON FIGURINES and DICKENS CHARACTERS has only now been received in the China Department of Holman's in Summerside and in Charlottetown too. They are truly the "Heirlooms of Tomorrow" to be cherished, loved and treasured for years and years to come. Each and every piece is an outstanding example of artistry in workmanship, coloring and finish. Each and every piece has a historical or literary background that is of intense interest. Do accept our urgent invitation to visit our China Department and see these rare treasures for yourself — you'll love them as we do. Can one imagine a more beautiful Gift than a Royal Doulton Figurine or an intriguing Dickens Character from the China Department of either Holman Store.

YOU owe it to yourself to bring out your own and personal, natural loveliness! The new YARDLEY "FEATHER FOUNDATION" picks up and enhances your skin tones, giving you new color and complexion lights that you never knew were there. The "Feather Foundation" is available in three shades — Blonde for the girl with fair skin; Medium for the girl with darker coloring and Bronze for a heavily tanned skin. Choose the one most suitable for your coloring. You'll delight in the flawless-ness of this Powder Base which comes in a neat and smart little jar (it's priced 1.50 a jar) in the Cosmetic Section of the Summerside store. Choose Yardley by getting Yardley Complexion Powder and Lipstick too. You'll find all these Yardley Products and more in the Cosmetic Section of Holman's, Summerside.

END-OF-THE-SEASON CLEARANCE! MEN'S AND BOYS' SWIM TRUNKS are NOW priced at a Big 1/2 OFF the Former Prices! There is a really fine array from which to choose and although the size range is broken you'll still find Trunks for Men from 30 to 42 and for Boys from 24 to 30. Such grand materials as "Lastex" Satin, Nylon and Bengaline are represented in shades of sand, navy, royal or wine. Men's and Boys' Swim Trunks are in the Men's Wear, Summerside and the Holman Budget Shop, Charlottetown. Just let me give you an inkling of the WHILE-THEY-LAST BARGAIN PRICES — Men's Swim Trunks regular from 1.98 to 4.95 are NOW 1.32 to 3.30. Boys' Trunks are all and each one 1.32. For a pair of Swim Trunks to take you through the remainder of this season and start next Summer with a splash visit the Budget Shop, Charlottetown or the Men's Wear, Summerside — WHILE THEY LAST — they're priced 1/2 OFF.



**HOLMAN'S BUDGET SHOP**  
Charlottetown

## If You're Budget-Minded, Hurry In For These BUDGET PRICED EARLY FALL DRESSES

**HOLMAN'S**  
5 and 10  
Summerside

FOR A LIMITED TIME

### SPECIAL NECCHI TRADE-IN OFFER!



UP TO **35.00**

Trade - In Allowance For Any OLD SEWING MACHINE (In Working Condition) On The Purchase Of A New **NECCHI**

You most definitely want to take advantage of this very Special Offer! A truly worth while TRADE-IN ALLOWANCE! Bring your tired and broken-in spirit Sewing Machine to either Holman Store (Furniture Department) and on the purchase of a new Necchi Sewing Machine of the most modern type you will be allowed up to 35.00. Necchi Sewing Machines are priced from 124.00 up.

Your new Necchi Sewing Machine with the wonderful Trade-In Allowance may be purchased on the convenient HOLMAN HOME PLAN—just 10% down and the remainder in monthly installments.

— BOTH STORES —



See Our NECCHI Display During "OLD HOME WEEK" In The NEW ARENA BUILDING

It's conveniently situated at the Exhibition grounds. Make a point of calling there to see the Necchi display. Be sure to register and you will be given a smart, practical Souvenir FREE!



Hurry In to see these exciting "transition" Dresses. . . They're slim shafts or bouffant styles of interesting fabrics and colors. They'll flatter your figure and they adapt themselves to every mood. Dresses that will attract attention to just the right and proper degree, leaving a pleasant memory with all who see you wear them. They are everything you could ask for—these gay Transition dresses. The sizes are 12-20 and women's sizes. Have one or two! They cost only—

**3.98**

- \* Styles for Misses and Women!
- \* New Fall Fabrics!
- \* New Fall Colors!
- \* Low Budget Prices!



**BUDGET SHOP**  
Charlottetown

5 and 10  
Summerside

for the future mother

*Maternity Fashions*

that are expandable



Simple lines and a minimum of trimming place the spotlight on fabrics in the fall collection of Dresses for you, the "Lady-in-waiting." These fashions camouflage and flatter your figure and are available to you in various styles and colours suitable to your own particular taste. Feel happy and pretty—look happy and pretty while you're awaiting—in fashions that are designed to keep you fresh and comfortable. Maternity Dresses are in sizes 14-20.

Budget Priced — **5.95**

**BUDGET SHOP, Ch'town—5 and 10, S'Side**

Bring The Whole Family TO **CHARLOTTETOWN OLD HOME WEEK** And **PROVINCIAL EXHIBITION**



Be Sure And Visit

**HOLMAN'S**

"Where Old Friends Meet"

Charlottetown and Summerside