

HOLMAN STORE NEWS

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

THANK YOU! THANK YOU!
THANK YOU! . . . For coming in and making our 98th BIRTHDAY PARTY such an amazing success. It was wonderful to see you all—and I know you are happy with the grand bargains you were able to buy. We wish to apologize for any confusion about the delivery of your Sale Bulletin, we are aware that some of you were missed—we are deeply sorry and will see that it does not happen again. HOLMAN'S is old in years but young in ideas, so keep looking for new and different presentations of the things you want to buy when you want to buy them . . . We All Thank YOU!

YOU GALS, who have been basking in the sunshine and who have developed a glorious tan, should get "hep" to CHARLES OF THE RITZ FACE POWDER blended and mixed for you, and you alone. I sincerely hope that you are not struggling along with a sun-tanned skin and powder for your Winter pink and white complexion. Because Charles of the Ritz Powder is "Made To Order" . . . exclusively for you . . . right before your eyes, a formula is created for your skintone alone . . . It is bound to do the utmost for your sun-tanned beauty. Do come in and have our trained Charles of the Ritz Beauty Consultant blend you a darker tone in this exquisite powder—it will only cost you 1.75 for a generous sized box at Holman's Cosmetic Section of the Summer-side Store.

FOR perfect fit there's nothing like a PLAYTEX GIR-DLE . . . Well, now, the Playtex Company are making a PLAYTEX BRA that will fit you just as beautifully. It's a "Living" Bra superbly cut and shaped of elastic and nylon to give you a really gorgeous bust line. The Foundation Section of Holman's Ladies' Wear in Summerside has Playtex Living Bra in sizes 32-A to 38-C priced 3.95 each. Playtex Living Bra are "custom-contoured" to flatter, feel and fit as if made for you alone. Get yourself a Playtex Living Bra—you'll never, no never, wear another kind!

FOR the smartest styling choose an ARROW "PAR" SHIRT from Holman's Men's Wear in Summerside. They're so good-looking! The "Par" has a smart, widespread collar that will look extra-hand-some with a Windsor-knot tie. And, like all Arrow Shirts, it fits to perfection. It is impeccably tailored of fine Sanforized white broadcloth that won't shrink more than 1%. Discover for yourself why Arrow "Par" is Canada's favorite spread-collared shirt. Remember it isn't an Arrow unless it has the Arrow Label. Arrow Par Shirts in sizes 14 to 16½ are priced 4.95 in Holman's Men's Wear, Summer-side.

HOLMAN'S Both Stores...

By Popular Demand -- Another Great MID-SUMMER C. C. M. BIKE SALE

PAY ONLY



Balance Monthly

Six of the Most Popular Models
at SPECIAL SAVINGS

NOW ON SALE
And Until July 23rd

This is the time of year . . . in the Summertime, that boys' and girls' thoughts turn to a new Bike. So Holman's Both Stores, during this 10-day Bike Sale offer you substantial savings. The new 1953 C. C. M. Bikes are here and they are out-of-this-world! And imagine! . . . you can buy one of these smart new Bikes for only \$1.00 down, the balance in convenient monthly payments. Come see them and choose the one you want today. You'll be glad you did.



NOTE THESE SPECIAL PRICES!

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|---|-------|---|-------|--|-------|
| C. C. M. MEN'S CYCO ROADSTER—Sale Special | 48.50 | C. C. M. BOYS' CYCO 3-SPEED—Sale Special | 56.50 | C. C. M. BOYS' CYCO JUVENILE—Sale Special | 46.50 |
| C. C. M. LADIES' CYCO ROADSTER—Sale Special | 48.50 | C. C. M. GIRLS' CYCO 3-SPEED—Sale Special | 56.50 | C. C. M. GIRLS' CYCO JUVENILE—Sale Special | 46.50 |

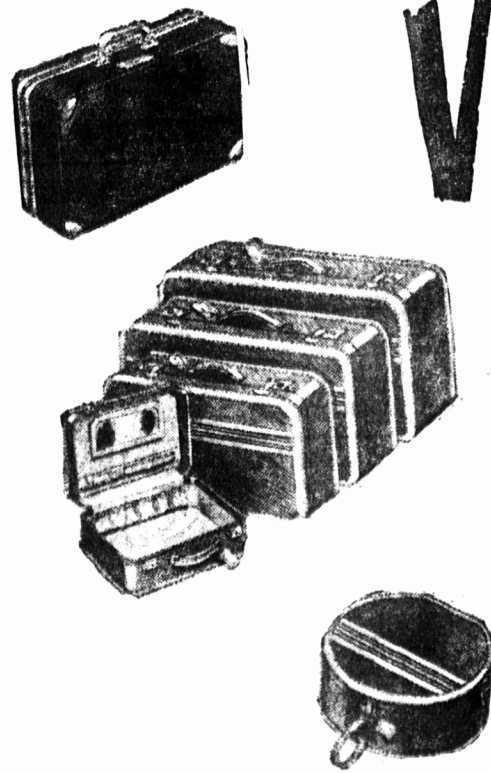
— All The Finest C. C. M. Quality —

Get Your New C. C. M. Now -- Sale Ends July 23rd
HOLMAN'S Both Stores -- SPORTING GOODS

Choose Your

Vacation LUGGAGE

From Our
Wide Selections of
Top Notch Lines!



- Samsonite
- McBrine
- Christie
- Lewis
- Carson
- Premier

Half the pleasure of a holiday is the pride you take in the luggage you carry. All eyes will be on you . . . with envy and admiration . . . if you are sporting these quality bags of distinction. They're guaranteed "eye-catchers"! And we offer you a complete assortment from which to choose, in every price range, from business cases to trunks.

It's the personal touch that means so much. For easy identification and that distinctive look Holman's will initial all Samsonite Luggage free of charge. Be sure to take advantage of this splendid offer.

All Top Quality
Moderately Priced

HOLMAN'S Both Stores FURNITURE

Fine Quality!
Styled To Fit Perfectly!
Cool and Comfortable!

Summer SLIPS

In Dacron and Cotton . . .
. . . Cotton Genie Crepe

TWO OF OUR BEST SELLERS

Here is the New Magic Cotton Slip . . . in Dacron and Cotton . . . straight cut with lace trim on the bodice, lace straps, and lace and cotton flounce on the skirt. We carry these in sizes 32 to 40, in white only.

2.98

The answer to the Summer Ironing Problem! . . . these slips are fashioned of Everglaze crease resistant combed cotton (genie crepe) requiring no ironing. Cool comfort and a good fit are provided by a camisole top of eyelet embroidery and a straight cut skirt. Sizes 32 to 40, in white only.

2.98

HOLMAN'S

Ladies' Shop
Ch'town

Ladies' Wear
S'side

HOLMAN'S GUARANTEE SATISFACTION

— Have Been Doing So Since 1857 —