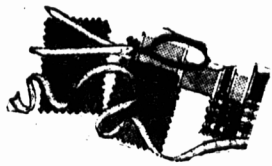


**HOLMAN STORE NEWS**  
 Bringing You Up-To-Date  
 On What's New And  
 Interesting at Holman's  
 By G. H. M.



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 lay 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 DICKEN'S 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 Dicken's 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 flawlessness 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 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 Stages A Great SALE OF TELEVISION SETS

Special Quantity Purchase  
 By **HOLMAN'S** Both Stores  
 SAVES YOU 60.00  
 Famous RCA Victor  
 Model 17T100  
 Regular 279.<sup>50</sup>

**\$219.<sup>50</sup>**

(Less Aerial System and Installation)

**ON SALE ONE WEEK ONLY**  
 Saturday, August 14th Thru Saturday, August 21st

Holman's comes up with another FIRST! First to bring you the wonder of Television at a SAVING! Just as they were FIRST, thirty years ago when they brought you the wonder of Radio! For One Week Only — from August 14th until August 21st, you can get a brand new 1954 RCA Victor Table Model Television Set at a saving price of \$219.50! . . . regularly sold for 279.50 — so, you save all of 60.00! This particular RCA Victor Set is the "Linton", finished in gleaming mahogany. It brings you clearer-than-ever pictures with virtually no interference due to the new super-sensitive "Magic Monitor." The thrilling tone of the "Golden Throat" is designed especially for the best listening. Don't miss this marvellous opportunity of buying a marvellous T.V. Set. . . The offer is for One Week Only—why not be the FIRST!

For The First Time In P.E.I.  
 A SPECIAL SALE OF TELEVISION

Get Your Television Now And Save!

Summerside **HOLMAN'S** Charlottetown



Available On The  
**HOLMAN HOME PLAN**  
 ONLY \$50.<sup>00</sup> DOWN  
 Balance In Monthly Payments

