

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 Summerside 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, Summerside.

MONDAY and TUESDAY FEATURES at HOLMAN'S



Buy Several At This Saving
Cool Cotton and Linene

SUMMER SKIRTS

Full Circle and Straight Cut Styles
MONDAY and TUESDAY SPECIAL

2.00

Regular 2.98 and 3.98

Your choice of gay, dashing prints in full circles of cotton or slim cut linene textured fabric. Sizes are 12 to 18 in serviceable, colorful Summer Skirts!

HOLMAN'S

Budget Shop, Ch'town

5 and 10, S'side



Regular 2.98 --

Women's Rayon NIGHT GOWNS

Monday and
Tuesday
SPECIAL --

2.29

Blue, mauve, pink or red rayon tricot in a wearable style with short sleeves, lace trimmed neckline and fitted bodice. Sizes are small, medium or large.

HOLMAN'S Budget Shop, Ch'town ---- 5 and 10, S'side

Regular 59c -- RAYON PANTIES



White, pink or blue rayon tricot in brief style with elastic leg, elastic waist and lace inserts on the sides. Sizes are small, medium or large.

MONDAY and TUESDAY SPECIAL

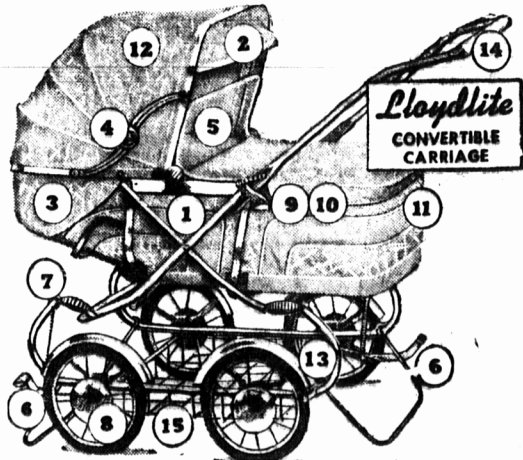
3 PAIRS 1.49

HOLMAN'S LINGERIE, S'side

HOLMAN'S LADIES' SHOP, Ch'town

Lloyd Carriages Give You ALL The Finest Features

Check All 15 Lloyd Features



No other carriage offers so many features of comfort, safety, convenience, quality, style and economy. Check all 15 special Lloyd features and we feel sure you will agree that the Lloyd is the carriage to buy.

1. Two kinds of carriages—The new "Lloydite" featherweight models, or Lloyd "Steel" Carriages—proven over the years.
2. The new Lloyd Sun Visor.
3. The Lloyd "Adjusta-vent" Hood, (patented). A great idea for the hot summer days.
4. Lloyd "Safety" Hood Spreaders. No protruding handles to hurt young toddlers.
5. Lloyd "Clear-Vu" Storm Apron (patented).
6. Lloyd "Truly safe" Safety Stand and Brake, (patented). It won't upset. Now fitted on both ends of most Lloyd carriages.
7. Lloyd "Super-comfort" coil springs—for a smooth vibration-free ride.
8. Lloyd "Nylon" Wheel Bearings—will outlast the carriage.
9. Handle INSTANTLY adjustable to two heights.
10. Lloyd Super-easy, compact folding. All models fold the same way.
11. INSTANTLY convertible to a stroller.
12. "Lionide" English leather cloth coverings. The finest material we know of for baby carriage service.
13. The finest finishes for metal parts. Anodizing for aluminum—the finest chrome plating or baked on metallic enamel finishes for steel.
14. White plastic handle grip—easy on the hands—particularly in the winter.
15. Underseat parcel carrier fitted on most models.

Come in and see the Lloyd Carriages—or phone or write for booklet that will give you more detailed information about the 15 special Lloyd features.

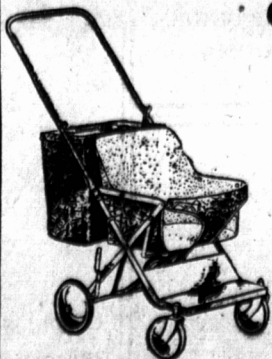
Model Illustrated **64.50**

Others at 33.95, 44.95, 56.95

Complete Selections

STROLLERS

and PUSH CARTS



CRIB STROLLERS a combination Stroller and Crib priced 44.95 and 49.50.

PUSH CARTS at a variety of prices — 7.95, 9.95, 12.95, 14.50, 17.95 and 19.95.

— HOLMAN'S Both Stores FURNITURE —

For Vacation and Knock-About Wear! Men's Outdoor MOCCASINS

Bare foot comfort for vacation! Made of oil tanned retan leather with full pance rubber soles and spring heels. Unlined with stitched moccasin vamp and leather drawstring laces. Brown only in sizes 6 to 11, a pair—

3.95



HOLMAN'S MEN'S SHOES -- Summerside

BUYS FOR THE BASSINET BRIGADE



PLAYTEX DRYPER PANTIES

1.69

They're waterproof, leak proof, bunny-soft plastic with nylon web lining in white only. Sizes are small, medium, large and extra large, a pair—

JOHNSON'S Baby Comforts

- Baby Oil, 5 ounce size—69c
- Baby Oil, 12 ounce size—1.15
- Baby Powder, 4 ounce size—85c
- Baby Powder, 9 ounce size—59c
- Baby Cream—65c
- Baby Lotion—65c
- Cotton "Buds"—29c, 49c and 99c

Playtex Dryper FLUSH-AWAY PADS

The modern time and labor saving Diaper! Sanitary and economical . . . No more diaper washing, simply dispose of "Flushaway" Pads in the toilet. Made of fine, soft cellulose in boxes of 100. Designed for use with Playtex Dryper Panties.

Regular size **1.39** Large size **1.59**

UTILITY BAGS

Specially made for transporting Baby necessities. Two pocket design of pink or maize plastic with adjustable shoulder strap. Damp proof! Each **1.98**

HOLMAN'S YOUTH CENTRE — Summerside

HOLMAN'S

"Where Old Friends Meet"



We Agree —

It's Rather Warm to be thinking of Next Winter—BUT this is the Time to Order

COAL

Yes, right now is the time to place your order for next Winter's Coal Requirements! Right now is the time to fill up your empty coal bin. . . . Do it early before the heavy Fall demands create slow and uncertain deliveries from the mines.

Place your order now for—Old Sydney, Inverness, Bras d'Or, Springhill, Albion Nut, Albion Egg, American Soft Coal, Stoker Coal, Welsh Hard Cobble and Nut, American Hard Nut, American Briquets, Coke and there is also American Smithing Coal in stock.

Come In, Phone or Write

HOLMAN'S

Summerside