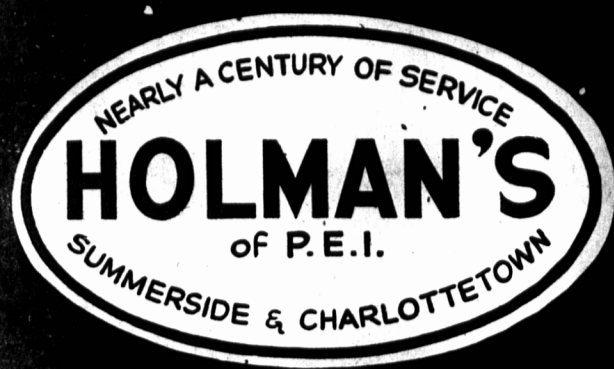


**THREE MORE DAYS --- SALE ENDS 9 p.m. FRIDAY - JULY 6**



# 99th Birthday SALE

## PRIZES FOR EACH STORE

<b>1st Prize</b>	YOUR CHOICE of Frigidaire, Television Set or Chesterfield Suite—Value .....	<b>300.00</b>
<b>2nd Prize</b>	Complete Wardrobe for either Man or Woman—Value .....	<b>200.00</b>
<b>3rd Prize</b>	Complete Set of Samsonite Luggage for either Man or Woman—Value .....	<b>85.00</b>
<b>4th Prizes</b>	Two Drawings for Dormeyer Food Mixers, Value 47.95 Each—Total Value .....	<b>95.00</b>
<b>5th Prizes</b>	Eight Drawings for General Electric Toasters, Value 23.95 Each—Total Value .....	<b>190.00</b>
<b>6th Prizes</b>	Six Drawings for General Electric Steam Irons, Value 17.50 Each—Total Value .....	<b>105.00</b>
<b>7th Prizes</b>	Six Drawings for Kenwood Blankets, Value 13.50 Each—Total Value .....	<b>80.00</b>

**50 Winners In All!**

**\$2,110.00 In Birthday Presents FOR YOU NO PURCHASE NECESSARY \$1,055.00 In Birthday Presents At Each HOLMAN Store**



VISIT MISS 1857 IN HOLMAN'S YOUTH CENTRE SUMMERSIDE OR HOLMAN'S FURNITURE CHARLOTTETOWN AND FILL IN YOUR NAME AND ADDRESS ON THE FREE BALLOT SHE WILL GIVE YOU....You May Win One or More of the Valuable Prizes!

## HERE'S WHAT HOLMAN'S MERCHANDISE SUPERVISORS SAY ABOUT THE SALE!



**Eric Woodside — Merchandise Supervisor of Women's and Children's Wear in Both Holman Stores**

**says** "We're weary but happy! Thanks to our many loyal customers the first day of our 99th Birthday Sale was a terrific success! The Ladies' Wear and the Youth Centre of both the Summerside and the Charlottetown Stores were crowded with customers from door-opening time right through until five p.m. I think yesterday's business has more than proven to me and my buyers that shoppers are looking for top quality merchandise at popular prices . . . that, along with Good Customer Service is what counts with those Very Important People — Our Customers."

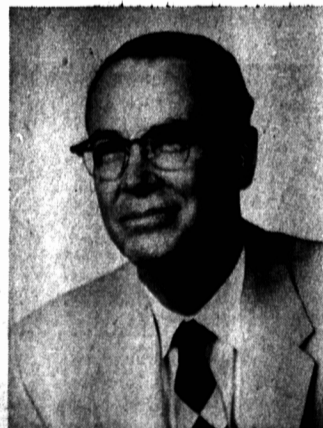


**Allison Owen — Merchandise Supervisor of Hardware and Appliances in Both Holman Stores**

**says** "This is the 28th Anniversary Sale in which I have had a part. In all of these Sales I do not recall such an array of Values as we are offering our Customers this year. I would like to specially mention the 21 inch Sylvania TV Sets at \$167.99, this TV Set sold regularly at \$269.95 and on Tuesday it proved to be a "Red Hot" item . . . sales being far beyond our expectations. In the Charlottetown Hardware Department on Tuesday it was necessary for us to muster every available office clerk, warehouse man and service personnel to serve the large crowds anxious to take advantage of the many outstanding Bargains. This year we have bought far greater quantities of each of the Sale items so that if you could not shop on Tuesday, you are still able to cash in on these Terrific Savings!"

**Wallace Bradshaw — Merchandise Supervisor of Home Furnishings in Both Holman Stores**

**says** "I want to take this opportunity to thank the many friends and customers who PUSHED their way up to the Home Furnishing Department yesterday; I have never seen people more anxious for Bargains — and there are plenty of them! Having served you and Holman's for 29 Anniversaries, I would say the bargains and savings offered are away above anything I have ever seen. By the way, I'm very sorry for the error we made when we advertised the Blankets at 2.49 a pair instead of each. We bought for the expected demand, but our error increased the demand—so we sold out very early in the day. To those of you who missed this opportunity, all we can say is—we are very sorry."



**David Carnegy — Merchandise Supervisor of Hardware and Housewares in Both Holman Stores**

**says** "What a Crowd — What a Gang — What a Push! The tremendous response we received yesterday from our friends and customers purchasing small as well as, major Appliances in our Hardware and Housewares Departments, without a doubt, justifies our belief that this year, through the efforts of our buyers we have outstanding savings for the purchasers. First Quality Merchandise at Popular Prices! . . . That's what they want! . . . And that's what they are getting Here during Holman's 99th Anniversary Sale. I feel sure that everyone is more than happy with the greater than expected response to our effort in each and every department. My thanks to all our good friends and customers!"



**Earl MacEachern — Merchandise Supervisor of Men's and Boys' Wear in Holman's Summerside**

**says** "This time we have what people want! Yesterday's day-long crowd of shoppers certainly showed that our combing of the markets for First Grade Merchandise was well worth while. We have always felt that our customers wanted quality at a reasonable price and this year we are offering them merchandise free from latent flaws in both workmanship and fabrics. You can purchase "Price" any day and almost anywhere but when it comes to "Quality" at a "Price" in both Men's and Boys' Wear the items on sale for Holman's 99th Birthday Sale are all "Bell Ringers"!"



**Fremont Archer — Merchandise Supervisor of Furniture in Both Holman Stores**

**says** "Did you see the terrific crowd just waiting for the doors to open on Holman's 99th Birthday Sale yesterday morning? If you didn't you sure missed a sight! What a Sale! It's the biggest I've ever witnessed in all my years at Holman's. The first day is over and we, in the Furniture Departments are tickled pink with the results. If the other days are anything like our opening day we may be oversold on many of our wonderful Furniture Buys, even though we bought heavily for this sale. However, we won't disappoint our customers, we will accept orders for very early delivery at Sale Prices. The big 16-page Birthday Sale Bulletin delivered to your home shows you what wonderful Bargains you will find in Both Holman Stores. My advice, and it's good advice too, is COME! SEE! BUY! SAVE! At Holman's 99th Birthday Sale!"