

107th BIRTHDAY SALE

\$2400 IN PRIZES

FREE TO 12 LUCKY SHOPPERS

JUST IMAGINE... Shopping to your heart's content in Holman's great department stores without it costing you one penny.

WIN ONE OF THESE GENEROUS
PAID-UP CHARGE ACCOUNTS
6 WINNERS AT EACH STORE

- 1st PRIZE—Two \$500 paid up charge accounts
- 2nd PRIZE—Two \$250 paid up charge accounts
- 3rd PRIZE—Two \$150 paid up charge accounts
- 4th, 5th and 6th PRIZES—Six \$100 paid up charge accounts

THE DRAWING WILL BE FUN
... HERE'S WHAT WE PLAN TO DO;

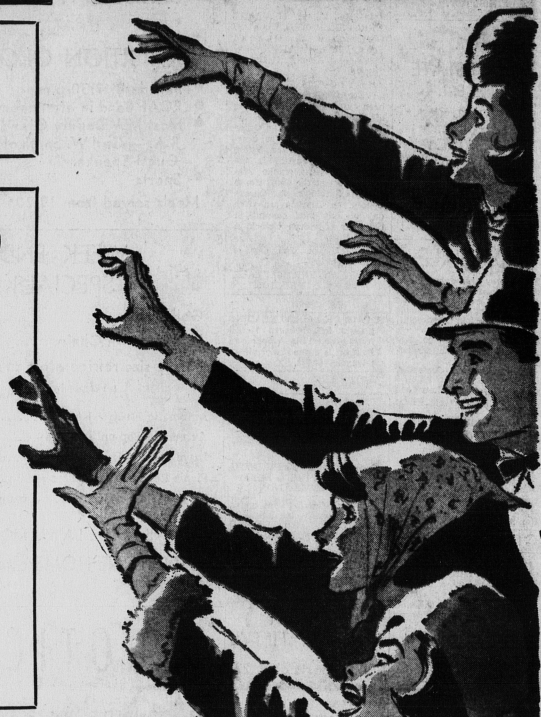
Every night of the sale Monday to Saturday inclusive at 7 p.m. over the CFCY-TV News Program we will draw two winners—this makes 12 winners in all.

Then at 7:15 Saturday night July 11th over CFCY-TV with simultaneous broadcast over CFCY radio we will assemble all 12 winners in the studio, introduce them to you and they will draw their own prize to see who wins the grand prizes of \$500.00 paid-up charge accounts and who goes home with \$250, \$150 or \$100 Holman charge accounts. Be sure to watch CFCY-TV news every night — You may be a lucky one.

HERE'S HOW TO WIN

Simply visit our Birthday Sale Booth in the furniture departments both Holman's Stores and pick up your FREE Birthday Ballot. Contest open to any Holman customer over 18 years of age. Holman employees and their immediate families are not eligible.

NO OBLIGATION!
NOTHING TO BUY!



ATTENTION NEWLYWEDS - TO - BE

If you are planning to set up housekeeping this year — We invite you to come in during this big sales event and select your requirements of Furniture, Appliances and Apparel, taking advantage of the many big savings now available.

IF not immediately required use our LAY - AWAY PURCHASE PLAN ... FREE storage NO INTEREST until delivery.

FIRESTONE NYLONAIRE TIRES

- Low price with no sacrifice in quality
 - Strong nylon cords
 - No time limit guarantee
- | | |
|------------------------------------|------------------------------------|
| 750 x 14 Tubeless
Regular 16.35 | 670 x 15 Tubeless
Regular 16.35 |
| 12.49 | 12.49 |
- 20% DISCOUNT ON ALL OTHER SIZES

TEX-MADE SHEETS and PILLOW CASES

- Substandards of "Tex-Made" Home-stead quality
 - Imperfections if any are hard to find
 - Bleached snowy white ready for use
- 63 x 100"**
Reg. if perfect—3.29
- | | |
|-----------------------------------|------|
| 72 x 100" Reg. if perfect 3.49 | 2.59 |
| Each | 2.79 |
| 81 x 100" Reg. if perfect 3.69 | 1.18 |
| Each | |
| Pillow Cases Reg. if perfect 1.69 | |
| Pair | |

7-pc. GENUINE KROEHLER LIVINGROOM ENSEMBLE

- Brown, Raisin or turquoise
 - 100% nylon frize covering
 - Attractive modern styling
 - Dependable cone coil spring construction
 - Reversible Foam Cushions
 - Deep sewn foam back over coil springs
- Ensemble consists of: 1 Kroehler chesterfield, 1 Kroehler chair, 1 arborie top coffee table, 2 matching step-end tables, 2 table lamps and shades.
- Regular 298.00
SAVE \$98.01
199.99

Tex-Made COTTON PRINTS and BROADCLOTH

- Over 3000 yards lovely crisp cottons
 - 2 pc. bikinis and one pc. styles
 - All this season's designs, plain colors and patterns
 - 1 to 5 yard lengths
 - Regular and run of the mill quality
- Reg. 59c to 79c yd.
44^c yd.

MEN'S SPORT and T-SHIRTS

- A large assortment of well made shirts in long and short sleeve styles. Mostly first quality, few subs of better Sport shirts included
 - Tailored from spun rayon and cotton broadcloth
 - Plain and figured designs in blue, brown, olive
 - Sizes S, M, L.
- Regular 2.98 - 3.98
1.99

PROGRESS BRAND SUITS

- Latest styles in 2 or 3 button fronts, centre or side vents, pant styled with or without pleats
 - Tailored from English All Wool, silk and worsted suitings sold exclusively by us on P. E. I.
 - Rich shades of olives, blues, greys, browns, charcoals
 - Sizes 36-44 in regular and tall
- Reg. 89.50 - 99.50
69.99

DRESSES

- Nice new assortment of dresses in
 - Cottons, armoels, Dan Rivers, nylon, etc.
 - Short sleeves, sleeveless
 - Full skirts and sheaths
- | | |
|-------------------------------|--------------------------------|
| Size 7-14
Reg. 4.98 - 6.98 | Size 8-14
Reg. 8.98 - 10.98 |
| 3.99 | 6.99 |

SWIMSUITS

- All new 64 styles
 - 2 pc. bikinis and one pc. styles
 - Fabrics include Heleneas, nylon latex, cotton prints and knits
 - All have rounded foam bras
 - Sizes S, M, L, and 30-36
- Regular to 14.95
6.99

LAIDES SLIMS

- Better quality assortment
 - Terylenes, cottons, dacrons, silk lined and unlined and tarpon plaid twill
 - Shades pink, blue, yellow, beige, aqua, black and tangerine
 - Sizes 10-20
- Regular value to 7.98
3.99

Canadian Gypsum SHEETROCK

- Made by Canadian Gypsum Co. Ltd.
 - Tapered edge for smoother joints
 - 4' x 8' sheets by 1/2" thick
 - Sorry no out of town delivery at this low price
- Regular 2.19
1.79

Children's PLAY SHOES

- Smart white and patent rivet strap
 - Blue and white saddle oxfords and black and brown ties
 - Vinyl uppers, rubber soles
 - Sizes 8-2
- SPECIAL**
1.79

MEN'S WORK PANTS

- Tailored by Kitchens for longer wear and better fit
 - Colors forest grs.
 - Sizes 30-44, leg lengths 29-33
- Regular 4.98
3.99

SPORTSMEN TENT

- Family size 12' x 9'
 - Sleeps five or six people
 - Family size 12' x 9'
 - Made of 10 oz. drill for long life and wear
 - Dutch door with full length zipper
 - Door canopy over door
- Regular 54.95
41.99

GIRLS JAMAICA SETS

- 2 pc. solid with print trim pop top
 - Sizes 8-10-12-14
- Regular 2.69
1.99

PORTLAND CEMENT

- For strong durable concrete.
 - Maritime made
 - No delivery, off car special
- Regular 1.65
1.19 bag

SALE ENDS SATURDAY, JULY 11TH