



Holman's Department Store

finds

NEWSPAPER ADVERTISING

IS THE

"BEST MEDIUM TO BRING POSITIVE RESULTS"

for events and promotions

such as "Holman's Big Spring Sale" Now In Progress

Mr. Gordon W. Fairgrieve
Advertising Manager,
The Guardian-Patriot,
Charlottetown, P.E.I.

Dear Mr. Fairgrieve,

Our firm is one of the longest-established department stores in the Maritimes . . . and to all those friends and customers who have patronized us over the years, we extend our sincere thanks and appreciation.

The retail business today is vastly more complex than was the case with those who founded the business over a century ago . . . and today any successful firm must, of necessity, watch every operation closely so that the proper profit and loss picture is secured. That is why we invest the major portion of our advertising budget with the Guardian and The Evening Patriot. We have found, by experience, that newspaper advertising with these two papers is the best medium to bring positive results. . .

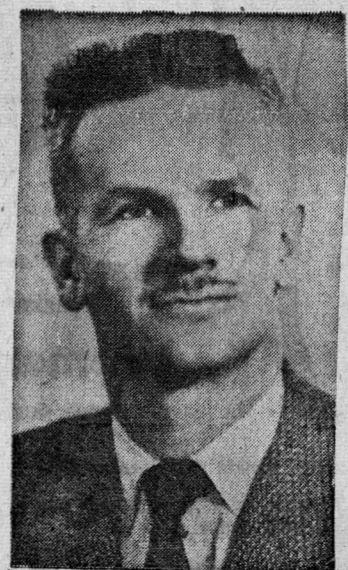
We believe in honest merchandising . . . and in honest advertising. In the months ahead we shall bring to the people of Prince Edward Island many advertising messages of importance in your papers . . . and we look forward to a continuation of our policy of bringing to P.E.I. the very finest of merchandise backed up by the most reasonable of prices and the ultimate in service.

We thank you for your assistance in the past, and look forward to continued good relations in the future.

Very truly yours,
A. H. HOLMAN.

"Successful Businesses today must watch their advertising dollars to ensure the greatest possible dollar return. That's why we invest in newspaper advertising with The Guardian and The Evening Patriot".

A. H. HOLMAN



THE GUARDIAN and THE EVENING PATRIOT

"Serving Prince Edward Island"

OVER EIGHTY THOUSAND READERS

EVERY PUBLISHING DAY!

