

HOLMAN STORE NEWS

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

PLANNED TO SERVE YOU! HOLMAN'S takes pleasure in serving YOU . . . The Customer . . . In every possible way that will add to your shopping enjoyment. Not only by providing Quality Values at Practical Prices, but through our many Both Store Services designed with your need in mind! We want you to know about them — to use them . . . they're for your shopping convenience.

SHOPPING SERVICE — by phone or mail. A rug on the Phone or a letter in the Mail will assure your requests of prompt and efficient attention by experienced shoppers.

DELIVERY SERVICE — this efficient customer-service delivers your purchases several times daily in each part of the city of Charlotletown and the town of Summerside, as well as a once daily delivery to Siemon Park.

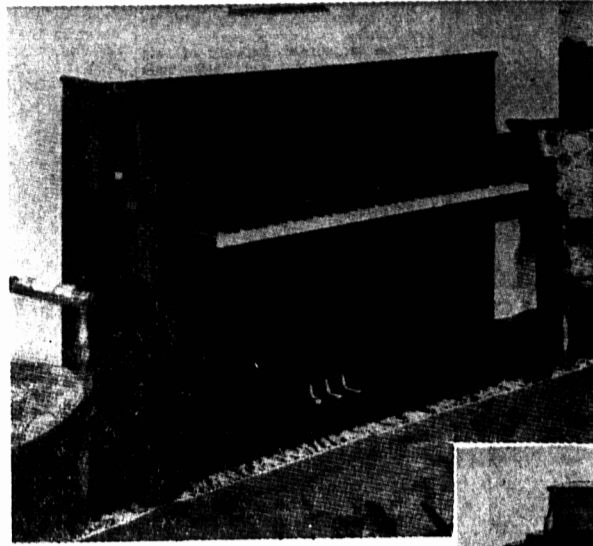
CREDIT SERVICE — Holman's sensible and easy-to-arrange HOLMAN HOME PLAN is effected for your larger purchases to be paid for in convenient monthly installments. The HOLMAN MONTHLY CHARGE ACCOUNT whereby the purchases made in one month are payable up to the end of the following month. The HOLMAN LAY-AWAY by which you hold your purchases with a deposit and take delivery when the convenient payments are completed.

EVENING SHOPPING — on Saturday Night right up to 9:30 p.m. when the career girl, the business man, the whole family can shop at leisure for HOLMAN'S outstanding Special and Regular Merchandise.

SEE the New Colorama of Fall Fashion Shades so beautifully displayed by the KILGORNOCH COATS in Holman's Ladies Shop, Charlotletown and Holman's Ladies' Wear, Summerside.

FASHIONS AFOOT in Holman's Shoe Department, Summerside! For ONLY JUST 3.95 you can choose any one of 7 (Yes, SEVEN) new Fall Shoe Styles. They do belie their little price! Nicely made in the heel height you'll want to wear with your Fall Costume, these Pumps in the smartest fashion are of velvet, leather or simulated snakeskin, in a number of colors with accents of contrasting trim. Sizes are from 4 to 8, C width and the little price as I said before, is ONLY JUST 3.95 in Holman's Shoe Department, Summerside.

HOLMAN'S Both Stores . . . Offers SUBSTANTIAL REDUCTIONS



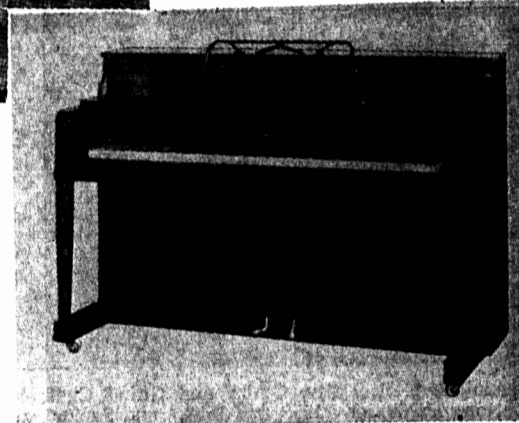
On Famous Mason & Risch Pianos

SAVE UP TO 100.00

One Week Only -- Sept. 15 -- Sept. 22

Now you too can afford a beautiful MASON & RISCH piano. FOR ONE WEEK ONLY, we are offering two of the better models at a substantial reduction—the smartly designed "STUDENT" and the graceful "CLASSIC". They are scientifically designed—incorporating all the latest developments of modern piano engineering. Buy your new MASON & RISCH anytime from Sept. 15 to 22 and save from \$75.00 to \$100.00.

UP TO **24** MONTHS
TO PAY
On The Convenient
HOLMAN HOME PLAN



No. 41 Student in Walnut
REGULAR 895.00
795.00
SAVE 100.00

Classic in Mahogany
REGULAR 670.00
595.00
SAVE 75.00

Your Child Deserves The BEST -- "Mason & Risch"

Good Reconditioned Pianos Also Available At Special Low Prices

Elegant Beauty! Distinctive New Styling! Superior Quality! Andrew Malcolm NO-MAR FURNITURE

EVERY PIECE . . . TRULY A MASTERPIECE
OF CRAFTSMANSHIP!

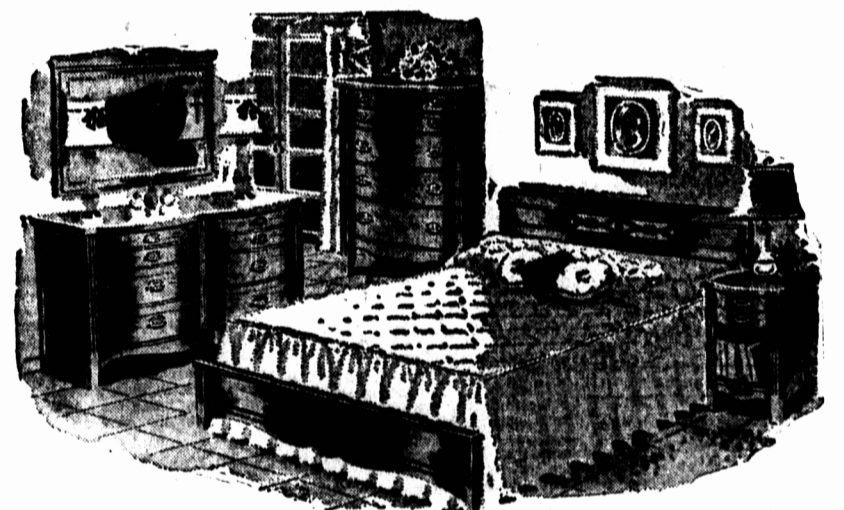
BEDROOM SUITES

Your ANDREW MALCOLM "NO-MAR" bedroom suite will be one of your proudest possessions. The fine quality, beautiful workmanship and exceptional beauty of the ANDREW MALCOLM furniture speaks for itself. It's better built all the way from the original selection and matching of choice woods to the final satin smoothness. Come in today and look over our wide range of genuine ANDREW MALCOLM bedroom furniture.

PRICED FROM— **325.00**

Also Featuring A Brand New Mahogany Dining Room Suite by Andrew Malcolm . . . 9 Pieces at 525.00

— HOLMAN'S Both Stores FURNITURE —



HOLMAN'S Both Stores

AUTUMN
*adaptable**

Our new collection of separates that adapt so easily to autumn . . . to the fashionable easy life you love to lead.

The New FELT SKIRT

You'll star in the spotlight of every gathering—you'll collect compliments and admiring glances—you'll live in and love your flared felt skirt. You can choose yours in black with white applique flowers beautifully stitched with silver thread—or in plain black. Sizes are 12-18.

6.95 and 7.95

English Flannel BLAZERS

A wardrobe luxury that's purely practical . . . dedicated to college, career or casual life. Made of Cheviot wool flannel loomed in England. It has patch pockets and is doublebreasted. An embroidered crest highlights the small breast pocket. Or—if you prefer—there is also a single breasted style with navy and white cord trim. Sizes are 12 to 18.

Single Breasted **8.95** Double Breasted **10.95**

THE PLACE IS JUMPING WITH JUMPERS

Get in the swing of things with a versatile "with or without" jumper, expertly cut and beautifully tailored. You'll wear it so many ways . . . brightly bloused or sweated for campus or office . . . here-armed and low necked for dating or dancing. Choose yours from a variety of styles in pin-wale corduroy or 100% wool. Corduroy colors are red, blue, rust or aqua and the wool is in a charcoal color only. Sizes are 11 to 17.

12.95 AND 16.95

Ladies' Shop HOLMAN'S Ladies' Wear

Our Boys' SLACKS and WINDBREAKERS

Stack Up For VALUE . . . WEAR . . . QUALITY

Boys' Nylogab SLACKS

Boys' "NYLOGAB" slacks are fortified with 15% nylon. They have front pleats, zipper fly and self belts. In colors of blue, brown and grey. The sizes are 24 to 36.

4.95

Corduroy WINDBREAKERS

With fall just around the corner, windbreakers will again be the order of the season. These are made of corduroy with a cotton kasha lining. The colors are wine and dark green and the sizes are 26 to 34.

4.95

NYLON HOSE

Guaranteed for 90 days—darn free wear—100% nylon. Definitely money saving items, these stockings have elastic cuffs and will dry in a jiffy. Sizes are 6 to 10 1/2 in circular striped colors **69¢**



HOLMAN'S BOYS' SHOP -- Summerside