

HOLMAN STORE NEWS

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

JUNE IS BRIDE'S MONTH AT HOLMAN'S... And any June Bride will covet one of our black and white SUN DRESSES for her trousseau. They're glamorously bouffant with an underpinning of starched erinoline, the skirt is a mass of unpressed pleats. The squared and bared top has narrow shoulder straps and is bound in black broadcloth. The cover-up bolero is edged with black broadcloth too. This smartly feminine Sun Dress is in sizes 11 to 17, priced 12.95 in Holman's Ladies' wear, Summerside and Holman's Ladies' Shop, Charlottetown.

IT'S SUN TIME — It's fun time — it's beach time and you'll very definitely want a gay new BEACH TOWEL to add to your enjoyment. Holman's Dry Goods, Summerside and Holman's House Furnishing Department in Charlottetown have Beach Towels in exciting woven Roman stripes or sporty outdoor motifs. They're made of closely looped terry cloth in 36 by 60 inches and 36 by 70 inches priced 1.95 and 2.95 for the various sizes. Beach Towels beside being important beach accessories may be fashioned in smart, attractive garments by the girls who are quick with a needle... Come take a peek at our Simplicity Pattern Books and you'll get some really bright ideas on what to do with Beach Towels from Holman's Both Stores.

JUST ARRIVED!... A shipment of very modern, very stunning GERMAN POTTERY — the pieces of which will be your answer to many gift problems. You may have your choice of either black and white or deep green and white. Holman's Both Stores China Departments have this hand decorated Pottery in several shapes and sizes of Ash Trays, Vases, Cigarette Trays, Boxes, Bon Bons, Nested Dishes, Sandwich Trays and Nested Jardinieres. The reasonable prices range from .65 cents for a tiny Ash Tray to 6.95 for the Nested Jardinieres. You'll find German Pottery on display in Holman's Both Stores China Departments.

SOME wear them and some don't... but the ones who do prefer SEAMLESS NYLONS for Summer. Holman's Ladies' Shop in Charlottetown stocks the finest and best of AMERICAN SEAMLESS NYLONS, they come from our New York Buying Office and are in a superior fine mesh that successfully resists runs and snags. The shades available are rich "Sun Hue" and delicate "Blondette" in sizes 10 to 11, priced just 1.35 a pair. These American Seamless Nylons are bare-legged sheer with a low sandal heel reinforcement. You'll want several pairs for your Summer wearing and you can get them in Holman's Ladies' Shop in Charlottetown.

HOLMAN'S...

C'mon in

our
SWIM SUITS

are fine

Whether you're taking a nearby dip or you're off to Coney Isle, we have the swim suit to make you a siren... Fashioned by Cole of California, Rose Marie Reid, Beatrice Pines or Pedigree of glove elastic, "Lastex", faille, bengaline, nylon, taffeta or the finest cotton. Choose your favorite style—strapless, romper, dress-maker or classic—we have them all! Sizes are 10 to 18, 38 - 40 and extra large, priced—

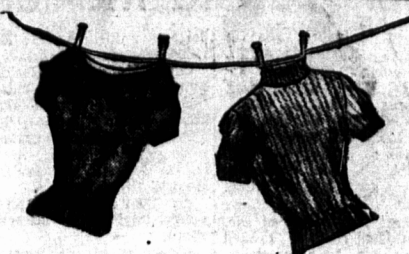
8.95 to 18.95

— HOLMAN'S —

Ladies' Shop Ch'town

Ladies' Wear S'side

Summer's
a breeze in
cotton knits



Styled with brief sleeves or sleeveless, with collars or ribbed necklines... You'll love our Cotton Knits in white, blue, red, black or pastels; the sizes are small, medium and large, priced—

1.29 to 1.98

Cool LINEN SKIRTS

A Gohama fabric in a crease resistant blend of viscose. Straight and slim with a side pleat and button trim, the sizes are 12 to 16, priced—

2.98

— HOLMAN'S —

Budget Shop Ch'town

5 and 10 S'side

"Why don't
you come
along
for the
ride?"



The way our Arrow Sport Shirts are selling these days, people must be taking their loaf life seriously. We get most calls for GABANARO. Rich, rugged gabardine in a smart array of colours. Washable as your hands. AND—Gabanaro comes in exact sleeve lengths. (We've got yours.) Lots of other choices in our big colourful family of Arrow Sport Shirts. Come early for the best selection. GABANARO, 6.95

ARROW

Sport Shirt
Carnival

HOLMAN'S Men's Wear - - Summerside

If You Are Building New Home --- or Remodelling Your Present Home
NOW IS THE TIME TO PLAN THE HEATING SYSTEM

HOLMAN—ENTERPRISE Heating
Engineers Offer Expert Advice
And Help -- FREE OF CHARGE!

Whether you are a builder or a private home owner... Whether you want to know about the ideal heating system for a new home or a more efficient installation for your present home, Enterprise engineers will be pleased to help you, without charge or obligation. Simply write, phone or come into your nearest Holman Hardware Department for help with your heating problem.

Enterprise Warm Air Perimeter Heating gives you scientifically-planned warmth just where you need it most! With unobtrusive diffusers located under windows for greater efficiency... Keeping a curtain of warm air between you and the cold... Your family enjoys clean, efficient oil heating and healthful winter air conditioning AT MINIMUM COST.

HOLMAN
HOME PLAN

Terms Available
OR

Furnace installations come within the scope of home improvement loans obtainable upon application to your local banker.

CHECK THESE OUTSTANDING BENEFITS — YOURS WITH ENTERPRISE!

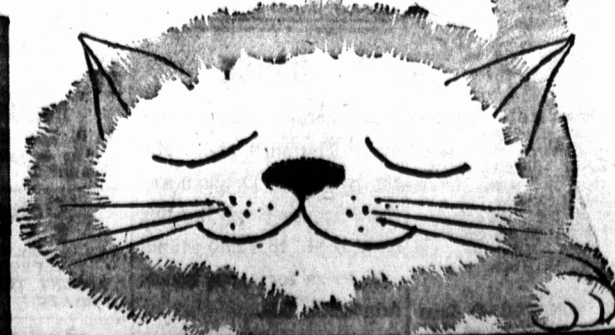
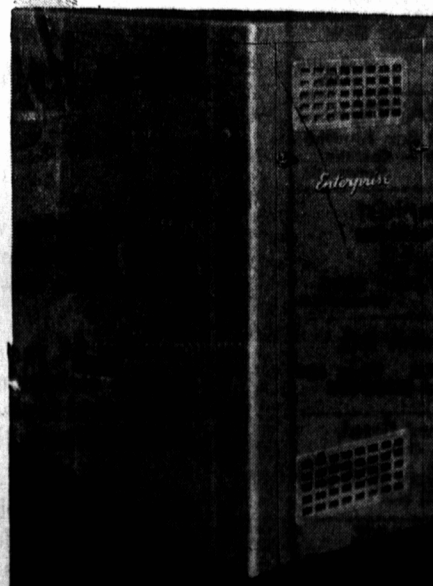
- Constant, accurate temperature control.
- Clean, fresh, humidified air, filtered through spun glass.
- Gentle, thorough forced air circulation.
- Low fuel costs.
- Neat, small-pipe air ducts.
- Installation and service by qualified personnel.

Holman's can also supply Pipeless and Gravity Style Furnaces for coal, wood or oil.

Come In, Phone or Write

Summerside **HOLMAN'S** Charlottetown

CONTROLLED,
HEALTHFUL HEAT...
AT LOW COST...



is yours with

Enterprise

Perimeter Heating and Winter Air Conditioning!

HOLMAN'S
Will Be
CLOSED
July 1st
DOMINION
DAY

Remain Open
Until 9.30 p. m.
THUR. June 30
and
Until Noon
SAT. July 2