

HOLMAN STORE NEWS

Bringing You Up to Date
On What's New And
Interesting at Holman
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 needs 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 ring 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 Charlottetown and the town of Summerside, as well as, a one 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-A-WAY** by which you hold your purchase 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, Charlottetown and Holman's Ladies' Wear, Summerside.

FASHION'S AFOOT in Holman's Shoe Department, Summerside! For **ONLY JUST 3.98** 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 Costumes, 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 3.98** in Holman's Shoe Department, Summerside.

—P.J.V.—

As mentioned in the first paragraph of today's issue of Store News, Holman's take pleasure in serving you, the Customer. With that thought in mind, the Hardware Department in Summerside bring you a new Customer Service designed to make your work lighter and easier... the renting of Vacuum Cleaners. No fuss or bother either... Just pick up your phone, call the Hardware department and make your appointment.

On the date you specify, the Vacuum Cleaner will be delivered to you and is yours to use as long as you wish for **ONLY \$1.25 a day**. When your cleaning job is completed the Vacuum Cleaner will again be picked up by our Delivery Service. Simple isn't it?

So do your Fall cleaning the easy way by renting a Vacuum Cleaner from Holman's Hardware in Summerside.

HOLMAN'S Both Stores... FLOOR FURNACE SPECIAL!

Save \$30.00 On This Well Known Oil Fired Floor Furnace

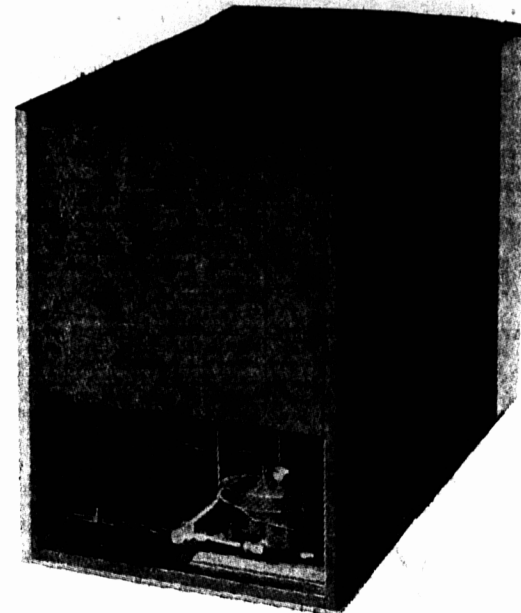
7-DAY SALE

Saturday, Sept. 18th
Through
Saturday, Sept. 25th

REGULAR 199.50
SPECIAL **169.50**

ACT TODAY... modernize your home NOW at low cost. This furnace fits under the floor (no basement required)... is easy to install... will save up to 1/3 in fuel costs... is well engineered and efficient... will give longer life. You can buy your Oil-Fired Floor Furnace anytime between Sept. 18 and 25th and SAVE 30.00.

10% DOWN -- Balance Monthly



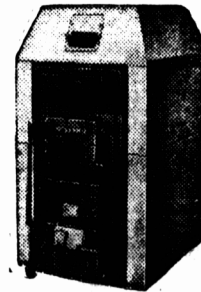
If You Prefer A Basement Installation -- We Highly Recommend

Enterprise PIPELESS FURNACE

PRICED FROM **177.00** INSTALLED

There's an Enterprise Pipeless Furnace suitable for every requirement from the tiniest home to the largest church or hall. Enterprise engineers have designed the proper furnace for your particular need. For the Enterprise Floor Furnace that will give you warmth and comfort, the prices are really reasonable.

HOLMAN'S Both Stores HARDWARE



ENTERPRISE GRAVITY and WINTER AIR CONDITIONING

Enterprise makes, and Holman's is fully qualified to install modern Gravity Heating Systems and fully Automatic Air Conditioning for Winter comfort. These heating systems are designed by Enterprise Heating Engineers. The installations are made by factory-trained mechanics from Holman's. Enquire in the Hardware Departments of either Holman Store for full information.

HOLMAN'S Both Stores HARDWARE

Save 1.00 Yard -- Manufacturer's Clearance

DRAPERY FABRICS

Regular 2.98
NOW ON SALE
Yard — **1.98**

Brighten your home for the winter days ahead with new drapes at an amazingly low cost. This drapery fabric is 48" wide—is in two patterns and four colors. It's the sale you can't afford to miss if you're planning to redecorate. These screen prints will inspire you to wonderful new color schemes for every room in your house.

HOLMAN'S Both Stores -- HOUSEFURNISHINGS

Good Looking! Budget Priced! NEW FALL SKIRTS

In Gabardine and Flannel



Style wise and price right—this collection of skirts is sure to please. They're made of gabardine or flannel... are straight cut or flared... plain or with pockets, while some have belted waistlines. Crease resistant, the colors are navy, black, grey and charcoal. The sizes are 12 to 20 priced just right at

2.98
AND
3.98

HOLMAN'S

Budget Shop, Ch'town



5 and 10, S'side

For smartest styling choose

ARROW "PAR"

Canada's widespread favorite



4.95

So good-looking! Par has a smart, soft, widespread collar that looks extra-smart with Windsor-knot ties. And—like all Arrow shirts—it fits to perfection. Impeccably tailored of fine "Sanforized" white broadcloth that won't shrink more than 1%. Discover for yourself why Arrow Par is Canada's favorite spread-collared shirt—see it here today!

Remember, it isn't an Arrow unless it has an Arrow label.

HOLMAN'S

Men's Wear
Summerside

WORN WITH *Pride*



Tailored by

PROGRESS BRAND CLOTHES

HERE is dramatic evidence of England's ability to produce the world's choicest fabrics. (These suitings are satin-smooth in texture... rich and lustrous in appearance... and respond beautifully to the fine tailoring they receive.)

SIZES 35 To 42

69.50

HOLMAN'S Men's Wear
Summerside