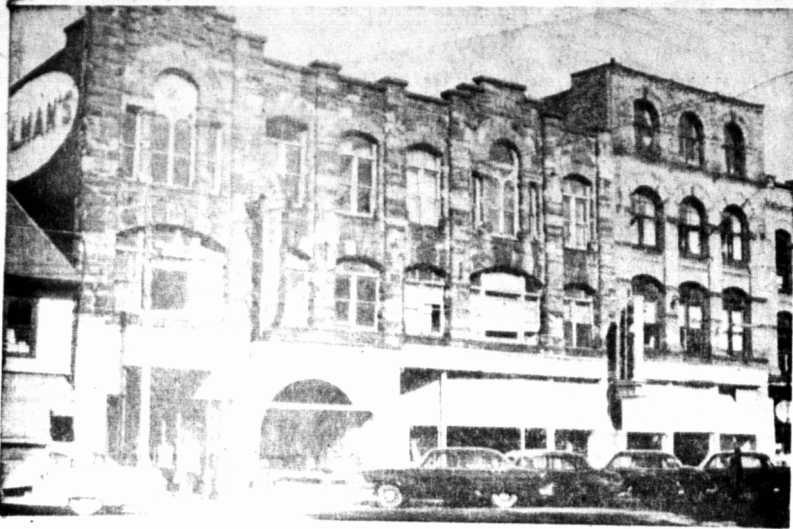


Charlottetown Store Opened In The 20's



Thirty three years ago Holman's came to Charlottetown. The decision to open a branch in the capital city of the province was arrived at only after long and careful study. It was in all over the province was only the Holman's name that was known. The Holman's name was known in parts of the province and the order catalogue was the only responsibility for the Holman's name enjoyed by the Holman's name. To bring the store to the attention of customers' attention, the first of R. T. Holman's store in Charlottetown business was started in 1924. There was no big building on the occasion. The store was chosen to come into the town picture in a quiet way. The first venture in the province of capital was a small Char. store. This was located on Richmond Street. However, it was soon apparent that the Holman's name was well established in Charlottetown and an early business expansion was warranted.

MOVED SITE

The firm acquired a larger building on Grafton Street. They

moved into the premises formerly occupied by Beer and Weeks, a well known firm. This is the site of the present Charlottetown store. An up-to-date hardware and furniture were added when the business was moved to Grafton Street. Progress was slow and bit by bit Holman's acquired more space either by rent or purchase and new departments were added. In 1957 the Holman's store in Charlottetown is spread over most of a city block. The customer has two entrances, one on Grafton Street and another on Kent Street. There is also a large parking lot for the convenience of customers.

There are seven divisions and 12 departments in the Charlottetown store. The latest, a Men's Wear Department, was opened early in Centennial Year.

People come from 50 miles and more to shop at Holman's in Charlottetown. The store caters to a trading area of some 50,000 customers. The Holman's trucks are a familiar sight on Prince Edward Island highways as drivers spread out to all parts of urban and rural areas to deliver the larger items purchased by the

store's customers.

WIDE CHOICE

There is a wide choice for those who shop at Holman's. The growing clientele can buy almost any thing they seek in the Charlottetown store. Their needs can be filled in the following departments: China, Furniture, Hardware, Ladies' Wear, Shoe, Youth Centre, Housewares, House Furnishings and Men's Wear. Hardware is the big volume department because of the many sales of frigidaires and television sets being sold in recent years.

A staff of 100 guarantees the customer fast and courteous service in the Charlottetown store. There are three main selling floors and storage space on the fourth floor. Elevators provide easy access to the various floors and supply a little extra comfort for the shopper.

The advertising department for both the Summerside and Charlottetown stores is located in the Charlottetown office. Holman's is the largest single merchandise advertiser in the Province. The firm takes a full page of advertisement in the largest newspaper each day. Both stores are firm believers in the old adage "it pays to advertise."

It's A Big Day When Santa Visits Holman's



SAVE WORK --- WASH WHITER WITH FRIGIDAIRE

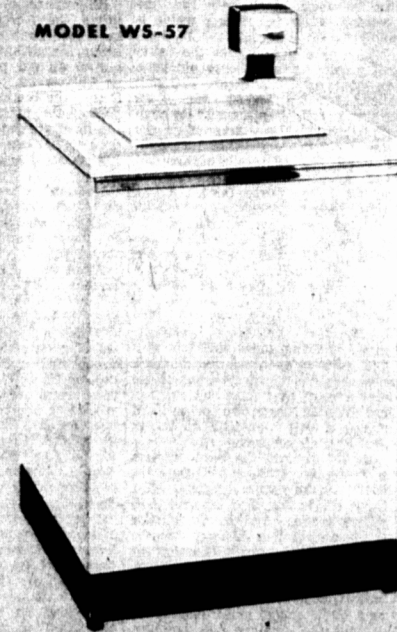
General Motors Frigidaire, are proud of their long association with Holman's of P. E. I. Like Frigidaire Holman's were founded upon and continued in the light of the very finest service possible. General Motors Frigidaire wish to take this opportunity to extend to Holman's their heartiest congratulations on the celebration of the Centennial Year.

styled and designed for the streamlined budget...

FRIGIDAIRE SUPER PAIR

Super AUTOMATIC Washer

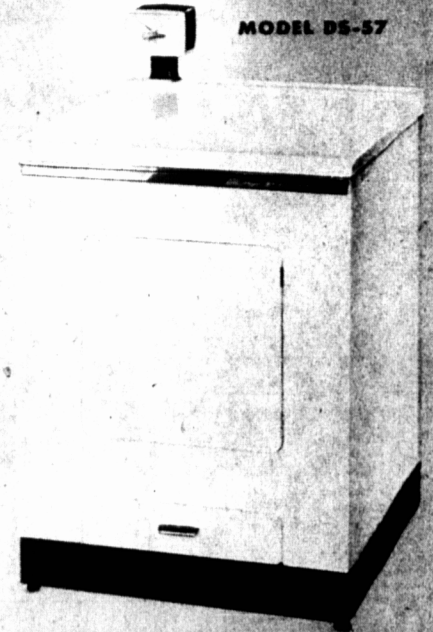
MODEL W5-57



A "Budget minded" Automatic with Traditional Frigidaire Quality

Super ELECTRIC Dryer

MODEL D5-57



Styled to match the new Super Washer — in features — in performance.

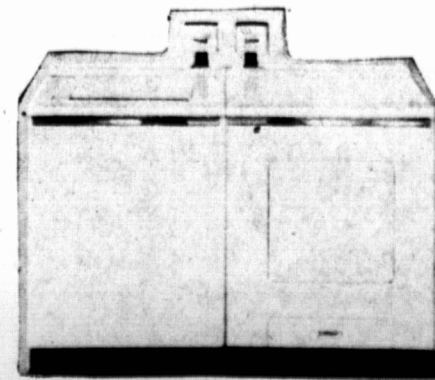
SUPER AUTOMATIC WASHER

- Rub-Free Washing Action—same wonderfully gentle yet deep cleaning power found in Frigidaire's higher-priced models—turns clothes out sparkling clean, keeps them new-looking longer.
- Float-Over Action—in washing and rinsing—keeps dirt and soap scum from settling back on clothes—floats it up, out of the tub and down the drain.
- Fast, Fast Rapidry Spin—whirls clothes round and round—to leave them drier, lighter and faster drying by far.
- Select-O-Dial—in new "Control Tower" location gives you fully automatic, flexible operation. Set washing time once and push pointer in for automatic cycle from start to finish. Or use pointer to wash as you like—to repeat or skip, lengthen or shorten any part of the cycle.
- Smart new Super Styling—for that trim "built-in" look

- Exterior Finish — is Durable Delux, heat- and-alkali- resistant, baked enamel.
- Lifetime Porcelain—on tub and water container.
- Frigidaire One-Year Warranty.

SUPER ELECTRIC DRYER

- Versatile Dry-O-Matic Timer—lets you set one control and walk away. Your clothes are dried at a fixed heat setting for the drying time you select—anywhere from 10 to 45 minutes—except for the last 5 minutes when they tumble freely without heat.
- Door Safety Switch—adds precious safety to matchless convenience. Dryer stops, heat shuts off when you open the door, then continues when it's closed.
- Lint Drawer—slides out for easy removal of lint caught in drying.
- Basket-High Dryer Door—opens to the side—all the way—for effortless loading or unloading. Best of all, the new push button that opens the door with just a touch of your finger, or even the knee if your hands are full.
- Porcelain Protection—where it really counts—in the Dry drum—to give lifetime resistance to the constant heat and moisture.



- Smooth, Flat "Work Table" Top — is just 36" high to serve as an extra work surface for easy folding and sorting of clothes.
- Four-Way Venting Optional
- Frigidaire One-Year Warranty

HARDWARE --- BOTH HOLMAN STORES

ALL FRIGIDAIRE APPLIANCES available on the HOLMAN HOME PLAN

OVER A CENTURY OF SERVICE 1857-1957