

HOLMAN STORE NEWS

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

"FAIR AND WARMER"
We hope that will be the forecast for the month of August — then you'll definitely need and want a new SWIM SUIT for your splash at the beach and in the surf! The Ladies' Shop in Charlottetown and the Sportswear Department of the Summerside Holman Store have the whole remaining stock of the "COLE OF CALIFORNIA" SWIM SUITS — Marked at a REDUCTION of practically ONE THIRD OFF the original price! For instance the beautiful Suit that you would have paid 18.95 for at the first of the season NOW can be yours for just 13.95 The chic little number that would have formerly cost you 11.95 is only 5.67. There are beautiful Swim Suits for your choosing, smartly fashioned for figure flattery in such materials as satin, bengaline, glazed cotton, printed cotton, nylon and "Lustex" in sizes 12 to 20, 35 to 40 and Oversize for the real big girls. For beach glamour it's "COLE OF CALIFORNIA" NOW AT REDUCED PRICES in the Ladies' Shop, Charlottetown and the Sportswear Department of the Summerside Store.

CUSTOMER SERVICE A
HOLMAN Policy and for our Customers' guidance the firm has set up a TOURIST INFORMATION BOOTH in the China Department of the Charlottetown and the Summerside Store. You can pick up Booklets put out by the various Provincial Tourist Organizations, lots of useful information and while you're about it, you can choose pieces of SOUVENIR CHINA — Such attractive patterns as "Anne of Green Gables", M. V. Abegweit, the map of P. E. I. colorfully depicted on cups and saucers, steins, plates, trinket boxes, ash trays and incidental pieces. They're all lovely for your own home and for gifts. Visit the Tourist Information Booth in the China Departments of Both Holman Stores.

SWEATERS are the down to earth basis of a smart separates wardrobe and the 5 and 10 Department in the Summerside Store, as well as the Budget Shop of Holman's Charlottetown have both CARDIGANS and PULLOVERS that you'll covet and want, and that you'll only have to pay 2.98 for! The Pullovers of pure wool are in the classic round necked style with short sleeves, plain knit stitch in a host of glorious shades. The Cardigans are in a novelty stitch and are in darker, serviceable shades — you can mix-mate them for interesting effects. A full range of sizes is available — the price Only 2.98 each the 5 and 10, Summerside and the Budget Shop, Charlottetown.

A BOON to Babies and Mothers alike! Light weight, fold-up STROLLERS, made of strong metal are to be found in the Furniture Departments of Both Holman Stores. They're comfortable for babies and they're easy wheeling for Mom! Fold away into a wee space, the Strollers may be tucked into your car or into a small corner for storage when not in use. Choose either silver gray or other shades, prices 9.95 and up — Strollers are in the Furniture Department of Holman's Charlottetown and Summerside Stores.

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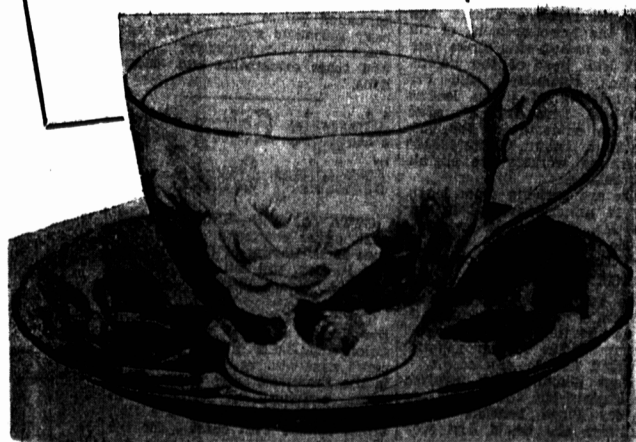
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