

HOLMAN STORE NEWS

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

WHERE ELSE but at HOLMAN'S can you get a DRESS BARGAIN such as this? The 5 and 10 Department in Holman's, Summerside and the Budget Shop in Holman's, Charlottetown are clearing a collection of End-of-Summer Frocks for ONLY JUST 2.00 and 3.00. There are smart styles from which to choose, fashioned of such materials as sheers, dimitys, crepes, satines, nylons, slubs and cottons, in an array of colors (some suitable for late Fall wear). These Dresses were originally priced as high as 6.95, they are in a broken range of sizes up to 24 1/2. Make a B-U-Y line to Holman's for a Dress on this End-of-Summer Clearance with prices at just 2.00 and 3.00 — your B-U-Y Department will be the 5 and 10 of Holman's in Summerside and the Budget Shop of Holman's in Charlottetown.

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NYLONS for Fall in any weight, gauge or denier that you may desire are in the beautiful HOLEPROOF line regularly and always carried in the Accessory Department in Holman's, Summerside and the Ladies' Shop in Holman's, Charlottetown. HOLEPROOF HOSIERY is nationally famous for sheer, clear, flawless loveliness. The narrow panel heel and pencil seam are utterly flattering. For daytime at work or play you will want the enduring serviceability of gauges 42 or 45—for datetime and dancing you will want gauges 51 or the ultra-sheer 66. For the new Fall season you'll want a Nylon Wardrobe in the gorgeous new Fall shades, that enhance your appearance and add a finished touch to your costume. Prices of Holeproof Nylons range from 1.25 to 1.75 according to the gauge. Shop today for Holeproof Nylons in Holman's Accessory Section, Summerside or Holman's Ladies' Shop, Charlottetown.

GIVE YOUR WALLS NEW BEAUTY WITH CONGOWALL



MORE AND MORE people are "doing over" their old fashioned bathrooms, kitchens, porches and other rooms with CONGOWALL, the new modern magic that is easy to apply, easy to keep shining, bright and easy to live with. "Gold Seal" label Congowall has a hard enduring surface marked off into simulated tile. The newest shipment has a contrasting border in black—the tile shades are designed to go with your room coloring and are in soft gray, gold, peach, blue or green. Congowall is 54 inches in height and is sold by the lineal foot for 69 cents a foot. By the way some of the old patterns in smart colors are reduced for clearance to just 49 cents a lineal foot. Now is the time and the season to renew rooms in your home for the modern way of life—do it simply with Congowall—you can get it in the House Furnishing Departments of Holman's in Summerside and Charlottetown.

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CLASSMATES for the Junior grades will go in for the solid colored KROY SOCKS with Nylon reinforced heels and toes. They will be the leaders right through the school year and right now you can outfit your children in the Youth Centre of Holman's Store with Kroy Socks in either knee or half lengths. Shades are navy, green or brown and both types of Socks have elasticised tops for a really fine fit. You know, Kroy Socks will not shrink and the nylon reinforcements at heels and toes are bound to wear for a long, long while. Sizes are from 6 to 9 1/2 and the price of both half and knee lengths is only just 59 cents a pair! Shop for School Clothing—Shop for children's Kroy Socks in Holman's Youth Centre, Summerside.

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LET'S TRADE SEWING MACHINES!

HOLMAN'S Will Allow You Up To 35.00 For Your Old Machine On The Purchase Of A New NECCHI...

WONDERFUL NEW AIRPLANE BAGGAGE TO BUY NOW!



ENDORSED BY B.O.A.C.

Shown is the "open stock" set for ladies, in a choice of 5 colors, all with rich shot-silk linings and ample pockets.

- Overnight Case \$21.50
- Train Case \$19.95
- Aeropack \$34.50
- Pullman Case \$27.50

Look at these features

- ✓ Scuff Resistant ✓ Stain Resistant
- ✓ Color Fast ✓ Cleans with Damp Cloth

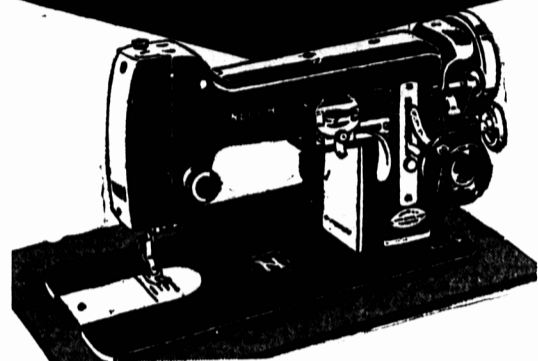
McBrine's Duralite covering combines toughness with lightness and, with the Aerowood construction, it makes better airplane baggage... baggage with more packing capacity per ounce. See this fashion-smart airplane baggage today.

MEN'S PIECES

- 2-Suit Aeropack \$39.50
- Companion Case \$32.50

HOLMAN'S Both Stores — FURNITURE

See the Fabulous NEW NECCHI MIRA



EMBROIDERS

FULLY AUTOMATIC

NO MORE FINISHING WORK BY HAND!

NECCHI sews on buttons, makes buttonholes, blindstitches hems, darns, monograms... beautiful embroidery possible even for a beginner because NECCHI sews by itself. The new NECCHI BU MIRA in its beautiful soft grey colour with a built-in switch control, mechanical needle threader and new built-in light.

NECCHI models available from \$124.00

Coronation CONSOLE MODEL 404

Beautiful, compact, rounded table top for easy working.



Buy Your New NECCHI On The HOLMAN HOME PLAN

ONLY 10% DOWN

Balance In Monthly Payments

HOLMAN'S Both Stores — FURNITURE

HOLMAN'S Youth Centre HIT PARADE of Fashions



Another skirt you're sure to love is the rayon pin check wrap-around. It features two set in pockets and the button closing is off centre down the back. Colors are green and rust in sizes 10 to 14.

3.98

KROY SOCKS in either knee or half lengths are a "must" for the juniors. The tops are elasticised and the heels and toes are nylon reinforced. Available in either stripes or solid colors. Sizes are 6 to 9 1/2.

59c and 69c

GREY FLANNELS... You have a choice of two styles when buying grey wool flannel longs for your young fella! One has a full elastic waist band while the other has a self belt and elastic in the back only. Both styles have cuffs and a zipper fly front. Sizes are 5, 6 and 6X at a price of only...

2.98

WHITE COTTON BLOUSES... Spot-lighted for grammar school glamor are these crisp white cotton blouses. They're reinforced! Buttoned down the front, they have a variety of trimming. All have short puffy sleeves. Sizes 6 to 12.

1.98

PULLOVERS in colors navy, red, blue, green and brown will mate or match with any skirt in your little girl's wardrobe. The waistbands are ribbed as are the round necks and wristbands. Sizes 7 to 14.

2.98

SLACKS... Hey Mom—your small fry will love our tartan slacks in boxer style of light weight wool flannel with elastic all around the waist. They feature two pockets in front and there are five tartans from which to choose... and more than a bit of Scotch thr-r-it is evident in their wee price!

1.98

SWEATERS... Cardigans of styles and knits young 'un can wear four seasons. They're the classics, the staples, as sure to be wearable next year as next day. Made of 100% Botany wool, they have ribbed necklines, cuffs and waistbands. The colors are grey, blue and green and sizes are 8 to 14.

3.98

PLEATED SKIRTS... a magic blend of celanese and acetate—washable and crease resistant. Generously pleated from the waistband, these navy skirts from the Youth Centre have the serviceability and sturdiness for which you Mothers are always looking. Sizes are 7 to 12.

3.98

HOLMAN'S Youth Centre SUMMERSIDE

2.98