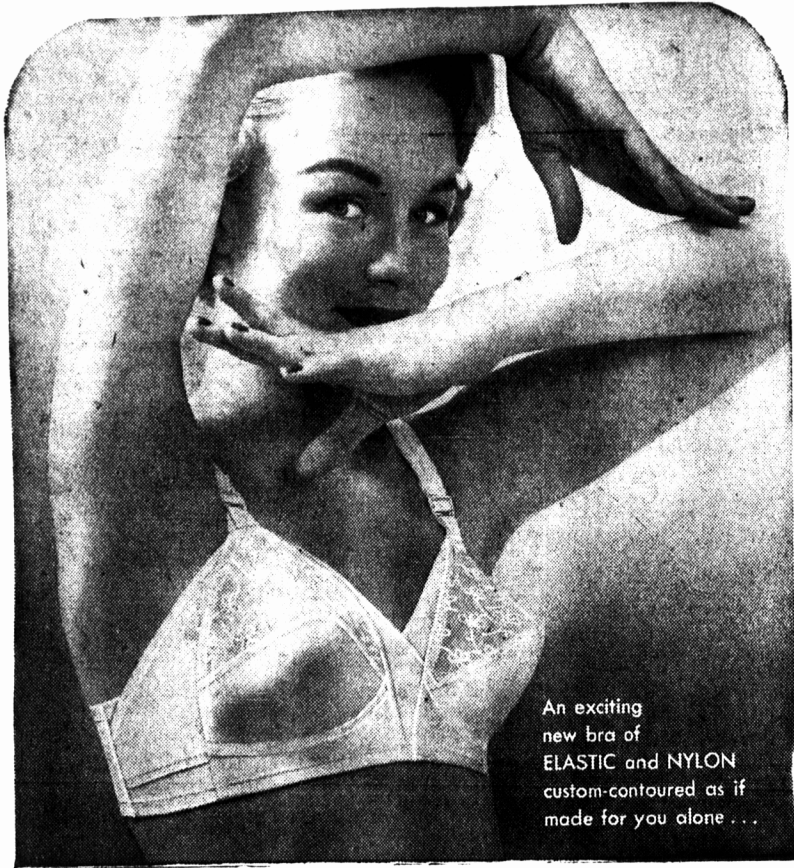


Tell A Pretty Undercover Story!



An exciting new bra of ELASTIC and NYLON custom-contoured as if made for you alone...

PLAYTEX LING BRA

See it... You'll want it! Wear it... You'll love it! The Playtex "Living" Bra uses elastic and nylon in a new way... to give with your every motion! It's custom contoured to flatter, feel and fit as if made for you alone! It washes and dries so easily, always comes back fresh and never needs ironing. Get your Playtex "Living" Bra, you'll see the difference and feel the comfort. Sizes 32 to 42 in A, B, and C fittings, priced—

2.⁵⁰ to 5.⁹⁵

NEW PLAYTEX®

LIGHT WEIGHT GIRDLE OF FABRICON!

Amazing new girdle material!



"Open pore" Fabricon is a combination of absorbent, downy-soft cotton and figure-slimming latex. Weighs only ounces without a bone, stitch or seam anywhere! Moves, gives and breathes with your body. Washes and dries in minutes. Colors white or pink in sizes extra small, small, medium, large and extra large, priced—

3.⁹⁵ to 8.⁹⁵



Carefree

COTTON SLIPS

Fashioned on straight cut lines of snowy white cambric. The beautifully fitted bodice is lavishly eyelet embroidered and the self-same eyelet is in a deep hemline flounce. Made with a full length shadow panel. Sizes 32 to 42, priced—

2.⁹⁸

Luxurious

LINGERIE CREPE SLIPS

Made by "Mary Baron" or "Molly Claire" on straight cut lines with lovely camisole top or embroidered and lace edged bodice. There is also a lace edging on the hemline. Sizes 44 to 48, priced—

3.⁹⁸



"Lady Tooke"

TAILORED PYJAMAS

Made of "fine-as-silk" Sanforized broadcloth in maize, blue, pink or light green colors. Tailored in the approved man-like fashion with notched collar, short sleeves, breast pocket and contrasting piping. Sizes small, medium and large, priced—

4.⁹⁵

Fresh --- Crisp

CRINOLINES

White polished cotton with a shirred elastic top to give a sleek fit. Deeply flounced with two tiers of net for the desired belling. Contrasting piping edges the flounces. Sizes small, medium and large, priced—

3.⁹⁸

HOLMAN'S Both Stores LADIES' WEAR

Girls' Light Footed

SUMMER SHOES

Soft, pliable multi-colored elk in ankle strap style with low wedge and full composition platform soles and heel lifts. Closed back and open toe model.

Sizes 8 to 10½ Sizes 11 to 3
2.⁴⁹ 2.⁶⁹



Sizes 4 to 10
1.⁹⁸

A sturdy shoe for all day play! Made of red or white elk with "T" strap, perforated vamp and buckle fastener. Full sewn Panco rubber soles and spring heels.

Sizes 11 to 3
2.³⁹

HOLMAN'S Both Stores FOOTWEAR

SHOPPING HOURS

Both HOLMAN Stores

8:30 a.m. to 5 p.m. Monday through Thursday

8:30 a.m. to 9 p.m. Friday

8:30 a.m. to 12 Noon Saturday

AT LAST!

A NEW METHOD OF DIAPERING!



NEW Playtex DRYPER

the wonderful waterproof panty with flushaway pads!



Easy to change! Just slip fresh Dryper Pads under cloud-soft nylon web of a clean Dryper Panty. Clean snaps, pin sides, and presto! A dry happy baby!



Easy to dispose of! Shake out and Dryper Pads and flush away; then rinse panty.

Now—new, undreamed-of health protection for baby! And absolute freedom because Dryper panty never cuts or binds. And Dryper pads are cloud-soft to delicate baby skin. Super-absorbent—they soak up 8 times their weight in moisture. Give baby this priceless protection—yourself this wonderful convenience! Order Playtex Dryper today!

Playtex Dryper Panty..... each \$1.69
100 Playtex Dryper Pads regular size \$1.39
100 Playtex Dryper Pads large size \$1.59



This high-speed action photograph proves, as only a camera can, how free and comfortable baby is!



HOLMAN'S Both Stores YOUTH CENTRE

SHOP AT HOLMAN'S - - - SATISFACTION GUARANTEED SINCE 1857