

# HOLMAN STORE NEWS

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

WHILE wandering around the Ladies' Wear of Holman's Summerside to see what I could see, I was simply intrigued with a POSLUN COAT in the newest and smartest fitted style. They have it in the Ladies' Shop of Holman's Charlottetown too. Made of the softest and loveliest chinchilla in navy, rich red or sooty black (by the way, fitted coats in black and off-black shades are viddy, viddy important this season). The collar is huge with three buttons to close it right up to your chin, the sleeves are semi-mounted and in dolman style with a tapering line to neat cuffs. The back is section fitted and the skirt section is deliciously full. Sizes are from 10 to 14 and the price is \$55.00. I feel really safe in saying that this Poslun Coat will be your complete coat answer for 1954 — do come see these in Holman's Ladies' Wear, Summerside and Holman's Ladies' Shop, Charlottetown.

A MUST for your sport clothes wardrobe! You'll find the CORDUROY JACKET to fit into your plans in Holman's Sportswear Summerside and Holman's Ladies' Shop Charlottetown. The one that took my eye was a real casual type that would look well over tailored and dress-up styles alike. It is of easy cut with a sash belt and large patch pockets in dashing colors — blue, turquoise, red, royal or green. Sizes are from 12 to 18 and the price is just \$6.95. There's a place for this stunning, pinwale corduroy jacket in everyone's wardrobe. Get one and get the most out of it. They're available in Holman's Sportswear, Summerside and Holman's Ladies' Shop in Charlottetown.

MORE Corduroy news! . . . . This time it is of a CORDUROY WESKIT that's bound to be the love of your life for Fall and Winter wearing. Made of fine pinwale material in shades of red, blue, coral or mauve, the neat style has a wide shirred elastic waistband, two dome fasteners and a deep "V" neck line to show off your pretty blouses. It's a winner when you need a bit of cover-up or a touch of contrast in your costume. Priced \$2.98, you'll find these Corduroy Weskits in Holman's Ladies' Shop, Charlottetown and Holman's Sportswear in Summerside.

HERE'S an item of Plus-Plus Value for you now! All Pure Wool BED THROWS in an assortment of charming colors accented with a deep black border stripe and black wool whipping on the ends. The price is well nigh unbelievable — it's Only Just 7.95 in Holman's Dry Goods, Summerside and Holman's House Furnishings, Charlottetown. We defy you to find a Blanket of like quality for less money anywhere. In the popular 60 by 80 inch size, the weight is 3 pounds. Everyone of us can do with an extra Blanket — here's for an All Wool one at just 7.95 in Holman's Both Stores.

I CAN'T begin to tell you All of the Reasons why you should buy the Men's Cotton Flannel Winter Weight WORK SHIRTS that are available in Holman's Budget Shop, Charlottetown and Holman's Men's Wear, Summerside. Here are a few of the "Whys and Wherefores" — They are completely Sanitized (and that's important!) They're securely stitched and tacked to prevent ripping — They're full cut for fit and comfort — They are precision designed and made for the utmost service and satisfaction — They're in plaid shades to please everyone. Sizes are from 14 1/2 to 17 and the prices are \$2.50 and \$3.50 for the real heavy quality in Holman's Both Stores.

# HOLMAN'S Both Stores...

## At-Home Beauties In The Newest HOUSECOATS



Brighten her after-hours with one of our housecoat beauties—it will be her favorite brand of "night life" from now on! Pamper her with one that's picture-pretty . . . thrill her with a hostess coat to greet her guests in. See our "home sweet home" lovelies, and let us wrap up one for her!

Luxurious satin in pastel colors of light blue, rose, mauve and pink. The sleeves are three quarter length with quilted cuff while the full skirt sweeps the floor. There are self ties and the generous pockets have a quilted flap. Sizes are 12 to 18.

**9.95**

A quilted satin that's sure to please. The three quarter length sleeves have wide turn back cuffs. There is a self tie. Colors are aqua, pink or light blue in sizes 12 to 18.

**16.95**

Glamorous sculptured nylon with a wing collar. The sleeves are three quarter and the front has three buttons and a zipper. In sizes 12 to 18, colors are blue or pink.

**14.95**

**HOLMAN'S**

Ladies' Shop, Ch'town      Ladies' Wear, S'side

## The Beautiful new '54 Kilgornoch ELYSIAN.



an exclusive **Gordon** creation.

Canada's most popular coat is more beautiful than ever. The new Kilgornoch for Fall-Winter '54 has added glamour in appearance, finish and tailoring details.

Master tailored by the skilled craftsmen of the house of Gordon, Canada's leading tailors for women.

We invite you to come in and see our magnificent collection of Kilgornoch Elysian coats. A choice of many glorious pastel and other high fashion shades. Sizes 8 to 18.

100% pure Wool and Angora loomed by **Ayers**

Only **69.75**

**HOLMAN'S**

Ladies' Shop  
Ladies' Wear

you CAN make them WHISTLE WHILE YOU WORK



in **Holeproof** SERVICE WEIGHT nylons.

they're durable...but they're beautiful

**ONLY 1.50 PAIR**

**HOLMAN'S**  
LADIES' SHOP  
Charlottetown  
LADIES' WEAR  
Summerside

YOU'VE NEVER WORN A BRA LIKE THIS BEFORE!



**3R\*** bra by **GOTHIC**

with exclusive \*3R stitch that contracts...expands!

A more flattering uplift . . . plus blissful, all-day comfort. That's what this amazing new stitch gives you . . . because it's the only stitch that's both firm and flexible.

Broadcloth and satin — junior, medium and full — sizes 32 to 38.

**2.50**

## Shop HOLMAN'S For Your FLOOR COVERINGS!

Complete Stocks At Lowest Prices

<b>BY THE YARD —</b>	<b>MOIRE INLAID DOMESTIC — 2 yards wide, per running yard</b>	<b>3.30</b>
REXOLEUM STANDARD — 2 yards wide, per running yard	MARBOLEUM DOMESTIC — 2 yards wide, per running yard	<b>3.75</b>
REXOLEUM DELUXE — 2 yards wide, per running yard	REXOLEUM DELUXE — 3 yards wide, per running yard	<b>2.25</b>
CONGOLEUM — 2 yards wide, per running yard	CONGOLEUM — 3 yards wide, per running yard	<b>2.70</b>
REXOLITE — 2 yards wide, per running yard	CONGOWALL — per running foot	<b>69c</b>

### CONGOLEUM RUGS

Size 6' by 9' each	6.25
7 1/2' by 9', each	7.95
9' by 9', each	9.25
9' by 10 1/2', each	10.70
9' by 12', each	12.25
9' by 13 1/2', each	13.75
9' by 15', each	15.25

### BARLON Plastic Coated RUGS

Size 6' by 9', each	6.45
7 1/2' by 9', each	8.50
9' by 9', each	10.55
9' by 10 1/2', each	11.75
9' by 12', each	13.25
9' by 13 1/2', each	14.85
9' by 15', each	16.85

**—HOLMAN'S Both Stores FURNITURE—**