

HOLMAN STORE NEWS

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

NEW NECKTIES! . . . They're truly handsome and you'll find a wonderful array of them in the Men's Wear of Holman's in Summerside. In the new narrower shape, in the new narrower stripes, solid shades, subdued patterns, checks and motifs. You men will really like the smart, fine jersey knit that ties beautifully and holds the original shape marvellously, too, you'll like the novelty fabrics some woven with metallic threads. Prices are very reasonable — 1.00, 1.50 and 2.00. This Fall the Men's Wear at Holman's is featuring "Wembley" Neckwear — you'll be amazed at the wonderful array from which to choose your smart, new Necktie . . . Visit Holman's Men's Wear in Summerside real soon!



NEW CINCH BELTS! . . . Narrower than last year but with stunning metallic edging and trim. They're in Holman's Accessory Department, Summerside and Holman's Ladies' Shop in Charlottetown. There are colors to brighten, colors to blend and colors to contrast your Fall dress or separates. Buckles have glitter and they stay fastened! Some are made of finely woven elastic, some are of softly woven cording — all are reasonable in price, 89 and 98 cents for a new Cinch Belt in either Holman's Accessory Department, Summerside or Holman's Ladies' Shop in Charlottetown.

NEW SERVICE PLATES! . . . Imported direct from the Wade Potteries of England by the China Departments of Both Holman Stores in Summerside and Charlottetown. The solid colored borders decorated with rich gold are handsome — the centres carry out the Somerset Cottage effects in different, colorful scenes. You may wish to make up a set with a series of different scenes and colors — a wonderfully effective conversation piece. You'll be delighted with the reasonable price of these Service Plates — they're only 1.95 each. For your own home or for an outstanding and interesting gift do consider Service Plates by Wade of England from Holman's Both Stores China Departments.

IT'S HIGH TIME to order your **PERSONALIZED CHRISTMAS CARDS** and you'll find the delightful Sample Books in The Stationery Section of the 5 and 10 in Holman's Summerside. For individuals, for families or for business — they're all here and they are simply fascinating. By ordering your Personalized Cards NOW you get a great big Christmas Problem settled and done with and also you have a wonderful choice from which to make your selection. Beside Cards you may want to order Personalized Writing Paper, Book Matches, Playing Cards, Paper Napkins and other things that will make for welcome Christmas Gifts . . . Come see and choose Personalized Christmas Cards and Gifts from the Stationery Section of Holman's 5 and 10 in Summerside.



HOLMAN'S Both Stores . . . *Light Fashions...*

Canada's most beautiful coat in a new colorama of fashion shades

Kilgornoch ELYSIAN
an exclusive **Gordon** creation

The famous Kilgornoch coat for Fall-Winter '54 is more distinguished than ever in beauty, elegance, warmth . . . with a wealth of fashion details.

Master tailored by the skilled craftsmen of the House of Gordon . . . Canada's finest tailoring house for women.

We cordially invite you to come in and inspect our magnificent new collection of Kilgornoch Elysian coats.

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

ONLY **69.75**

FOR YOUR PROTECTION LOOK FOR THIS LABEL

In sizes 8 to 18
Among the beautiful shades are Carleton Blue, Seaway Green, Wedgwood Blue, Niagara Wine and Moncton Gray.

HOLMAN'S LADIES' SHOP—Ch'town. LADIES' WEAR—S'side

our PARKAS

Stop the cold... for fellows on the go!



7.95

Here's for rough stuff — Here's for warmth and Here's for comfort! Parkas of blended cotton and rayon are warmly lined with kasha and a padded interlining. The fur trimmed hood is detachable and the front closing is zippered. Shirred elastic waistband in back for snug fit. Colors are brown, wine or green in sizes 4 to 6x.

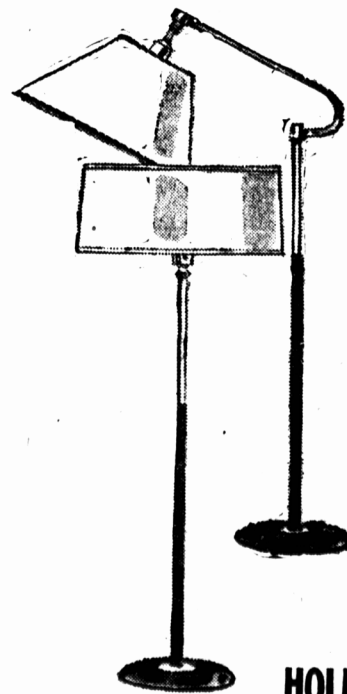
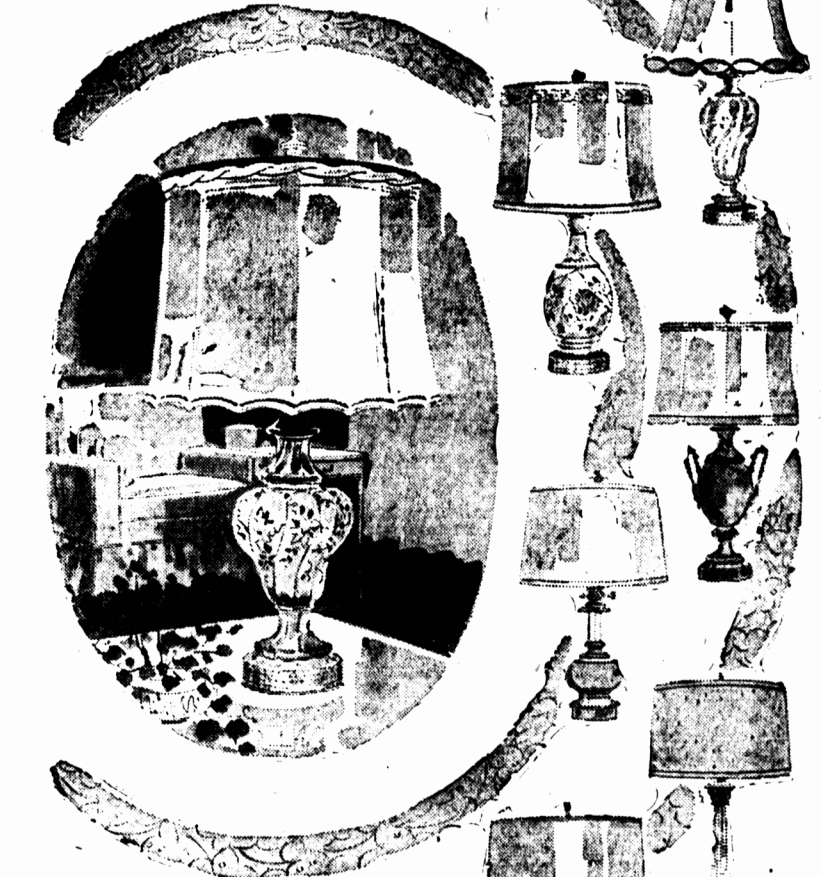
HOLMAN'S Youth Centre
SUMMERSIDE

The Smartest Santas Start Shopping NOW For Christmas



A Small Deposit Will Hold Any Article!

Beautiful New Lamps For Wonderfully New Effects!



Come see Holman's marvellous Lamp collection — engineered for proper light—styled for modern perfection! You'll find smart metal lamps, soft china lamps in attractive new designs to brighten and lighten any part and all of your home.

Bed Lamps are priced from **2.50**
Pin-up and Boudoir Lamps are priced from **2.95**
Table Lamps are priced from **9.95**
Floor Lamps are priced from **14.95**

Refresh your present Lamps with new Shades. You can get practically any shape or size that you may desire at Holman's — these are at reasonable prices.

HOLMAN'S Both Stores FURNITURE

FALL Shoe VALUES

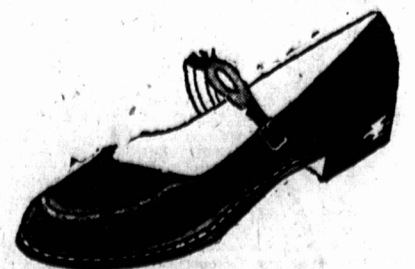
Sturdy Good-Looking School Shoes For Growing Girls!

at **5.95**

at **3.95**

School Oxfords of good quality black suede with white trim and eyelets. These have double foam rubber soles and heels. Sizes are 4 to 8 1-2 in medium width.

Strap and buckle fastened Shoes of sturdy kip leather in red or cherry-tone. Decorated or plain vamp and the soles are of long wearing Neoprene. Sizes are 4 to 8 1-2.



HOLMAN'S FOOTWEAR
SUMMERSIDE