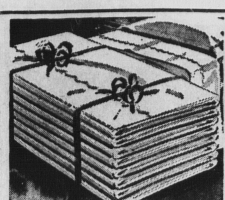


## New Boss Of Italian Reds Won U.S. Second War Medal

By GERALD I. MILLER  
**ROME (AP)**—The new boss of the biggest Communist party in the Western world is a former farm boy who won a medal from the United States in the Second World War. The medal marked one of the many tough and dangerous stunts in the life that has led Luigi Longo from his country birthplace in the Italian north to leadership of Italy's Communist party.  
 Longo, 64, took over as secretary general from Palmiro Togliatti, who died last Friday at 71. He had been Togliatti's deputy for 18 years. The party leadership gave him the suc-

cession without a single dissenting voice.  
 It's not that Longo is so beloved in the party. He has made his share of enemies. He is a sombre man, a tough talker and a tough actor and many of the younger party notables relish his leadership. But from the moment of Togliatti's death there was no doubt Longo would inherit the mantle—if only temporarily. It was felt the party had to choose him for no other reason than to show unity in a time of transition.  
 Longo was born to fairly well-to-do peasant parents in Fubini Monterrato, a hamlet in a Pien-

most region noted for sweet wines.  
**STUDIED ENGINEERING**  
 As a student he flirted with engineering. But at 20 he lost his heart to politics. He joined the Socialist party for a while. Then, disaffected with what he considered the party's shilly-shallying, he joined forces with some other Socialists who wanted to go farther left. They founded Italy's Communist party.  
 He quickly established himself as a hard-headed, capable operator.  
 Mussolini's Fascists jailed him Freed after 10 months, he made his way out of the country. He worked underground in France and Switzerland supervising forgery of documents for other party members and sympathizers.  
 From 1933 to 1935 he worked in Moscow as a member of the Comintern Political Commission.  
 When the Spanish civil war

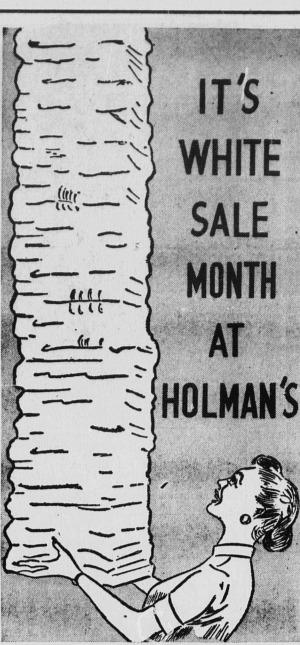


### Tex-Made SHEETS and CASES

● Size 63" x 100"  
 ● Snow/white  
 ● 136 threads per square inch  
**Reg. 3.29 each**  
**2.89 ea.**

**SHEETS**  
 72" x 100" 81" x 100"  
**Reg. 3.49 Reg. 3.69**  
**3.19 ea. 3.29 ea.**

**CASES**  
**Reg. 1.69**  
**1.44 pr.**



IT'S WHITE SALE MONTH AT HOLMAN'S



### FLANNELETTE BLANKETS

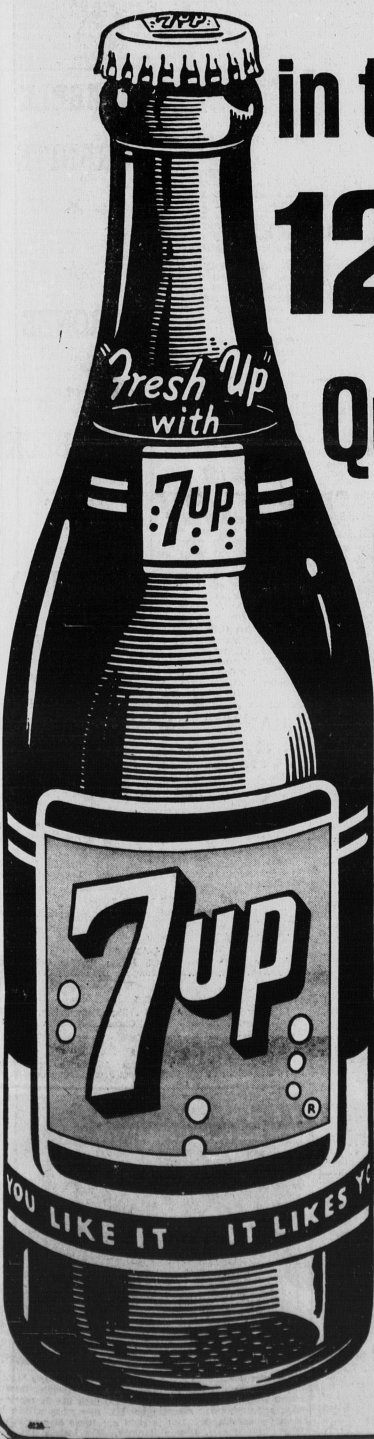
- Chinook quality
- Size 70" x 90"
- Blue or pink stripe border
- Medium weight softly napped on both sides
- Whipped ends

5.49 Value  
**4.29**

Also available Alpina and Lambdovans substandards for those who desire a heavier weight, size 70" x 90".

**Reg. if perfect 6.49**  
**5.29**

# GET THE MOST in the big 12 oz.

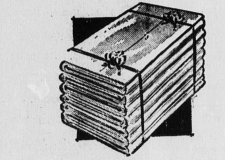


## Quality King

The big 12 oz. bottle gives you more of that sparkling thirst quencher... More of that crystal-clear Seven-Up. So check the value. Get the most—get Seven-Up in the big 12 oz. size.



Take home a carton of six or enjoy Seven-Up at your favourite store.



### WABASSO SHEETS and CASES

- Dependable quality
- Approximately 130 thread count
- Convenient size tab on bottom hem
- 3" top and 1" bottom hems
- Size 63" x 100"

**Reg. 5.79**  
**5.29** pair

72" x 100" 81" x 100" CASES  
**Reg. \$6.29 Reg. \$6.79 Reg. \$1.49**  
**5.79 pr. 5.99 pr. 1.34 pr.**

### Kenwood Blankets

- All wool with satin binding
- Best for gifts
- Cellophane wrapped
- Size 72" x 94"

**Reg. 15.95**  
**12.99**

### GREY WOOL BLANKETS

- Excellent for many uses
- Yarn whipped ends
- About 60" x 80"

**Reg. 4.49**  
**3.99**

### BOXED PILLOW CASE SETS

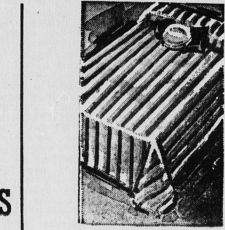
- Tex Made Quality
- Fashion tone and Floral prints
- Beautifully boxed

**Reg. 3.98**  
**2.98** set

### TERRY TEA TOWELS

- Very absorbent
- Substandards of medium weight
- Multi colour stripes
- Reg. if perfect 48c

**2 for 79c**



### HOMESPUN BEDSPREADS

- Double and single bed size
- Shown in popular plaid design
- Medium weight closely woven cotton
- Economical and very durable

**Reg. 5.98**  
**4.99** ea.

### HEIRLOOM BEDSPREADS

- Choice of 2 sizes 81" x 108" and 96" x 108"
- Plain white or ivory
- Medium weight, high quality
- Staple cotton yarns
- Reversible for twice the wear

**Reg. 12.95**  
**8.99**

### CHENILLE BEDSPREADS

- Double and single bed size
- Choice of 5 beautiful plain pastel shades
- White, pink, cinnamon, peacock and antique gold
- Extra fine quality thick cotton chenille, wavy tuft design

**Reg. 8.98**  
**7.49**



### PILLOWS

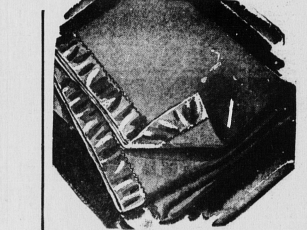
- SOFT FOAM RUBBER
- White, pink with angelkin covering
- One piece soft latex foam
- Will never sag or lump
- Delightfully soft and odorless

**Reg. 6.49**  
**5.49** ea.

### PILLOWS

- Crushed chicken feathers
- Floral ticking
- Plumply filled
- About 17" x 25"

**Reg. 1.98**  
**1.59** ea.



### SATIN BOUND BLANKETS

- New exclusive Hi-Loft adds additional warmth
- Colours are pink, blue, green, gold, turquoise, sandalwood, red and white
- 100% viscose with 6" satin binding
- Size 72 x 80"

**Reg. 4.98**  
**4.29**



### BATH TOWELS

#### ENSEMBLE

- Substandards of floral and plain shades
- Big thick and thirsty
- Best quality high pile cotton terry
- Size 22" x 44"

**Reg. if perfect 2.98**  
**1.99** pr.

### HAND SIDE TOWELS

- Size 15" x 26"
- Reg. if perfect \$1.59

**99c** pr.

### FACE CLOTHS

- Size 12" x 12"
- Reg. if perfect 35c

**3 for 69c**

### LINEN TEA TOWELS

- Fine quality imported linen
- Striped borders
- Size about 16" x 28"

**Reg. 39c each**  
**3 for 97c**

Also available Kopak filled satin covered in the above colours. Size 19" x 19" **99c**  
 Reg. 1.29