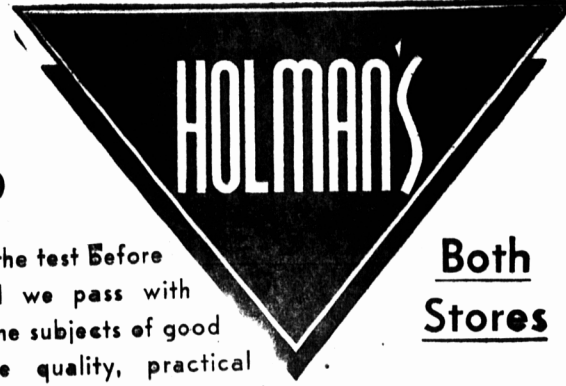


It's
ELEMENTARY
MOM

for better value and quality in school togs



... shop

We put ourselves to the test Before school opens. And we pass with flying colors in the subjects of good style, durable quality, practical price. Whether your son or daughter is taking the big step to education for the first time, or going into the senior year at high school, it's elementary to shop for school clothes at the store that made the grade long before they were born!

Both
Stores

Remember—
Your School Opens
September 6th
Summerside High
St. Mary's Convent
AND
All Charlottetown Schools

- GIRLS' CORDUROY JUMPERS . . . sleeveless with a cuffed scoop neck and gay wee brooch. The skirt features a 4 gore front and a 2 gore back with an elasticized waist band across the back for a snug, good fit. The matching belt ties behind. They are machine washable. Very gay in colors of red, gold or peacock blue. Sizes 7 to 12. Each **3.98**
- GIRLS' FELT SKIRTS . . . with elasticized waist bands, zipper side closing and flared skirts to ensure a good fit. The musical design on the skirt adds a novel touch of brightness on the red, gray or blue background. Sizes 7 to 12. Each **3.98**
- GIRLS' CORDUROY SKIRTS . . . The shiny black plastic belt in the wide keepers over an elasticized waist is something of which to be proud. The skirt has a zipper side closing and unpressed pleats. Hand washable in colors of red, gold or peacock blue. Sizes 7 to 12. Each **3.98**
- GIRLS' CORDUROY DRESSES . . . little pointed collars, slightly puffed sleeves, small chain and novelty at the neck with a belt and trim of black for contrast. Buttoned closing to the waist at the back. Machine washable. Your choice of red, gold and peacock blue. Sizes 7 to 12. Each **4.98**
- GIRLS' COTTON BROADCLOTH DRESSES, the white, pointed pique collar and hanky-to-match set off this little number. Slightly puffed sleeves and buttoned trim down the centre with a narrow black plastic belt add the final touch. Buttoned closing to the elasticized waist at the back. Sanforized and Washfast Colors of gray, navy, gold, fuchsia in sizes 7 to 12. Each **2.98**
- GIRLS' BLOUSES . . . of washable Celanese® Fabric in the "Diamond Stripe" pattern. Lace trim on Peter Pan collar and cuffs. Buttoned front closing. Available in white, pink or yellow. Sizes 7 to 12. Each **1.49**
- GIRLS' BLOUSES . . . in a guaranteed washable, colorfast broadcloth, with white pique collar and French cuffs and centre trim. Matching cuff links and buttoned closing. Lime, yellow, and fuchsia shades, in sizes 7 to 12. Each **1.98**
- GIRLS' BLAZERS . . . of English Melton Cloth in Navy Blue, trim with collar, cuffs and pockets with white and blue silk braid. Two white buttons to match the trim. Sizes 7 to 14x. Each **3.98**
- GIRLS' CARDIGANS . . . of 100% Pure Virgin Wool. Ribbed collar, cuffs and waist band. Fancy stitched design and buttoned closing. Colors of navy, red, blue, and gray. Sizes 8 to 14. Each **2.98**
- GIRLS' PULLOVERS . . . All Wool short and long sleeved styles in high quality botany, mothproofed with Mittin and washable with no shrinkage. Colors of navy, red, light blue, pink, green, yellow, gray and brown. Sizes 8 to 14. Each **2.98**
- HOLMAN'S**
You h Centre - S'side
Children's Wear - Ch'town
- MISSES' SKIRTS . . . of Bouclé Tweed featuring the ever-smart straight line, slash pockets, belted waist band, back zipper and kick pleat. Available in Turquoise, blue and natural shades. In sizes from 10 to 18. Each **7.98**
- MISSES' BLOUSES . . . of fine cotton with three-quarter sleeves, small collar and buttoned trimmed V-neck and breast pocket. Your choice of white, black, periwinkle and tangerine in sizes 14 to 20. Each **3.98**
- MISSES' PULLOVER SWEATER . . . a "Dalkeith" of very finely knit Botany wool made in England. Fully fashioned with short sleeves, ribbed cuff and small pointed collar. Shrink resistant and color fast in shades of beige, aqua, blue, rust and pink. Sizes 34 to 38. Each **7.98**
- HOLMAN'S**
Ladies' Shop - Ch'town
Ladies' Wear - S'side
- BOYS' GABARDINE TROUSERS . . . Brown or teal super-gabardine, completely sewn with nylon thread. Spot, soil, water and crease resistant. Complete with self belt and in sizes 28 to 34, pair **6.95**
- BOYS' GABARDINE SPORT SHIRTS . . . Choice of wine or green colors. Well made with stitched collar, satin faced back yoke and long sleeves. Two roomy breast pockets. Washable and in sizes for 8 to 16 years. Each **2.98**
- BOYS' ALL WOOL PULLOVER SWEATERS . . . These Pullovers have either V-necks or Crew-necks, long sleeves and knitted waistbands. We have them with the popular reindeer design, in a variety of colors. Sizes 8 to 14 years. Each **4.98**
- BOYS' NYLON HOSE . . . Pure nylon knit in 4-and-1 rib, made by Lyons of London. Choice of solid shades (wine, navy, fawn, gray, light blue) or stripes. Sizes are 7 to 10½. a pair **89¢**
- HOLMAN'S**
Boys' Shop - S'side