

# HOLMAN STORE NEWS

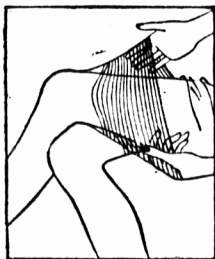
Bringing You Up To Date  
On What's New And  
Interesting at Holman's  
By G. H. M.

THE FURNITURE DEPARTMENTS of Both Holman Stores—Summerside and Charlottetown, do a really fine job of PICTURE FRAMING. Every kind and description of Moulding is available and all you have to do is bring in the Picture you want framed, choose the most becoming and flattering Moulding and leave the rest to the men who have been doing this work for years . . . You'll be happy and pleased with the result. Most every person has a precious picture that they want to keep, the safest and best way to keep any picture is to have it framed. So, bring your pictures to the Furniture Department of either Holman Store for a truly expert job of framing.

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FOR THE PRICE — Just 4.98 — I have yet to see a smoother looking CARDIGAN than the "ANNETTE" only just received by Holman's Sportswear in Summerside and Holman's Ladies' Shop in Charlottetown. They are made in the popular classic style of 100% Botany Wool, finely knit with double neckband, ribbed waistband and cuffs. Shades are delicate yellow, aqua, cel blue and bright scarlet. Sizes are from 14 to 20. We girls just can't have a large enough Sweater wardrobe and I'm fair delighted to tell you of these beauties which will be yours for just 4.98. Come see and choose the "Annette" Sweater you want from the array in Holman's Sportswear, Summerside or Holman's Ladies' Shop, Charlottetown.

## KAYSER



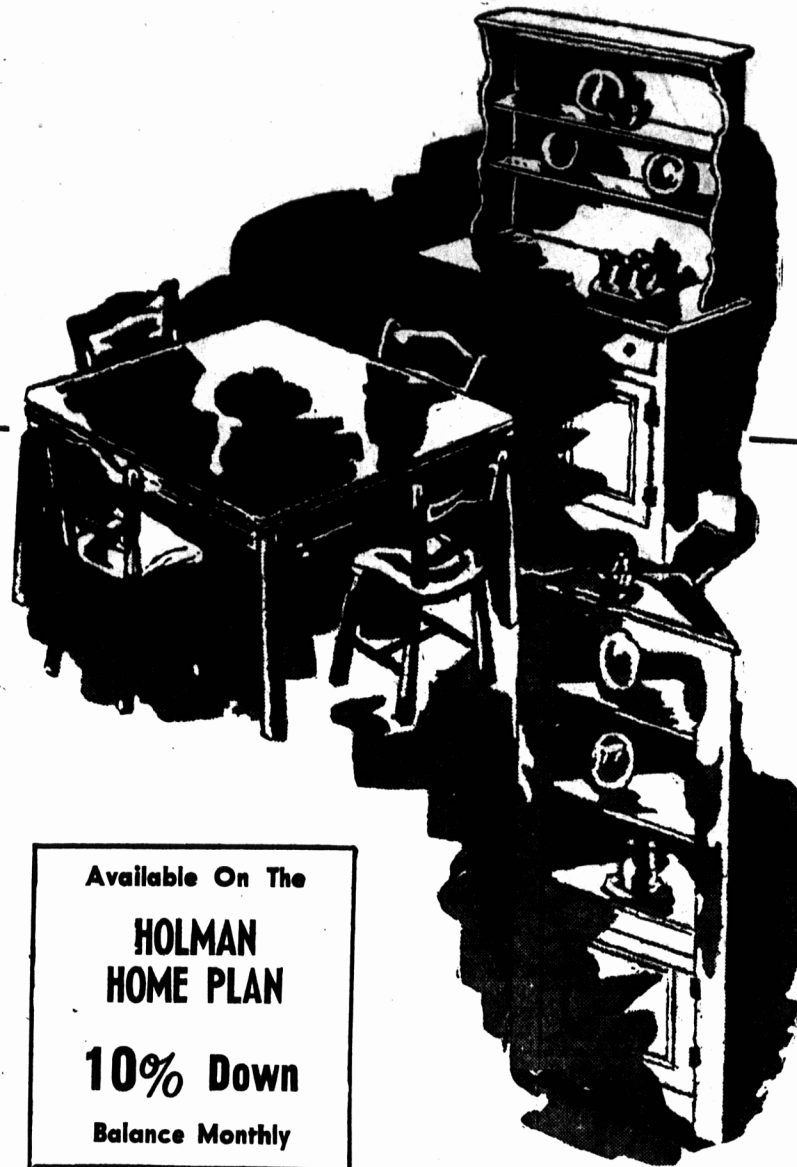
I'm going to let you in on a secret! KAYSER "PROPORTIONED" HOSIERY is Custom Tailored For YOU! These clear, flawless Nylons are knitted in five proportions to give comfortable width and stretch at ALL points . . . top, calf, ankle, instep and length. They have a name of their own — Kayser "Fit-All" Nylons — appropriate, don't you think? The Accessory Department of Holman's Summerside and the Ladies' Shop of Holman's Charlottetown have these sleek comfortable Nylons in 45 gauge, 30 denier weight and there are two superb shades from which to choose — the price is 1.65 a pair. There's a stocking in the Kayser "Fit All" family just right for you — insist on Kayser "Fit All" for a perfect fit, they're Custom Tailored for YOU and you'll find them at Both Holman Stores — Summerside and Charlottetown.

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Your baby's first little GOWN need not be expensive at all, at all . . . In fact, for Only 50 cents you can get a "TINY TOT" Gown made of the finest, softest flannelette imaginable. They are snowy white with wee front collars decorated with pink or blue rosebuds and silk embroidery edging the sleeves and down the waist. These dear tiny garments tie at the back of the neck with a tape, so there are no buttons to be uncomfortable. The Youth Centre of Holman's, Summerside feature the "Tiny Tot" Gowns — they're best for your baby, made of safe flannelette from a spotless supervised factory. Include at least a couple of these Gowns at 50 cents in your baby's layette. You'll get them from Holman's Youth Centre in Summerside.

# HOLMAN'S Both Stores... Bring You "VILAS" SOLID ROCK MAPLE

The Furniture You'll Love To Live With!



Authentic Designs, Durable Construction

IN DINING ROOM, BEDROOM AND LIVING ROOM SUITES

Vilas Furniture has the ability to convert a house into a home—a home whose atmosphere reflects friendliness and hospitality. Each and every piece of Vilas Rock Maple has the amazing new and durable finish "VILA-SEAL"—a finish that is practically impossible to mar with alcohol, nail-polish or abrasives of any kind—a finish that is the result of many years of research in the Paint & Varnish Division of Canadian Industries Limited. Yes—for informal living at its very best—the keynote is Vilas Rock Maple Furniture.

Sold In Complete Suites or Separate Pieces

Items Illustrated Priced At —

TABLE - 54.50    SIDE CHAIRS - \$13.95    ARM CHAIR - 19.95  
WELSH DRESSER - 84.50    CORNER CABINET - 64.50

— HOLMAN'S Both Stores FURNITURE —

Available On The

HOLMAN HOME PLAN

10% Down

Balance Monthly

## New! Different! Low Priced! HOLMAN Custom-Made DRAPES



Made To Your Own Specifications In  
Choice of Six Beautiful Patterns

Holman's Both Stores—who have been serving you for many years, and we believe, with complete satisfaction—now bring you something new and something different—a beautiful line of custom made drapes. You can make your selection from six patterns and receive ten day delivery. Made to your own specifications, lined or unlined, in any length you wish. As there is no charge for making up, these custom made drapes will cost you less.

For example:  
Made up Drapes 18.95    Lined 23.95  
44 in. long, unlined, pr.    Per pair

All other lengths proportionately priced.

Slip covers for chesterfields, chairs and studio couches to match drapes are also available.

HOLMAN'S Both Stores HOUSEFURNISHINGS

## It's Fall Again! And Time For New Floor Coverings

Choose From Our Wide Selections

FLOOR TILES Size 9"x9"

Jaspe, ea. . . . . 13c  
Tilevein, ea. . . . . 18c  
Plastex Rubber, ea. . . . . 35c  
Amtico Rubber, ea. . . . . 45c

BY THE YARD 2 Yds. Wide

Rexoleum, running yd. . . . . 1.10  
Rexoleum Deluxe, running yd. 1.55  
Congoleum, running yd. . . . . 1.70  
Inlaid Linoleums, running yd. from 3.30

Phone, Write, Come in  
HOLMAN'S Both Stores  
Housefurnishings

### CONGOLEUM RUGS

Many Patterns --  
All Sizes

Size 6' x 9' — ea. 6.35  
Size 7'6" x 9' — ea. 7.95  
Size 9' x 9' — ea. 9.35  
Size 9' x 10'6" — ea. 10.70  
Size 9' x 12' — ea. 12.35  
Size 9' x 12'6" — ea. 13.75  
Size 9' x 12' — ea. 15.35

The Beautiful New '54

Kilgornoch  
ELYSIAN



an exclusive  
Gordon  
creation.

The famous Kilgornoch coat for Fall and Winter '54 is more distinguished than ever . . . in beauty, elegance and warmth . . . with an added wealth of new fashion details. Master tailored by the skilled craftsmen of the House of Gordon . . . Canada's finest tailoring house for women. Choose yours today from a wonderful colorama of high fashion. 100% pure wool and angora loomed by AYERS. The sizes are 12 to 20 and the colors are Iroquois Copper, Belle Grape and Mallabar Beige.

69.75

HOLMAN'S Both Stores  
Ladies' Shop—Chtown    Ladies' Wear—S'side

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. In broadcloth or nylon in sizes 32 to 40—  
Junior, Medium or full cup . . . 2.50 to 4.00

HOLMAN'S Ladies' Shop—Chtown and Ladies' Wear—S'side