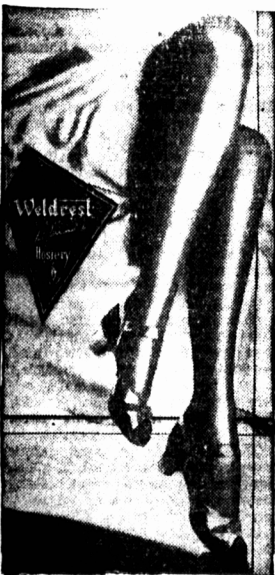


**HOLMAN STORE NEWS**  
 Bringing You Up-To-Date  
 On What's New And  
 Interesting at Holman's  
 By G. H. M.

AMAZING original beauty-magic JEWELRY for Fall has all the ingenuity of creation that Coro can muster! The Ladies' Shop in Charlottetown and the Accessory Department in the Summerside Store are mighty proud to feature this exquisite Jewelry. You'll find rich and glamorous simulated Pearls and other simulated precious stones set in golden and silvered metals — by the way, golden jewelry is staging a very big return to favor and you'll love the handsome gleam of Coro's golden Jewelry. There are lovely Necklets, Bracelets, Earrings and Pins in the collection and the prices are 1.00 and 2.00 each. For Fall, get yourself a single glamorous piece or an adorable set of Coro Jewelry from the Ladies' Shop in Charlottetown or the Accessory Department of Holman's in Summerside.

SCHOOL DAYS are fast approaching and to avoid the push, rush, bustle and possible disappointment of not getting the set requirements . . . BUY YOUR SCHOOL SUPPLIES — NOW — They are ready in the Stationery Section of the 5 and 10 Department at Holman's in Summerside.



# HOLMAN'S Both Stores . . . Ready With EARLY FALL FASHIONS

NEW '54 DESIGN  
*Elfin* by GOTHIC  
 sleekest fitting Elfin ever!  
 New curved Breathing Waist\*  
 Hugs the diaphragm more snugly . . . yet lets you breathe so free and easily, never binds.  
 New lower, tapered back  
 Designed by experts, cut by experts, the new back on Elfin will never ride up, never cause an unsightly bulge.  
 and, of course, the magic of CORDTEX\* UPLIFT  
 In satin, broadcloth,  
 SIZES 32 to 38  
 1.75  
 LADIES' SHOP—Ch'town LADIES' WEAR—S'ide

a masterpiece of the knitter's art!

KNIT SUITS

39.95



Smartly tailored . . . here's the kind of Knitted suit you'll reach for more often any any other. These all wool boucle knit suits are in shades of light blue, dark brown, light green, rust and a gay scarlet. They come in either a pullover or cardigan style with self trim and a round collar. The three-quarter batwing sleeve is narrowly tapered to a wide ribbed cuff, while the flared skirt gives you a long lean line of many pleats. Either one of these styles will fit beautifully into all your plans. The classic simplicity makes it a perfect background for all your accessories. Sizes are 12-18 . . .

HOLMAN'S LADIES' SHOP—Ch'town LADIES' WEAR—S'ide

YOUR little "honey" between the ages of 2 and 12 will want to come into the Youth Centre and choose a "honey" of a HAT made especially for her age group. These new Fall Hats are in any number of intriguing youthful styles — Pony Tails of soft velvet are 2.98 — Beanies with a rabbit tail pom-pom are 2.50 — Bonnets of serviceable felt are 2.50 and becoming Rollers and Casual Hats of Felt are 2.50. There are charming colors from which to choose and the trimmings will bring joy to a little girl's heart. Come help her choose her new Fall Hat from the Children's Hat Bar in the Youth Centre in Holman's, Summerside.

## Little hats BREEZE IN FOR FALL

. . . and carry plenty of fashion weight your way!  
 Every hat fits your head as though it were made for you—and when it comes to flattery, you'll find the hat that's just your cup of tea! Have it in lustrous velvet, rich velour of soft-as-fur felt with jewel, metallic or feather trim. They're in stained glass colours of sophisticated black.



2.98 to 8.95

HOLMAN'S LADIES' WEAR — S'ide

ARE you a Pay-Check spender? . . . by that I mean, do you have to make your Pay-Check do the next to impossible by taking care of all kinds and sorts of expenses? Most of us are faced with that situation most of the time! Anyway, I have news for you — on a table in the China Department of Holman's in Charlottetown and Holman's in Summerside you'll find a tremendous collection of CUPS AND SAUCERS — they are in smart shapes, dainty patterns and delightful coloring — YOU CAN HAVE YOUR CHOICE FOR ONLY 35c — Now isn't that wonderful! They're not going to last long at this terribly low price — so, best rush in and get the Cups and Saucers you want . . . They're in the China Department of Both Holman Stores.