

HOLMAN STORE NEWS

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

THEY'RE long on glamour for that right smart look! . . . Yes, we're talking about the new CORO GOLDEN CHAINS to wear around your neck in great profusion. The Accessory Department of Holman's Summerside and the Ladies' Shop of Holman's Charlottetown have these rich beauties in a number of different links, and they're priced 2.00 a chain. To be in the height of fashion, it seems this season that the more you hang around your neck the better — so, while you're about it get several Golden Chains, they'll go with just everything and you'll love them. For the newest and finest of Coro Jewelry shop today in Holman's Accessory Department Summerside and in Holman's Ladies' Shop Charlottetown.

EVERYTHING has gone opulent — why even the humble "T" Shirt, has blossomed out and is now featuring a bejeweled and bedizened look. Holman's Sportswear in Summerside and Holman's Ladies' Shop in Charlottetown have soft, fine cotton knit PULLOVERS with cunningly decorated Peter Pan collars and neat, unmounted, short sleeves. These are in black, white, turquoise, pink, red and other colors, sizes small, medium or large, priced 1.98. I'm all for the new cotton knits — they're so wearable, come out of the wash like new and they're definite assets in a separates wardrobe. Come see the plain ones, the bejeweled and bedizened ones in Holman's Sportswear Summerside and Holman's Ladies' Shop Charlottetown.

JUST IN . . . A new shipment of authentic SCOTTISH TARTANS, they're fine weave, pure wool British flannels and the Clans represented are Lindsay, MacDonald, Dress Beatrice, Black Watch and Hunting MacKinnon. The materials are 54 inches wide and are priced 4.95 a yard in Holman's Dry Goods Department Summerside. Wonderful for the making of skirts, jackets, slacks, children's clothing, stoles and scarves. The yardage in each Tartan is limited, so to avoid disappointment get what you want today . . . By the way, Mail Orders, will be filled promptly. For the newest of authentic Scottish Tartans shop in Holman's Dry Goods Summerside.

WHOEVER had the brain wave and invented the "FIT-ALL-SIZES SOCKS" for men and boys really had something! I think they're wonderful and the men and boys who have worn them think so too. The men's Wear Department in Holman's Summerside has Men's "Extendo" Socks made by Mercury Mills of Sanforlas wool and nylon blend, these have been given the Melan treatment for extra absorbency and softer feel. In shades of wine, green or blue, they're a wide rib pattern and carry a 90 day wear guarantee. For Personal Fit and Comfort buy Men's Extendo Socks. For boys there's the S-T-R-E-T-C-H-E-S SOCKS of 100% nylon in a fine ribbed pattern with elastic tops. They're to fit any foot size so you can just forget all about sizes when you're shopping for Socks. Men's Socks are priced 1.50 a pair and Boys' Socks are priced 79 cents a pair for Fit-All Sizes in the Men's Wear at Holman's Summerside.

DIRTY WEATHER demands RUBBER OVERSHOES to keep feet warm and dry! The Shoe Department in Holman's Summerside has a new PLAID TOP RUBBER PULLON that you should know about. In either black or brown bright finish rubber, the lining is of cotton plaid and it is to be worn turned down for a spot and a dash of gay color . . . Sizes are 4 to 8 and this Pullon has the flat heel to fit each and every heel height you may be wearing. Priced just 3.98 a pair — make a timely investment in a pair of PLAID TOP PULLONS from Holman's Shoe Department in Summerside.



ARE STRANGERS FROM MARS VISITING PRINCE EDWARD ISLAND?

Giant Footsteps leading into HOLMAN'S Stores in Summerside and Charlottetown indicate that inhabitants of another planet have heard of the "Out-of-this-world" values being featured in HOLMAN'S GREAT GOODWILL SALE and have come to see, buy and save — and to take back some of the shiny new Silver Dollars HOLMAN'S are giving away to Lucky Shoppers.

BUT --- Martians or No Martians SHOP TODAY

For "Out-Of-This-World" Savings
In HOLMAN'S Great
ANNUAL GOODWILL SALE

You'll Be Glad You Did!

HOLMAN'S Both Stores — Summerside and Charlottetown