

HOLMAN STORE NEWS

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

BUY yourself a gay, bright SCARF and wear it in all sorts of ingenious ways . . . as a belt, as a neckerchief, as a twist of color at your waist or on your wrist — why there are innumerable accents you can achieve for your costume with such a simple thing as a Scarf! Holman's Accessory Department in Summerside and Holman's Ladies' Shop in Charlottetown have nylon oblongs and ascots in solid shades; pure silk squares (of different sizes) in solid shades and soft prints and pure silk scarves in myriads of tiny pleats. The prices are extremely reasonable, just 69 cents to 1.98. It's truly amazing just a Scarf will do for your dullest and drabest costume — try it and see! Scarves are in Holman's Accessory Department, Summerside and Holman's Ladies' Shop, Charlottetown.

THE unfettered, informal look is typically and totally Teenage! . . . That's why the soft as butter MOCCASINS with the flat as a pancake soles have caused such a rave in the teenage set. They come in luscious costume colors—Palmino, baby blue and scarlet. The vamps are hand laced and the leather soles are stitched. Sizes are from 4 to 9 and the price per pair is 2.49 in Holman's Shoe Department, Summerside.

SKATE, ski, slide, hike or play in an un-encumbered warmth and comfort, dressed in one of the new "Utex" HEEL SUEDE JACKETS on display in Holman's Men's Wear Department, Summerside. They're in the popular windbreaker style with knit cuffs and waistband, self collar and quilted lining. The colors this richly piled fabric come in are navy, black or spice and the sizes are 36 to 42; priced 12.95. These Utex Jackets are smartly and handsomely tailored with every last detail finished to perfection. Come see and choose one from Holman's Men's Wear in Summerside.

YOUR clue to the new Spring Fashion Picture is in your own hands with the expert help of the fresh, new SIMPLICITY PATTERNS that are now carried in a complete and full range of sizes by Holman's Dry Goods in Summerside. One peek at the Simplicity Spring Fashion Book will convince you that now is the time to start your stitching for a smart and glamorous Spring and Summer Wardrobe. Simplicity Patterns are clear, concise and easy to use, they're priced from 25 to 50 cents each. The new Spring Patterns are here, the new Spring Fabrics and the new Spring Sewing Accessories are arriving daily in Holman's Dry Goods, Summerside.

DOLL up your "derriere" in a pair of new PANTIES . . . Holman's Lingerie in Summerside and Holman's Ladies' Shop in Charlottetown have just received a whole new lot of rayon tricot Panties gaily festooned with dainty nylon embroidery and lace. They are in white, pink or blue, sizes small, medium or large and they're all at one little price—just 59 cents a pair . . . Take our advice you can well afford to doll up your "you know what" in a pair of these Panties from Holman's Lingerie, Summerside or Holman's Ladies' Shop, Charlottetown.

SAVE 60% ON BRAND NEW 1954 BEST-SELLING FRIGIDAIRE

HOLMAN'S Both Stores Largest Purchase Of FRIGIDAIRE In Our Entire History! TWO FULL CARLOADS



In A Sensational 7-Day Sale
Saturday, February 12th Through Saturday, February 19th



Superb Savings PLUS . . .
A Fair And Reasonable Allowance
For Your Old Refrigerator or Ice Box

HOLMAN'S and FRIGIDAIRE co-operate in bringing you tremendous savings and a wonderful selection of the best-selling Frigidaires — There are 7 models in 6 different sizes . . . each and every one packed with kitchen convenience and deluxe features. Holman's quantity buying enables us to offer you a brand new Frigidaire at a saving price you can't afford to miss.

There Is ONLY ONE Genuine Frigidaire
Made By General Motors

SERVICE AFTER SALES
Your Frigidaire carries a 5-year guarantee and serviced at all times by factory-trained fully qualified service personnel.

\$10. DOWN **Delivers Your New Frigidaire**
— Balance Monthly —

Here Is The Great Line Up Of Savings!

Model ST76C - - Reg. 299.00
YOU SAVE 70.00
Sale Price **229.00**
ONLY 10.00 DOWN

Model STD76 - - Reg. 319.00
YOU SAVE 60.00
Sale Price **259.00**
ONLY 10.00 DOWN

Model STD91 - - Reg. 369.00
YOU SAVE 80.00
Sale Price **289.00**
ONLY 10.00 DOWN

Model ST9D - - Reg. 379.00
YOU SAVE 80.00
Sale Price **299.00**
ONLY 10.00 DOWN

Model STD110C - - Reg. 429.00
YOU SAVE 110.00
Sale Price **319.00**
ONLY 10.00 DOWN

Model CTD84C - Cyclo-matic
Reg. \$469—**YOU SAVE \$120**
Sale Price **349.00**
ONLY 10.00 DOWN

Model CTD103C - Cyclo-matic
Reg. \$529—**YOU SAVE \$100**
Sale Price **429.00**
ONLY 10.00 DOWN

Act Now! Sale Ends February 19th

HOLMAN'S
Summerside and Charlottetown

