



SPOTLIGHT ON FASHION

Here are fashions you'll welcome into your wardrobe for their beauty . . . their flattery . . . their fashion importance!

what's all the "FUZZ" about?

Furry Hats

of course



This season you'll hold your head high, wide and very, very handsome! . . . put it in the bold, beautiful bulk of a furry burry hat that smartly balances your new sleeker dress shapes. But that's only the beginning, ladies . . . you'll have a picnic picking the perfect "ending" for your fall costumes from our new "man-appeal" collection.



Pillbox, turban and oriental styles with rhinestones or feather trim in colors coffee, black, blue or white.

6.⁹⁸ TO 14.⁹⁵

HOLMAN'S BOTH STORES — MILLINERY

put your fashion money

on these coats . . . it couldn't be a smarter bet!



Follow the straight and narrow of highly detailed empires with shoulder-blade belts or easy side pleats . . . or wrap up under the warm perfection of a cavalier-collared coat. Whatever your fortune for fashion, you can pick a winning number blindfolded from our stunning designs. We've a brilliant stock of equally prominent, perfectly beautiful color choices . . . for misses and women. So step right in . . . make your selection now when the picking's best!

Loose style made of Silvertone Fleece with shawl collar, three button closing, set-in sleeves, with wide self cuffs. In colors wine or charcoal and in sizes 10 to 18—

Double breasted style made of Digowool Tweed with slash pockets, set-in sleeves and small high belt in the back. In colors grey and blue, and beige and brown. Sizes 10 to 18—

Made of Fussy Willow Tweed, this coat features four button closings, small round collar, set-in sleeves with self cuffs, large patch pockets and loose back. In colors blue, black and charcoal. Sizes 10 to 18—

49.⁹⁵

39.⁹⁵

29.⁹⁵

HOLMAN'S BOTH STORES — LADIES' WEAR



GRANITE TONES a distinguished color development in fine suits for men



IN SIZES 36 — 44

79.⁵⁰

Tailored exclusively by PROGRESS BRAND CLOTHES



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PROGRESS BRAND CLOTHES

THE moment you see and try on this distinguished luxury coat, you will understand why MOORDALE has achieved such national recognition as one of Canada's finest coats.

In Sizes 36 - 44

Holman's Men's Wear Summerside

85.⁰⁰

Air Step "DREAM" PUMPS

The shoe that figures importantly this fall is suede . . . dark and beautiful. It has a gentle, easy way with dressy fabrics . . . is smooth fitting and softly cushioned because it's designed by Air Step.



Feel the soft comfort of Air Step's Magic Sole

Made of fine, smooth, soft-calf suede with full leather soles, high cuban heels and closed toes. In colors black or brown and in half sizes 5 to 9 1/2 AAA, AA, A, B widths.

14.⁹⁵

HOLMAN'S BOTH STORES — SHOE DEPARTMENT

styles to go buy!

In DRESS SHIRTS or SPORT SHIRTS



Precision tailoring is the secret of these wonderful, good-looking and comfortable Arrow dress shirts. They are made of a fine quality broadcloth and are Sanforized to assure lasting good looks. Comfortable short-point collars, french fronts and double cuffs. White in sizes 14 1/2 to 17—

5.⁹⁵

MEN'S SPORT SHIRTS

Warm and comfortable Sport Shirts made of wool with satin yokes in the back. Convertible collars and two button cuffs. In Gordon Dress, Black Watch and Crawford Plaids and in sizes small, medium and large. Washable—

12.⁹⁵



Warm

and Comfortable

MEN'S DRESS HOSE

It is time to get into handsome socks that will keep your feet warm and comfortable. Stock up now while prices are right and the selection best!

Three-quarter length hose made of 70% Lambs Wool and 30% Nylon in a very fine knit with elastic tops. In colors blue with navy diamonds and grey with red diamonds in hub-nub patterns. Shrink resistant. In sizes 10 1/2 to 11 1/2. Pair—



1.⁹⁸

HOLMAN'S SUMMERSIDE — Men's Wear