

HOLMAN STORE NEWS

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

WHILE wandering around the Ladies' Wear of Holman's Summerside to see what I could see, I was simply intrigued with a POSLUN COAT in the newest and smartest fitted style. They have it in the Ladies' Shop of Holman's Charlottetown too. Made of the softest and loveliest chinchilla in navy, rich red or sooty black (by the way, fitted coats in black and off-black shades are viddy, viddy important this season). The collar is huge with three buttons to close it right up to your chin, the sleeves are semi-mounted and in doiman style with a tapering line to neat cuffs. The back is section fitted and the skirt section is deliciously full. Sizes are from 10 to 14 and the price is \$55.00. I feel really safe in saying that this Poslun Coat will be your complete coat answer for 1954 — do come see these in Holman's Ladies' Wear, Summerside and Holman's Ladies' Shop, Charlottetown.

A MUST for your sport clothes wardrobe! You'll find the CORDUROY JACKET to fit into your plans in Holman's Sportswear Summer and Holman's Ladies' Shop Charlottetown. The one that took my eye was a real casual type that would look well over tailored and dress-up styles alike. It is of easy cut with a sash belt and large patch pockets in dashing colors — blue, turquoise, red, royal or green. Sizes are from 12 to 18 and the price is just \$6.95. There's a place for this stunning, pinwale corduroy jacket in everyone's wardrobe. Get one and get the most out of it. They're available in Holman's Sportswear, Summerside and Holman's Ladies' Shop in Charlottetown.

MORE Corduroy news! This time it is of a CORDUROY WESKIT that's bound to be the love of your life for Fall and Winter wearing. Made of fine pinwale material in shades of red, blue, coral or mauve, the neat style has a wide shirred elastic waistband, two dome fasteners and a deep "V" neck line to show off your pretty blouses. It's a winner when you need a bit of cover-up or a touch of contrast in your costume. Priced \$2.98, you'll find these Corduroy Weskits in Holman's Ladies' Shop, Charlottetown and Holman's Sportswear in Summerside.

HERE'S an item of Plus-Plus Value for you now! All Pure Wool BED TROWS in an assortment of charming colors accented with a deep black border stripe and black wool whipping on the ends. The price is well nigh unbelievable — it's Only Just 7.95 in Holman's Dry Goods, Summerside and Holman's House Furnishings, Charlottetown. We defy you to find a Blanket of like quality for less money anywhere. In the popular 60 by 80 inch size, the weight is 3 pounds. Everyone of us can do with an extra Blanket — here's for an All Wool one at just 7.95 in Holman's Both Stores.

I CAN'T begin to tell you All of the Reasons why you should buy the Men's Cotton Flannel Winter Weight WORK SHIRTS that are available in Holman's Budget Shop, Charlottetown and Holman's Men's Wear, Summerside. Here are a few of the "Whys and Wherefores" — They are completely Sanforized (and that's important!) They're securely stitched and tacked to prevent ripping — They're full cut for fit and comfort — They are precision designed and made for the utmost service and satisfaction — They're in plaid shades to please everyone. Sizes are from 14½ to 17 and the prices are \$2.50 and \$3.50 for the real heavy quality in Holman's Both Stores.

HOLMAN'S Both Stores... A Big Selection In Women's Crisp Cotton House Dresses

Continuing The Exciting Money - Saving

Fabric Clearance!

— WHILE QUANTITIES LAST —



Canadian and American DRAPERY FABRICS

Reduced To Clear
Were 1.98 to 3.98 Yard

NOW 1.49 to 2.69 yard

This is a Big Home Fashion Event! Come choose from the wonderful array of colorful and patterned fabrics on Sale! You'll find big splashy prints, you'll find conventional motifs, you'll find dainty patterns... They'll fit into any room in your home, with beauty. Come — but come soon...These are bound to go fast!

Limited Quantities — — Shop Today!

Just Arrived! A Shipment of Beautiful "FOSTER FABRICS"

"Furlan" Prints that are entrancing and enchanting...They're the newest colors and designs for your home this Fall. The Barkweaves and Sailcloths are priced 2.49 a yard and the gorgeous Glazed Chintzes are 1.49 a yard.

HOLMAN'S Both Stores HOUSE FURNISHINGS

For Foot Comfort... Relief From Aching Feet Women's Corrective Orthopedic Oxfords



Foot experts, of one accord, say that the wise woman wears a good fitting Oxford around her home. . . . Then her feet are in excellent condition for frivolous footwear for parties and special occasions. These are made of fine soft kid with stitched and perforated design on the vamp. They have solid heel counters and three quarter leather linings. Flexible soles are of leather and there are rubber heels. Built for comfort there's a metatarsal arch pad. In black only, sizes and half sizes are from 4 to 9, widths A to D.

11.95

HOLMAN'S Footwear - - - Summerside



They're dainty, fresh and serviceable, and they're in the styles you'd choose to look your best around the home. "V" necked, collared or with smart mandarin neck effects, the materials used are gay print cottons in shades of blue, green, aqua, brown, navy and red. These neat House Dresses are from Cotton City Frocks in sizes 12 to 44 and half sizes 16 1/2 to 22 1/2.

2.98

and

3.98

HOLMAN'S

Budget Shop Ch'Town

5 and 10 S'ide

Girls' Warmly Lined All Nylon

SNOW SUIT VALUE

3 Piece Set
Jacket - Slacks - Hood

15.95

For Ages 7 to 14 Years

Dress your child in delicious warmth from head to toe in a nylon snowsuit that is wind, wet and wear resistant. These 3 piece sets are lined with quilted kasha or rayon with zipper closed jackets and "Downhill" style slacks. Colors are brown or green in sizes 7 to 12. Bring in the kids and deck them out for Winter!



HOLMAN'S Youth Centre - - Summerside