

HOLMAN STORE NEWS

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



"Quintuplets" . . . Yes, sets of FIVE! The genuine KOROSEAL BABY PANTIES come in sets of 5, cunningly boxed for gifting. You'll love them for your own baby and you'll love them for a gift to a baby friend. The Youth Centre at Holman's in Summerside has these "Tower" Sets in a selection of five different shades — they're water proof, durable, easily washed, sanitary, non-chafing, light, soft and odourless. Correct sizes according to baby's weight are marked on each package, so, there's no need for size mistakes and errors. Get your own baby one of these Pantie Sets — Give a Set to a baby acquaintance. They're priced just 1.49 in the Youth Centre at Holman's in Summerside.

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It's what you don't see that counts! . . . You know that a well dressed woman is wearing foundation garments that are comfortable and that are making the most of her figure — restraining where she needs it and accenting where she wants it . . . Yet, you don't see these very important garments. The Ladies' Shop of Holman's in Charlottetown and the Ladies' Wear of Holman's in Summerside feature the superb fitting "3-R" GOTHIC CORDEX, BRASSIERES that have proven themselves so beautifully through the Summer, ever since they have been introduced. These "3-R" Bras have circle stitched cups in A, B and C fittings, they have the extra-comfortable "Breathing waist" and made of broadcloth, satin or nylon in sizes 32 to 40. Straps are double attached to prevent straining and the bras has a fainty picot edge. Be very sure that your next Bra is a "3-R" you'll be delighted with it! The Prices of "3-R" Bras are 2.50 and 3.00 in the Ladies' Shop, Holman's, Charlottetown and Ladies' Wear, Holman's Summerside.

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YOU WIN! You get a perfectly beautiful NYLON NIGHTIE that was originally priced 8.95 for ONLY JUST 5.95 if you're really fast and get to the Ladies' Shop in Charlottetown and the Lingerie Section of Holman's in Summerside while the quantity lasts. These exquisite Nighties are in shades of soft "green mist" or "rose pastel" they have an adorable double net frilled bodice, net straps and a fitted midriff with a full skirt. Sizes are small, medium or large. Make a Bee Line right to the Ladies' Shop of Holman's in Charlottetown or the Lingerie Section of Holman's Summerside Store for a gorgeous Nylon Nightie at a Saving!

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I know that the "Almost-Moms" are going to love the new MATERNITY DRESSES I saw this morning in the Ladies' Shop of Holman's Charlottetown Store and the Ladies' Wear of Holman's in Summerside. Every Lady-in-Waiting Wants the exhilaration that a new dress gives her but she does not feel like tying up a lot of money in a dress right at that particular time — so, I'm very happy to tell you that these smart Maternity Dresses are marked Only Just 6.95. The free hanging and concealing top is in a smart striped material while the straight and slim skirt is a solid color — there are 5 color combinations from which to choose. The tops have two box pleats in the front and a single box pleat in the back, the wee collar is neatly squared off and the short sleeves are cuffed with the same plain material as the adjustable skirt. Sizes are 12 to 18 and the price just 6.95. For Maternity Fashions make a point of shopping in Holman's Ladies' Shop, Charlottetown and Holman's Ladies' Wear in Summerside.

Shop Friday and Saturday! at HOLMAN'S BOTH STORES

A Big Line-Up of Outstanding Savings For Week-End Shoppers!

SORRY --- NO PHONE OR MAIL ORDERS --- ALL SALES FINAL

Clearing Lot — Reg. to 12.95
Chenille Bedspreads

Week-End
SPECIAL — **7.49**

Available in both multi color and self color designs . . . are suitable for single or double beds. Colors—white, rose, cherry and green.

Dry Goods, Summerside . . . Housefurnishings, Charlottetown

Regular 7.95 — Brier Rose
Axminster Mats

Week-End
SPECIAL — **5.99**

Suitable for use on floors anywhere in the home—assorted patterns and colors. Generous size, 27" x 51". Buy now at this outstanding saving!

Both Stores . . . Housefurnishings

Regular to 4.95 — STOCK SIZES
Venetian Blinds

Week-End
SPECIAL — **2.99**

. . . of a go-with-everything eggshell color. Cloth tapes and flexible steel slats. Standard sizes.

Both Stores . . . Housefurnishings

Regular 8.95 — Metallic Figured
"Trulon" Curtains

Week-End
SPECIAL — **5.98**

Truly a great value. Made from the new miracle fabric "TRULON" with an interwoven metallic figure. Size 38" x 81".

Both Stores . . . Housefurnishings

Clearing Entire Stock
Trout Fishing Supplies
at **20% off**

Holman's Both Stores . . . Sporting Goods

Clearance! Women's
Pullover Sweaters

Week-End
SPECIAL — **1.99**

100% Botany wool short sleeved sweaters selected from stock. Various styles—all are made by nationally known manufacturers. Assorted colors. Broken sizes 12-20, 36-40.

Ladies' Wear, Summerside . . . Ladies' Shop, Charlottetown

Huge Clearance! FIRST QUALITY NYLON HOSE



At An Amazingly
Low Price
FRIDAY and SATURDAY

85¢

3 PAIRS FOR 2.49
Ordinarily 1.50 Pair

Clear and sheer first quality nylon hose. 54 gauge—15 denier in two shades . . . flesh toned and warm beige. A real bargain you can't afford to miss. Stock up now — buy them in half dozen lots at this saving.

Ladies' Wear, Summerside . . . Ladies' Shop, Ch'town

End-of-Lines Clearance! Women's
Cotton & Taffeta SLIPS

Available in cotton or taffeta. The cottons feature eyelet straps, eyelet trimmed bodice and hemline. The taffeta slips have a fitted bodice and are smartly tailored. Your buy for a saving.

98¢

5 and 10, S'ide . . . Budget Shop, Ch'town

Reduced For Quick Clearance!
Men's T-SHIRTS

Cotton knit with elastic neck band . . . in various colors, assorted stripes. Sizes S-M-L. Now a week-end special at only . . .

98¢

or in solid colors of white beige or yellow . . . cotton knit with nylon reinforced neck band. Also in sizes S-M-L for only . . .

69¢

Men's Wear, S'ide . . . Budget Shop, Ch'town

Regular 1.50—BURNS
Bread Knives

. . . with serrated edges, bond handle and 8" stainless steel blade. Attractively gift boxed. Now at a saving price of

1.15

Both Stores . . . China

Regular 75c—Frameless
Mirrors

For kitchen, den or living room. They have masonite backing for protection. . . . Genuine Walker glass fitted with hanger. Size 9 x 12. Week-end special!

59c

Both Stores . . . China

Regular 3.50 — Maynard
Egg Beaters

Guaranteed for twelve months—have natural position handles in assorted colors for right or left hand use—high geared for fast agitation—stainless steel agitators.

2.59

Both Stores . . . China

Regular 3.25 — Plastic
Hostess Bar Sets

. . . attractively boxed containing a combination of two colors. 8 each of tumblers, coasters, mixers and one serving tray. Week-end special!

1.99

5 and 10, Summerside . . . Budget Shop, Charlottetown

Regular 2 For 15c
Juice Tumblers

Good for every day use, these 8 ounce size tumblers are made from heavy clear glass. Stock up at this saving price.

8 for 49c

5 and 10, Summerside . . . Budget Shop, Charlottetown

Regular 1.59 — Rayon
Table Cloths

. . . of white with a multi color stripe design. Size 54 x 72. A real buy for the thrifty housewife.

1.00

5 and 10, Summerside . . . Budget Shop, Charlottetown

SUMMERSIDE ONLY

Extra! Manufacturer's Clearance
MISSES' and CHILDREN'S

Assorted FOOTWEAR

Regular Values To 4.50

. . . including oxfords, straps and boots. Made of kip leather with neolite soles and rubber heels. Colors are black, brown, tan, burgundy and red. Sizes 8 1/2 - 12 . . . 12 1/2 - 3. Week-end special!

Holman's Footwear, Summerside

2.89

Women's Regular 6.95
Dress Pumps

Constructed of fine quality kip leathers—featured in plain Dorsy styles. Light flexible neolite soles and high cuban heels. Widths AA and B, sizes 6-8 1/2. Buy now and save!

3.97

Holman's Footwear . . . Summerside

Men's and Boys'
Canvas Footwear

Regular To 3.49 **1.09**

Laced style, blucher cut from heavy black duck with reinforced white rubber trim and toe kicker. Soles are corrugated compound crepe rubber and insoles are thick sponge foam rubber. Boys' sizes 1-5. Men's sizes 7-9. Week-end special!

Holman's Footwear . . . Summerside

Girls' Summer Straw
HATS

Reduced To Clear
98¢

Ferky styles for end of season wear. White and natural with youthful trim. While they last a great value at only 98 cents.

Holman's Youth Centre