

HOLMAN STORE NEWS

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

NEW — WONDERFUL! The new, fresh FABRICS for Spring and Summer sewing . . . These are in great abundance in Holman's Dry Goods Department, Summerside. Prints that are so lively they feirly breathe — Solid shades that are rich and luscious or pastel and delicate. You'll find serviceable Viyella priced 2.50 a yard — Smart "CELANESE" Worsteds at 1.00 a yard — Attractive Printed Butcher Rayon at just 1.30 a yard — "Crisp", a Shantung Print at 1.50 a yard and Novelty Chromapun at 1.25 a yard. Come see and choose for yourself and your family the array of Spring - Summer Fabrics in Holman's Dry Goods, Summerside.

BET A COOKIE your thinking of your Cottage or your Outdoor Living in your own back yard! The Holman Furniture Departments in both Summerside and Charlottetown are thinking of the very same thing . . . AND they have great plans for your Summer enjoyment and comfort in the Cottage and Lawn Furniture just now arriving! Soon to be on display will be smart modern pieces with built-in comfort features that you will be proud to own. Come in and see for yourselves what we have in mind for a Summer of ease and leisure right here at home. There is a wonderful stock of Summer Furniture in Holman's Both Stores Furniture Departments.

YOUR BABY'S first BOOTS are all important . . . That's why you should choose both wisely and well! Holman's Footwear in Summerside has a perfect little Boot of smooth, yet sturdy kip leather in either white or brown Blucher out style with non-slip composition soles and rubber heels. These are made on wide fitting lasts (giving little feet lots of growing room) and they are in sizes and half sizes 2 to 5½, priced 2.40 a pair. Bring your youngsters in for an X-Ray Fitting of new shoes in Holman's Footwear, Summerside.

YOU'LL WHEEL your baby out with pride in one of the adorable new CARRIAGE COVER SETS to be found in Holman's Youth Centre, Summerside. There are two lovely sets from which to choose. Soft, luxurious crepe in shades of pink, blue, yellow or white with a deep all-round ruffle on both pillow cover and robe and silk stitchery design, this Set is priced 3.98 or sheer, embroidered nylon in white over a colored lining and with a colored satin bow, this set is priced 6.95. You will love both sets and you can get them in Holman's Youth Centre, Summerside.

SEPARATES PUNCTUATION! . . . They're very definitely the stunning round necked, round collared, Sanforized broadcloth BLOUSES only just unpacked in Holman's 5 and 10, Summerside and Holman's Budget Shop, Charlottetown. You'll want several at the really reasonable price of 1.98 each. Featuring neat push-up sleeves, these new Blouses are in white, intense blue or ripe rose shades. They're youthful, they're serviceable and they'll give the exclamation point to your Separates Wardrobe . . . See and buy them in Holman's 5 and 10, Summerside and Holman's Budget Shop in Charlottetown.

CARPET MONTH at HOLMAN'S

Big Special Purchase Of AXMINSTER RUGS... MATS... AXMINSTER & WILTON BROADLOOM at SPECIAL SAVINGS!

For more quiet — more comfort — more beauty and easier care, Carpet your floors and by purchasing NOW you will do so at a considerable saving! The Carpet Sections in Both Holman Stores have wonderful collections from which to make the important choice of a Carpet in the exact color and texture you want. You know: "Home Means More With Carpet On The Floor!"



**Baralaine Wool Blend
AXMINSTER RUGS**

5 Patterns - - - Some Fringed - - - 2 Sizes Only

SIZE 9' x 10'6" Regularly 89.50	SIZE 9' x 12' Regularly 99.50
69.00	79.00

**Cavalier Axminster
MATS**

5 Patterns - - Size 27" x 48"

REGULARLY 7.95

5.95
(100 ONLY IN THE LOT)

**SAVE
NOW**

"Special" AXMINSTER BROADLOOM

9" Wide - - - Attractive Beige Shade Tone-On-Tone

HOLMAN SPECIAL PRICE — Sq. Yard —

6.95

NOW ON SALE

And While Quantities Last

"Twistex" WILTON BROADLOOM CARPET

9' Wide - - - Green Shade Tone-On-Tone—

Regular 15.95 — HOLMAN SPECIAL PRICE — Sq. Yard —

10.95

Rugs and Carpeting
May Be Purchased On
The HOLMAN HOME PLAN
With Convenient Monthly Payments

"Home Means More With Carpet On The Floor" HOLMAN'S Both Stores FURNITURE



For Fifty Years . . .

**WEAR - EVER
ALUMINUM**

"The Aristocrats of The Kitchen"
Choice of Three Qualities

* MAYFAIR
* JUBILEE
* REGULAR

The WEAR-EVER trademark, after fifty years, is famous as a symbol of quality and service . . . proven by thousands of Canadian Homemakers whose purchases create employment for hundreds of Canadian workers. There's a WEAR-EVER pot for every purpose . . . and every one is designed for beauty, use and strength. Prices are from . . .

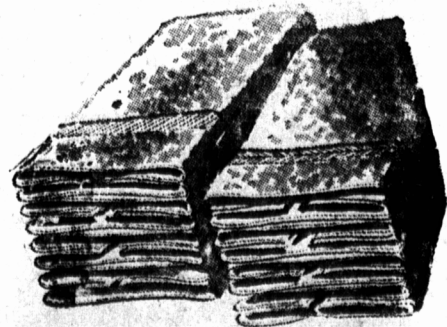
55c to 9.95

khv gcmfw vbgk SHRD SHRDL SHR
MAYFAIR
GIFT SETS **29.10** and **32.50**

HOLMAN'S
Both Stores - - - China

Large Selections . . . Good Values In
TOWELS and TOWELLING
at HOLMAN'S Both Stores

- TOWEL ENSEMBLE in a matching Jacquard weave, shades are Azure, Salmon, Maize. Terry cloth that is deeply looped and very absorbent.
- Bath Towel, 24 by 46 inches, a pair **3.98**
 - Guest Towel, 16 by 28 inches, a pair **1.98**
 - Face Cloth, 12 by 18 inches, a pair **35¢**
- GIFT TOWELS in a matching Jacquard weave in shades of Flamingo, Gold, and Green. Terry cloth features attractive designs in fast colors.
- Size 20 by 40 inches, a pair **2.29**
 - Size 15 by 26 inches, a pair **1.49**
 - Face Cloths, 12 by 18 inches, a pair **25¢**
- HEAVY WEIGHT SETS OR SINGLES . . . in thickly looped Jacquard weave effect shades of Flamingo, Gold, Green with hemmed edges.
- Bath Towels, 20 by 40 inches, a pair **1.98**
 - Hand Towels, 16 by 26 inches, a pair **1.29**
 - Face Cloths, 12 by 18 inches, a pair **25¢**



- MEDIUM WEIGHT BATH TOWELS in contrasting striped effects. Size 20 by 40. a pair **1.49**
- RAINBOW STRIPED medium weight Terry Towels in sizes 20 by 38 inches, a pair **1.29**
- KITCHEN TOWEL, economically priced for long wear. Made of hard finished unbleached terry with fringed edges in multi-colored stripes. Sizes 16 by 36 inches, a pair **89¢**
- AN ALL LINEN Towelling of Czechoslovakian weave in rainbow stripes. Width about 16 inches, a yard **45¢**
- UNBLEACHED COTTON TOWELLING of English Jacquard weave in fast woven stripes, popular for kitchen use. Width 16 inches, a yard **45¢**

DRY GOODS S'ide **HOLMAN'S** Housefurnishings Ch'town