

HOLMAN STORE NEWS

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

You Have Heard About —
You Have Read About —
And Maybe You Have Seen
the newest innovation in
BED LINENS . . . CON-
TOUR SHEETS for the
smoothest, neatest and fin-
est bed-making of your life.
Holman's has them in both
single and double bed size;
they're in Holman's Dry
Goods, Summerside and Hol-
man's House Furnishings,
Charlottetown. White only,
these Contour Sheets have
the corners folded and
mitred to fit securely over
the corners of your mattress
—they're wonderful! "Home-
stead" quality fine thread
cotton, the price for a single
bed size is 3.19 each and for
a double bed size is 3.49
each. Once you own a Con-
tour Sheet, you'll want one
for every bed in your home.
Come get a supply from Hol-
man's Both Stores.

The First Spring HATS are
abloom in Holman's Mil-
linery Section of the Sum-
merside Store. They're in
both tailored and dress-up
styles, made of straw fabric,
straw braid, straw in a
smooth linen finish, Milan
type straw and out-and-out
fabric. Colors are either
gay or subdued, they include
black, white, navy, pink, sky
or scarlet with feather, flow-
er or jewel trimmings and
veils, of course. Flatters in
a big way but in a wee size.
. . . You'll love the new
Spring Hats that are priced
from 3.98 to 7.95 in Hol-
man's Millinery Section of
the Summerside Store.

Handsome as you please! . . .
The latest arrival of MEN'S
SPORT JACKETS in Hol-
man's Men's Wear, Summ-
erside include real stunners.
Made of a smart new mater-
ial — "Saxony Daybrook"
which is a woven wool blend
with a frost effect. Tailored
in an easy, fashion-right
style, they have a two button
closing, patch pockets and a
centre back vent. Colors are
black, navy or brown and
the sizes are from 36 to 42,
priced 22.50. For casual
wear there's nothing in the
world that looks so well or is
so comfortable as a tail-
ored Sport Jacket. Spring
is the right and proper sea-
son to add a Sport Jacket to
your wardrobe. Come in and
see these for yourself, you'll
agree with us that they're
handsome enough to fit into
your Spring Clothing Plans.
You'll find "Saxony Day-
brook" Sport Jackets in the
Men's Wear at Holman's in
Summerside.

It Is The Ambition of every
house-proud woman to have
a matching set of COOKING
UTENSILS . . . The Wear-
Ever Aluminum Company
fully realizing this has pro-
duced a beautiful set of fine
quality in the modern,
rounded shape. The sets
consist of 5 pieces all com-
plete with covers—skillet,
double boiler, two sizes of
sauce pans and a large dutch
oven; called the "Mayfair",
you have your choice of
gleaming all-over aluminum
or with rich coppertone col-
ored covers. You'll be en-
chanted with the beauty of
the "Mayfair" sets of Cook-
ing Utensils and you'll be
both pleased and happy with
the way they do the cook-
ing job for which they were
designed. Come see these
sets of Wear-Ever, they're in
Holman's Both Stores China
Departments, Summerside
and Charlottetown.

HOLMAN'S Summerside . . .

for *National*

SEW and SAVE WEEK

February 26th Thru March 5th



Wools!
Silks!
Cottons!
Nylon!
Dacron!
Rayon!

Fashion is as handy as your needle! You may even be handier with the needle than you think. (Present day patterns are explicit enough for the merest novice!) We say if you can read, you can sew! We know you'll want to, when you see the exquisite new fabrics. We know you'll want to, when you figure out what fabulous amounts you save sewing your own fashions!

"Dovetone" Coating . . . woven from high grade ALL WOOL yarn, with a lovely brushed finish. Suitable for women's or children's coats. Available in Pink and Natural shades. 58 inches wide . . . a yard **4.95**

"Rinse and Dry" . . . permanently pleated sanforized COTTON which requires no ironing! This newest of Spring Fabrics gives a beautiful pleated effect in dresses or skirts, and, we repeat, No Ironing! Choice of plain shades in white, red, navy, turquoise. 36 inches wide . . . a yard **1.19**

"Permanently Pleated" sanforized COTTON in colorful designs that will be eye-catching this Spring. Wide range of designs and colors. 36 inches wide . . . a yard **1.39**

"Butcher Rayon" . . . hand washable slub weave RAYON that is ideal for women's or children's dresses. Really sharp, too, for Sportswear. Available in shades of white, navy, coral, turquoise. 44 inches wide . . . a yard **98¢**

"Sunnyvale" . . . a COTTON Plisse easily laundered, requiring little ironing, in the popular Spring Shades. 36 inches wide . . . a yard **75¢**

"Fleeced Tweed" . . . a WOOL blend featuring an overcheck in a choice of two attractive shades. The very thing . . . for Spring Coats, Suits, and Skirts! Shades of Fawn and Grey. 58 inches wide . . . a yard **2.98**

"Tropical Suiting" . . . for the Summer Sophisticate. A RAYON fabric with a firm finish for crease resistance. Recommended for skirts, suits, and tailored dresses. Pre-shrunk, too! Available in a beige shade with white, tan or turquoise flecks. 58 inches wide . . . a yard **1.98**

"Rayon Flannel" . . . a closely woven RAYON with a firm finish. Ideal for dressmaker suits and children's wear. Hand washable. Soft shades of blue and pink. 57 inches wide . . . a yard **1.98**

Come in and browse through our Spring issue of the Simplicity Pattern Book featuring the very latest in fashions that will really set your blood a-tingling and your scissors and needle a-flyng! We carry a full range of sizes in the Simplicity patterns. We also have a Vogue Pattern Book from which we can order any pattern you choose in no-time-flat.

For your needs see our complete assortment of dressmaking accessories.

Sew More! Save More!

HOLMAN'S DRY GOODS . . . Summerside



SEW AND SAVE!

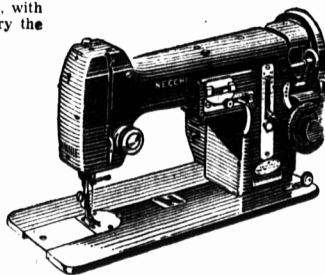
Sew A Finer Seam With

The Famous NECCHI Sewing Machine

See It! Try It!

The last word in sewing machine development . . . the famous and fabulous Necchi! Styled in the modern manner, the newest Necchi machines are just as efficient as they look, with smart new features that will make your sewing a definite pleasure. Come in and try the new Necchi Sewing Machine today.

Priced From **124.00**
Models



Available On The **HOLMAN HOME PLAN**

HOLMAN'S Both Stores FURNITURE



FRESH NEWS FROM THE

RAYON DRESS — A lovely gift which Baby and Mother will appreciate. This little dress is of woven rayon with an embroidered nylon yoke, short sleeves, laced neckline, frilled hemline, and the matching slip has built-up shoulders. Infants sizes only, in shades of yellow, pink, blue, and white . . . **1.98**
each set, boxed

CONTOUR CRIB SHEET—No tucking . . . no ironing . . . no wrinkling . . . with these sanforized crib sheets of fine cotton, with the "Sta-lite" corners. In white only, size 27 by 51, to fit all standard cribs . . . each **1.59**

HOODED BABY TOWEL—Something different! . . . a cover-all towel with a hood, size 36 by 36, made of fine looped cotton terry cloth, decorated with nursery motif, finished edges in blanket stitching. There's a matching face cloth too, in size 10 by 10. Colors of white with pink, and white with blue. Each set **1.98**

HOLMAN'S Youth Centre
SUMMERSIDE

New Arrivals In

Fresh Crisp Cotton HOUSE DRESSES

Budget Priced At

2.98

"Cotton City Creations" in an assortment of checks and floral prints. There are many, many styles from which to choose . . . all fashioned to keep you attractive while you work. Guaranteed washable, the sizes are 12-20, 26-42, 16 1/2-24. You'll find them in . . .

HOLMAN'S

BUDGET SHOP
Ch'Town

5 AND 10
S'ide

