

HOLMAN STORE NEWS

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

You girls, who have been vacationing in the sunshine and whose complexion has turned a warm, glowing toast shade, should be in the know about CHARLES OF THE RITZ FACE POWDER—blended and mixed for you, and you alone. There's no need for you to be struggling to appear at your best with a sun-tanned skin and powder for your pink and white complexion. Charles of the Ritz Powder "Made-To-Order" is exclusively yours—mixed before your very eyes to enhance your natural beauty and skin tones. . . . It is bound to do the utmost for your sun warmed loveliness. Do come in and have Holman's Charles of the Ritz trained Consultant blend you a darker tone in this exquisite powder—it will only cost you a mere 1.75 for a generous sized Introductory Box . . . by the way, if you already use Charles of the Ritz Face Powder and wish to have it darkened a bit—bring it in and our Consultant will fix it for you . . . That's all in Holman's Cosmetic Section, Summerside.

From a long line of Girdle experience I can tell you quite honestly that for the best of comfort WINKIE has the others beat a mile. . . . Yes, A Winkie is the most comfortable Girdle I've ever worn! Winkies are soft and pliable with nylon power net sides and back, elasticated satin front and a 2 1/2 inch cinch top that just can't roll, bend or bind! I've heard other girdle-wearers sing the praises of Winkies too, so you can be assured that I'm not selling you a "bill of goods" when I'm talking about Winkies! They come in sizes small, medium and large and are priced 4.95 in Holman's Ladies' Wear, Summerside and Holman's Ladies' Shop, Charlottetown.

It's a wonderful Summer! . . . even at that you're bound to run into a rainy day now and then, so you'll need a light weight PLASTIC SHOWER COAT to slip on when the rain-drops fall. Holman's 5 and 10 Department in Summerside has a rack of these Shower Coats in clear plastic or in checked designs printed on darker shades. They're wonderful protection, they're easy to carry and they're serviceable beyond words. Both types have dome fastener closing, a tie belt and an attached hood. The Clear Plastic Coats are priced 1.98 and the dark printed ones are 2.98 in Holman's 5 and 10, Summerside.

Choose a ROYAL DOULTON FIGURINE for yourself or for someone you love, but choose it especially for a beauty that keeps on being beautiful year after year. Each Royal Doulton Figure is the inspired creation of an artist, and each is exquisitely modelled and delicately painted by hand. Very truly Royal Doulton Figurines are the heirlooms of tomorrow. In Holman's Both Stores China Departments you will find a superb collection which includes animals, children, Dickens' Figures and lovely female Figures of historical significance, in costumes of their particular time. Do visit us and see these for yourself. You know Royal Doulton Figurines are made not for a day, but for a lifetime of pride and enjoyment. You can buy one or more in Holman's China Departments, Summerside or Charlottetown.

HOLMAN'S Day - In Day - Out For Pleasant And Profitable Shopping

VACATION CALLS

100% ORLON
CARDIGANS
ONLY **3⁹⁸**

Choose your favorite pastel shade—pink, blue, Nile or white (of course). The style is definitely summery, with short bat-wing sleeves, round ribbed neck and waistband, and round pearl buttons. Sizes small, medium and large. Looks lots more expensive than the price tag reads!

HOLMAN'S BUDGET APPAREL—Summerside



for SWEATERS



100% ORLON
PULLOVERS
ONLY **2⁹⁸**

The companion Pullover for the Orlon Cardigan above. Available in matching shades—pink, blue, Nile or white. Ribbed round neck and waistband; short sleeves in a modified bat-wing style. Sizes small, medium or large.

HOLMAN'S BUDGET APPAREL—Main Floor, Both Stores

Misses' Denim JEANS

For Carefree Vacation Wear

They're Sanitized against shrinkage (just wash and wear in a carefree manner). Choose either black or blue with contrasting double stitching, side pockets and zipper closing. Sizes are 14 to 20, a pair—

HOLMAN'S BUDGET APPAREL—Main Floor, Both Stores

2.98

VACATION CALLS For SADDLE SHOES

HOLMAN'S Has These Smart Sport Oxfords

For Women
at — **5.98**



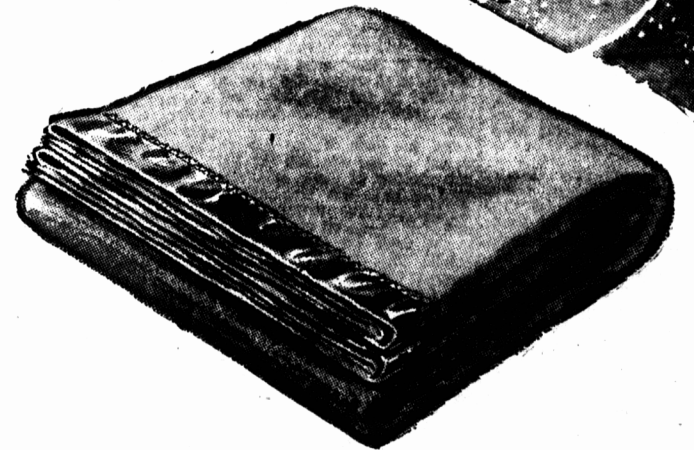
Made of soft, smooth elk in either white with tan or white with blue. 3-eyelet balmoral laced style with full double foam rubber soles and heels. Light in weight and unlined. Sizes and half sizes 4 to 9.

HOLMAN'S Ladies' Footwear
Summerside



BUY WHILE IT'S HOT

TO KEEP WARM WHEN IT'S COLD...



Buy "AYERS"

Finest Wool Blankets

Featured by HOLMAN'S Charlottetown

"AYERLOOM"

Reversible and in charming color tones with matching satin end bindings. Made from new, long fibre pure wool in heavy weight. Size is 60 by 84, individually boxed, each—

16.95

"AYERSPUN"

Beautiful pure wool with a deeply brushed surface finish and satin bound ends. Colors available are rose, cedar, gold or green. Individually boxed.

In 60 x 84 inch size, each **11.95**
In 72 by 84 inch size, each **13.95**

"AYERCREST"

Closely woven of pure wool with a soft, deep pile. Colors are pastels—leoprose, Florida peach, canary yellow or nosegay green with satin binding to match. In 60 by 84 inch size, each—

13.95

HOLMAN'S Housefurnishings Charlottetown

GREAT AFTER-INVENTORY SALE

Now In Progress -- HOLMAN'S Both Stores

Scores and Scores of Unequaled Bargains!

Look For The Red and Black on White Price Cards -- Come! Shop! Save!