

HOLMAN STORE NEWS

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

BUY yourself a gay, bright SCARF and wear it in all sorts of ingenious ways . . . as a belt, as a neckerchief, as a twist of color at your waist or on your wrist — why there are innumerable accents you can achieve for your costume with such a simple thing as a Scarf! Holman's Accessory Department in Summerside and Holman's Ladies' Shop in Charlottetown have nylon oblongs and ascots in solid shades; pure silk squares (of different sizes) in solid shades and soft prints and pure silk scarves in myriads of tiny pleats. The prices are extremely reasonable, just 69 cents to 1.98. It's truly amazing just a Scarf will do for your dullest and drabest costume — try it and see! Scarves are in Holman's Accessory Department, Summerside and Holman's Ladies' Shop, Charlottetown.

THE unfettered, informal look is typically and totally Teenage! . . . That's why the soft as butter MOCCASINS with the flat as a pancake soles have caused such a rave in the teenage set. They come in luscious costume colors—Palmino, baby blue and scarlet. The vamps are hand laced and the leather soles are stitched. Sizes are from 4 to 9 and the price per pair is 2.49 in Holman's Shoe Department, Summerside.

SKATE, ski, slide, hike or play in an un-encumbered warmth and comfort, dressed in one of the new "Utex" HECK SUEDE JACKETS on display in Holman's Men's Wear Department, Summerside. They're in the popular windbreaker style with knit cuffs and waistband, self collar and quilted lining. The colors this richly piled fabric come in are navy, black or spice and the sizes are 36 to 42; priced 12.95. These Utex Jackets are smartly and handsomely tailored with every last detail finished to perfection. Come see and choose one from Holman's Men's Wear in Summerside.

YOUR due to the new Spring Fashion Picture is in your own hands with the expert help of the fresh, new SIMPLICITY PATTERNS that are now carried in a complete and full range of sizes by Holman's Dry Goods in Summerside. One peek at the Simplicity Spring Fashion Book will convince you that now is the time to start your stitchery for a smart and glamorous Spring and Summer Wardrobe. Simplicity Patterns are clear, concise and easy to use, they're priced from 25 to 50 cents each. The new Spring Patterns are here, the new Spring Fabrics and the new Spring Sewing Accessories are arriving daily in Holman's Dry Goods, Summerside.

DOLL up your "derriere" in a pair of new PANTIES . . . Holman's Lingerie in Summerside and Holman's Ladies' Shop in Charlottetown have just received a whole new lot of rayon tricot Panties gaily festooned with dainty nylon embroidery and lace. They are in white, pink or blue, sizes small, medium or large and they're all at one little price—just 59 cents a pair . . . Take our advice you can well afford to doll up your "you know what" in a pair of these Panties from Holman's Lingerie, Summerside or Holman's Ladies' Shop, Charlottetown.

HOLMAN'S Both Stores Features



TREASURES
for SWEATER
COLLECTORS

HOLMAN'S . . . Your "Lady Anne" Sweater Headquarters

A joy to wear . . . they're so soft and lovely! And fully fashioned, too, in fine gauge, superb quality Botany yarn. "Lady Annes" are shrink resistant and when washed with normal care will retain their softness and exquisite fit. Excellent color choice in white, pink, light blue, aqua, yellow, and sizes from 34 to 40, each **8.95**

Lady Anne Matching Pullovers, in fully fashioned, short sleeve styles, will complete your "Sweater Set." Size ranges from 34 to 40, each **6.95**

Orlon Cardigans in plain knit super-Orlon lend variety to your Sweater Collection. These beauties are fine gauge orlon, with double knit neckbands. Made by Lady Anne, the name of quality in sweaters, the color choices are white, pink, blue, aqua, and the sizes range from 16 to 20. Each **7.95**

Orlon Matching Pullovers, the finishing touch to your outfit, and so very practical, too, in sizes 16 to 20, each **5.95**



HOLMAN'S
LADIES' SHOP & LADIES' WEAR
Ch'town S'side



It's just as important to choose a collar style that suits the shape of your face as it is to get the correct size. For style and fit we recommend Arrow Shirts. Featured above is the Arrow Arden with fused, short pointed spread collar. Like all Arrows, it's Mitoga-tailored to prevent bunching at the waist. Sanicised-labelled. Anchored buttons won't pop off!

A complete selection of **4.95**
ARROW SHIRTS
HOLMAN'S Men's Wear
Summerside



Valentines
and
GREETING
CARDS

It's more fun to shop for Valentines that are more fun to get! And our 1955 collection of cards is a shopper's delight! Come in, choose the "perfect" card.

1c to 1.00
HOLMAN'S 5 and 10
Summerside

There's Plenty of Snow and Stormy Weather Ahead
So, Get Set With Dependable

RUBBER FOOTWEAR From HOLMAN'S



MEN'S, WOMEN'S AND CHILDREN'S PLAIN RUBBERS—Bright finished black with corrugated soles. Men's sizes 6 to 12, a pair **1.85**

Boys' sizes 1 to 5, a pair **1.59**

Youths' sizes 11 to 13, a pair **1.39**

Women's sizes in various heel heights, 3 to 9, a pair **1.65**

Misses' sizes 10 to 12, a pair **1.29**

Child's sizes 4 to 12, a pair **1.29**

MEN'S AND BOYS' RUBBER BOOTS — Heavy black tops with red corrugated soles and heels, net lined. Men's knee length, sizes 6 to 12, a pair **5.95**



Men's thigh length, sizes 6 to 12, a pair **8.95**

Boys' thigh length, sizes 1 to 5, a pair **7.50**

Men's hip length, sizes 6 to 12, a pair **10.95**

MEN'S MEDIUM WEIGHT RUBBER BOOTS — Solid black with roll edged soles. Men's sizes 6 to 12, a pair **4.50**

Boys' sizes 1 to 5, a pair **3.65**

Youths' sizes 11 to 13, a pair **3.19**



BRIGHT FINISHED RUBBER BOOTS — Warm fleece linings, non-slip soles and solid rubber heels. Women's sizes 3 to 9, a pair **3.59**

Misses' sizes 11 to 12, a pair **2.69**

Child's sizes 5 to 10, a pair **2.39**

RUBBER OVERSHOES — 4 buckle style, black rubber with full bellows tongue, fleece linings. Men's sizes 6 to 11, a pair **5.75**

Boys' sizes 1 to 5, a pair **4.75**



Youths' sizes 11 to 13, a pair **3.95**

Child's sizes 5 to 12, a pair **3.50**

MEN'S PULL-ON OVERSHOES — Light weight, bright finish with top strap fastener. Men's sizes 6 to 12, a pair **4.50**

Boys' sizes 1 to 5, a pair **3.95**

MEN'S ZIPPER OVERSHOES — Light weight varnished rubber with semi-bellows tongue. Men's sizes 6 to 12, a pair **5.50**



PULL-ON OVERSHOES for Women, Misses, and Children — High cut style to fit all shoes. Women's sizes, black or brown, a pair **3.98**

Misses' sizes, black or brown, a pair **3.59**

Child's sizes, black or brown, a pair **3.19**

Misses' sizes, red or white, a pair **3.79**

Child's sizes, red or white, a pair **3.39**



MEN'S LOW CUT CLOGS OR GRIP-SOLE RUBBERS — Self action backs with non-slip heels. Size and half sizes 6 to 12, a pair **2.25**

WOMEN'S SPLASHERS — Low cut style, brown or black with adjustable fastener on instep. Sizes 4 to 9, a pair **3.45**

WOMEN'S HIGH CUT OVERSHOES — Bright finished black with zipper and Cuban or low heel heights. Sizes 4 to 10, a pair **4.50**

— HOLMAN'S FOOTWEAR — SUMMERSIDE —