

HOLMAN STORE NEWS

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

SEW — WONDERFUL! The new, fresh FARRICS for Spring and Summer sewing . . . These are in great abundance in Holman's Dry Goods Department. Summer-side. Prints that are so lively they fairly breathe — Solid shades that are rich and luscious or pastel and delicate. You'll find serviceable Viscella priced 2.50 a yard — Smart *CELANESE Worsteds at 1.98 a yard — Attractive Printed Butcher Rayon at just 1.39 a yard — "Crisp", a Shantung Print at 1.80 a yard and Novelty Chroms-pun 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. Blueher cut 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 1 to 5 1/2, priced 1.40 a pair. Bring your youngsters in for an X-Ray Fitting of new shoes in Holman's Footwear, Summerside.

YOUR WHEELS 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 orange 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 of the really reasonable price of 1.00 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.

HOLMAN'S Both Stores . . .

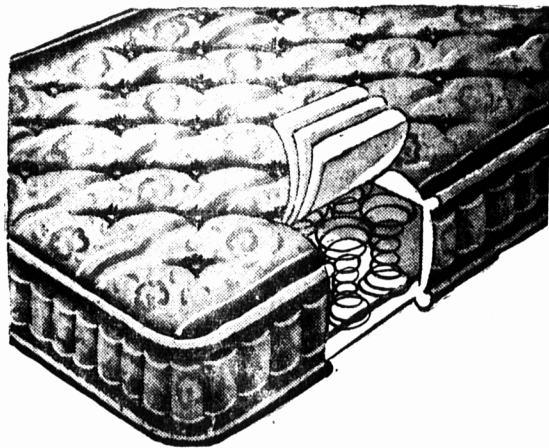
Featuring Another Outstanding HOLMAN Exclusive SPRING FILLED MATTRESS

"Vanity Fair" Made Expressly For HOLMAN'S

SPECIALY PRICED

27.95

Regular Value 39.50



The "Vanity Fair" has 198 coil springs, flexolator, air vents, turning handles, and is covered with imported chenille ticking with taped rolled edge. It is available in all standard sizes. Buy Now And Save!

ONE WEEK ONLY - April 30th - May 7th

— HOLMAN'S Both Stores FURNITURE —

Springtime . . . And Time For These "PLAYTIME PALS"

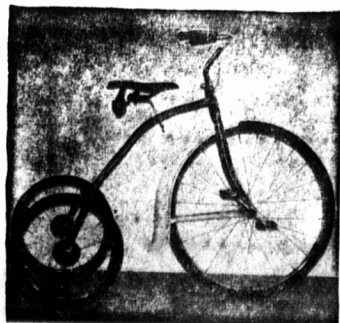
Fun, Health and Happiness For Your Girl or Boy!



C. C. M.
JOYCYCLES

In standard models with many deluxe features including sturdy tubular steel frame, ball bearing wheels, stream-lined guards and nylon bearings. Available in 12", 16" and 20" wheelbases. Each

17.95 to 21.00



LEADER
TRICYCLES

With frames of extra heavy electrically welded tubular steel finished with baked enamel. Adjustable saddle, semi-pneumatic tires and chrome hub caps. In 16", 20" and 24" wheelbases. Each

19.95 to 22.95

Well Built Wooden Wagons

Choice of three sizes with strong metal frame and box of weather-proofed hardwood with plywood bottom. Roller bearing wheels with slip-on hub caps. Each—

8.25 to 17.25



Strong Heavy Gauge Metal Wagons

Strongly made of steel with box of heavy gauge steel with rolled edges, finished in scarlet baked enamel. Wheels have Congo life-time bearings and rubber tires. In three sizes. Each—

2.98 to 13.95



Pedal Kar

For The Wee One

With a frame of heavy gauge flat steel fitted with rear support and a natural hardwood seat. Bright red enamel finish. Each—

6.50



Skipping Ropes

In an assortment of bright, gay colors. Completely plastic even to the handles. Each 25¢

Rubber Play Balls

There's a wide selection from which to choose. Attractive designs and colors in various sizes. Each—

10c to 98c

HOLMAN'S

Budget Shop—Ch'town

Clear Glass MARBLES

20 In Box

9c

5 and 10—S'side

Made
for
Each Other

died to match
SWEATERS
and
SKIRTS

For a smooth co-ordinated look! The British Walker Skirt is of a smart linen weave in a straight line style. The Pullover has short sleeves and a novelty stitched neckline, it's of super Orlon. Stunning Spring Shades are toast, coral, soft lime and violet. Both Are Priced Just—

8.95

HOLMAN'S

Ladies' Shop Ladies' Wear
Ch'town S'side



COCO Fibre Mats

And Matting to keep your home clean and free from dirt and grime. Available in the following sizes:
14 by 24 inches, each 1.49
16 by 26 inches, each 1.89
18 by 28 inches, each 2.50

COCO MATTING

27 inches wide, 3 yard 1.75
36 inches wide, 4 yard 1.95

RUBBER LINK MATS

No. 1—15 by 21 inches, each 1.49
No. 2—16 by 24 inches, each 2.49
No. 3—18 by 30 inches, each 3.98
No. 4—24 by 36 inches, each 5.98

RUBBER STAIR TREADS 30c to 1.25 Each

HOLMAN'S
Both Stores



so FRENCH
so flirtatious
so gay

Muguet des Bois

by COTY

Taken of affection, invitation to flirtation in all of France, here is the very essence, translated into a series of fragrant Toilettries . . . for you.



Try Casual Spray Perfume Mist in aerosol bottle. Sprays to the touch. An exciting new addition to Muguet des Bois Toilettries.

New Casual Spray Perfume Mist 3.00
Toilet Water with Dusting Powder 2.50
Perfume 1.25 to 6.00
Toilet Water with Solid Cologne 2.25
Soap (3 cakes in plastic box) 1.50
"Twistick" Solid Cologne 1.50
Talc with Toilet Water 1.75
New "Creamy Skin" Perfume 1.25
Toilet Water with Atomizer 3.00

There's love in the air
Time for Muguet des Bois

HOLMAN'S

Ladies' Shop Ladies' Wear

HOLMAN'S Youth Centre & Boys' Shop, S'side

FREE Bicycle Contest

Ends Tonight - April 30th

GET YOUR ENTRIES IN TODAY! WINNERS WILL BE ANNOUNCED AS SOON AS JUDGING IS COMPLETED.