

HOLMAN STORE NEWS

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

STRONGLY patterned in attractive abstract and nature designs. . . The **SPRING-KNIGHT PRINTS** are here in Holman's Dry Goods, Summerside to be fashioned into your most interesting and compliment - fetching costumes for Summer. This truly gorgeous Sanforized Broadcloth is woven by the famous Spring Maid Mills and it is well worth your careful consideration. There are several colors and prints from which to choose, all are 36 inches wide and all are priced just 75 cents a yard in Holman's Dry Goods, Summerside.

COME Summer, you'll want a comfortable, neat fitting **STRAPLESS BRA** to wear with your sun togs. Holman's Ladies' Wear in Summerside and Holman's Ladies' Shop in Charlottetown have **WINKIE STRAPLESS BRA** of fine Dacron, embroidered net and power net. They are slightly padded in the cup for comfortable wear and they're wired for stay-upness. In white only, these Winkie Bras will give you the new, high, rounded bosom that is youthful and smart. Sizes are 32 to 36 in B and C cup fittings, the price is 3.98 in Holman's Ladies' Wear, Summerside and Holman's Ladies' Shop, Charlottetown.

FOR YOU an investment in good living that carries a **LIFETIME GUARANTEE!** . . . The marvellous **BERNINA** fully automatic **SEWING MACHINES** are that and more too. They're made in Switzerland and distributed in Canada through the dealer facilities of Neochi, and that means Holman's in Prince Edward Island. The Bernina Machine is available in several styles, portable models. The Bernina can do practically anything but talk — the fine embroidery done on a Bernina can scarcely be distinguished from hand work. Come see the Bernina Sewing Machines, we will give you a demonstration either in your own home or right in the Furniture Departments of Both Holman Stores.

GET ready for outdoor fun by buying a smart, colorful **PLASTIC JACKET**. These can take all kinds of wear and they're wind and weather resistant. Holman's Sportswear in Summerside and Holman's Ladies' Shop in Charlottetown have **PLASTIC JACKETS** in two-tone shades — Tan with yellow, Charcoal with pink and Pink with white; the contrasting shade is on the yoke, pocket binding and buttons. They're smart as paint and may be worn box style or belted as you prefer. Sizes are 12 to 16 and the reasonable price is 8.95 in Holman's Sportswear, Summerside and Holman's Ladies' Shop, Charlottetown.

HOLMAN'S
Both Stores
OPEN All Day
Wednesday
OPEN
Friday Evening
CLOSED
Saturday
Afternoon &
Evening



HOLMAN'S Both Stores...

COTTON CARNIVAL!

Come See Our Fine Selections of Captivating
New Styles In Crisp, Cool Cottons

High Styled Cotton DRESSES

Our collection of beautiful cottons includes scoop necked, sleeveless frocks in the popular coat style; fashioned of blended cotton and viscose that is crease resistant and completely washable . . . gathered skirted styles with neat, short sleeves and oriental necklines, these are of "Tebilled" Cotton in a number of stunning shades. Sizes are from 11 to 20, each—

8.⁹⁵ and 10.⁹⁵

Cotton BLOUSES

In round necked or collared styles with short sleeves or sleeveless. The colors include pink, red, black and white. Fabrics consisting of pure cottons and cotton blends are in smooth or linen weaves. Sizes 12 to 20, each—

2.⁹⁸

Cotton GOWNS and PYJAMAS

Cool comfort for Summer-nights wearing! Attractive "Krinkle-Sheen" requires no ironing and always looks smart. Short Nighties, long Nighties or sleeveless Pyjamas available in sizes small, medium, large or 32 to 40, priced —

2.⁹⁸ and 3.⁹⁸

New, Fresh-As-A-Daisy

HOUSE DRESSES

In a wide assortment of gay prints that are thoroughly washable and color-fast. There are many fresh, workable styles from which to choose, these are smartly trimmed with rick-rack, contrasting broadcloth, buttons and bows. Sizes are from 12 to 20 and 28 to 44, each—

2.⁹⁸ and 3.⁹⁸

Cotton SLIPS

And Half Slips to wear for smart comfort with your Summer dresses. Dainty eyelet trimming on neat bodice and hemline and a double shadow panel are special features of these Sanforized cotton slips in sizes 32 to 40, each—

1.98

Budget Priced Cotton BLOUSES

With the "Little Boy" look that you desire for sportswear. These Sanforized cotton broadcloth blouses have permanent collars and short sleeves. In colors white, green, red, blue, pink or gray, sizes are 12 to 20, each—

1.98

— HOLMAN'S Ladies' Shop and Ladies' Wear —

HOLMAN'S
Budget Shop Ch'town - 5 and 10 S'side

Presenting
the new dark-toned
Sportcoats
PRICED BY
SILVER FLECKS
OR SILKY LIGHT
Tailored by
PROGRESS BRAND
CLOTHES
Sizes
36
to
42
39.50
Silklo
PROGRESS BRAND

The newest and most dramatic change
in sportcoats in many a year. The man's
wardrobe is complete without one of these
new "deep-tone" creations.

HOLMAN'S of Prince Edward Island

Guaranteeing
Satisfaction

Since
1857



Sew More... Save More With COTTON

"SPRING KNIGHT" PRINTS, imported, Sanforized and absolutely colorfast. Designs are exclusive with Holman's. In 36 inch widths, a yard—

75c yard

LINEWEAVE, a medium weight cotton fabric in navy or wine shades that are easy to launder. 44 inch widths, a yard—

89c yard

RIPPLE SEER, printed wrinkle fabric that is wonderful for Summer lingerie and sleep wear. Dainty designs in 36 inch width fabric, a yard—

59c yard

"TEX-MADE" BROADCLOTH, Sanforized and colorfast in a smart range of shades for Summer. In 36 inch widths, a yard—

65c yard

NO-RINK-EL, Permanently pleated cotton that needs no ironing and in solid shades of white, red, teal or navy. 36 inches wide, a yard—

1.19 yard

NO-RINK-EL PRINTS, Permanently pleated in a range of charming designs on white or colors. 36 inches wide, a yard—

1.39 yard

HOLMAN'S Dry Goods
Summerside