

HOLMAN STORE NEWS

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

" 'Tis the season to be merry" and we hope that you have had the happiest Christmas Day ever. We hope that you received the gifts you wished most for. We hope you had a real Christmas feast with all the fixings. We hope that you brought joy and happiness to someone less fortunate than yourself. And we hope that you gave thought to the real meaning of Christmas. And now off with the old and on with the new.

HAPPY NEW YEAR

WHAT IS A STORE?

A store is a place filled with merchandise . . . Yes, but it is more. For it is filled with Character, Spirit and Enterprise.

A STORE . . .

...has a heart, sentimental at seasons, practical too, with common sense reasons.

...is a place for warmth and appeal, not cold and mechanical, but human and real.

...is a place full of youth and elation, greeting each new growing up generation.

...is a trooper, a busy go-getter, giving great talent to make living better.

...is a friend giving the best of advice about what is new, what is right, what is nice.

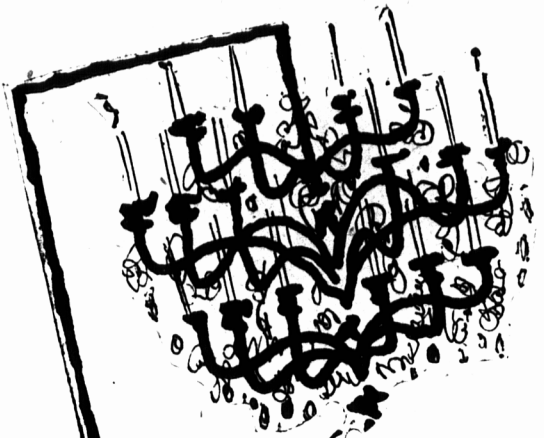
...is a good neighbor, its doors open wide, bidding all welcome, to come right inside.

...is real people, a pulsating throng of footsteps and heartbeats all the day long.

What business on earth touches closer the lives of children and babies, of husbands and wives, of brides and of sweethearts all over the land?

A store touches all with its warm human hand.

... Adapted.



Divinely Formal



Evening Shoes

To keep your feet a-dancing! They are in fine brocades and kid leathers—flattering in the heel height you desire (whether it be daring spikes or flat ballerinas). Choose gold or silver in sizes 4 1/2 to 8.

4.95

HOLMAN'S FOOTWEAR
Summerside



Evening Bags

Little bags — just big enough for party essentials! They're a-glitter of sequins, brocade velvet or cords in gold, silver or black. Pouch style or envelope to carry on every big occasion!

2.98 up

HOLMAN'S
Ladies' Shop — Ladies' Wear



Strictly...Beautifully... Fabulously Formal

This is the news for the Holiday Partying! More women are going to look more beautiful because of these most beautiful evening gowns. They have a degree of grandeur to greet the happy season brilliantly. And there's such a wide choice that you may have your way in every detail from the fabric to the last touch of glitter. Sizes are 11 to 18 in flowing taffetas, tulle and nylons

25.00
TO
39.95

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