

HOLMAN STORE NEWS

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

1. THE HOLMAN SPORTING GOODS DEPARTMENT in Summerside has returned to its original site from whence it was banished by the opening of Toyland . . . In other words it is back where it started on the second floor adjacent to the main offices and the furniture department in the Summerside store. There's yet more news of our Sporting Goods Department — it has been extended and enlarged — there's more room, more items on display and there'll be more fun choosing the equipment you'll want for your favorite sport. This Department is under the direction of Gerard Bernard (one of The Island's outstanding athletes) who is well qualified to advise and help you. The Holman Sporting Goods Department carries a full line of equipment for the sport of every season — Come visit and see for yourself!

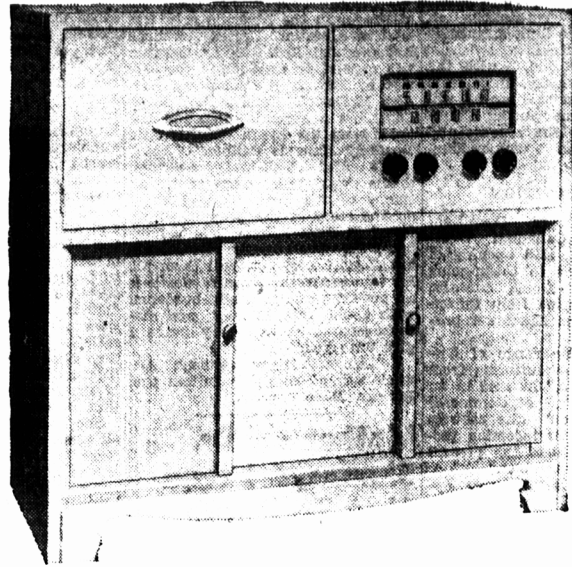
2. NEW for '55 are the PIXIE SOCKS for Infants — they're in Holman's Youth Centre, Summerside. Pixie Socks are made of pure nylon in a smart English rib pattern, they're stretchy "fit-all size" (from 4 to 6½). They're sold two pairs in a cellophane package for 95 cents AND the two pairs of Pixie Socks are GUARANTEED for 1 year, that is if the two pairs wear out inside of a year they may be returned and replaced FREE. I guess the manufacturer is quite safe in making this offer because you know and I know that nylon socks wear practically indefinitely! Colors available are white, pink or blue, so choose the colors you want and stock up on Pixie Socks for your little ones from Holman's Youth Centre in Summerside.

3. NEW for '55 are the CALIFORNIA FLOWER POTS — they're on display in Holman's China Department, Summerside and Charlottetown. Made of pottery, settled on a brass colored metal base, you'll find these attractive pots useful for short cut flowers, growing bulbs, African violets and other house plants. Odd and different shapes and sizes — modern and smart colors (chartruse, dark green, bright scarlet, soft pink and cream color accented with black tracery). Prices range from \$2.50 to \$4.25. California Flower Pots are smoothly glazed and they're in Holman's Both Stores China Departments.

4. NEW for '55 are the Splash Print DRESSES only just unpacked in Holman's Ladies' Wear, Summerside and the Ladies' Shop in Charlottetown. They're in the stunning and flattering long torso line with a cuffed hip accent that whittled down a waistline. Soft shoulders, three quarter sleeves and a solid colored bow for complement. Then there's a wee checked taffeta with plastic flocking in varied dots of gleaming white, this Dress has panniers for hip accent and the skirt is full. Come see these Dresses to wear now and take you right into Spring . . . They're in the Ladies' Wear, Holman's Summerside and the Ladies' Shop of Holman's Charlottetown.



HOLMAN'S Both Stores... Feature Special!



Available On The
HOLMAN HOME PLAN

TRADE-IN 50.00 ALLOWANCE

For Any Old Radio or Record Player ON THE PURCHASE OF ANY NEW CONSOLE COMBINATION RADIO-PHONOGRAPH

At 199.95 Or Over

You'll have a wonderful time choosing the new Console Combination Radio-Phonograph you want from the many different models . . . You'll get a wonderful Bargain if you do your choosing between now and January 15th, because Holman's will allow you all of 50.00 for your old machine on the purchase of one of the smart new ones. The new Consoles all feature the 3-speed record players and the most modern of radios. The cabinets are sleek and handsome—they'll be a joy to you and yours for years to come.

HOLMAN'S Both Stores FURNITURE

ONE WEEK ONLY

Saturday, January 8th

Through

Saturday, January 15th

COTY

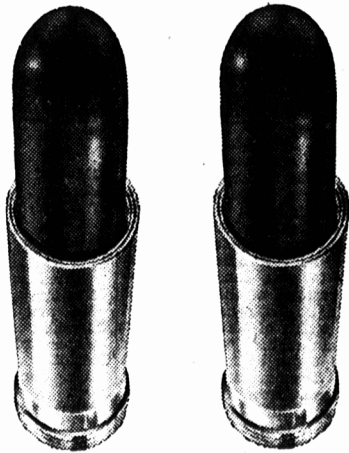
SPECIAL SALE

of

FAMOUS

"SUB-DEB"

LIPSTICKS



TWO FOR THE PRICE OF ONE

Regular 85c

WHILE THEY LAST

2 FOR 85c

The gorgeous fashion-right shades include Soliel d'Or, Magnet Red, Dahlia, Medium, Vibrant and others. Enhance your color scheme with new Coty Lipsticks . . . You'll be able to afford several at this very special price!

SHOP TODAY

HOLMAN'S

COSMETICS
SUMMERSIDE

INDIVIDUALLY CUT AND TAILORED TO MEASURE

BOND BONUS SALE

EXTRA TROUSERS

FREE!

Tailored to Measure

AND TAILORED TO MEASURE - INDIVIDUALLY CUT AND TAILORED TO MEASURE

39⁷⁵

COAT AND 2 TROUSERS

No wonder Bond value is famous! Right now—at any Bond store—you get an extra pair of trousers absolutely FREE with every tailored-to-measure suit. Fabrics?—your choice is unlimited . . . our complete assortment is available. And your suit will be tailored in Bond's popular new style for '55. This tremendous sale is for a limited time only! So order your suit immediately . . . and get an extra pair of trousers FREE!

The New Style for '55

Today everything's easier to live in! Bond's new style, designed for extra good looks as well as extra freedom and natural ease, features minimum padding . . . straighter, trimmer lines. You'll like it!

Ladies' suits TAILORED TO MEASURE with EXTRA 40% FREE!
Same store-wide choice of fabrics . . . beautifully tailored in soft feminine styles.
From \$44.75

Reg. \$39.75 Extra Trousers FREE You Save \$13.25
Reg. \$49.75 Extra Trousers FREE You Save \$16.25
Reg. \$59.75 Extra Trousers FREE You Save \$19.25

YOU MUST BE SATISFIED OR YOUR MONEY REFUNDED

ORDER EARLY! Sale For Limited Time Only

HOLMAN'S Men's Wear

Summerside

INDIVIDUALLY CUT AND TAILORED TO MEASURE - INDIVIDUALLY CUT AND TAILORED TO MEASURE