



If that "very special" feeling you have for Mother is hard to put into words, let HOLMAN'S beautiful gifts express your sentiments for you! We have a wide and wonderful selection - - all sure to be received with joy! Come in now and take your pick.

we know what will please her—on

# Mother's Day

May 12<sup>th</sup>



A wide and wonderful selection of Coro fashion jewelry for the Lady Look. Matching sets also available.

1.00



Genuine English doeskin gloves of superior quality. White only in six sizes.

2.50



White nylon and terylene with short sleeves, high neck and jabot. Nylon applique trim. 12-18.

4.98



Navy or black corde bags for day or evening wear.

4.98



Waldrest nylons in 54-15 afternoon sheer. Dark contrasting seams, smart spring shades. All lengths. 8 1/2 - 11.

1.15 Pair

## beautiful SLIPS

JUST RIGHT FOR MOM

White nylon tricot slips with fitted midriff. Top has nylon lace insert and pleated chiffon tricot. Hemline has matching trim. Adjustable shoulder straps and shadow panel. Sizes 32-42.

4.98

Every day, mother reigns supreme in every heart. But each year on her "Special Day" she is crowned anew with fond expressions of warm love and deep devotion. Mother may be young or not-so-young in years but this is one day when she is sure to be young-in-heart ... made so by the certain knowledge that she is remembered by all those whom she holds most dear. Don't forget your mother on her day ... Mothers' Day, May 12th.



LADIES' WEAR — BOTH STORES



# BABY WEEK

announcing HOLMAN'S

## Centennial Baby Picture Contest FOR NATIONAL BABY WEEK

Enter your baby's picture - - - he may win!  
NO PURCHASE NECESSARY.

Do you have a pretty baby Of course you do! And we'd like to see his picture. Why not enter it in our CENTENNIAL BABY PICTURE CONTEST? He may win a \$100.00 bond or \$25.00 worth of lovely children's clothing from HOLMAN'S (in each store). No purchase is necessary ... simply bring in a photo of your child (boy or girl under 2 years of age) to either store for judging. The best pictures from each store will be assembled before three judges at each store, and prizes will be awarded according to personality, beauty and health. The results of the contest will be announced in the press and on radio the following week. Children of HOLMAN employees are not eligible.

1st PRIZE: for Prince Edward Island: A \$100.00 Canada Savings Bond.  
2nd PRIZE: (One each for Summerside and Charlottetown): \$25.00 worth of children's clothing.

Back of child's picture must be plainly marked as follows:

Child's name and present age .....

Parent's name .....

Address .....

YOUTH CENTRE — BOTH STORES

She'll be looking for a card from you on Mother's Day

## Beautiful Cards

You'll find many delightful cards so right for MOTHER'S DAY at HOLMAN'S 5 & 16. They express your feeling so well on this one day when you want to tell mother how much she means to you. Don't forget Mother on her day.

PRICED AT

5c - 10c - 15 - 25c - 35c - 50c

Special, chocolates for Mother's Day ..... 98c box

Lovely flowered aprons for Mother's Day .... 1.15 each

Also a wide selection of gift wrapping paper and ribbons

5 & 16 — SUMMERSIDE ONLY