

HOLMAN STORE NEWS

Bringing You Up to Date
On What's New And
Interesting at Holman's
By C. H. M.

THE NEW DRESS silhouette eases up and slims down... You'll love what it does for your figure. The higher, rounded bosom is more youthful; the longer line is lithe and the controlled hip is neater and finer. You'll welcome, as we all do, the slim look; which makes you look taller and slighter. The long torso usually has hip-line accent of seams, bands, cuffs or bows. Skirts are shaped to accentuate the long, flat hip effect. Coupled with the molded bodice is a shallower neckline that gives a definitely raised impression. All in all, the new Dresses for Spring are important because of the subtle difference — they're eye catching and bewitching. Visit Holman's Ladies' Wear, Summerside and Holman's Ladies' Shop, Charlottetown, regularly to see the new Dresses on their arrival.

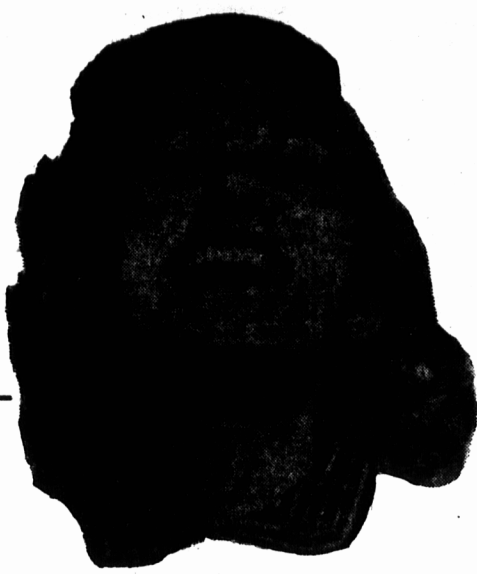
BRIDGE PRIZE OR GIFT... The English BENT GLASSWARE lends itself beautifully to either use with the right touch of care and thoughtfulness. The rich "stained glass" colors of deep blue or ruby are etched in circle designs of gold. Holman's Both Stores China Departments have English Bent Glass in the following pieces — oblong trays, cake plates, occasional dishes and flattened ash trays, prices are from 1.25 to 4.95. For your next Bridge Party or for the next Gift you need but choose one of these to bring OHHHS of approval! They're in Holman's Both Stores China Departments — Summerside and Charlottetown.

HAS YOUR LAD OR LASSIE out-grown or worn-out a Winter JACKET this season?... Then, it's high time you got him or her one of the gaily striped BLANKET CLOTH JACKETS, regularly priced 21.50 and NOW GOING FOR 14.95 in HOLMAN'S MEN'S WEAR, Summerside. They're double breasted will button to either right or left—they have warm "Timon" collars (wool and cotton fur fabric) — an all around belt—storm cuffs and the padded lining is quilted. Sizes are from 26 to 36 and you'll SAVE 6.55 by buying NOW in Holman's Men's Wear, Summerside.

BABY NEED A NEW PAIR OF SHOES?... The Shoe Department at Holman's in Summerside has only just received a shipment of BABY BOOTS by Savage. They're made in 5 eyelet height of soft, fine elk, either brown or white, with sturdy Neolite soles. These Boots are "Sanitized" for longer and healthier wear, they're non-toxic and non-irritating. Sizes are from 2 to 6 and the price is 2.95 a pair. New Shoes for Baby are in Holman's Shoe Department, Summerside.

DON'T SUFFER WITH RED, RAW, CHAPPED HANDS... Invest in a pair of PLAYTEX LIVING HOUSEHOLD GLOVES from Holman's Dry Goods in Summerside. They're a hand beauty treatment and in 9 days of wearing for your household tasks your hands will be softer, smoother and lovelier. Fab-lined for comfort, these Playtex Gloves have non-slip surface, extra long cuffs and are beauty magic for hands at work. They come in a shade of light blue, sizes small and medium, priced 1.49 a pair in Holman's Dry Goods, Summerside.

HOLMAN'S Both Stores... Brightens Your Home And Your Life With Sparkling New KITCHEN UTENSILS



**Gleaming White Enamel Pots and
Pans With Red or Black Trim....**

Your home, your kitchen and your life will be happier and brighter with the addition of these sparkling, white enamel pots and pans. They're made of fine quality enamel on a sturdy steel base. They're stain and acid resistant and they're perfectly sanitary. You'll enjoy your cooking with these easy-shaped utensils — designed and manufactured with your comfort and convenience kept foremost in mind. The array of fine enamelware includes each and every utensil you desire for your kitchen help. The various pieces are easy to buy on a budget — they're reasonable in price.

Moderately Priced — **45¢ to 5.60**

— HOLMAN'S Both Stores CHINA —

pretty blouses

**To Perk-Up Your
Winter Weary
Wardrobe!**



AND ONLY
2.98

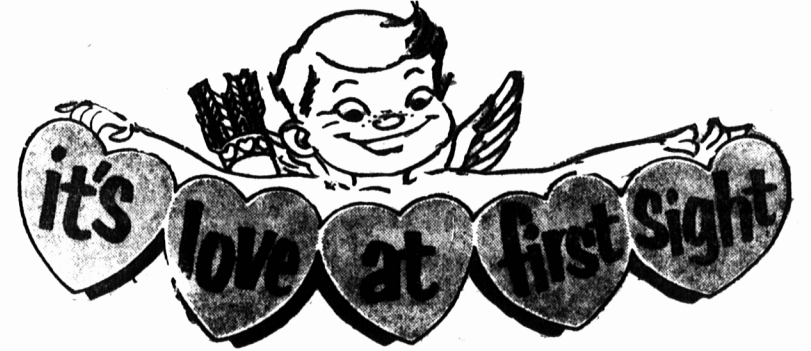
Choose From Many New Spring Styles

And they'll be in tune with your Valentine love song! Choose a gaily printed cotton with a background of white, pink or blue; featuring a wing collar and bat-wing sleeves. Choose an opaque or sheer of beautiful Dupont Dacron or Nylon in shimmering white. They're the first whisper of Spring!

HOLMAN'S

Ladies' Shop, Ch'Town

Ladies' Wear, S'Side



**With These Valentine Gifts
For The Kiddies!**



**Girls' Popular
CAMPUS JACKETS**

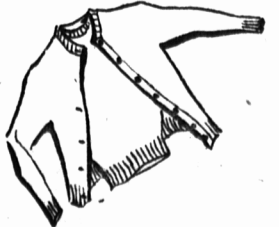
Cozy and warm for skating or outdoor sports. These good looking Campus Jackets are made of blended wool and rayon in navy Melton cloth with white line trim. The front closing is with sturdy dome fasteners. Sizes are 8, 10 and 12—each

10.95

ORLON CARDIGANS

Regent make in shades of pink, maize or blue. Orlon Cardigans are soft and luxurious as expensive cashmere. They're serviceable and wash in a jiffy. Plain, classic knit style in sizes 4 to 6x—each

3.49



Wee Tots' ROMPERS

They're neatly made of nylon and orlon fabric in one piece style with maize panties and white tops, buttoned backs and tiny collars. Sizes are 1 and 2—each

2.98

**INFANTS'
NIGHT GOWNS**

Fine quality flannelette, hand smocked with rayon edging on the neck and cuffs. Open back style with raglan type sleeves. Infants sizes—each

1.98

**EIDERDOWN
BLANKETS**

In the 36 by 50 inch size, bound all around with lustrous rayon satin. Pink or blue colors, softly napped for cozy warmth and gift boxed—each

2.98



HOLMAN'S Youth Centre — Summerside