

A MERRY XMAS



HOLMAN'S, Summerside

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King Santa Rules Supreme at This Festive Season and Brings Happiness to Hearts and Homes

Yuletide is a season of happiness—good cheer and cordiality. Since time immemorial Xmas has been set apart as a sacred opportunity to share our pleasures—our wealth and treasures, and King Santa is a supernatural personage that rules, and reminds us of the debt we owe our loved ones.

Each year the established custom of exchanging gifts becomes more profound—the significance greater and the opportunities more widespread.

Are you preparing to gladden some hearts on Xmas morn? Let the full stocking of generosity and a big heart guide your gift-giving and the compensation and Xmas cheer alone, the indescribable satisfaction of knowing that you did your best to bring happiness to hearts and homes will amply repay you.

This store is doing everything within its power to assist Xmas shoppers and the Xmas prices offer every inducement.

Men's Gift Neckwear

Never in our history have we shown men's ties to compare with the present display of Xmas gift neckwear. The most perfect creations, designs and patterns—the handsomest colors and color combinations. Some showing rich generous flowing ends—others displaying the narrower effects, but all in complete harmony with the desires of discriminating dressers.

Each in an appropriate individual Xmas box at 50c, 75c, \$1.00, \$1.25 and \$1.50.



Ladies' Gift Neckwear

Why not neckwear? What would prove more acceptable to that particular lady than a dainty collar and jabot? The exquisitely rich embroidered creations—some showing the popular new side frills that have become the rage with fashionable American women.

These show a web-like daintiness—are elegantly embroidered and handsomely designed.

Prices from our 19c. special to 40c., 50c., 70c., 75c., \$1.00 and \$1.50.



Handsome Gift Handbags

A hand bag is always acceptable—always appropriate and will always be appreciated.

We are showing a splendid line of handbags of different styles—mounts and linings.

Included in our showing is a special line of suede hand bags that are excellent value at 50c. The shades include blue, grey, tan, black and green.

Leather hand bags in about every style—the oxidized frame is one of the popular lines. Prices 50c., 75c., \$1.00, \$1.50 to \$3.50.



Fancy Work for Gifts

We are showing some perfect examples of art embroidery work ready for gift-giving—work bags, shopping bags, tie racks, whisk holders, centerpieces, library mats and library scarfs are representative lines that will make acceptable Xmas gifts.

These were made from the celebrated Royal Society designs and are unexcelled.



Toyland is Joyland for the Children

Bring the children to "doldem"—let them feast their eyes on the sights and suggestions—watch their eyes sparkle with pure delight as they notice one thing after another that appeals with fascination to their little hearts.

Santa Claus has packed this store full of toys—dolls—and games galore.

Xmas buying has commenced in real earnest and we want all the little children to see our showing before it becomes depleted.

Toys, dolls and games from 5c. up—and the biggest range you ever saw in Summerside. Don't fail to attend this big Xmas sale—and bring the children.



Oh! the Pretty Gift Linens

Our fancy Xmas linens stand for what is finest and most artistic in weaves and workmanship, and are very suggestive Xmas gifts.

Fancy aprons, centerpieces, bureau covers, side board covers, cushion tops and doilies with baby Irish lace will make splendid presents.

Besides these linen towels, table linens and bed spreads should be considered by all gift-seekers.

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Handkerchiefs for Everyone

You'll find a perfect shower of handkerchiefs at this store—sheer, dainty linens displaying weaves that will not wash thick and clumsy nor thin and flimsy but always launder crisp and clean. The better lines are the pure Irish linen, made by Irish peasants. These convey a sort of romantic expression that is always appreciated. Prices from 12c. each to \$1.50.

Colored handkerchiefs of every description are shown in the special display from the little picture handkerchiefs to the handsome colored ones.

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Do Your Shopping from HOLMAN'S Catalog

Fancy Jewelry

We've imported a lot of fancy jewelry, such as cuff links, brooches, pins, etc., especially for our Xmas trade. It is a novel and inexpensive line and should be seen by all. Prices 20c., 50c., 75c., \$1.00 and up with the quality.

Comb Set \$5.00

This is an excellent shell comb set, consisting of barette, back comb and side comb. Set with rows of brilliant rhinestones—a handsome set for a gift—3 pieces complete for \$5.00. Other combs from 10c. up.

Gift Umbrellas

You'll see here an attractive line of umbrellas for gift-giving. Some showing bone, ebony and gun metal handles. Prices 75c., \$1.00, \$1.50 to \$2.50. The leader line is the suit case umbrella that will fold into any 24-inch suit case—each \$2.25.

Fitted Suit Cases

Excellent fitted solid leather suit cases with complete travelling sets. They are massively constructed and heavily mounted. Just such a present as any person could not help appreciate. Prices \$9.50 and \$21.00; other suit cases from \$1.10 to \$9.00.

Give Him a Chub Bag

Every man prides in the ownership of a club bag—especially if it's a good one. You should see our line of leather club bags at from \$5.00 to \$12.00.

What About Some Underwear?

Stanfield's pure wool underwear will stand the strain—is thoroughly unshrinkable—has a smooth, fine velvety feel and an elastic finish that counts for comfort and durability. Per garment 75c, 98c, \$1.25, 1.40 and \$1.75.



A Set of Furs is the Gift Ideal--

Come and revel in furs. Can you or anyone else imagine a more appropriate present than a set of luxurious furs? And you mustn't think that because our furs take adjectives to describe them that they are necessarily expensive. On the contrary—you can buy a set of furs, a fur jacket or a fur coat, here at a noted saving, and they're guaranteed furs at that. Visit our fur department and decide for yourself.



Just a Word to Xmas Shoppers

We have just one little request to make. We will do everything that we reasonably can for the sake of your convenience and comfort, but to assist us in helping you—to help our sales off, PLEASE SHOP AS EARLY AS POSSIBLE.

HOLMAN
SUMMERSIDE, P.E.I.
ESTAB. 1857
THE BIG MAIL ORDER HOUSE