

CHRISTMAS

50 ITEMS PERSONALLY

**\$150.00 IN CHARGE ACCOUNTS
FREE EACH WEEK!** \$75.00 In Each Store
Summerside & Charlottetown



SOMEONE IS GOING TO WIN IT MAY JUST BE YOU!

FOR THE PAST TWELVE MONTHS HOLMAN'S BUYERS HAVE BEEN EXPLORING THE MARKETS AROUND THE WORLD, AND AFTER VIEWING THOUSANDS OF ITEMS, HAVE SELECTED FIFTY OF THE FINEST — ESPECIALLY FOR YOU, — 50 "Personally Picked by SANTA" ITEMS. FAMOUS BRAND-NAME ITEMS, POPULAR CLOTHING STYLES, EFFICIENT HOME-MAKER CONVENIENCES, BEAUTIFUL FURNITURE, APPEALING TOYS AND GAMES, FINE CHINA AND SILVER—ALL AT PRICES DESIGNED TO GIVE YOU THE MOST FOR YOUR CHRISTMAS DOLLAR. FOR EACH DOLLAR (OR PORTION THEREOF) SPENT IN THE PURCHASE OF ANY OF THESE ITEMS, YOU WILL RECEIVE A BALLOT WHICH ENTITLES YOU TO PARTICIPATE IN HOLMAN'S CHRISTMAS CONTEST FOR PRIZES AS ANNOUNCED ABOVE. THE FIRST DRAWINGS WILL TAKE PLACE ON NOV. 30th AND EACH SATURDAY FOLLOWING, UNTIL DEC. 21st. BEGIN YOUR CHRISTMAS SHOPPING NOW AT HOLMAN'S EXCHANGE YOUR SALES SLIPS FOR BALLOTS AT THE TELEPHONE SWITCHBOARD. SUDDENLY — YOU MAY HAVE SEVENTY FIVE EXTRA SHOPPING DOLLARS, A CONVENIENT MAIL-ORDER COUPON IS PRINTED HERE FOR THE CONVENIENCE OF OUT-OF-TOWN CUSTOMERS. SIMPLY MARK THE NUMBER OF YOUR REQUESTED PURCHASE, AND MAIL WITH REMITTANCE. YOUR ITEMS AND BALLOT-STUBS WILL BE SHIPPED PREPAID ANYWHERE IN THE MARITIMES. WINNERS WILL BE ANNOUNCED IN THE PRESS.

Kiddies Nylon Cardigans

1. Soft knitted nylon cardigan buttoned to the neck. Long sleeves. Blue and Maize. Sizes 1-2-3.
Personally Picked **1.98**
by Santa at

Youth Centre — Both Stores



Men's Dress Shirts

2. Arrow "Arden" or Toke "Flight" — in gleaming white. French or single cuffs. New French front. Sizes 14's to 16's.
Personally Picked **4.95**
by Santa at

Men's Wear — Both Stores



G. E. Electric Kettle

3. Bright chrome finish in modern style. 4 pt. capacity. Shuts off automatically when dry. Colored element. Reg. 14.50.
Personally Picked **11.98**
by Santa at

Housewares — Both Stores



Women's Nylon Hose

4. Dark contrast seams with panel heel, cradle sole. Lt. or medium beige. Choice of 2 weights. Size 9-11. Free Christmas corsage with each pair.
Personally Picked **pr. 1.25**
by Santa at

Ladies' Wear — Both Stores



Towel Sets

5. Floral and assorted designs. Choice of 2 or 3 pc. sets. Beautifully boxed for Christmas gifting.
Personally Picked **2.98**
by Santa at

Home Furnishings — Both Stores



Boys' Dress Hose

6. Nylon—guaranteed to wear 90 days. 3/4 length, elastic tops. Shrinkproof. Wine, Charcoal, Blue. Sizes 7 1/2 to 10.
Personally Picked **pr. 79¢**
by Santa at

Men's Wear — Both Stores



Sunbeam Mixmaster

7. All White or assorted pastel colors. 10 speeds. Powerful motor. 2 heat-resistant glass bowls. Table model. Reg. 56.50.
Personally Picked **46.50**
by Santa at

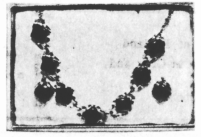
Housewares — Both Stores



Esmond Blankets

8. Rayon and nylon mix in warm and durable fabric. Rayon satin bound. Blue, Green, Gold, Pink or Rose. Size 72" x 84".
Personally Picked **5.98**
by Santa at

Home Furnishings — Both Stores



Coro Jewellery

9. Elegance in matched sets by "Coro"—pins or necklets with earrings—a dazzling Christmas display. \$1.00 values.
Personally Picked **2.00**
by Santa at

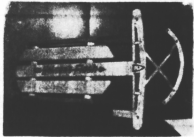
Ladies' Wear — Both Stores



Boys' Hockey Skates

10. Black lined cowhide boots, built in tendon guard, moisture proof sole, padded tongue. Silver Arrow "Tubular" skate. Sizes 1 to 5.
Personally Picked **pr. 7.25**
by Santa at

Sporting Goods — Both Stores



Children's Sleighs

11. 36" Sno-flight steering sled with metal runners and hardwood top. Strongly constructed.
Personally Picked **3.99**
by Santa at

Toysland — Both Stores



Men's Dress Hose

12. Fancy rib or plain knit in 3/4 length. Lamb's wool, nylon, Orlon or Kroy and nylon. Assorted colors. 10% to 11 1/2 stretchies.
Personally Picked **pr. 1.50**
by Santa at

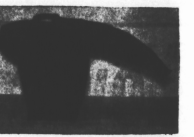
Men's Wear — Both Stores



Heller Relaxer Chairs

13. Fully automatic recliners. No-sag spring construction, solid frame. Upholstery of combination Fabricite and cloth. Brown, Green, Red, Beige, Arma.
Personally Picked **79.95**
by Santa at

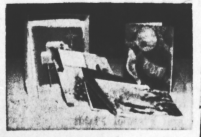
Furniture — Both Stores



Girls' Cardigans

14. Red and Blue knitted wool in built-in-to-the-neck style, some with design across front. Long sleeves. 24-6.
Personally Picked **1.98**
by Santa at

Youth Center — Both Stores



Christmas Cards

15. 21 different cards, boxed. All cards gilded. Standard 4 x 6" size.
Personally Picked **box 69¢**
by Santa at

8 & 19, S'ide — China, Ch'town



Cups & Saucers

16. 20 different designs in English bone china by Salisbury poteries. Floral and paisley, gold edged. Reg. \$1.75.
Personally Picked **1.19**
by Santa at

China — Both Stores



Christmas Nuts

17. Good assortment of Christmas mixed nuts. Definitely no peanuts in mixture. walnuts, almonds, brazil, filberts.
Personally Picked **2lb. 95¢**
by Santa at

Food Market — S'ide



Men's Sport Shirts

18. Of imported Rayvela flannel-plaid in choice of 4 color patterns. Two button cuff, convertible collar. S, M, and L.
Personally Picked **4.95**
by Santa at

Men's Wear — Both Stores



G. E. Steam Iron

19. Steam or dry ironing at the touch of a button. Double thumb rest for tight or left hand use. 4 1/2 lb. weight. Reg. 19.95.
Personally Picked **15.98**
by Santa at

Housewares — Both Stores



R. C. A. Record Players

20. 4 Speed single play R.C.A. portable. Attractive luggage-style case in brown or two-tone Green leatherette.
Personally Picked **39.95**
by Santa at

Furniture — Both Stores

THE FINEST YOU CAN GIVE * THE FINEST YOU CAN RECEIVE *****