

# HOLMAN STORE NEWS

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



JUST a whiff of the spirit of Christmas I want to tell you about all the very special services that Holman's has to make your Christmas shopping easier and your Christmas merrier! . . . One follows the other as night follows day because you know that if you are worn to a frazzle with work and worry you just can't be merry! The Both Holman Stores (Summerside and Charlottetown) will have GIFT WRAP CENTRES, these will be conveniently located and you may take your purchases there to be beautifully and expertly done up — for a very small cost. Holman's in Summerside has a MONOGRAM SERVICE right in the Gift Wrap Centre where Gifts can be suitably Monogrammed in gold, silver or colors (You know Monogramming adds a posh touch to the simplest present) and last but not least, Holman's in Summerside has a GIFT CONSULTANT who will help and advise you about your shopping — she has oodles of Gift Suggestions for every age group and in every price range. Do please take advantage of the Special Services at Holman's they will truly help you to enjoy a Merry, Merry Christmas!

COME Christmas or come any occasion when a really nice Gift is called for . . . Let your solution to the puzzle be a pair of "Tex Made" PETAL TONE SHEETS and matching PILLOW SLIPS! The Dry Goods Department of Holman's in Summerside and the House Furnishing Department of Holman's in Charlottetown have these in "Homestead" quality with wide and luxurious hemstitched ends. The delightful colors are pink, blue or gold. Petal Tone Sheets are in the big 81 by 100 inch size and the Pillow Slips are in generous measurements too. Sheets are priced 8.95 a pair and the Slips are 1.98 a pair. Give fine and attractive household linens for a Gift that is sure to be appreciated. . . . You'll find a wonderful selection in Both Holman Stores.

A TOY that is cuddly, appealing and warm . . . That's what Santa Personally Picked for your wee boy or girl. The silky plush PANDA and HONEY BEARS in Holman's Toylands, Summerside and Charlottetown, are cuddly, appealing and warm — besides that they are stuffed with Foam Rubber and they can be tubbed for all time cleanliness. You may have your choice of either black and white or brown and honey colors. PERSONALLY PICKED BY SANTA and priced 2.98 — you'll find PANDA and HONEY BEARS for the wee ones in Holman's Toylands, Summerside and Charlottetown.

WHAT nicer gift could you choose for Christmas giving than a colorful, warm and becoming All Wool CARDIGAN. The Five and Ten in Holman's Summerside Store and the Budget Shop in Holman's Charlottetown have these smart Cardigans. PERSONALLY PICKED BY SANTA to sell for just 2.98. They're in an all-weather fancy stitch that you can dress up or down as you will, they have ribbon reinforced fronts, double neckband and ribbed waistband and cuffs. Colors include rose, mauve, wine, aqua, blue, gray and black; the sizes run from 14 to 20 and the reasonable price is 2.98. Come see these, they're a wonderful value, they're PERSONALLY PICKED BY SANTA for Holman's 5 and 10, Summerside and Holman's Budget Shop in Charlottetown.



# You'll Gobble Up This Terrific Christmas Special!

**\$25. WORTH of GROCERIES FREE**  
(Your Choice)



... Including A Big Christmas Turkey If Desired ...

WITH YOUR PURCHASE OF ANY NEW

## FRIGIDAIRE

ELECTRIC REFRIGERATOR

**HOLMAN'S Both Stores**  
**GREAT 20 DAY SALE**

Friday, November 26th  
Through  
Saturday, December 18th

PLUS A Liberal Allowance For Your Present Refrigerator

OH, WHAT A WONDERFUL CHRISTMAS! A gleaming new Frigidaire brim full of \$25.00 worth of Groceries of your own choosing! . . . This includes a Christmas Turkey, if you wish. You purchase your new Frigidaire during our 20 day sale (Friday, November 26th through Saturday, December 18th), we supply the delicious eatables FREE! Look at the beautiful Frigidaires—outside and inside . . . You'll agree that they're made for economical once-a-week shopping . . . You'll agree that they're "tops" in convenience and beauty. Make this a wonderful Christmas in your home—the Gift of a Frigidaire is the "Gift of Gifts!"

THERE ARE A NUMBER OF NEW MODELS FROM WHICH TO CHOOSE, INCLUDING THE ROOMY, HANDSOME 7.6 Cu. Ft. FRIGIDAIRE AT 269.95.



ONLY \$10. DOWN

Delivers Your New Refrigerator  
And FREE Groceries  
Balance in Monthly Payments

ACT NOW! . . . This Offer Good Only Until Store Closing December 18th

Summerside **HOLMAN'S** Charlottetown



We've A Tremendous Selection Of  
Fine Bone China  
**CUPS and SAUCERS**  
For Every Lady On Your List

Christmas Time is Cup and Saucer Time in the Holman China Departments! You'll have a wonderful spree choosing the ones you want from the array of English Imports. They are of the finest Bone China, products of Aynsley, Royal Albert, Foley, Salisbury and other famous British potteries. You'll love the soft solid colors, the exquisite floral designs—prices range from . . .

Priced For Christmas Gifting

**89c to 5.00**

— HOLMAN'S Both Stores CHINA —

Personally Picked By Santa!

## GIFT LAMPS

To Brighten The Home At  
Christmas and Through The Year



**FLOOR LAMPS**

Look at Christmas with a lovely new Light! The new Floor Lamps are very smartly designed and finished in either chrome or rich bronze. You'll be enthralled with the many, fashion right models on display—they're PERSONALLY PICKED BY SANTA—

**19.95**

**TABLE LAMPS**

In the selection you'll find the right Light for Christmas, whether it be traditional or modern. They are all beautifully styled to enhance the appearance of your home. They are all complete with shades and bulbs. Table Lamps designed to look and light better are PERSONALLY PICKED BY SANTA—

**9.95**

HOLMAN'S  
Both Stores -- Furniture

