

HOLMAN STORE NEWS

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



JUST a whispitch beforehand 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 does 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 there 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 copies 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 895 a pair and the Slips are 198 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 298 — 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 298. They're in an all-over 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 298. 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.



MEN!..SAVE 10.00 TO 20.00 IN THIS PRE - CHRISTMAS SALE OF PROGRESS BRAND TAILORED-TO-MEASURE SUITS AT HOLMAN'S SUMMERSIDE

TRY TO TOP THIS!

MOST EXCITING CEDAR CHEST
VALUE ANYWHERE IN TOWN!

**saucy
FRENCH
POODLE**

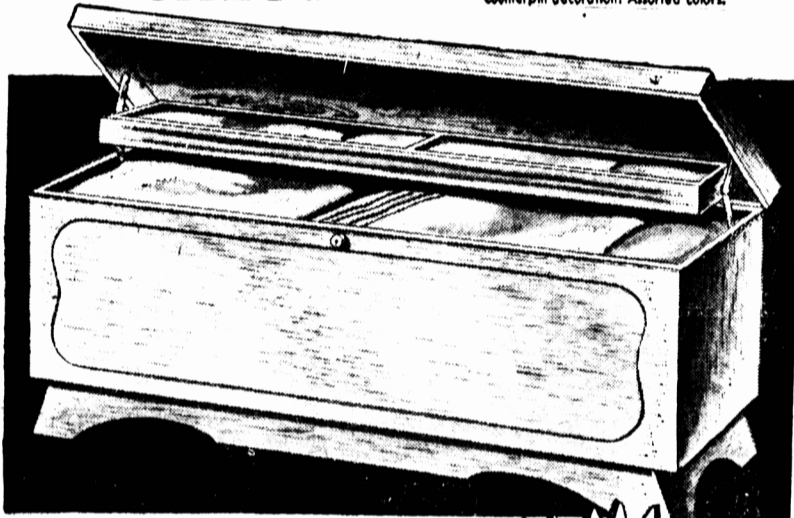
FREE!

WITH THE PURCHASE
OF ANY

**LANE CEDAR
CHEST**



Approximately 20" overall, this woolly French poodle has big, shiny eyes, satin collar—ribbon with bow, cocky plaid cap—You'll adore it for counterpin decoration! Assorted colors.



- Free Moth Protection Guarantee upon proper application.
- Tested under air pressure for aroma-tight construction.
- Cedar construction exceeds Government recommendations for moth-killing chests.
- Handsomely styled for use anywhere in the home.

Here's a wonderful value for yourself—

or for that gift occasion coming along soon! Come in and see our complete showing of beautiful Lane Cedar Chests, traditional and modern.

ONE GARMENT SAVED FROM MOTHS
CAN PAY FOR A LANE!

\$ 59.50
and up
\$ 5.00 DOWN
DELIVERS BOTH!

HOLMAN'S Both Stores

Summerside and Charlottetown



SEVEN DAYS ONLY

Saturday, Nov. 27th Thru Tuesday, Dec. 7th

ORDER NOW!

You'll have your new Progress Brand Tailored-To-Measure Suit in time for Christmas and you'll get it at a worth while Saving! For the man who has never owned a Progress Brand Suit, this is an introduction to a finer appearance. For the man who knows and has worn Progress Brand Clothing, this is an opportunity that should not be neglected. Be Measured NOW—there are handsome imported all wool fabrics from which to choose.

Save from 10.00 to 20.00 on your new Progress Brand Tailored-To-Measure Suit.

**GUARANTEED DELIVERY FOR CHRISTMAS IF
YOU ORDER DURING THIS SALE!**

Extra Bonus Offer —

A 10.95 Hat FREE

To The Lucky Purchaser Of A
Progress Brand Tailored-To-Measure Suit

Tune In CJRW Daily For Details

Holman's Men's Wear Summerside



HOLMAN'S Both Stores Offers

COAT VALUES

The Like of Which You've Never Seen
LOOK AT THE SAVINGS

Your choice of style, fabric, color and price! Come try them for beauty, warmth, fit and flattery. The number of Coats is limited, so the early shopper gets the BEST! Our Coats are smartly tailored and chamois lined for extra warmth. Sizes are 12 to 18.

Be Early For Best Choice!

HOLMAN'S

LADIES' SHOP, Ch'town

LADIES' WEAR, S'side

Reg. 29.95 and 35.00

**NOW
\$15.00**

Regular to 55.00

**NOW
\$32.00**