

HOLMAN STORE NEWS

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

" 'Tis the season to be merry" and we hope that you have had the happiest Christmas Day ever. We hope that you received the gifts you wished most for. We hope you had a real Christmas feast with all the fixings. We hope that you brought joy and happiness to someone less fortunate than yourself. And we hope that you gave thought to the real meaning of Christmas. And now off with the old and on with the new.

HAPPY
NEW
YEAR

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WHAT IS A
STORE?

A store is a place filled with merchandise . . . Yes, but it is more. For it is filled with Character, Spirit and Enterprise.

A STORE . . .

...has a heart, sentimental at seasons, practical too, with common sense reasons.

...is a place for warmth and appeal, not cold and mechanical, but human and real.

...is a place full of youth and elation, greeting each new growing up generation.

...is a trooper, a busy go-getter, giving great talent to make living better.

...is a friend giving the best of advice about what is new, what is right, what is nice.

...is a good neighbor, its doors open wide, bidding all welcome, to come right inside.

...is real people, a pulsating throng of footsteps and heartbeats all the day long.

What business on earth touches closer the lives of children and babies, of husbands and wives, of brides and of sweethearts all over the land?

A store touches all with its warm human hand.

... Adapted.

HOLMAN'S Both Stores . . . Proudly Features The Fabulous New "BERNINA" SEWING MACHINE

Made In Switzerland of Highest Quality Materials
Distributed In Canada by Necchi
EXCLUSIVE WITH HOLMAN'S IN P. E. I.

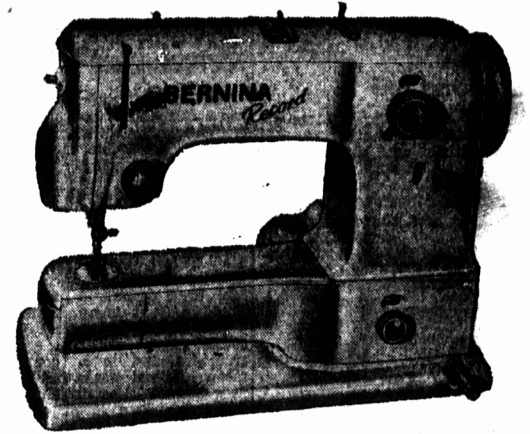


Here's The Answer Of How To Spend That Christmas Gift Cheque!

Revolutionary and completely modern in every line of its superior construction. The "Free Arm" makes all types of sewing easy and possible in your own home. See the new "Bernina", distributed by Necchi in Canada, today!

Model 121 Straight stitch Model 125 S Zig-zag stitch

189.00 239.00



Available On The HOLMAN HOME PLAN
10% DOWN -- Balance Monthly

HOLMAN'S Both Stores FURNITURE

HOLMAN'S Both Stores Will Remain Closed
From 5 p.m. Friday, December 31st
Until Monday Morning, January 3rd



SO RETURN THE
ERRORS TO US

If Santa struck out when it came to a gift selected here . . . If you received the wrong size . . . If you asked for pink and received puce . . . If Santa duplicated when you wanted something new and different . . . Bring it back! We'll be very happy to Exchange the wrong present for the Perfect One!

HOLMAN'S Both Stores



Flannelette
GOWNS

Soft, soft flannelette in the popular raglan style, so comfortable for wee babies. In colors white, pink or blue with a self tie in back and dainty yoke smocking. The price each is—

1.39 and 1.98

Stanfields' SLEEPERS

Two piece style in yellow, pink or blue. Made of fine cotton knit with soft fleece inside. Doms fastened and with double-sided feet and elastic waist in back. Sizes 1 to 4. 1.98 a pair

Dr. Denton's SLEEPERS

Made of shrink resistant knit cotton with nylon reinforced seams. The double row of buttons at the waist allow these Dr. Denton Sleepers to "grow a size". Colors pink, yellow or blue in sizes 0 to 4. 3.75 a pair

HOLMAN'S Youth Centre
Summerside

WHEN YOUR HOLIDAY
INVITATION READS...



No Formal Complaints With
ARROW
Shoreham or Kirk Dress Shirts

Good looking in the formal tradition and very comfortable . . . The "Shoreham" is styled with a semi-starched, pleated bosom, French Cuffs and attached medium point, non-wilt collar. The "Kirk" (for the man who prefers a wing collar for formal wear) has a semi-starched, pleated bosom, French Cuffs and a neat fitting collar band. Both are in a full range of sizes.

Bow Ties

Three popular types — ready-made bow with clip, ready-made bow with neck band and tie-it-yourself. Fine silken materials, each—

1.00 and 1.50

White Scarves

Gleaming white rayon in a good generous size with deeply fringed ends. You will have a handsome appearance in one of these good looking, serviceable white scarves, each—

2.00 and 2.50



HOLMAN'S Men's Wear

Summerside