



Oh Gee Sis  
Have You Seen All The  
Swell Things At...

# HOLMAN'S TOYLAND



North Pole,  
November 24, 1959

My Dear Little Friends

Ho, Ho, Ho it's Christmas time again and pretty soon I'll be back at Santa's very own Toyland... at Holman's.

I'll be flying in on December 1st, a little later than usual this year but I'll have more time to spend with all my little friends... every afternoon, Monday to Friday from 2:30 to 4:30 PM. Ho, Ho, Ho, won't that be fun boys and girls.

Santa wants you all to come and see him, bring your friends too... 'cause Holman's have their Toyland fixed up the best ever... you'll really like it.

I'll be seeing you soon boys & girls  
Your old friend  
Santa

## MOM and DAD...

Have You REALLY Looked  
At Holman's Glittering Array  
Of Gifts!



THEY ARE  
PERSONALLY PICKED  
BY SANTA!

And Must Meet These Strict Tests

1. They are selected only after viewing thousands of items from all over the world.
2. They must represent outstanding value to the customer.
3. They must be a proven gift item as reflected by our customers buying patterns over 102 years.

P.S.—You Can Buy Now And Pay Next Year  
On Holman's Convenient Charge Accounts

