



# For All Your Shopping Needs...

Day In And Day Out, your shopping will be a pleasure at Holman's Both Stores! Holman's has what you want . . . when you want it . . . and at the price you want to pay! Holman's is as close to you as your Phone or Mail Box . . . when the travelling is rough let us do your shopping for you.

## HOLMAN STORE NEWS

Bringing You Up-To-Date On What's New And Interesting at Holman's



As the bells ring out in welcome to 1956, may they hail the beginning of a year abounding in the good things of life for you and yours.

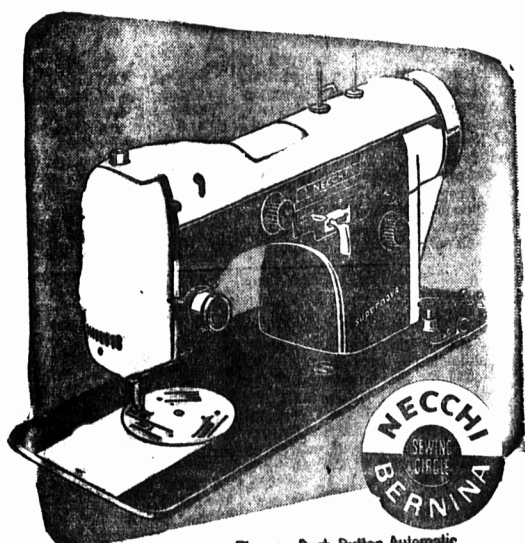
"Should auld acquaintance be forget and never brought to mind?" Certainly not, to our way of thinking especially at the turn of the year. This is our time to extend the warm hand of appreciation to all of you whose friendship and confidence we count among our most treasured possessions. To one and all a very

## Be The First...

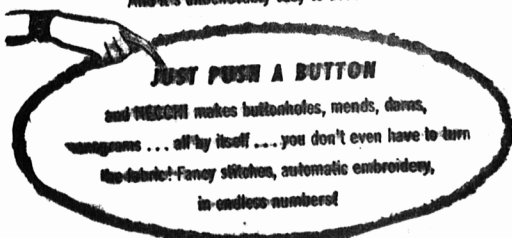
See it today! amazing new  
PUSH-BUTTON  
**NECCHI**



It's the greatest sewing invention since the needle!

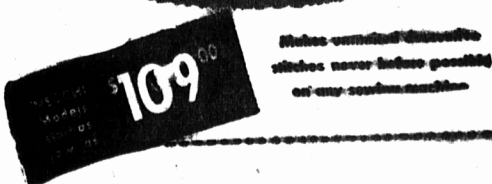


The new Push-Button Automatic is the only machine that does everyday sewing jobs as automatically as it makes fancy stitches! And it's unbelievably easy to use!



JUST PUSH A BUTTON

and NECCHI makes buttonholes, mends, darts, zippers . . . all by itself . . . you don't even have to turn the fabric! Fancy stitches, automatic embroidery, in endless numbers!



HOLMAN'S Both Stores Furniture  
Prince Edward Island Distributors

## Hats... Smartly Styled in the masculine manner

by  
**STETSON**

They're made of the finest of wool and fur felt in a number of handsome styles—Whippet—St. Regis—Sussex—Laird. Well groomed men incline to the new Stetson colors—black, gray, regal blue, brown and silver. Sizes 6 3/4 to 7 3/8, priced—

**8.95 and 10.95**

HOLMAN'S  
Men's Wear  
Summerside



## How's Your Line...

Now!

WONDERFULLY LONG SLIM LINES!

Elfin

BRA

Elfin's exclusive Gardtex inserts—shaped like butterfly wings—fit your bosom naturally for the new, rounded look . . . and the low back stays in place however you move!

Sizes 30 - 40

1.75



Sarong  
GIRDLE

Sarong—the criss-cross girdle that walks and never rides up—keeps your tummy in, your hip slim for the new, long

Waist Sizes 24 - 34  
5.00 - 11.50

Choose Your Beautifully fitting Elfin and Sarong at

HOLMAN'S  
Foundation Garments  
Summerside

## Note These COTY Savings!

Beauty Preparations  
Save 20% to 50%

CLEANSING CREAM for normal skin. Regular 3.00 jar now only 2.00.

For dry skin. Regular 3.00 jar now only 2.00.

CONDITIONING CREAM. Regular 2.00 jar now only 1.00.

SKIN FRESHNER. Regular 3.00 flacon now only 2.00.

"SUB-TINT" FOUNDATION. Regular 1.50 jar now only 1.15.

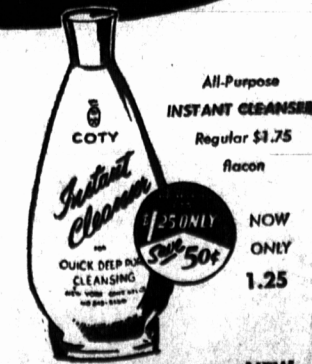
"INSTANT BEAUTY" FOUNDATION. Regular 1.50 flacon now only 1.00.

FOUNDATION LOTION. Regular 2.00 flacon now only 1.00.

"VITAMIN A-D" COMPLEX-CREAM. Regular 3.00 jar now only 2.00.

COTY

HOLMAN'S Cosmetics  
Summerside



All-Purpose INSTANT CLEANSER Regular \$3.75 flacon

NOW ONLY 1.25



AND INTRODUCING NEW "Vitamin A-D" LOTION

Companion to Coty's famous "Vitamin A-D" Complex Cream, carries needed vitamins and softening ingredients into your skin . . . helps retain youthful appearance. Regular 2.50 flacon. Only 1.25