



H. T. HOLMAN, President.

Mr. Holman entered the business in the year 1902, and at the time the business was incorporated he was appointed Treasurer and held this position until his father's death when he became President and Joint Manager.

THE HISTORY OF A MAN-- A TOWN AND A BUSINESS

The Business of R. T. Holman, Limited, Summerside, is the Development of an Idea and the Realization of the Ambition of its Founder. The History of Summerside dates from the Inauguration of the Business in 1857, and the Success of that Business meant much to the Commercial, Social and Financial Benefit of the Province in General and Summerside in Particular.



A view taken from the rear of the dry goods section, showing glimpses of the shoe, gents' furnishing, house furnishing and fur departments as well as the dress goods and novelty counters

The history of the business firm of R. T. Holman Ltd. is the history of Summerside 54 years ago the village of Summerside was hardly more than a name, and the business which Robert Lincoln Holman started was of about equal proportions. Both have grown, certainly not rapidly, but slowly and surely till each has developed into something that the citizens are proud of.

It was an unsuccessful business that Mr. Holman took over, but by his perseverance, his honesty, his integrity and his business ability he made such a success of it that it stands at the present day as the largest business concern in the Province of Prince Edward Island. The premises in which he started soon proved too small for his increasing business, and his enterprise forced him to erect what is now known as the old Holman building, but which was in its day far superior to any building in Summerside or vicinity. It was only a short time until this commodious store was taxed to its utmost, and in the year 1891 the necessity of something bigger and better forced itself upon his attention. With a magnificent courage and an unflinching faith in his ability to bring new business to his door and in the future of Summerside, he planned and erected the present premises, which are equal if not superior to any mercantile establishment in the Maritime Provinces. His optimism was not misplaced, his hopes were not shattered, for his business grew, his reputation took on a brighter lustre. His success was not attained by any chance stroke, but was carved out by his untiring energy, his appreciation for details, his honesty and his fearlessness. In the year 1906 he followed in the footsteps of the largest mercantile concerns and became incorporated under a special Act, and the business was given its present name—R. T. Holman, Limited. Mr. Holman, as President and Manager was still the predominant factor in the business, and remained so until his death, which occurred in December of this same year. He did not live to see his new creation through a year of its new life, but he left it as a monument, which the citizens of Summerside and the people of P. E. Island will appreciate and remember him by. His was a life that should be an incentive to every young man, for he started at the bottom and forced the world to give him a living, to give him its wealth and its treasures, its praise and its pleasures. The responsibility of managing this extensive business was by his death transferred to younger hands. Harry T. Holman became President



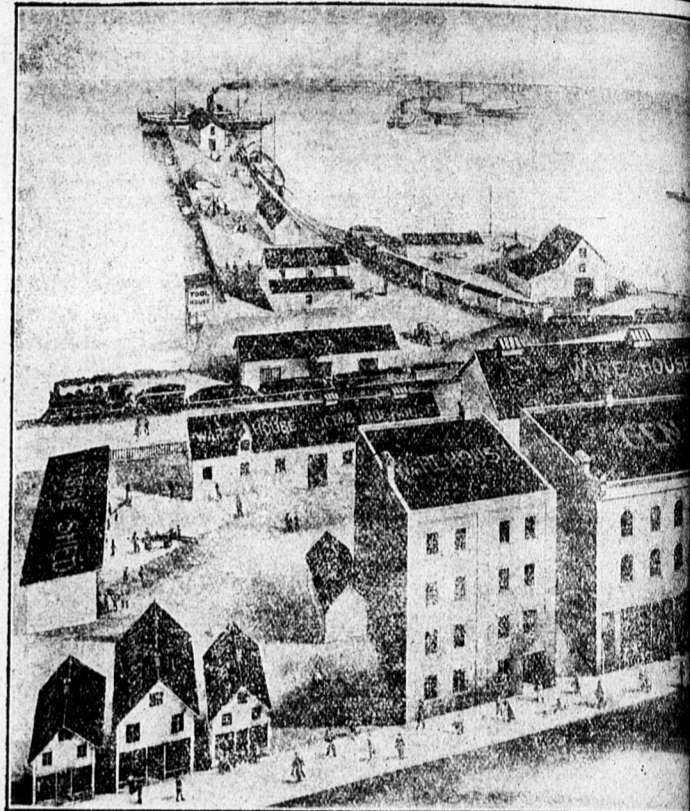
The Ladies Ready-to-wear Department—a new section that has recently been constructed to meet the demands of their patrons

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G. P. WALKER, Director.

Mr. Walker has been associated with the business since 1887. His ability as a dry goods buyer is considered by Canadian and Foreign manufacturers to be second to none in the Dominion. He was elected to the Board of Directors at the date of incorporation.



A bird's-eye view of the general store, warehouses and wharf owned and occupied by P. E. Island. This picture gives an idea of the immensity of this local institution handling of an ever-increasing business.

and joint Manager with John Strong Hinton, who also retained the office of Vice-President and Secretary. They were ably supported and assisted by J. LeRoy Holman, Treasurer and Geo. P. Walker, director. All of these men had a great many years experience and carried into the business an energy and enthusiasm which has had the effect of further increasing, enlarging and extending a business, which all thought had reached its limit. A campaign of advertising was inaugurated, which gave the business a publicity which it required and which opened to them new markets and new customers. While the average merchant was complaining of the inroads the foreign mail order houses were making in their trade and were writing articles for newspaper publication and decrying this competition, this firm was busy compiling a Catalog of the merchandise they had to offer. They knew they had naught to fear in a comparison of prices and that all they wanted was the publicity and the opportunity of showing their goods to the buying public. The issuing of this first Catalog was an arduous task, but by perseverance and laborious effort they succeeded and the reception it received was sufficient recompense for the immense amount of trouble taken. Twice each year, Fall and Spring, their catalog is mailed to a waiting public and the stream of orders which formerly went abroad now re-

Merchandise and Money-Savings that Demonstrate the Business

—Copied from Catalog—

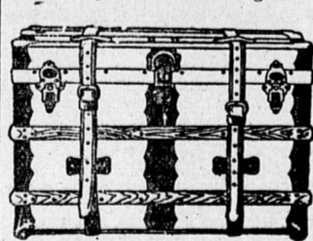


No. 6683—Men's Brown Corduroy Coats, lined with good quality sheepskin, leather shields under arms, fly front, fur collar, leather bound pockets, leather stayed fasteners, 32 inches long, sizes 36 to 44. Very special value at \$5.00 the price.

No. 6112—Men's Brown Duck Sheepskin Lined Coats, finished under the arms with patent ventilated leather protectors. The sleeves are lined with heavy twisted lining with fleece back, a material that is both warm and durable. Two outside pockets with flaps, regulation overshoe fasteners and deep corduroy storm collar. All sizes from 36 to 46 inch breast measure \$3.90



—Copied from Catalog—



No. 361—Canvas Covered Flat Top Trunks, with hinged bound edges, heavily padded, strongly constructed and well finished with heavy brass bumpers, locks and bolts. Tops are reinforced with heavy hardwood slats, as are also the sides. Inside covered tray and two heavy leather straps. Special



No. 362—Canvas Covered Flat Top Trunks, japanned iron bound on the corners, four slats on top and two on sides, secured on corners with brass protectors, heavy brass lock and side fasteners, two leather straps over top.

No. 363—Canvas Covered Flat Top Trunks, extra heavy brass finish protectors, heavy brass lock and side fasteners, two leather straps over top.

—Copied from Catalog—

No. 501—Men's Brown Tweed, with in distinct black stripe and gold thread, Prussian Collar Overcoats (as cut), made single breasted style, with fly front, length about 50 inches, sizes 36 to 42. A very durable coat with splendid appearance, and one we can recommend \$5.90 for wear.



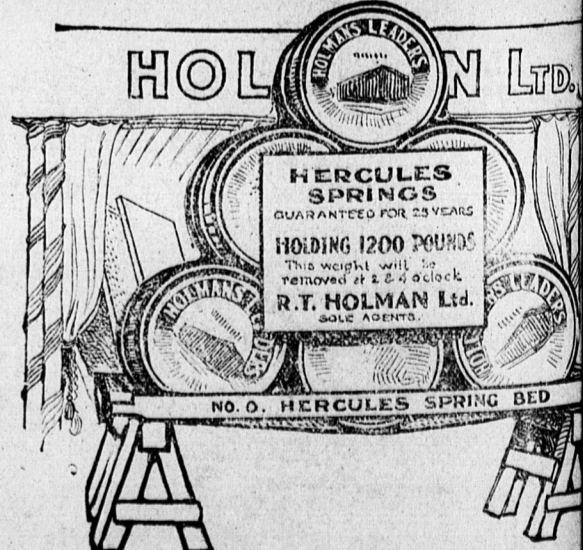
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No. 5105—Men's Grey Tweed with orange thread, single breasted Prussian Overcoat, 50 inches long, sizes 36 to 42. This is a very dressy coat for young men, has gracefully shaped shoulders, and fits the neck close and comfortable, will meet the most exacting demands, and is unusual \$8.25 value at.

No. 5132—Men's Brown Mix Toned Overcoats with blue and red thread, single breasted style, with convertible collar. These collars can be buttoned up close to neck giving a very smart military appearance to the coat, or can be folded back in warm weather, combining the best features of two coats. Made 48 inches long, sizes 36 to 42. Extra value at our \$10.00 Special Price.

No. 5124—Men's Grey and Brown Striped Tweed Overcoats with blue and green thread stripes, 50 inches long, sizes 36 to 40, single breasted style, made with convertible collar. The material is very dressy and durable, and will give splendid wear and satisfaction. These coats have a very dressy effect and are right up-to-date in fashion, Price \$10.00

No. 3355—Men's Brown Herri-bone Tweed Overcoat, single breasted style, with fly front, good Italian lining and convertible cloth collar, made to button up close around neck or lay flat showing lapels, sizes 36 to 42, length will average about 50 inches. This is a weighty coat with splendid appearance and lots of wear, our \$10.00 special price.



A Demonstration Show at Recent Fairs

The above cut shows an original demonstration shown by Messrs R. T. Limited, at recent Provincial and County Fairs. This demonstration proves the strength and resiliency of Hercules Springs. The above Demonstration has been copied and commented upon favorably by the manufacturers of Hercules Springs and their agents. The demonstration consisted of placing six boxes of Holman Leader Flour on a No. 0 Hercules Spring and have same removed at intervals so that people interested could examine the effect upon the springs. It is necessary to state that the spring triumphantly stood the test.



R. T. Holman Limited, Summerside will Mail a Catalog Free to Any Person Who Has Not Already Received One