

HOLMAN'S CATALOG IS NOW IN THE MAILS---A BARGAIN BOOK FROM COVER TO COVER---PRICE-SAVINGS ON EVERY PAGE

The Guardian Has Received a Copy of Holman's Spring and Summer Catalog--The Enlarged Size, Special Bargain Pages and Special Illustrations Make this Issue the Best and Most Valuable to the Buyer Ever Issued by This Progressive Firm

Holman's semi-annual catalog is something the Guardian looks for regularly. Perhaps the most important reason is because it is produced by a local institution--born, fostered and developed in Prince Edward Island. Headed by business men who rank among the best in the Maritime Provinces--men whose words are as good as their bonds, and whose oral promises are as reliable as their oaths--such men are responsible for the success of this Island enterprise.

The Guardian has always contended that this Province offers splendid inducements to industries and enterprises backed by men of energy, and Holman's, Limited, is just an evidence that proves conclusively our contentions. It is with a sense of pride that this paper greets and congratulates Holman's on receipt of their seventh semi-annual catalog. Would that there were many establishments with the ambition of Holman's in Prince Edward Island, employing the same number of provincials--exerting the same energies and reaping the same results. This paper would gladly give all possible publicity, consistent with its policy, to the advancement of any cause for the betterment of local conditions and to encourage local enterprise.

Judging by the success attained by Holman's it is the opinion of this paper that Prince Edward Island is entering on the threshold of a new era. Within the last few years the firm of Holman, Limited, has really entered the zenith of its usefulness, and now stands as a monument to progressiveness and prosperity. Few Provinces can boast of better farms or a richer farming country--of more intelligent farmers or more fertile fields, and the full appreciation of this fact prompted Holman's to launch in the mail order business.

Fifty-five years ago R. T. Holman, Limited, commenced business; in a small way, it is true, but slowly and surely climbed the ladder of success round by round, today they are recognized as one of the most progressive and enterprising establishments in Canada, doing a rapidly increasing business throughout the Maritime, and even upper Canadian Provinces.

To get an idea of the size of the premises occupied by this firm all that is necessary is a glimpse at the illustration in the centre of this page. The large general store is filled with goods from the basement to the roof, and this stock is supplemented by the reserve stock stored in the big brick warehouse adjoining, besides the auxiliaries shown in the picture referred to, still other warehouses located in different sections of the town, gives this firm a storing capacity unequalled by any firm in Eastern Canada, and conveys an idea of the large proportions to which the business has grown.

Holman's buy their goods in car-load lots thus securing the finest prices from the manufacturers, and minimizing freight rates to a point that permits them to compete with every mail order house in Canada. The store and warehouses owned by the firm occupy acres of floor space. Another strong feature that gives Holman's an advantage over foreign competition is the fact that they are in constant touch with the trade and understand the requirements of the people. This coupled with the fact that living expenses are very much less in P. E. Island than the large metropolitan cities places this local institution on an even better working basis than any house in Canada.

For one to really form a conception of the favorable way this house meets competition it is necessary to read their catalog through carefully and critically. The inside front cover bears the introductory remarks as well as a synopsis of the business history. Probably nothing would convey more fully and clearly the feeling of confidence and enthusiasm that permeates the heads of this establishment than to read the introduction to their catalog as copied below:

"We unhesitatingly pronounce this catalog the best we have ever issued, not wholly on account of the illustrations--although we have labored untiringly and spared no expense to truthfully picture and faithfully describe the goods listed herein--not only on account of low prices--although we place this catalog in competition with any or every catalog issued in Canada--but on account of our ability to offer herein values that are unbeatable. This statement is not an empty or meaningless expression for we realize full well its significance, and consider the fulfillment of every price and promise a sacred obligation upon which must stand or fall the future success of this business."

Since its inception the basis upon which the business of Holman, Limited, has been conducted is honesty, integrity and industry--three primary principles that claim credit for the evolution of this mammoth local enterprise. One has only to read the "Guarantee of Absolute Satisfaction" as reprinted from the catalog to realize the propensity of this firm to carry out every obligation and prove every promise made.

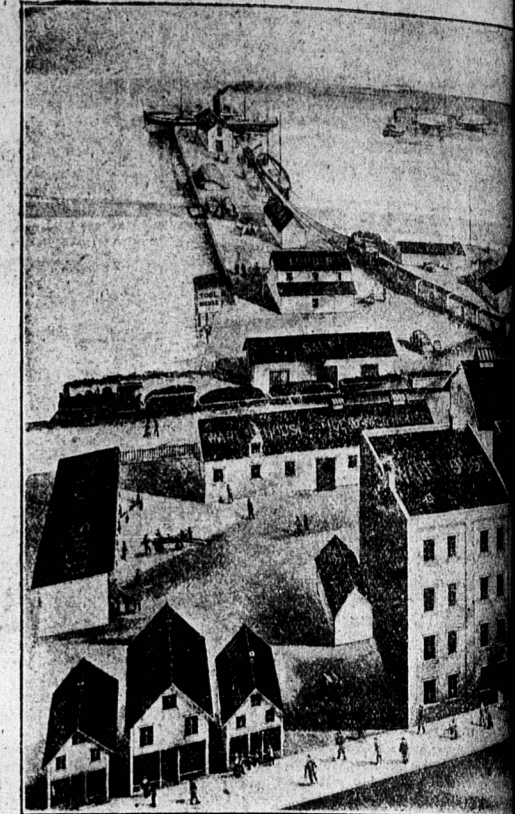
GUARANTEE OF SATISFACTION.

"Our guarantee of satisfaction is as broad and genuine--as sincere, whole-hearted and binding as any business organization can ever offer. We don't ask you to make allowances or compromise--we are willing and want to be judged by our actions. There is no "Red Tape" to our guarantee--no ifs or ands." We stand with pride by the principle and personality that has evolved this business to its present proportions--and all we want is a chance to serve customers--and serve them well. Should your purchase not be satisfactory or not exactly as represented to the very smallest detail we deem it a pleasure to have the opportunity to refund your money along with any transportation charges which you may have paid."

The catalog is truly a revelation, and is just an example of what local enterprise can do when exerted in the right direction. Page one of the catalog contains their Free Delivery and full instructions as how to send money, etc. On page two is listed articles at 3c. and 5c. and demonstrates the purchasing power of these amounts. Page three is made up wholly of goods priced at 9 and 12c. and offers savings that are difficult to duplicate. Page four contains goods at 19c. and among the lines are Holman's Tooth Paste and Silver Polish--these are regular 25c. lines and offer good savings at the special prices. Besides these lines are many others that are bound to appeal to the thrifty. Page five is devoted to goods priced at 39c. among the lines is a satin finish slub-minum hood stereoscope handsomely finished with six assorted views, complete for 39c. Another article is a

man's large working shirt made of striped drill, this line is also difficult to duplicate at the above price. Still another line at the magic 39c. is a misses' fashionable alpine or peanut or natural straw hat with a fancy hat pin complete for the same price, 39c. For the little child is a nicely nickeled pop gun with a complete tool set at the same price. These are merely a few of the bargain values and emphasize the unusual nature of every value on the page. To turn to page six and right over to eleven is to meet with surprising values in dresses for ladies and children. This department has been greatly enlarged and is now one of the big features of the Holman mail order business. No Island lady can afford to overlook these pages. Pages twelve and thirteen are devoted to ladies' suits and are merely a representative line taken from their very complete stock. On page fourteen ladies' coats are shown, including wash coats, dress coats and rain coats. Pages fifteen, sixteen and seventeen are made up of ladies' waists, and these include waists with the latest style new "set in" sleeve and kimono effect. These pages will surprise any lady who will take the trouble to compare their values, and these lines deserve a careful and critical comparison. Skirts are shown on page eighteen at \$1.50 and their leader at \$5.00 trimmed with the new buckle at waist will appeal particularly to the careful dresser. The next three pages are devoted to smallware, among which are prominently displayed hair goods, combs and the like at prices that cannot be excelled. Pages twenty-two and twenty-three are made up entirely of neckwear and would do ample justice to any American catalog. On these pages are shown the new side frills and every other conceivable

HOLMAN'S SPRING AND SUMMER CATALOG



This catalogue is the best one ever issued and we want you to read through carefully and to rest assured that we stand behind every price promise.

HOLMAN'S CATALOG

FASHION PAGES TAKEN FROM HOLMAN'S CATALOG

Guardian Readers will be Interested in the Values Offered by this Big Progressive Island Mail Order House that Stands at Your Very Door



A Neatly Tailored Fine Lawn Dress \$4.65

Style 116--This is a neatly tailored dress, as above cut, is made from fine quality lawn, in navy and white, also and white or black and white, piped with white, best sizes 34 to 40. This value will certainly surprise you. PRICE \$4.65

A Pretty English Chambray Dress \$4.65

Style 10--The above drawing truthfully pictures a truly remarkable value--Nobby Wash Dress, made in striped English Chambray with yoke of allover insertion and insertion band on skirt to match, colors green and white or mauve and white stripe, best sizes 34 to 40. PRICE \$4.65

Colored Chambray With Allover Swiss Insertion \$4.65

Style 4--This is an exceptionally stylish summer dress, as above drawing, made in fast color chambray, trimmed with allover Swiss insertion and piped with plain to match, colors blue and pink stripe, best sizes 34 to 38, and for young ladies 16 and 18 years. PRICE \$4.65



An Attractive Cambric Dress \$2.35

Style 146--This is a stylish Tub Dress, made from fancy fast color cambric, pink, black and white, piped with black, V-neck with white embroidery insertion, sizes 31 to 38, and young ladies, ages 16 and 18 years. PRICE \$2.35

A Real Dirty Dress 2.35

Style 132--Fashionable Tailored Fast Color Cambric Dress, red ground with black and red figure piped with red, new set in sleeves, V-shaped neck, red button trimmings, sizes 31 to 38, and young ladies 16 and 18 years. PRICE \$2.35

A Serviceable Wash Dress \$2.35

Style 148--A neat dress for house wear or summer outings--made in fast color cambrics, finished seams, piped with white, high neck and set in sleeves, best sizes 31 to 40. PRICE \$2.35



A Dainty Dress At The Price \$3.00

Style 7--White Lawn Dress, made in fine Persian lawn, trimmed with Swiss embroidery flounce and waist, also lace insertion; all finished seams; sizes, small women's 32, 34, 36, women's 36 to 42. PRICE \$3.00

HOLMAN'S Will Send a Catalog To Any Person Who Has Not Already Received One--If You Want One WRITE

HOLMAN'S Will On Orders Amount As Noted On Page