

# Holman's Catalogue Dates Back 53 Years

By NEIL A. MATHESON  
Provincial-Farm Editor

HOLMAN'S CATALOGUE furnished winter reading for people all across this province when I was a boy. Many is the hour I whiled away "buying" items from one of those catalogues when I was small, and didn't have one cent. Let alone the proverbial "two cents to rub together." I dropped into Roy Carter's "Blue Goose" restaurant one evening a few weeks ago and he showed me one from 1913 that's as good as new. The genial Mr. Carter was good enough to loan it to me for a really good look.

Women's Editor Audrey Jenkins is doing the story of the ladies' items—I believe that our Bill Taylor has photographed some of the styles and you'll likely see Audrey's story, and the pictures on the women's page later this week.

I just barely remember the high necked ladies wore on "waists" at that time—they came high around the neck, as this catalogue reveals. There was one V-neck one advertised, and that must have been considered very naughty indeed. Before I leave the women's items to the capable typewriter of Audrey, just one more male observation.

NOT IN ANY pictured ladies garment illustration were you ever allowed to glimpse even a tiny bit of a woman's leg. Even in the corset advertisement, and these featured wasp waists for the most part, the legs were camouflaged so they could not be seen. But the mingling of the sexes was not interrupted by the covering up of the ladies' charms—none was any suggestive whatsoever. They courted each other, married and did the same things, apparently as we did in my courting days and as the young people are doing even now, even when so much of the female body is exposed at times it makes one wonder just where the baring process will stop.

## Prices Of 1913 Are Recalled

ENOUGH OF WOMEN'S things, let's look at some prices of 53 years ago. A high grade screen door sold for \$1.50, cheaper ones went at 85 cents. Seedless raisins were 12 packages for \$1.30. Coffee was 35 to 45 cents a pound, camp coffee—it came in bottles—was 20 cents for a small one, or 40 cents for a big one—but no size information was given. They also sold "Essence of coffee" in those days, at 20 cents a bottle. Choice tea was 40 cents a pound.

"Self rising buckwheat for griddle cakes" was 15 cents a package and "it needed neither salt, yeast or baking powder."

A cow bell was 30 cents, a 25-gallon milk can \$4.50, solid steel spades sold at 75 cents, a post-hole digger at \$1.20.

The "best house paint" cost \$1.80 a gallon and "best barn paint" was 98 cents a gallon. Handsaws were 90 cents to \$2.00. "Best front door locks" sold at \$1.89 a set, lesser ones for 90 cents, padlocks were 20-30 cents.

Highest quality 3-ply roofing was \$2.25 a roll. Beaver-board was the big item in wallboards then. No price was quoted. But the catalogue said "it takes the place of lath, plaster and wall paper." A fancy metallic ceiling was shown and I recall an uncle of mine did the ceiling, and also the kitchen walls of a new house with it when I was just a boy.

## Shoe Repairs Done At Home

COBBLER SETS—for shoe repair—sold at 60 cents. They included three lasts for various sized shoes, a hammer, a knife, "sewing, pegging and stabbing awls" two packages of nails, and a sheet of instructions. These sets were used in most homes then. My mother was widowed when her family was small; I don't think she had any particular skills at that sort of thing, but she did all of the cobbling (shoe repairs) that was needed at our home. It was grim necessity, most people just didn't have any money to spend on things that could be done at home.

A note book, or scribbler were unknown, we did our writing in school on slates. The catalogue priced slates at four to 10 cents each, the bigger slates were nine by 13 inches. Slate pencils were 12 for five cents. For present day readers, slates would be filled with writing, then it was erased and you had a clean slate to start work all over again.

The recommended practice was to have a small bottle of water and a cloth to wipe the writing off the slate, but other methods were more widely used at times. A spit on the slate and a rubbing with a sweater sleeve pulled over the hand was one method that I recall.

Sunlight soap was a big item then and it sold for five cents for a twin-bar. The same item sells now for 37 cents, Roy Carter tells me.

## Gillette Razors Were \$5.00 Each

STRAIGHT RAZORS were the man's shaving tool then and they cost up to \$2.00 each. But the Gillette safety razor was coming into use, apparently. And it sold for \$5.00. It was silver plated, which made it expensive. I recall that users were urged not to strop or hone the razor blades that time. Most people did though.

Minard's Liment was a household remedy and it sold at 25 cents a bottle. A washing machine sold for \$5.89—it was hand powered—the price with wringer was \$8.35. A washboard was 25 to 40 cents.

An ice-cream freezer, was \$1.25. You put the cream and the added flavorings, etc. into the metal bowl which had a beater arrangement inside that turned as you turned the crank. You packed ice and salt in the space between the metal bowl and the strongly-reinforced wooden bucket into which the bowl fitted.

But a few old-timers, like myself, can remember when they made ice-cream in a half-gallon biscuit can. You fitted the ice and salt around the can, in a large basin, or some similar container; you placed the palm of your hand flat on the covered top of the can and turned the can back and forth as long as your wrist would stand the strain; then you'd probably take off the cover, scrape the frozen cream off the inside of the can, then turn it some more.

You repeated the performance until you had ice cream inside. It was a laborious process, but the product tasted all the better for having made it yourself.

## Farm Items Were Low Priced

A SET of driving harness for a horse cost \$15, with breaststrap, with collar and hames it was \$17. Team harness with breeching cost \$33. The best horse collars came for \$3.45, a work pad and breeching was \$5.75.

A hay fork was \$2.50 and a hay carrier \$5.00. Wire hay rope sold for three cents a foot for five-sixteenth size. The three-eighth inch size cost four cents.

A lowden cow stanchion cost \$1.30. The stanchion setup could be arranged so that every cow in a row of stalls could be released at the same time, the catalogue said.

A steel gate, four feet high, 12 feet long, sold for \$4.68.

Men's shoes had high box toes, for the most part, many were buttoned instead of laced, and the heels were high. I'd liken them to the "Cuban heels" ladies wear now. The prices ran from \$1.75, to \$5.00 for the really expensive ones.

Men's hats sold for 25 cents to \$1.25. Fur felts ran as high as \$2.00. Men's suits sold for \$10 and \$11.50, a really good one cost as much as \$17.

"Motor style" raincoats, or topcoats, came all the way down a man's leg to well below the calf.

HOLMAN'S WERE offering the Hercules bed spring at \$3.25 and it was guaranteed for 25 years. I remember they used to advertise this spring in The Guardian, with some huge weight pictured atop the spring. Memory tells me it was a barrel of flour, which weighed 200 pounds, or a barrel of lime, which weighed 425. I think it was a lime barrel, but my memory is hazy. If any reader can correct me on that one I would appreciate it.

A daisy barrel churn cost \$8.75 and a cylinder churn was \$2.00. Beautiful extension dining-room tables sold at \$7.00. Waltham watches were the real thing in those days, and the 17-jewel watch cost \$15.75.

There are many other things but space is running out. I hope many of you enjoy this reference to merchandising of 53 years ago. My thanks again to Roy Carter for making the catalogue available. I'll be bringing it back within a day or so.

## P.E.I. Delegates Have Returned

Mr and Mrs R. Bruce-MacLaren have returned to Charlottetown after attending the First Aid International seminar workshop and competitions from August 22 to 27 at the Royal York Hotel in Toronto.

Mr and Mrs MacLaren and also Norman MacLeod, city,

were both acting judges during the competitions held at Varsity Stadium on August 27, where among the many teams competing was one from Australia. Mrs. MacLeod also attended the conference.

The annual competition will be held in Baltimore, Maryland in 1967.

Prince Edward Island was represented in the competition by a first aid team from Miscouche, which placed well in the

## Magistrate Remands Accused

A North Wiltshire resident, Craig Andrew Smith, charged with having possession of stolen goods was remanded to Friday, September 9 when he appeared before Magistrate A.J. Haslam QC in City Police court yesterday.

Appearing for the accused was Charles MacQuaid, QC, while John Nicholson, QC, represented the crown.

Richard Casford, city, charged with driving a motor vehicle without due care and attention was fined \$60 and costs or 30 days. The accused was also fined \$50 and costs or 30 days on a charge of driving a motor vehicle without an operator's licence.

John Edward Richard, city, and Lawrence G. Anderson, city were each fined \$10 and costs or five days on charges of speeding.

## 2 Island Men Named Recently To Select Group

Dr. John H. Maloney and John Eldon Green both of Charlottetown have recently been elected as members of the prestigious Michaelmas Conference of St. Michael's College, an affiliate of the University of Toronto.

Their election to this select group represents national recognition of their standing within their respective professions, and of their contribution in other areas of community endeavor. Both men have been especially active in the field of education, and have been identified with a group advocating the union of St. Dunstan's University and Prince of Wales College into one combined university serving the entire population of the province.

The Michaelmas Conference is an annual meeting of about 30 ranking Canadian Catholics in business, politics and professional life, and is sponsored by a group of St. Michael's College graduates for the purpose of examining the relationship between Catholic philosophy and theology and the circumstances of contemporary social life. It includes such outstanding personalities as Dr. J. J. Deutsch, Dr. Francis J. Leddy, Senator John Connolly, Dr. Laurence Lynch, and others. This year the Conference will appraise the statement of the Vatican Council on "The Church in the Modern World." The selection of the two Island men represents unusual recognition for this province, since there are only three persons from the Atlantic provinces within the membership of the Conference. Mr. Green left for Toronto this morning, accompanied by his wife, while Dr. Maloney leaves on Thursday. The Conference concludes on Sunday.

## Island Native Is Appointed To Peru Post

Rev. J. Lorne MacDonald, O.M.I., a former native of Charlottetown has recently been appointed vicar provincial and superior of the Oblate order in the district of Peru, South America.

Father MacDonald was a member of St. Peter's province, Ottawa, of the Oblates of Mary Immaculate. In August he received his doctorate in social work from Brandeis University, Waltham, Mass.

He has lectured for several years at the University of Ottawa School of Social Welfare at St. Patrick's College.

Father MacDonald attended Queen Square School in Charlottetown and graduated from St. Dunstan's University in 1950.

He is the son of Mr. and Mrs. Allan J. MacDonald, 82 Douglas Street, Charlottetown.

## New Company Incorporated At Georgetown

OTTAWA — A new private company, with head office at Georgetown, P.E.I., has received its letters patent from the Secretary of State for Canada.

Prince Fur Farms Ltd. has been incorporated by Albert Bissionette, Jaime Wilson-Dunton, Jean-Louis Tetrault, Denise Ouellette and Kathleen Higgins.

Authorized capital is 50,000 common shares without nominal or par value.

competition and who noted that they considered it an honor to take part in the world wide competition of first aiders.

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# Island News Page

2 The Guardian, Charlottetown, Thurs., Sept. 8, 1966.

## Liberal Association Has Annual Meeting

O'LEARY — The annual meeting of the West Prince Liberal Association was held at the United Church Youth Center in O'Leary Tuesday evening.

James Wallace, Cascumpe, presided over the meeting attended by some 200 persons.

It was decided to divide the first and second districts of Prince into separate associations with Carman MacNeil, Tyne Valley, elected president of the second district Liberal Association, and Mr. Wallace, being elected president of the first district of Prince Liberal Association.

It was agreed that both of the new associations would have a representative from each poll on the new executives, and that they would hold organizational meetings within the next month. Following the business of the

meeting, special speakers included R. MacNeil, O'Leary; Douglas Adams, Summerside; Aubin Gallant, Tignish; Hon. Robert Campbell, Alberton; Prosper A. Arsenault, Howland; Harris Rogers, Coleman; and Premier Alex Campbell.

Premier Campbell, in his address, dealt briefly with the proposed provincial road paving program for the next five years, and talked at some length on the importance of the elected representatives maintaining close contact with all Islanders in order to keep the government informed about the needs and wants of everyone.

## BIGGER THAN BELGIUM

Lake Baykal in eastern Siberia reaches a depth of 5,315 feet and covers an area larger than Belgium.

## Stern Trawler Will Visit Here

The \$750,000 stern trawler Gulf Gunn, latest addition to the Georgetown fishing fleet of Gulf Garden Foods, will visit Charlottetown and Summerside over the weekend and will be open to the general public for inspection of the ultra modern vessel. She will be alongside the railway wharf while in Charlottetown.

On Saturday from 10 a.m. to 7 p.m. the vessel will be open to the public, and again on Sunday from 1:00 to 6:00 p.m.

Sunday evening the vessel will sail to Summerside where an official and press group will be entertained at lunch on Monday.

The visit to the two centres is being made so that Islanders can see for themselves the product being turned out at the Bathurst Marine shipbuilding concern and the highly technical equipment necessary for participation in the present day offshore fishery.

In addition, the management of Bathurst Marine and Gulf Garden Foods will use the visit as an opportunity to acquaint Island labor with the job opportunities to be found at the two Georgetown concerns.

Gulf Gunn will begin its Charlottetown visit with a lunch hour cruise on Friday for a number of invited guests and a press party. Later that afternoon the vessel will welcome aboard members of the trades classes at the Vocational Institute for specially conducted tours.

## Citadel Work Is Progressing

Work on the new Salvation Army Citadel in Charlottetown is progressing on schedule. Work on the \$100,000 building began early this summer and is expected that it will be completed by late fall or early next year.

The contractor for the building is Square-K Construction of Charlottetown.

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Charlottetown

# Thanks for being patient!

It's been a trying time. And we'd be less than honest, if we suggested everything's back to normal. But we're getting there. There's catching up to do. Details to iron out. But all our services are operating — freight, passenger, express and telecommunications. And we're working around the clock to make up for lost time.

Sorry for the inconveniences.  
We're glad to be serving you again.

