

Grass Roots Approach

Imbued with the same spirit and resourcefulness which was shown by their father, the founder of R. T. Holman, Limited, his two sons, J. LeRoy and Harry T. Holman, did not wait for business to come to them. They went out to meet it — and they went out more than half way.

It was the custom in those times to stock up a store, put in display cases and counters and hire some clerks. Then the storekeeper waited for the customer to come and buy.

However, the Holman brothers were not content to stick by these old methods. They figured, and rightly so, that to get business they must deserve business. And to deserve business a firm must go after business. This they did.

They did this in many ways, but one instance which shows their eagerness to extend their service was in the case of assisting young people. When the Holman brothers heard of an approaching marriage they often contacted the parents of the bride and bridegroom with suggestions for practical gifts. In most cases this meant sales of furniture which might otherwise have been lost to other firms. The bride-

groom was also approached on a personal basis and suggestions made as to what items of furniture he might be needing.

The same personal attention was given to young farmers in rural sections when they were setting themselves up on their own farms. Holman's, with their wide inventory covering almost every item sold, could satisfy almost every need.

This eagerness to help the people of their community and the desire to expand their business at the same time paid good dividends. The young homemakers for miles around became steady customers.

To capitalize fully on this sales approach, Holman's adopted a rather unique system. They appointed correspondents in most island communities to supply them with tips on who was about to get married or establish themselves on a farm. It was the same system which is used by newspapers who employ and pay what are called string correspondents in smaller communities served by the paper.

The Holman store was probably the only one ever to put the practice into effect to expand sales. And it paid off.



Hardware is one of the biggest lines that the firm of R. T. Holman handles.

The busiest spot at times in both stores is the hardware section where customers can be observed admiring the latest refrigerator or looking over a new television set. These are two of the larger items to be found in this section of the stores.

But there are the smaller art-



Hardware — BOTH STORES

icles of hardware which also get as much attention. There is nothing too small nor is there anything too large for Holman's hardware departments.

You can buy a whole plumbing set in that corner of the store called the hardware department.

Electricians can find what they are looking for here too.

Building hardware and paints, exterior and interior, are also to be found in the hardware sections. There are farm supplies including fencing. You can buy a heating system at Holman's.

When silver foxes were making fortunes for their owners in Prince Edward Island about forty or fifty years ago, Holman's had the proud distinction of providing the special wire fences used for the ranches and for fox pens. Holman fox wire, imported in carload lots direct from the United Kingdom, fenced in most of the foxes in the province at the time the industry was booming.

Ran Special Trains

Most older island residents can recall the hockey specials which carried well-filled railway coaches of fans to the Crystal-Abbees games in Charlottetown and Summerside. And they will also remember special trains which carried people to horse races in Montague and other places.

That was in the days before the buses and the widespread use of motor car.

Well, Holman's, ever alert to the times, made use of these special trains too. They ran special trains from all parts of the Province to their sales in the Summerside store. It was a most unusual and a most highly rewarding idea.

The special would come from Charlottetown. It would stop at all stations along the way. At each station a group of excited buyers would board the train. The trip to and from Summerside was like a picnic. Friends who had not seen each other for several months would meet and exchange conversation. It was a festive occasion.

Representatives of R. T. Holman, Limited would be on the train to assist with inquiries about the bargains which awaited

them. This saved shoppers much time when they arrived at the store.

At that time Summerside had a population of only 3,000. Yet the train took the people of Charlottetown, with a population of 15,000, to Summerside to do their shopping.

The popular special train has been out of the picture for many years. Railway regulations were changed and they went by the board. However, today with over 15,000 motor cars in the province most people make their own way to Holman's Stores in Summerside and Charlottetown.

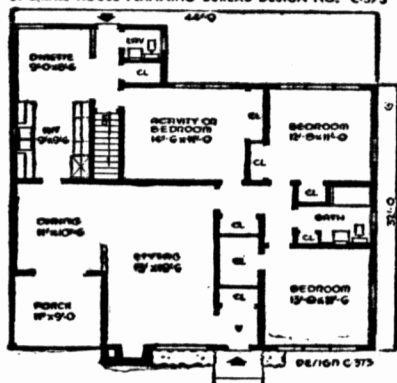
The average amount of life insurance owned by the individual Canadian is expected to more than double in the next 25 years, and life insurance in force will more than triple.

Where only 19 electrical appliances were available to homeowners in 1930, today there are more than 70.

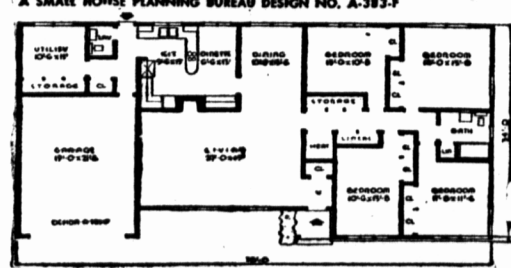
Canada produced just under 4,000,000 pounds of fish sticks last year, about the same as the monthly production of the U.S.



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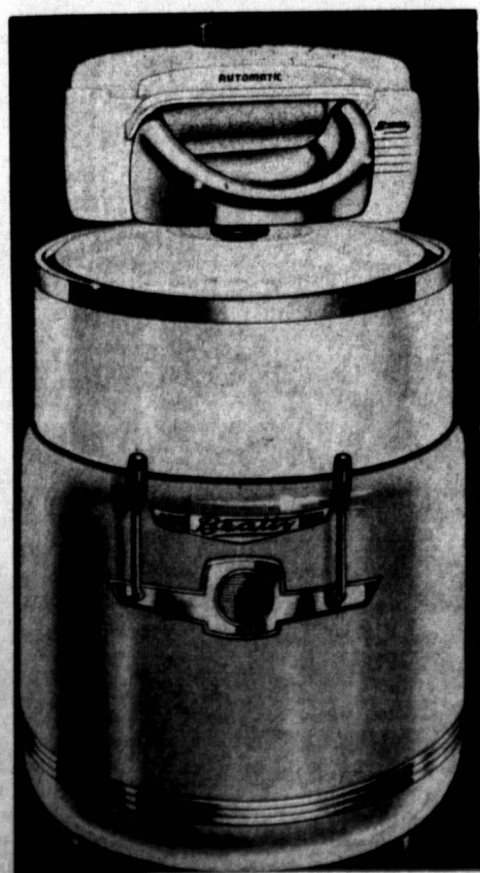
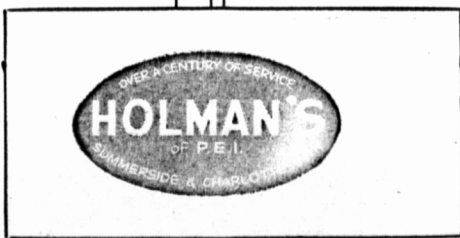
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Building Products Ltd. Canada's leading manufacturers of building materials has been closely associated with Holman's for many years and take pride that Holman's carry a full line of better products and doubly stand behind Building Products materials with the Holman Guarantee of Satisfaction.

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