



Misses' Puddlers . . . . 1.89

## PUDDLERS

Smartly styled plastic overshoes -- up to the minute in fashion, these long wearing weather-proof shoes fold compactly for easy carrying. On display now. --- Shoe Department Both Stores.



Women's Avenue Puddlers . . 1.98

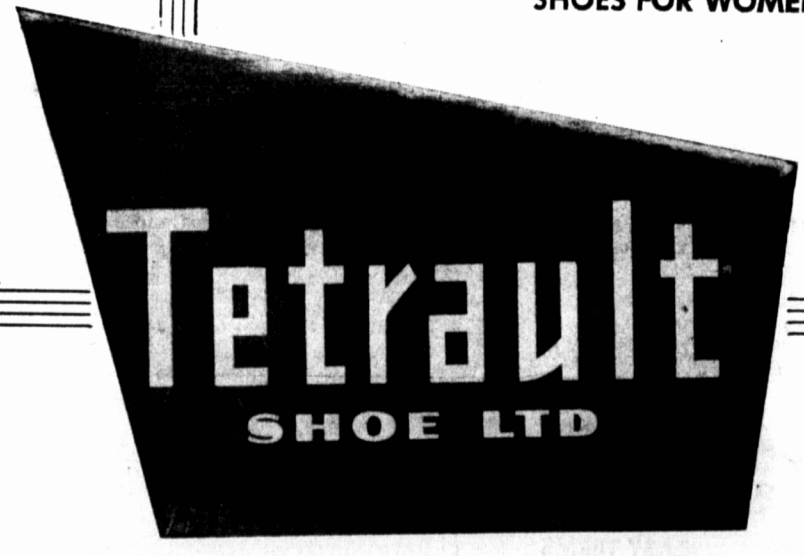
# BEST WISHES

for continued  
**SUCCESS**  
**R. T. HOLMAN LTD.**

"The World's Largest  
Small Town  
Store!"

## BRITISH RUBBER Company Ltd.

SHOES FOR MEN  
SHOES FOR WOMEN



extends  
**CONGRATULATIONS**  
to the firm of  
**R. T. Holman Ltd.**  
on the celebration of their  
**CENTENNIAL  
YEAR!**

TETRAULT SHOELTD.  
2251 AIRD AVE.  
MONTREAL

COMPLIMENTS OF  
**Wolcotts**  
FINE FOOTWEAR

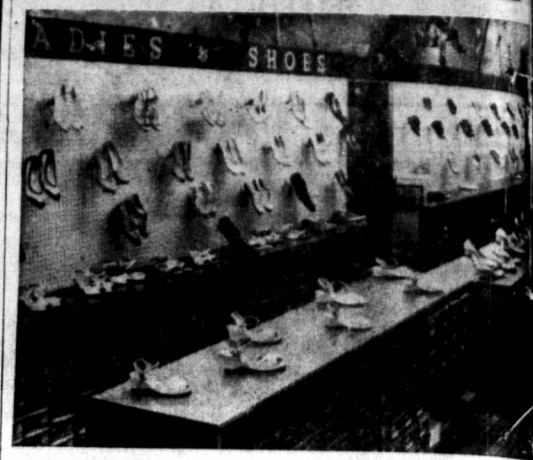
**CONGRATULATIONS  
R. T. HOLMAN Ltd.**

on the celebration of your  
**100th  
YEAR**

BABY SHOES  
BABY BOOTS  
CHILDREN'S SHOES  
CHILDREN'S PLAY SHOES

**3.98**

WOLCOTTS Finer Footwear



### Shoe Dept. - S'SIDE

For the past 100 years the firm of R. T. Holman has been supplying the people of Prince Edward Island with quality footwear. In the days when Robert Tinson Holman set up in Summerside his original retail outlet, sturdy durable footwear was a MUST on the shelves of all general merchants, and the enterprising R. T. Holman was no exception. Styles and merchandising methods have undergone many changes since that time, but HOLMAN'S standard of quality, durability and satisfaction, in footwear as in all other items offered for sale, has remained constant.

When Holman's Summerside store was placed on a departmental basis, footwear was allotted a specific location, and has retained its individual identity throughout the many reorganizations and realignments that have been carried out since.

In 1956 Holman's decided to add a shoe department to their Charlottetown store. This marked another forward step in the firm's policy of providing their customers with the greatest amount of service coupled with a minimum of inconvenience. Here, as in the Summerside store, Holman's offers the public the finest quality shoes for men, women and children at the lowest prices possible. Located between the Ladies Wear and Hardware Departments, the footwear section of the Charlottetown store is conveniently located on the ground floor. Comprising 1125 square feet, the color scheme is Chartruese and Silver Grey. The interior is illuminated by fluorescent lighting thus providing a very soft pleasing effect for patrons and staff members.

The usual liberal credit policies in effect in other Holman departments are applicable in both shoe departments. The continued patronage of the buying public through the years attests to the manner in which the firm's shoe assessors and departmental heads have assessed and filled the footwear needs of the Island consumer.



### Shoe Dept. - CH'TOWN

### Fashion Dept. Growth

In 1857 when R. T. Holman started the store, ready-made ladies' fashions were items that were not handled by a store of this size in a community of this type. He did supply to his customers cloths of all kinds so the ladies could either make up, or have made up by the dressmakers, who were a very important and very necessary part of each community, the dresses, coats, and "unmentionables" that were the latest in styles of that period.

Gradually, over the years, some ready-made lingerie was sold, being imported from Upper Canada and the United States, a few of the cheaper dresses, brought in from Montreal, and millinery started to gain the prominence that it has had ever since. As the store, expanded, more of the selling space was devoted to the needs of the ladies.

In 1915, when the addition was added to the store, the ladies' departments were completely reorganized, one of Canada's leading fixture firms was engaged, and Holman's had a fashion department, which for that time, was one of the most attractive in the Maritimes. From time to time, since then, different departments have been relocated in the Summerside store, always with the thought in mind of assisting the lady customer, both for the convenience of selecting the merchandise and the attractiveness of the display. Over the past ten years, contracts have been made with buying facilities in the United Kingdom and European countries, in New York, Chicago, and Los Angeles, and in Montreal that, even when the buyers in the market, the latest ideas and offerings are available to the firm.

In 1949 the management of the firm decided, on an experimental basis, to open a small fashion department in Charlottetown, in that time room was not available in the Charlottetown store, and a small site was obtained on Kent Street and operated very successfully under the name of "Holman's Little Shop." This experiment was so successful that arrangements were made to open a similar shop in New Glasgow, Nova Scotia. This store operated for approximately two years, but was then closed down because the personnel were needed in expansion plans for the Charlottetown store. Approximately three years ago, when the Prowse block was acquired, room was obtained in this site, adjacent to the Holman business, and the Little Shop was moved into its new location on Grafton Street. Further expansion has taken place in this Fashion Department in Charlottetown as the popularity and the excellence of the styles and values have become known to the people in this section of Prince Edward Island.

This part of the Holman business is becoming increasingly more important in its contribution to the success of the Holman firm, and the present management realizes that only through the most careful supervision of the trends and styles of the fashion world, will this continue to increase.



## OVER A CENTURY OF SERVICE... 1857-1957