



R.T. HOLMAN, Ltd.

Summerside, P. E. Island

The Newest 1915 Fashions Shown in a Gorgeous Array at Holman's



Millinery Styles that are Supreme

Never have we made such elaborate preparations for a millinery season as we have this year.

Our Millinery Buyers went direct to New York and selected the smartest American styles at first hand.

It is a recognized fact that New York City leads America in Millinery to the same extent as Holman's lead the Maritime Provinces in merchandising.

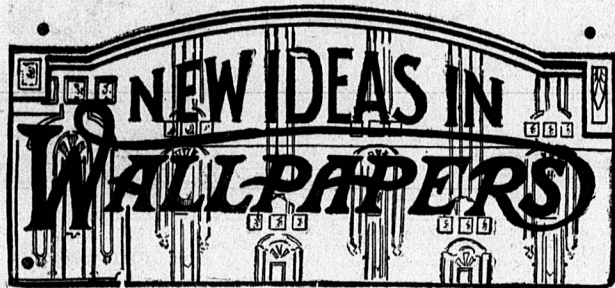
New York styles (that are truthfully New York styles) are conceded to be authentic and correct. New York is the Guiding Star in the Millinery world.

Our Buyers procured a wonderful variety of shapes, trimmings and novelties. The styles will appeal to you. Now is the time to select your hat—at Holman's.

Trouble or expense was no consideration in gathering together the greatest aggregation of Spring Styles ever shown in the history of Holman's Store.

There is nothing half-hearted or luke-warm about this showing. It is in the very zenith of fashion.

Two of our buyers visited New York and Boston and procured from these cities a vast collection of desirable merchandise that could not be procured from any other source. Then two other buyers scoured the largest manufacturing cities and fashion centres in Canada, and were successful in securing the very latest ideas and suggestions shown this season.



We have been told time and time again that our showing of Wall Papers is the most attractive display ever seen in this vicinity. How true this is we cannot say—but we do know that it is the best that we have ever presented—and that is saying something.

We have well over two hundred distinctly different patterns in stock, besides numerous other designs which may be ordered direct from the factory. Our prices range from 7c. to \$2.00 per double roll. We think if it is possible to please you, that you will be pleased with our display.

Invictus Boots for Men

Invictus style, Invictus workmanship, Invictus finish, are a standard by which all shoes are judged.

The name Invictus on boots means quality, comfort, service and satisfaction. Invictus Boots offer for you better value for the money—if you procure them at Holman's.

Invictus Boots for men \$5.50 and \$6.00.



Invictus Boots for Women

There is a style to Invictus Boots for women that is appreciated by all who wish to dress with any degree of taste.

But the best part of it all is that although Invictus Boots are stylish, they are comfortable as well. They are built with due regard to the natural requirements and the anatomy of the foot. Invictus Boots permit perfect freedom of the ligaments and membranes.

Invictus Boots, \$4.50 and \$5.00.
Invictus High Oxfords and Pumps, \$4.00.

New Dress Materials

We'd like to show you the new styles in Dress and Coating Materials—the new serges, shepherd checks, etc.

The range is a vast one, including pretty nearly everything that is in any degree popular during the present season.

Write for samples if you cannot call at the store, advising the color, width, and about the price you wish to pay.

New Spring Gloves---

You'll surely want a new pair of Gloves for Easter and for spring wear. The old gloves will certainly not look right with your new outfit. Better get a new pair of Dent's or Reynier gloves—see the new lines shown at our Glove Counter—any style—most any price you say.



Beautiful White Voile Waists

You'll certainly be pleased with our showing of white cotton voile waists. A big shipment arrived a short time ago and this stock was supplemented from week to week by more recent arrivals.

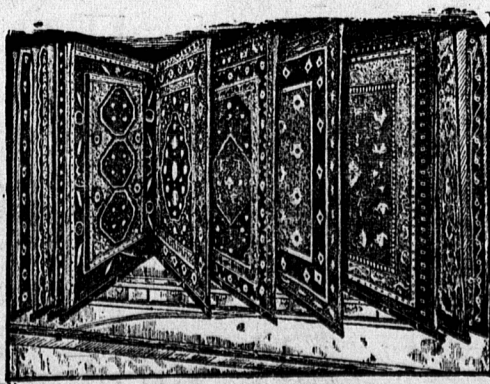
We control the lines manufactured by one of the leading, if not the leading, whitewear factory in Canada.

Be sure to see our showing of new spring waists.



The style of the gown depends upon the fitting qualities of the corset. We handle only the most reliable makes such as D. & A. and American Lady Corsets. We can recommend these lines to our customers because we know they will give perfect satisfaction.

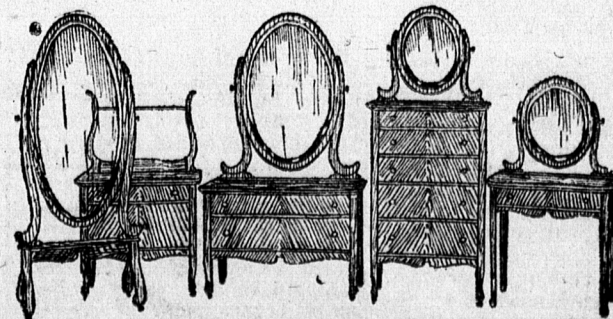
Ask the young ladies in the ready-to-wear department to show you the latest models in corsets.



New Importations--- Carpets and Oilcloths

Our stock of new Brussels, Wilton, Velvet and Tapestry Squares is quite complete. We are showing a great range of patterns and color combinations. A big range of runners is also shown.

We have received big shipments of Oilcloths and Linoleums, and will be pleased to display our stock to any who are interested. The quality is right in each case—so is the price.



We can supply you with a Dresser at anything from \$5.98 each to \$40.00, depending almost entirely on the quality of the wood. In each case we believe we offer you more than it is possible to procure elsewhere. This pleases our customers and displeases our competitors.

"Holman's Catalogue Brings the Store to your Door." You appreciate this fact, don't you? Watch for Holman's Spring Catalogue. It eclipses anything we have ever attempted in liberal price savings.

It contains by far the greatest assortment of goods ever crammed between the covers of any Canadian catalogue.

A trip to Holman's will prove a revelation to you in the convenience and satisfaction of doing all your shopping under one roof. This in addition to the savings you are certain to make if your purchases amount to anything worth while. Plan on purchasing your whole spring outfit for the family at the "Island's Biggest Store." It will pay you.

Holman's---The Island's Biggest, Best and Busiest Store---Holman's