

**Promotions
Paid Off**

Remember the old song, "Yes, we have no bananas today?" That was in the day of the ke pie doll, the jazz garter and the striped blazer. But Holman's had bananas.

In fact to prove they had lots of bananas, the store instituted what they called a Banana Day. It was well advertised in advance and the results more than justified the promotion.

From a normal sale of two bunches of bananas a day, sales jumped on Banana Day to eighteen bunches — or nine times normal.

Then Holman's put on other days to push sales of apples, oranges, figs and even prunes.

With Canada's growth has come an increase in production and consumption of livestock and poultry products. Inspected slaughter cattle last year hit 1,874,363 head, up \$4,000 from the record year of 1954 — and only 1.4 per cent of the kill was exported as dressed beef.



R.T. HOLMAN LIMITED · SUMMERSIDE



Typical Sales Day Crowd

Every visitor to Summerside is impressed by the huge Holman store which dominates the business section of the town. Strangers never expect to see such a large store in a town of only 6,000 population.

The Holman store does dominate the business district. It covers a whole block with the exception of a small corner which is occupied by a bank.

Such was not always the situation, of course. Some old time residents of Summerside can still remember the modest little store where the Holman mercantile business began. They remember the new Holman store which was built in 1895. They have watched the Holman store expand its departments. They have seen the site grow larger when land was reclaimed near the wharf.

When the brick structure was built in 1895, the store became a full department store. It was a three storey building but peculiarly enough the second storey was not utilized as a selling floor. The ground and third floors were the merchandizing units and the second floor was used as a stock room. There were no passenger elevators at that time and customers climbed the stairs to the third storey if they wanted such things as fur coats or furniture.

R. T. Holman, the founder, was a farseeing man. He knew the profits to be made by going after the West Indies, English and American trade. And he went after it. To accomplish this purpose he needed sailing vessels to carry his goods and to bring back imports. So he had a number of schooners built right in Summerside and built up a lively export and import trade around the turn of the century. Prince Edward Island enjoyed a prosperous commerce through the vessels which were built here and traded with many corners of the world. However, this romantic chapter in the history of the province lasted only a few years.

To better accommodate this trade while it lasted, R. T. Holman built

a number of warehouses on his wharf. To do this he had to hire men and equipment to fill a huge hole that lay between the store and the wharf. By thus reclaiming the land, he added to the Holman holdings in that section of the town.

An expansion period which followed World War I pointed up the need for even more warehouse space. Accordingly the firm acquired an old public hall known as Ludlow Hall, and incorporated it into the business. The new section of the building was used by the furniture department which underwent a large expansion. Two full floors of furniture were on display.

Holman's where you can buy almost anything from a needle to an anchor, added coal and lumber to the Summerside operation about that time.

Since then the store has steadily increased its volume of trade without making much physical change to the premises. Changes of departments, in so far as placement is concerned, went on. This was done for the convenience of customers. For instance, in 1937 the furniture department was moved to another section to make way for a 5 and 10 cent department and Holman's famous old Nickel Bar. Shortly after, the Youth Centre, catering to the clothing needs of infants and children, was started.

During the depression years, Holman's in common with other business firms in Summerside found that business was not good. However, merchandise was offered at the best price available and the store did its best to look after the essential needs of its customers. Expansion programs were halted during this period and during the war years which followed. Since 1945, however, the Holman store has undergone a complete modernization. Departments have been re-located to make it more convenient and pleasant for the buying public.



"Where Old Friends Meet"

KENWOOD MILLS Limited

EXTENDS

CONGRATULATIONS

to

**R. T. HOLMAN LTD. on their
100th ANNIVERSARY**



**KENWOOD ALL WOOL BLANKETS
• FAMOUS....**

Discover the facts about "Famous!"

All pure virgin wool beautifully bound for a luxury look that's not to be found in any other blanket. Available in nine of the most elegant colors you've ever seen and each has a rich 5 in. matching satin border. Each blanket is handsomely gift boxed in case you have a special event in mind. If you want the convenience of warmth without weight look first to "Famous!"

17.95

OTHERS 8.95 - 20.95

OVER A CENTURY OF SERVICE 1857-1957