

Special One Week Showing of Made-in-Canada FRIGIDAIRES at HOLMAN'S--May 23rd to 28th

FRIGIDAIRE
Keeps Perishable Goods Fresh, Attractive and of High Quality

Whenever you find a store, hotel or restaurant whose foods is particularly fresh and delicious, no doubt you often say to yourself, "Here's the place I'm going to patronize. These people buy really fresh, full-flavored foods."

Such merchants do buy carefully. Nothing can substitute for freshness in food. But such merchants usually have another secret in their ability to supply fresher, finer, flavored foods. That secret is electric refrigeration.

Look around you next time you shop in your favorite store. See if there isn't a little sign proclaiming to the world "Frigidaire protects the quality of the products you buy here." And it doesn't matter whether it's a meat market, grocery store, delicatessen, florist shop, soda fountain, restaurant, hotel or any other place of business which sells perishable goods to the public, you'll find the most successful proprietor is the one who has installed electric refrigeration.

There are important reasons for this, of course. Electric refrigeration overcomes many uncertainties. Its temperatures are constantly correct — automatically controlled. It never falls down on scorching summer days because extra power is there to provide for such unusual demands. That means that fresh, fine flavored foods or other products retain their fresh goodness until sold.

So look for the Frigidaire-equipped store next time you start out on a shopping tour. For better value, better service, better products choose the establishment that is Frigidaire-equipped.

ALL THIS WEEK First Showing CANADIAN - MADE FRIGIDAIRES

It pays to SHOP where they use FRIGIDAIRE
Every time you patronize an establishment equipped with Frigidaire you receive definitely better products and service, greater values. Better, more tempting meals in restaurants and hotels. Finer firmer ice cream from soda fountains and drug stores. Fresher, more-tempting food from butcher or grocer. Fresher, longer-lasting flowers from the florist.
Made-in-Canada Frigidaire commercial refrigeration equipment now offers a new standard of value. Low made-in-Canada prices are in effect.

HERE'S important news for everyone. We are making a special showing of Frigidaire's new made-in-Canada refrigerators. These new refrigerators embody revolutionary principles in cabinet design . . . new, more compact models for the modern efficiency kitchens. Powerful, two-cylinder compressors in every model. And, size for size, they are selling at the lowest prices in Frigidaire history.

Make this an eventful week by seeing this special showing of the new Frigidaires. Visit our show-rooms. See our special displays and the interesting demonstrations. Any day or evening this week.



NEW COMPACT DESIGN
The made-in-Canada Moraine Model Frigidaires are compactly designed to occupy a minimum of space in the kitchen without sacrificing food storage space. This affords more food storage space than any other electric refrigerator of the same exterior dimensions.

R.T. HOLMAN LIMITED

CHARLOTTETOWN and SUMMERSIDE

FRIGIDAIRE FACTORY AND OFFICES: 35 FRASER AVENUE, TORONTO

You'll Appreciate The Difference!
Our Foods Are Kept Fresh By

FRIGIDAIRE
SPECIALS
On Sale All This Week

10 lbs. Carrots	25c.
10 lbs. Parsnips	25c.
3 lbs. Rhubarb	25c.
Island Beans	2 for 19c.
Granulated Sugar	10 lbs. for 49c.
Pineapple	2 tins for 23c.
Island Bacon	2 lbs. for 28c.
Libby's Olives	2 for 25c.

Rix's Grocery
PHONE 356
Quicker Service! Better Prices!

If You Have Tried the Rest Now Try The Best.

The Palace Cafe
Our Stock Is Kept Fresh By

FRIGIDAIRE

Our Drinks And Ice Cream Are Kept Cool And Fresh by

FRIGIDAIRE
It Assures You of Satisfaction

E. MOSHER
Montague.

We Are Delighted With Our

FRIGIDAIRE
It Is A Big Feature In Our PERFECT SERVICE

QUEEN HOTEL
H. C. Brown, Mgr.

You'll Certainly Enjoy Our Fresh Foods From

FRIGIDAIRE
SPECIALS
For the Week

BANANAS	25c.
Per dozen	
APPLES	29c.
Per dozen	
ORANGES	35c. and 49c.
Per dozen	

Other Items all Through our Store at Most Popular Prices.

Frank N. Kays
19 Hillsboro St. Phone 913

ICE CREAM

OUR SODA FOUNTAIN IS EQUIPPED WITH

FRIGIDAIRE

BETTER VALUES AND FINER FOOD

VENETIAN GARDENS

NOTICE !

We have taken over the Grocery Business at the Corner of Fitzroy and Edward Streets and we solicit your patronage. Our Frigidaire equipment enables us to give you the best in Meats, Fish, Butter, Cream, Milk, Ice Cream, Bricks, Fruit, etc.

R. S. MacBeath
Phone 1317

Our Meats
Are Sold With An Assurance of Absolute Freshness Maintained by

FRIGIDAIRE
Wright & Stewart
Montague.

REVERE HOTEL
Special Full Course Meals

50c

Business Men and Visitors to the City will enjoy our Special Full Course Dinner at the Popular Price of 50c.

Equipped with FRIGIDAIRE.

We Are Very Proud of Our

FRIGIDAIRE
Ice Plant and Bottle Cooler.

It is Your Guarantee of Perfect Freshness!

City Soft Drink Store
J. P. McCLOSKEY, Prop.
Queen St.

See the New Models at HOLMAN'S