

HOLMAN'S NEW FOODLAND IS ONLY MINUTES FROM ANYWHERE!
 Its location, as shown on map, is far removed from parking and other traffic problems.

Parking Area Serves 1,000 Cars Per Day

Convenience and service for customers of the new Holman's Foodland start outside the establishment at the Belvedere Corner on St. Peter's Road, with a mammoth parking—the largest paved and lighted area for this purpose ever provided by an Island firm.

With a normal transfer of traffic, the brightly-lit area is

capable of handling 1,000 cars or more each day. The "L" shaped parking area, which is completely paved, extends along the north and west side of Foodland and covers an area of 26,814 square feet.

NO CHARGE
 Spaces for cars are marked off, to assure ease in parking, with the result that shoppers are able to leave their cars almost at the doors of Foodland while enjoying the handiest sort of parking without charge.

With assured free parking always available, the location chosen for the new Foodland offers notable attractions to shoppers.

The supermarket is only four or five minutes from the centre of the city by car. There are no traffic problems in reaching it. With no parking problems to face, customers from all parts of the city are able to complete one stop shopping trips faster than by going into the congested downtown areas where parking often proves difficult.

With the advantages of being "close as next door" although situated in an uncrowded region, the air-cooled Foodland takes its place as a happy haven answering all the problems, meeting all the needs, realizing all the hopes of busy shoppers.

Everything Is So Clean

Cleanliness in the production, handling and the sale of food ranks high on the list of services that the new R. T. Holman Limited Foodland has to offer the buying public.

The spacious new building, modernly equipped and furnished lends itself to this most important function. From the floor to the ceiling everything is immaculate. There's no dirt, no dust, no evidence of uncleanness. Everything is gleaming bright, clean and attractive. Colorful tile flooring and special paint on ceiling and display counters help this particular effort.

Immediately one steps into the market proper the shopper is conscious of the care taken in the preparation and handling of foods. There is complete evidence of the planners' aim to provide the very best in sanitation and make that all important first impression a lasting one in so far as cleanliness is concerned.

Just as it is in the shopping area so it runs in the various refrigeration rooms, the meat preparation room and the well stocked basement. One cannot help but be impressed by the steps taken to assure this necessity in the modern supermarket.

This rigid policy of cleanliness extends to the immediate surrounding exterior of the market where the busy shopper will find a convenient parking area.

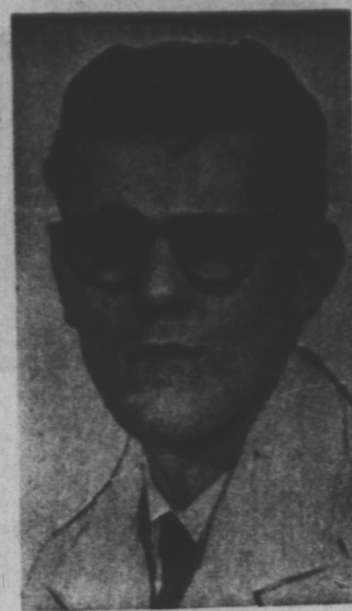
MUSIC MAKES SHOPPING FUN

The best new ideas in merchandising service from all across the continent have been incorporated in the new Holman's Foodland at Belvedere Corner on St. Peter's Road. So have ideas that have the single purpose of making shopping a pleasant experience.

That is the purpose, giving relaxed pleasure, of the Seeburg sound system, which supplies continuous music not only throughout Foodland but to the

parking area as well, to entertain any members of the family who may be waiting there for those who are doing their shopping inside the store.

The music provided is not obtrusive but of a kind and at a sound level to form an agreeable accompaniment and background to all the activities proceeding at Foodland. There will be a great diversity of delightful programs in the course of each shopping day.



REG. BRYAN
 LOCATION MGR.

Reg. Bryan, Summerside, has been appointed Location Manager at Holman's Foodland. He will also be in complete charge of the grocery section. Mr. Bryan gained his experience with Holman's Summerside store and has been six years in the trade. Mr. Bryan need no introduction to the retail trade in the province. He has built up many fine associations and has watched from a vantage point the growth and development of the modern supermarket—its operation and merchandising. Mr. Bryan married recently. His hobbies include golf and fishing.

STOREY ELECTRIC WISHES HOLMAN'S FOODLAND EVERY SUCCESS

We Are Particularly Proud To Have Participated In The Building of This Modern Supermarket Installing...

- COMPLETE WIRING SYSTEM
- ALL LIGHTING FIXTURES
- SHOPPING CARTS
- ESCALATORS
- POWER SAWS
- SCALES
- MEAT CUTTING EQUIPMENT

You'll Find Shopping A Pleasure In This Big, Bright Store

STOREY ELECTRIC

Suppliers of Complete Supermarket Equipment

136 Prince Street

Charlottetown

Dial 7341

Fresh Produce Daily!

AT

HOLMAN'S FOODLAND MARKET

In Keeping With Their Policy . . .

"NOTHING LESS THAN THE BEST"

We Will Be Supplying "Fresh Daily" To Foodland...

GARDEN FRESH FRUITS and VEGETABLES

THE CLARKE FRUIT CO. LTD.

WHOLESALE FRUIT

1-Prince Street

Charlottetown

Another **HOLMAN'S FOODLAND FIRST**

- First In P.E.I.!
- First In The Maritimes!

National Automatic Change

TOTALS YOUR BILL — 14.14

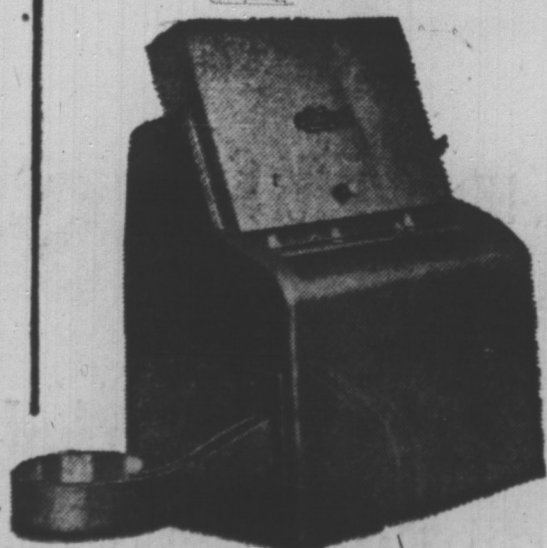
SHOWS AMOUNT GIVEN CASHIER — 15.00

FIGURES YOUR CHANGE — 0.86

PRINTS CHANGE ON RECEIPT — \$ 000.86cA
 YOUR RECEIPT THANK YOU

We are proud to announce the installation of automatic equipment to speed up money handling. Here's how it works: the cash register totals your bill. Then it shows the amount given the cashier. Next, it figures your change, shows amount of change at the top of the register, and prints it on your receipt. At the same time, coins are automatically delivered by the change dispenser.

Convenience is the object of this whole system. It means you won't have to wait so long. It means no chance of error in counting your change. And, since the amount of your change is printed on your receipt, it means that you can check up on your money at any time. We are happy to tell you about this new way of counting your bottom.



DISPENSES COINS... AUTOMATICALLY!