



CO-OWNER HAROLD ELLIS

J. DAVID STEWART TO CUT RIBBON

# Gala opening set for Save-Easy

Provincial and village dignitaries will join with hundreds of citizens of metropolitan Charlottetown Tuesday in attending the gala grand opening of Prince Edward Island's first Shopping Centre, Ellis Bros. Save Easy on St. Peter's Road in Sherwood.

The big, colorful event is scheduled for 9:30 a.m. and Bill and Harry Ellis will throw open the doors of the \$250,000 building to some of the biggest bargains seen here for sometime.

Hon. J. David Stewart, minister of municipal affairs, will cut the ribbon to officially open the center while Attorney-General Alban Farmer will also be in attendance.

All members of the Sherwood Village Commission will attend. They are Fred Cannon, chairman; John Richards, John MacAker, Norman MacLeod, Ivan Kerry, and Austin Kennedy.

**FREE GIFTS FOR ALL**

For shoppers and plain sightseers Bill and Harry Ellis, in business together for 17 years, have a large array of free gifts that will be given to customers as long as the big supply lasts.

Included in the giveaways are some 140 ash trays, pens, pencils, balloons and paper hats for the



SHOPPING CONVENIENCE IS EMPHASIZED IN ALL ELEVEN DEPARTMENTS OF SAVE EASY CENTRE



CO-OWNER WILLIAM ELLIS

kiddies and plastic rain hats for mom. In addition the Dairy Bar will be serving coffee and doughnuts free of charge for five full days. The bar will be open for free coffee and doughnuts 9:30 to 11 a.m. and from 2:30 to 4 p.m.

The key word at Ellis Brothers Shopping Centre will be shopping convenience. Everything will be in easy reach for one-stop shopping and mom can even stop off for a new hairdo at the Sherwood Beauty Parlor while Pop is getting a hair cut a few yards away without leaving the centre.

In all there are 11 departments in the big centre, all built around the bright and brilliant supermarket in the center. The supermarket features wide aisles for easy shopping, four check-out counters to insure that shoppers will not be delayed for any length of time; the most up to the minute meat department serving nothing but government inspected quality meats.

Brilliant lighting is a feature of the department making it a bright, cheery place to shop. In addition music will be continually piped in.

**SALE TO BE STAGGERING**

Other departments include a drug store, dairy

bar, men's clothing, ladies' clothing, hardware, toy-land and others.

In connection with the grand opening Ellis Brothers will stage a sale of bargains that Bill Ellis terms "staggering".

As a kickoff the Sherwood men are offering a line of 18 items under the heading of "Buy Two Get One Free". Another items will be first quality government inspected round steak at 59 cents per pound. Bill Ellis says, "practically everything in the store is going at real knockdown prices."

Another bargain item will be the sale of several items for \$1 and for one cent more the customer can buy another one of the same. In this line a customer can purchase for \$1.01 two Abbey neckties and the ladies can get two pairs of top quality seamless micro-mesh nylons for 99 cents.

In the toy department there are literally dozens of items with prices slashed to the bone. Old Santa Claus himself will visit the store on Wednesday from 3:30 to 5 p.m., with a gift for all the children.

The men's clothing department will be featuring a big sale with all suits going at half price.

## Co-owners are leaders

Bill and Harold Ellis, who for 17 years owned and managed Ellis Brothers General Store in Sherwood, are co-owners of the new shopping centre.

Bill is active in community affairs and keenly interested in politics. He works during political campaigns and is a valuable ally for many a proposed candidate.

He is past president of the Prince Edward Island branch of the Retail Merchants Association and president of the AOTS Men's Club of the Park Royal Church in Parkdale.

He is married with eight children, six boys and two girls, ranging in age from two to 18 years.

At one time he was in the air force for four years.

Harold was in the Royal Can-

adian Electrical Engineers section of the army for five years.

Married, with one girl and one boy; he is keenly interested in boating, fishing and swimming.

Their parents, Mr. and Mrs. Theo Ellis, live in Donaldston.

Bill and Harold Ellis have been in the retail business since Nov. 15, 1946, when they opened their general store in Sherwood. Neither had had any previous retail experience.

For 17 years the store has had the one location but in that time it has been remodelled or enlarged six times.

In 1958 they joined the Lucky Dollar voluntary group in the grocery section and in 1960 their hardware store was added as a member of the CTL voluntary group. Two other departments, added in 1961, were men's and boys' clothing and a five-cent \$1 store in the basement. This department carried toys, small wares, and misses' and ladies' clothing.

With the construction of the new sections of the shopping centre, the grocery section of the original general store will be remodelled to house the five-cent \$1 department.

The basement of the original store will house the family footwear shop. Until Christmas the basement is being utilized as toy-grocery section and in 1960 their

## Save-Easy people you should know

**DRUG STORE**

Earl Jewell, in copropriorship with his brother Allison, will manage the Sherwood Drug

## SIGNS DISPLAYS

- DESIGN
- MANUFACTURE
- ERECTION

## Scantlebury SIGNS PLASTICS

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FRESAL TYPE PLASTIC MATERIALS

## Sherwood Save-Easy is 31st

Save-Easy stores have been in existence for four years under the Maritime Provinces franchise of Atlantic Wholesalers Ltd. The first Save-Easy store was built only four short years ago, and since then 30 have been built with Ellis Brothers' market making number 31.

The new Ellis Brothers Save-Easy has a floor space of 110 by 65 feet, and a total of 120 feet of refrigerated display cases. There are 22 feet of open meat display cases and 8 feet of refrigerated fresh fish display kept fresh in chipped ice.

The handling of fish is a new venture for Ellis Brothers. Before the opening of this new store it was impossible to keep fish fresh because of refrigeration problems. Now, with the addition of a chipped ice machine the fish can be brought in and kept fresh on ice in the display cases. The fish is largely imported from Halifax, due to lack of supply in local areas.

Fry feet of the refrigerated

display space will be used for frozen convenience foods such as prepared TV dinners, frozen "heat and eat" fish, prepared meats, vegetables, fruit and ice cream.

The other 40 feet will be for fresh vegetables and fruit. It is an unusual thing to find refrigerated displays of produce but Ellis Brothers feel that it keeps the food at peak freshness, which is their primary concern.

The new store has an automatic door and five check-out counters for the convenience of customers.

The new Save-Easy will not have delivery service because, in the words of Bill Ellis, "Since there is really no such thing as free delivery service, we will not be instituting one. Delivery costs are usually added to the price of the goods sold. It is our intention to keep the cost of the goods bought by the consumer the lowest on the island and a delivery service would make this impossible."

The meat department, situated at the back of the store, is the utmost in modern efficiency. It is paneled in white arborite and open to public inspection. The large glass window in the front of the meat preparation areas allows the purchaser to see that the meat is prepared in clean and sanitary conditions.

The produce preparation and storage area is next to the meat department and is paneled in white-enamelled plywood.

**VENTILATION**

Next to the produce rooms is the room which houses all the compressors for the refrigeration equipment. This room is market is the chicken barbecue rotisserie, called by its trade name a "revolving oven." This machine, which is probably the only one of its kind in the Mar-

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### Sherwood Drug Sundries

### Ellis Bros. Shopping Centre

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of the

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## CONGRATULATIONS

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### ENTERPRISE BAKERY

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## Sherwood Barber Shop

Opening Tuesday

**BARBER SHOP**

Yes! We Give Shaves, Too!

Haircut or a Shave, you name it and our shop will provide it, expertly!

**HARRY SPENSER**  
Owner and Manager

We Are Open Thur., Fri. Nights

Our expert beauticians will give you the permanent best for your hair . . . stile in a newcoiffure that makes you prettier!

Don't trust your priceless hair to inexperienced hands. Our colorists can give you younger, livelier looking hair such as you've always wanted.

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Jean Gregory, (Receptionist)

Owner and Operator Mrs. Wilma Spenser.

Operators:

Mrs. Nancy Malone, Nee (Nancy Fraser)  
Mrs. Trudy Skoffington, Nee (Trudy Hickox).  
Miss Bernette MacQuaid (Student)

**NO CHANGE IN PRICES!**