

**SUNDAY** **HERE'S WHERE YOU COUNT YOUR** **SAVINGS EVERY DAY** **CO-OP SUPER MARKET**  
**MONDAY** **TUESDAY** **WEDNESDAY** **THURSDAY** **FRIDAY** **SATURDAY**

Most modern self serve Meat Department in the Maritimes. Big spacious, clean, modern. Think of it! Not twenty feet, not thirty feet, but SIXTY FEET of newest and best refrigerated meat cases from which you can make your selection or a staff of trained meat clerks at the personal service case, ready and waiting to serve you.

All meat cuts weighed, packaged, priced and displayed in full view at all times. This is made possible by the newest development in the retail meat food field. Refrigerated as the meat is cut and sent to be packaged. Active moving cooling make sure that the meat keeps cool and fresh at all times in our store.

Over 900 square feet of refrigerated holding room means that meats, fish and poultry will be kept at proper temperature at all times on the new Co-op Food Shop self service meat department. Every package of meat is neatly prepared with the very choicest of meat, weighed to the exact amount marked and priced accordingly.

This modern way of buying meats gives the housewife a better chance to get acquainted with the various cuts of meats—making her selections as she sees them clearly displayed before her. Modern pre-pak scales have been installed for the customer's benefit, giving them every advantage over the old method of weighing meats in service meat stores.

The continuous 60 feet of self service refrigerated meat cases are the newest and most modern in every respect. Meats are displayed and the label identifies the cut, gives the weight and the price and the meats speak for themselves. In this effective display not only is each package specifically labelled but the price tag on the package names the cut and the price per pound.

Meat is displayed so that each individual cut may be inspected without picking up any other piece. All meats are kept in refrigerated coolers until ready for sale in the meat cases. The meat cases are always kept at a proper temperature in order to keep the meats at the same degree of coldness at all times.

**FACTS YOU SHOULD KNOW ABOUT THE CO-OP FOOD SHOP'S NEW MODERN SELF-SERVICE MEATS:**

1. **FINEST QUALITY MEATS**—From the country's leading packers, produced in Canada's best feeding areas.
2. **FRESHNESS**—Every package is cut and packaged right in The Co-op Food Shop's Meat Department.
3. **HEALTH ASSURANCE FOR YOUR FAMILY**—Controlled refrigeration during every step; in storing, cutting, packaging and display.
4. **QUALITY CONTROL**—A specially assigned staff makes certain that every item on display is fresh—that our meat cutting policies are followed.
5. **WIDE SELECTIONS**—Of cuts and varieties to suit every taste, every family, every purse.
6. **PACKAGING**—Clear cellophane for visibility, no hidden bones, or ends, or fats.
7. **LABELLING**—Weight of the cut on the package, price per pound and total price are clearly marked on each label. Cellophane and cardboard backing are not included in the weight of the package.
8. **MONEY BACK GUARANTEE**—If our meat fails to measure up to your standards.

**POULTRY**

ON SALE EVERY DAY

GRADE "A" CHICKENS OR

**CAPONS lb. 49¢**

DELICIOUS GRADE "A"

**DUCKS LONG ISLAND lb. 49¢**

GRADE "A" ONLY

**TURKEYS**

REGULAR SIZE . . . . . Av. 15 Lb.

EVISCERATED . . . . . Av. 12 Lb.

LARGE SIZE . . . . . 20-24 Lb.

**ON HIGHEST QUALITY MEATS**

ALL OUR  
**MEAT CASES**

By

**TYLER**

INSTALLED

By

**PALMER ELECTRIC**

CHARLOTTETOWN

USING FAMOUS  
**UNIVERSAL REFRIGERATING EQUIPMENT**



**STEAKS**

YOUR CHOICE — YOUNG STEER BEEF  
ROUND STEAK — WING STEAK  
SIRLOIN — T-BONE — PORTERHOUSE

**CHUCK ROAST LB. 33¢**

**SIRLOIN TIP LB. 69¢**

**RIB STEW BRAISING RIBS LB. 23¢**

**SAUSAGES BROOKFIELD SKINLESS LB. 39¢**

**PORK ROASTS LEAN SHOULDER 29¢**

**WIENERS MAPLE LEAF 1 LB. CELLO PKG. LB. 37¢**

**NECK RIBS SWEET PICKLED 2 LB. 25¢**

**HAMBURG 2 LBS. FOR 59¢**

**RUMP ROAST LB. 53¢**

**RIB ROAST PRIME CUT LB. 49¢**

**PICNIC HAMS Maple Leaf Smoked 5 1/2 TO 7 LB. 39¢**

**BRAWN MAPLE LEAF IN RE-USABLE PLASTIC CONTAINER LB. 29¢**

**BACON EMPIRE RINDLESS 1 LB. PKGS. LB. 43¢**

**COD FILLETS LB. 33¢**