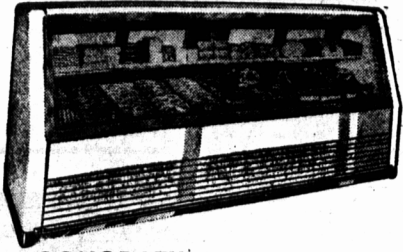


# Combines Super-Market and General Store

**ANOTHER FIRST  
FOR HUSSMANN  
THE LARGEST COMMERCIAL  
REFRIGERATION CO.  
IN NORTH AMERICA**



**CONGRATULATIONS TO THE  
SOURIS CO-OP  
COMPLETE REFRIGERATION  
SUPPLIED AND INSTALLED  
By  
STOREY ELECTRIC**

175 Grafton St. Phone 3237  
EXCLUSIVE HUSSMANN DEALERS  
FOR THIS PROVINCE

Another important milestone in the business life of Souris will be reached tomorrow morning when the Island Co-operative Services open the doors of their modern, new Super-Market in Kings County's fastest growing community.

The new market will provide the people of Souris and surrounding areas with all their household needs. In addition to food supplies the store will handle hardware, dry goods, provide plumbing and wiring facilities and purchase farm produce.

The shopping part of the store is comprised of two well stocked floors. Fluorescent lights will make night shopping on Saturday as easy and as pleasant as at mid-day. The self-service plan will be in effect as an aid to both shoppers and clerks.

The building once housed the J. J. Hughes & Co. Store. It was purchased by the Island Co-op Services last year and for the past several months the Co-op have been renovating the building for business.

New plumbing, wiring and heating systems have been installed. The Island Co-op Services plumbing Department under the direction of Keith Carmichael installed the plumbing and heating while the Morell Co-op supervised the wiring and electrical installations.

Attractive new counters and shelves have been built in the store by the well known wood-working firm of Chandler Bros., Charlottetown. Refrigeration requirements were taken care of

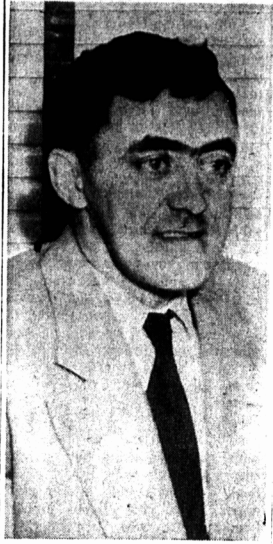
by Storey Electric of Charlottetown. Manager of the store is friendly Bill Estabrooks whose jovial nature will win him a lot of close friends among his customers. A believer of hard work Bill has been working night and day along

with his staff to get the store open this week. Before joining the Island Co-op Services Bill was Manager of the

Dominion Store in Amherst. Previously he had worked at the Dominion Store in Fredericton, N. B. in charge of the grocery department.

He is a native of Sackville, N. B. and an army veteran of the Second World War.

Bill will be assisted by a competent, courteous and well trained staff in an effort to provide the Souris people and shoppers from surrounding districts with their grocery, hardware, electrical, plumbing and farming or fishing needs.



William H. Estabrooks, manager of the new Co-op store at Souris, is pictured in his office.

**TO THE  
FUTURE SUCCESS  
OF THE  
SOURIS CO-OP  
WE ARE PROUD TO HAVE DONE  
THE PAINTING AND  
DECORATING  
IN THIS ATTRACTIVE STORE  
ANGUS McCORMAC**

**CONGRATULATIONS  
WHEN IT COMES TO  
GROCERIES  
COME TO THE  
SOURIS CO-OP  
BUT  
When You Need  
PLYWOOD  
or the Finest of  
STORE FIXTURES  
We Suggest You Come To  
CHANDLER BROS.**

1 Plywood Place

Charlottetown

DIAL 6557

**EXTENDING  
CONGRATULATIONS  
TO...  
THE  
SOURIS CO-OP  
WHICH WILL PROVIDE A  
GREAT SERVICE  
TO THE PROGRESSIVE AND  
FAST GROWING TOWN  
OF SOURIS  
ELMIRA CO-OP**

**Statement of CO-OP LABEL POLICY**

- We will at all times present the consumer's point of view—giving accurate, honest and complete specifications on the label. When in the user's interest, we shall give the limitations as well as the advantages of the given product.
- The Co-op label is now internationally accepted by consumers as a standard of true value. The integrity and good name of Co-op brand will be carefully protected.
- Goods which have patron demand but which are to our knowledge uneconomical in use, or for any reason represent a poor value shall be denied the Co-op label.
- Where it is in the customer's interest to offer several qualities of the same product the following identification appears:

**ON GROCERIES**

- Co-op Red Label means highest quality.
- Co-op Blue Label means second quality.
- Co-op Green Label means third quality.

**ON OTHER MERCHANDISE**

Where color identification is not possible the Co-op Label on Hardware, Major Appliances, Automotive supplies, Paints etc., insures selective value.

*There is a CO-OP Quality Label FOR EVERY FAMILY BUDGET*

**WE EXTEND  
CONGRATULATIONS  
AND  
BEST WISHES  
TO THE  
SOURIS CO-OP**

**ON THE OCCASION  
OF ITS  
OFFICIAL OPENING**

The opening of this modern, up-to-the-minute store marks another important milestone of progress in the expanding town of  
**SOURIS**

**MORELL CO-OP**

Suppliers of  
ELECTRICAL APPLIANCES  
and  
INSTALLATIONS

**CONGRATULATIONS  
TO THE  
DIRECTORS AND SHAREHOLDERS  
OF THE  
SOURIS CO-OP**

IT WAS A PLEASURE TO HAVE PARTICIPATED IN THE SUPPLYING OF THIS FINE STORE WHICH WILL PLAY SUCH AN IMPORTANT PART IN THE BUSINESS LIFE OF  
**SOURIS**

**THORNE'S HARDWARE  
LIMITED  
SAINT JOHN, N. B.**

**WE SAY "WELL DONE"  
TO THE  
SOURIS CO-OP  
And Extend  
BEST WISHES FOR  
A SUCCESSFUL FUTURE  
VERNON RIVER  
CO-OP ASSOCIATION LTD.**

**WE TAKE PLEASURE IN...  
CONGRATULATING  
THE  
SOURIS CO-OP  
ON THE  
OFFICIAL OPENING  
OF ITS NEW STORE  
ST. PETER'S CO-OP**