

Quality not quantity—Sterns

Some dry cleaners boast they "take your clothes in at 9 a.m. and have them cleaned and ready at 5 p.m." or Sterns Laundry owner Joseph McKenna can do better than that.

In fact Sterns Laundry has been known to accomplish this feat in half that time, says Mr. McKenna. "The firm doesn't make it a regular thing, but many times clothes have been taken in as late as 3.30 p.m. and have been ready to wear at 6

Sterns, although capable of doing it, doesn't advertise this special service. "Customers have to ask for it," Mr. McKenna says.

Sterns offers exclusive Santitone service to all Islanders, the only dry cleaning plant in the province able to do so. "This is the top cleaning process in the field," Mr. McKenna says.

Before acquiring Santitone, the laundry was closely investigated by the Santitone people. Investigations went on for some time before Santitone was certain that Sterns was the laundry to handle their product.

and the present modern plant was built to take its place.

The staff has expanded with the times and now includes 25 to 35 people at peak periods. A fleet of four trucks is available to delivery and pick up dry cleaning. While the staff works a 3 1/2 day week, the office is open six full days for the convenience of the public.

Save-Easy aims at high quality

Gaudet's Save-Easy Supermarket, Summerside, a spacious, modern building opened its doors officially Nov. 4, 1959, and since that day has built up an enviable business as a result of their policy of highly efficient service and quality merchandise at the lowest prices possible.

Also to ensure customer satisfaction, Gaudet's Save-Easy has a large parking lot with ample space for more than 200 cars and offers a complete one-stop shopping facilities at their convenient Granville Street location.

Mark Gaudet, owner-manager, in association with his brother Hilary, formerly operated a grocery store, one block south of their present location, following the death of their father in 1943, who founded the business over 40 years ago.

"The brothers are continuing this association in Gaudet's Save-Easy and much emphasis is placed on owner operation, as well as speed of service with their completely mechanical checkouts and carry-out service that has made Gaudet's the shopping centre for many hundreds of satisfied customers.

Santonite insists on a high standard of performance before conferring a franchise on any dry cleaning firm. They further insist that the high standard is always maintained.

To meet the needs of its growing list of customers, Sterns' Laundry has been making quiet plans for expansion. Work is at its peak during the summer season when Prince Edward Island welcomes hundreds of thousands of tourists.

As part of expansion plans Mr. McKenna in 1962 purchased a Unipress, a shirt cleaning machine, that is capable of cleaning 100 shirts per hour. But the machine is never pushed to capacity for reasons of quality.

"We emphasize quality here more than quantity," Mr. McKenna says.

Mr. McKenna assumed ownership of Sterns in December, 1960. Previous it had been owned by F. R. McCormick, who acquired it in the mid-fifties. It was in 1947 that fire destroyed the old wooden structure

Archer, MacDonald say progress phenomenal

Archer and MacDonald Ltd. opened in March of 1960 as a partnership between A. Free-mont Archer and Clifford A. MacDonald, handling furniture, carpets and appliances. Draperies were added in 1961 during the second year of operation.

The business intended to be a family effort has continued to be so but with added essential staff.

The new company elected its officers as follows - President, Clifford A. MacDonald; Secretary-Treasurer, A. Free-mont Archer; Directors, Phyllis L. Archer and Nora G. MacDonald. All the company stock is owned by these people with no outside investment.

Archer and MacDonald Ltd. now operate two delivery trucks which run throughout the entire island. The staff has increased from its original four to the present total of 11, three whom are part-time.

Several factors have contributed to the immediate success of the business: personal service to the customers and guaranteed good merchandise at fair prices, the suburban location, the fact that they are open every night until nine which has done much to encourage evening shopping in a leisurely fashion, and the free transportation offered without obligation by the

store to the general public in and around Charlottetown.

Archer and MacDonald look forward to the years ahead with confidence and wishes to reassure its many customers of the best possible service in the future as in the past.

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Dr. F. MacKinnon

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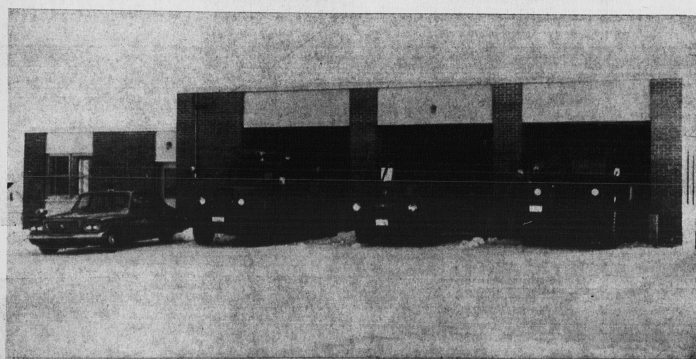
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Covering an area larger than Charlottetown, the Village of Sherwood also boasts the largest population of any village on the Island. Its many benefits make it an attractive site for industry (railway line through the area is suitable for heavy industry) and a pleasant place to live — efficient fire and police protection and sewerage in part of the village with further extension proposed next year. A new Civic Building erected in 1962 contains the Fire Station, Police Office and Commissioners Board Room. A new fast growing school has a teaching staff of 17 and is attended by approximately 500 pupils. An airport, golf course and monastery are located within the village limits. Present plans call for the installation of street lights this summer.

VILLAGE of SHERWOOD

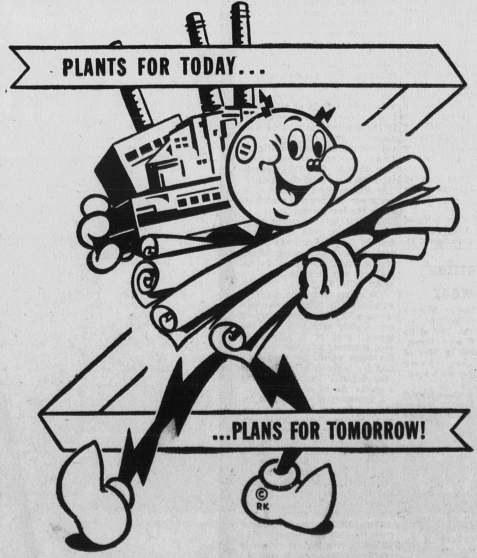
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FAST GROWING COMMUNITY

Sherwood is now a village of 347 homes or trailers, housing 272 families. Its residents enjoy 16 miles of streets of which 10 1/2 miles are paved. In 1962 the value of building permits was \$1,816,700.00, for a total of 38 dwellings.

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