

# DON'T MISS OUR *Grand Re-Opening* DOOR PRIZES!

## SPECIAL LOW PRICES!

All Refrigerated Fruit & Vegetable Department Feature of New Co-op Super Market, Queen Street.

Installed by PALMER ELECTRIC Fifty Feet Of Refrigerated Fruit And Vegetable Display Cases

Patrons of the Co-op Super Market will be able to purchase vegetables and fruits from the finest array of refrigerated display cases in eastern Canada

In discussing the refrigerated display space in the new market, Cam McLean stated that equipment of this kind may all look alike, but there is "a big difference."

The freshness and superb quality of the fruits and vegetables offered by the Co-op Super Market are guaranteed by a carefully planned procedure. All fruits and vegetables will be kept in refrigerated display cases, thus keeping them fresh and crisp and holding their flavor and freshness.

To provide the very best, two essential conditions must be met. The fruits and vegetables must first come from the best growing sections and the best growers in that section.

The produce must be carefully cared for from the moment it is harvested to the moment it is selected from the Co-op Super Market Fruit Department.

Customers will find that the Co-op Super Market has been successful in achieving the two essentials so necessary for really superior quality.

Grapefruit are an example. The Co-op Super Market sells grapefruit from the famous Clearwater sections of Florida. They are seedless, juice-laden and unmatched in flavor. Grapes — are purchased from the select vineyards of California, tomatoes — are hand picked at the source for pre packaging, scientifically ripened in the firm's own ripening rooms.

Bananas, too, are ripened in specially constructed ripening rooms. The Co-op Super Market sells only extra fancy P. E. I., Nova Scotia and British Columbia apples.

All fruits and vegetables are purchased of the very best quality and instantly stored in the store's large coolers until ready for the packaging room. Here all vegetables are cleaned, washed and weighed, ready for sale, and are offered for sale in modern refrigerated display cases, where they are kept at an even temperature, no spoiling, no drying up, always cool and crisp. This is the new Co-op Super Market's way in serving its customers with the very best of quality of fruits and vegetables.

The decomposition of fruits and vegetables is due mainly to two factors (1) the destructive activity of certain bacteria present in the produce, (2) the chemical changes that go on inside of the fruit or vegetable.

The process of respiration which continues in fruits and vegetables gives out energy in the form of heat. This tends to burn it up. The necessity of refrigeration is clearly seen. The new Co-op Super Market's all refrigerated fruits and vegetable cases will keep the produce at an even temperature, thus keeping the fruits and vegetables in a better condition. You can see the difference by examining fruits and vegetables refrigerated and kept at an even cool temperature.

# CO-OP SUPER MARKET



ISLAND GROWN  
McINTOSH RED  
**APPLES**  
5 LB BAG **35¢**



CHOICE FRESH  
**SPINACH**  
PKG **29¢**



THIS IS A TYLER FRUIT DEPT. — INSTALLED BY PALMER ELECTRIC — USING UNIVERSAL REFRIGERATING EQUIPMENT



FRESH, NEW  
**CABBAGE**  
SPECIAL **8¢** LB



It's the **CITRUS** season  
CLEARWATER  
EXTRA LARGE  
**Grapefruit**  
4 FOR **25¢**

<b>ONIONS</b>	NO. 1 LARGE COOKING	3 LBS	<b>19¢</b>
<b>CELERY</b>	GIANT SIZE PER STICK		<b>19¢</b>
<b>TOMATOES</b>	RED RIPE PER CTN.		<b>23¢</b>
<b>CARROTS</b>	WASHED FRESH	3 LBS	<b>23¢</b>
<b>LETTUCE</b>	ICEBERG JUMBO SIZE		<b>19¢</b>

<b>BANANAS</b>	GOLDEN RIPE	LB	<b>21¢</b>
<b>RADISH</b>	GARDEN FRESH	2 BUN.	<b>19¢</b>

SWEET, JUICY,  
**Oranges**  
LARGE  
**FLORIDAS**  
YOU'LL HAVE TO SEE THEM TO BELIEVE THE VALUE  
**2 DOZ 79¢**

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AN ISLAND STORE OWNED BY ISLAND PEOPLE  
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**ORANGES**  
ORDINARY SIZE  
**3 DOZ 79¢**