



SHOPPING CENTRE'S DEPARTMENT MANAGERS HAVE EXPERIENCE AND KNOWLEDGE



FOUR CHECKOUT COUNTERS WILL RESULT IN MINIMUM DELAY TO CUSTOMERS

Centre's staff efficient, able

The people pictured on this page are part of the large, courteous staff which is ready to serve you quickly and efficiently at all times at Ellis Bros. Save-Easy. In the top left picture are the department managers: left to right, Roger Birt, Leonard Trainor, Roy Birt and Arthur Walsh. Top right are cashiers at checkout counters: left to right, Myrna Longgarbie, Olive Bryenton, Jean MacLeod, Freda Helton. In center left picture are members of staff of toy department, left to right, Mrs. Eva Ellis, Mrs. Phyllis Ellis and Mrs. Hazel Richard. In bottom left picture are hardware staff, left to right, Myron MacLeod, Owen MacLeod, David Reed.

Beauty parlor most modern

No beauty parlour in the Maritimes exceeds, in furniture and equipment, the one at the Shopping Centre, officials feel. Leased and operated by Mrs. Wilma Spencer, the modern provincial decor features mauve, white and gold, with a white and black check floor. Seven dryers, two shampoo bowls, two tinting areas, one manicure section and three styling areas make for speedy service. Seven drop-lights and two chandeliers light up lady's new style and set to perfection.



Feed supplies new location

The original feed and building supplies store has been completely remodelled for the grand opening of the shopping centre. The 32 by 70 foot building has been moved from the south to the north east side of the centre. Stock feed, nails, wire and other heavy hardware and some building supplies will be located on the ground floor. The second story of the building will house garden supplies such as fertilizer, seeds and insecticides.

5c to \$1 shop new venture

The five cents to \$1 store is a new venture with Ellis Brothers. It will be located in the premises of the old grocery store, which is to be remodelled and refitted to serve this purpose. The new store will have plastic canopy lighting and modern display counters. The store will be partly service and in some instances self service. Two checkout counters will reduce waiting. The new five cents to a \$1 store will carry small items and sundries which would not normally be found in other departments. The most important line to be carried in the store will be a large and complete line of school supplies and materials. A complete display that will satisfy all customers is the objective of this department. This store will open the last of January or early in February.

JUST WARM AND SERVE

Save-Easy to stress 'convenience foods'

Frozen foods have done a great deal more than take the grocery out of meal preparation. They have multiplied the pleasures of the dinner table by supplying peak-of-freshness foods with maximum flavor and high vitamin and protein content sealed in, as well as keeping them available through all seasons of the year. Ellis Brothers realize the importance of frozen foods in modern life and have installed 40 feet of refrigerated display space solely for these frozen foods. It is the simplest of all household tasks to unlock the fine flavor captured through the quick freezing process, and as rapidly as the products defrost they are ready to eat or for the final stages of preparation. Most fruits are ready to serve at once—fresh, firm and luscious as they were when picked. As vegetables defrost they are handled just as if they had come directly from the garden, with the one difference that they are already cleaned. Then there is the growing list of frozen "convenience foods," cooked foods which need only to be popped into the oven and warmed briefly before going to the table to delight the family. The "convenience foods" include whole meals, ready to be warmed and served. Delectable pies, soups of such special flavor that they could never be sold in prepared form until the secret

CONGRATULATIONS
SHERWOOD SHOPPING CENTRE
H.M. Simpson Ltd.

Charlottetown Summerside

Best Wishes ELLIS BROS.

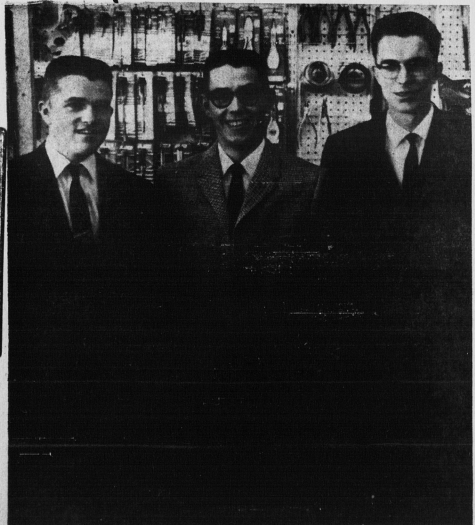
and **SHERWOOD DRUGS**

... every wish for success

MICHAEL BROS.

JOBBERS
210 Dorchester St. Dial 4-8595

TOY DEPARTMENT STAFF WILL HELP WITH YOUR YULETIDE LIST



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BEST WISHES
To
Harold & Bill Ellis
On Their Official Opening
Frizzells Texaco Station
St. Peters Rd. Parkdale

We Extend
"BEST WISHES"
TO ELLIS BROS. on the opening of their New Shopping Centre
We were pleased to be chosen to do the glass work on this fine new building.
CARSON and BIRT

HARDWARE STAFF IS PREPARED TO SERVE THE PUBLIC

SAVE - EASY
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years. During this time he was stationed in places such as Africa, Italy, Sicily, Greece and France. He trained at the Trans Canada Barber's School in Moncton, N.B., and worked for three years in "The Family Barber Shop." Members of St. Pius Church, Parkdale, he and his wife Wilma have two children.

BEAUTY SALON
Mrs. Wilma Spencer, Parkdale, will be the proprietress-manager of the Shopping Centre's new, modern provincial Beauty Salon. Mrs. Spencer was born in Charlottetown and attended St. Joseph's School. She trained at the Trans Canada Hair Dressing School in Moncton, N.B. A member of the examining board of the Hair Dressers Association of Prince Edward Island, she has owned the "Gala Beauty Salon" in Charlottetown for three years. With the opening of the new salon, she has appointed Ann Buchanan as manager of the "Gala Salon."

Mrs. Spencer has two children and belongs to St. Pius Church, Parkdale.

FLOOR MANAGER
Leonard Trainor will be floor manager of the new Save-Easy Supermarket.

Born at St. Patrick's Road, Peakes Station, Leonard attended elementary school there and then went to Morell High School. He is a single man and has been with Ellis Brothers for two years.

HARDWARE
Manager of the Shopping Centre's hardware department is Myron MacLeod, a native of Covehead. He got his schooling there and attended Prince of Wales College. He worked at Moore and MacLeod's prior to going with Ellis and he has been with them for over two years. He is married and has one child. Boating and hunting occupy his spare time.



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extend best wishes to

SAVE - EASY SUPER MARKET

ELLIS BROS. SHOPPING CENTRE

symbol of quality

