

## New Aspects Of Living Reflected In Foodland

There has been a sweeping transformation in methods of living and a revolutionary improvement in standards of living, in the past decade. Much of the desirable change has been brought about by supermarkets as they have met the challenge of modernity.

They have led the way in developing and adopting improved methods of handling, preparing and packaging food, with the result that food values and food satisfaction have soared.

The full range of these developments is shown for the first time on the Island by the new Holman's Foodland—a true supermarket in size, services, equipment, methods and the enormous variety of fine foods it offers.

### HUGE RANGE

A striking demonstration of the boon given to good living by the

full-scale, ultra-modern supermarket is provided by Foodland's vast frozen food and dairy section, extending along the establishment's east wall. Length of the frozen food display is some 28 feet and of the dairy display some 16 feet.

The swift progress of science in perfecting the application of freezing to an ever widening variety of foods explains the tremendous appeal of this department and the tremendous range of products it offers the shopper.

The dairy display is also exceptionally complete, featuring rare, fine cheeses from all parts of the world, along with a full line of Island-produced cheese. Fresh eggs are supplied daily. The shelves of this section are replenished regularly, with goods at the peak of freshness and condition, from a vast walk-in dairy cooler in the basement.

### END TO DRUDGERY

Frozen foods have done a great deal more than take the drudgery out of meal preparation. They have multiplied the pleasures of the dinner table by supplying peak-of-freshness foods, with maximum flavor and their high vitamin and protein content sealed and by keeping them available in immediately after picking, through all seasons of the year.

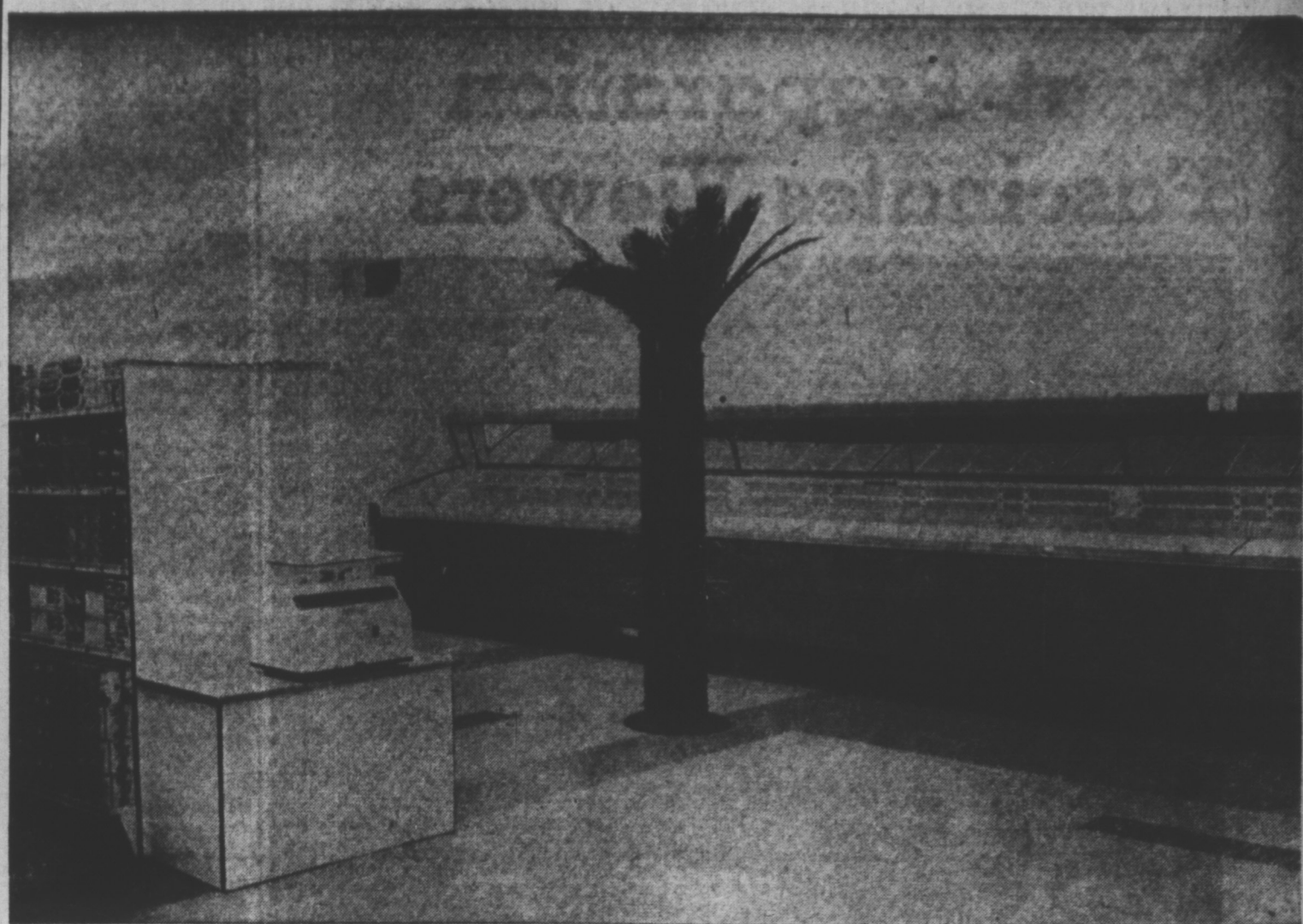
It is the simplest of all household tasks to unlock the fine flavor captured through the quick freezing process, as rapidly as the products defrost they are ready to eat or for the final stages of preparation. Most fruits are ready to serve at once—fresh, firm and luscious as they were when picked. As 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 a growing list of frozen "convenience foods"—wonderful cooked foods which need only to be popped into the oven and warmed briefly before going to the table to delight the family.

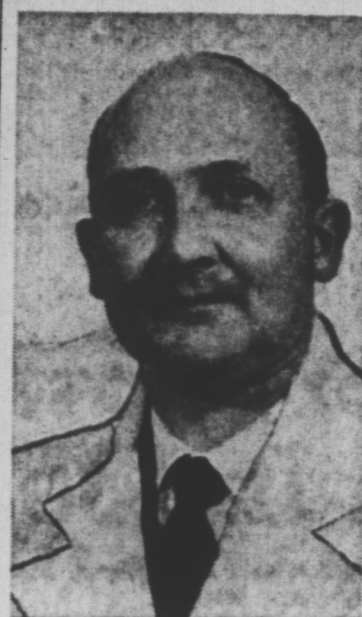
### NEW AS TOMORROW

The "convenience foods" include whole meals, ready to be warmed and served; delectable pies; soups of such special flavor that they never could be sold in prepared form until the secret of freezing them was mastered, and specially after specialty that can be depended upon to brighten any menu.

The new Foodland will be a revelation to many Islanders, in the way it makes these "new as tomorrow" frozen foods—the largest choice ever offered here—available today.



BANANA TREE LOCATES ISLAND'S BIGGEST, FINEST PRODUCE DISPLAY



DONALD PIKE  
PRODUCE MGR.

Donald Pike is in charge of the Produce Department at Holman's Foodland. He came to Canada from England a few years ago and has 15 years experience in the handling of produce. During the war years, Mr. Pike served with the Royal Navy. A Londoner by birth, Mr. Pike lived in Kent for a number of years. He is married and has a family of three children, Janice, Wendy and Stephen. His hobbies include fishing and swimming.

### LARGEST ISLAND CHOICE

## Finest Produce Is Perfectly Presented

Fine flavor-fresh produce is featured strikingly at the new Holman's Foodland to present the widest choice and largest display of fruits and vegetables ever offered Island consumers.

At the head of this important department is Donald Pike, with some 15 years experience in the produce business. It is the definite policy of Foodland, he says, to feature Island produce when available from farmers in the province.

But astute buying also is bringing shoppers the widest possible choice of fresh fruits and vegetables at all seasons of the year. Many of the delightful and exotic

little luxuries of life are to find their way on display in the department, such as tropical fruits, pineapples from Hawaii and avocados from California for example are to offer their attractions.

In order to make selection easy and to keep the display complete, the produce department extends along one wall of Foodland. So the goods offered will always be at the peak of freshness and goodness, the attractive cases are replenished regularly from a vast walk-in refrigerator—literally a refrigerated stockroom—located on the lower level.

An added feature of the produce department is a division devoted to potted plants, seedlings; a range of growing things of interest to the housewife and the gardener.

As is true throughout Foodland the produce department operates on a self-service basis. At the same time, staff members stand ready to assist shoppers in finding the items of their choice.

And that choice—the widest ever offered Islanders—assures new pleasures in shopping, new satisfactions in the standards of quality and freshness established, and new delights at the dinner table.

### FROZEN FOODS DOMINATE ALL ONE SIDE

### A HOLMAN HABIT

## Lead Is Held For 100 Years

Though the establishment of a super market by Holman's in the environs of Charlottetown is new, the handling of food by this century old firm is not. Food, of course, goes right back to the little one-room building where the Holman business was born in 1857.

Summerside families in the early days got their crackers from a barrel in the store run by R.T. Holman. They got their molasses there too, and their tea and other food items.

### PIPE ORGAN

The grocery department has travelled down the years with the Holman store. The Holman "pipe organ", was one of the fixtures in this section of the business quite a number of years ago. Of course this old system has been replaced by modern methods of packaging, but it is

interesting to recall its function.

The so-called pipe organ was a source of constant wonderment to strangers in the grocery department when this venerable system did woman service many years ago. Actually it was no more than an efficient method of packaging bulk barley, rolled oats, sugar, flour, etc. And it got its name from the fact that a row of pipes from the ceiling down to the rear of the counter was visible and resembled closely the tubes of a pipe organ.

The old "pipe organ" system seems like a primitive method of packaging compared with the many new devices of the present day. But it did its work well and brings back nostalgic memories to some of Holman's old customers who remember watching it as it dispensed with the various products from the bins above.

## Automation Speeds Service

Automation born in this push button age of expanding electronics is becoming commonplace in its introduction to many businesses and factories. Examples of the growing importance and the practical necessity for the adoption of automation may be seen through its use at Holman's Foodland at Belvedere Corner of St. Peters Road.

There are automatic escalators, automatic check-outs, automatic change computers, overhead conveyors, magic carpet doors and an automatic belt assembly line for meats. All these add to the speed and smoothness of operation and reduce to a minimum the handling by manpower.

### NEW PEAK

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are aware of the increasing demand for this convenience food. In today's accelerated way of living Mrs. Housewife is turning more and more to convenience type foods to meet her families' requirements. Here once again R.T. Holman Limited gave utmost consideration in planning of their store to provide adequate facilities to handle the many, many varieties of frozen food items which are now available.

### NON-FOODS TOO

No. 1. Island leads off with a display of foods for pets, then there are soaps, detergents and cleansers of all kinds. The other side of the island features waxes, car polish, paper picnic supplies, Kleenex and toilet tissues.

No. 2. Island contains a variety of cereals, cake mixes, shortening and related baking goods and spices. One of the finest displays of canned and packaged baby foods in eastern Canada may be seen on the other side of this island. There is, too, canned milk, flour and assortment of jello and puddings.

No. 3. Island takes one into the non-food items. Staple items of clothing for infants, children, mom and dad can be obtained here. There is a generous selection of towels and to please the younger fry a grand display of toys. The shelving on the other side is laden with plastics, plex, overware and kitchen utensils, laundry baskets, waste paper baskets, etc. Here, too, may be found electric light bulbs and extension cords.

### HEALTH AND BEAUTY

Crossing to No. 4 Island you

are in the drug and stationery section. A complete line of health and beauty aids makes your selection quick and easy. Many items in glassware can be procured here. On the other side there is a wide selection of tea, coffee, cocoa and other chocolate products as well as a good assortment of candy and bakery needs.

Moving to No. 5 Island you will be delighted with the mouth-watering display of biscuits and cookies. There is every variety one could wish. Shelving on the other side contains an assortment of canned soups, fruits, juices and vegetables.

No. 6 Island will intrigue you with the large display of canned fish, spaghetti, and beans, and chicken products. On the other side of this island are pickles, salad dressing, jams, marmalade and sauces.

### PARTY ITEMS

There is a complete line of Chinese foods and party items featuring delicacies such as fried grasshopper. You can obtain your supply of sugar at this island. Fronting the section are potted plants and a rack containing magazines.

As you continue your way out of the Foodland you will notice the five check-out counters that are situated at the front of the store.

After enjoying this very pleasant shopping experience nothing is more annoying than to have to stand in line in order to leave the building. To eliminate any congestion in the checkout area the automatic checkouts are designed to handle all purchases quickly and efficiently. Then it is out the magic carpet door, to your waiting car in the parking lot.

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