



MODERN LIQUOR COMMISSION STORE

The new retail outlet for the P.E.I. Liquor Commission located in the Royalty Mall can boast of a number of the

most modern features, including a long curved counter easily accessible shelves which are backed by a number of

decorative plants and ferns. Two large six-foot wide doors lead to the parking lot on the south side of the building.

ed Joseph Dunning has been named manager of the new store and will have a full staff with him. The store will officially open next Wednesday, December 1.

Retail Liquor Store Said Finest In East

Rated by many who have seen it as one of the finest retail liquor outlets in Eastern Canada, the new store in the Royalty Mall is as modern as it is possible to make it. Keynote of the whole arrangement is customer convenience.

This is evident all the way from the four entrances to the 90-foot long semi-circular counter space for service. Inside the counter and directly in back of the salesman is a 46-foot divided shelf area with a section for each brand and every section clearly numbered and the price shown.

Top of this section, which acts as a dividing wall between the

ceiling and storage floor areas, are displayed some of the fancier types of special cordials in bottles of unusual shapes and sizes. Behind them large-leaved potted plants form an attractive background.

FULL DISPLAY

The customer area is exceptionally well lighted with plenty of space to eliminate the annoyance of crowding. Large convenient counters are available for filling out purchase slips and above them, glass enclosed, is space wherein is displayed every brand sold in the store with its number and price plainly marked.

A special feature of the sales

area will be particularly appreciated by customers and salesmen alike. It is an automatic beer sales supply. Formed of an 'endless' conveyor system, the supplier has five levels of two sections each with a different brand of beer on each of the 10 sections. As a case is removed for delivery to a customer it is automatically replaced by the conveyor system with the result the customer gets instant service.

AMPLE PARKING

Probably the biggest customer convenience in the whole new setup though is the ample parking space available immediately at the Connolly Street entrance. As a result of this it is considered likely the new store will get most of the 'drive in' business. There is also a large entrance door directly from the Mall itself.

Inside the fluorescent lighting combines with pastel colors to give an attractive appearance to the whole shop.

Liquor Control Commission chairman Blake Wood announce-

Folk Song Mass Sung By Choir

VANCOUVER (CP) — "Why should the devil have all the good tunes?" asked Salvation Army pioneers long ago.

"Why indeed," answer young Anglicans in Vancouver, as they adopt the sound of modern jazz and popular music to church use.

All Saints Anglican Church presented an American "folk song mass" Nov. 1 here, sung by a choir and bass solo to guitars and a drum. It was written by Rev. Ian D. Mitchell, a Chicago Episcopal vicar.

There is a good deal of sacred music written in the modern vein, says Richard Miller, organist of All Saints. Among the composers were Rev. Geoffrey Beaumont of England, Duke Ellington, Lalo Schifrin and Vince Guaraldi of the United States.

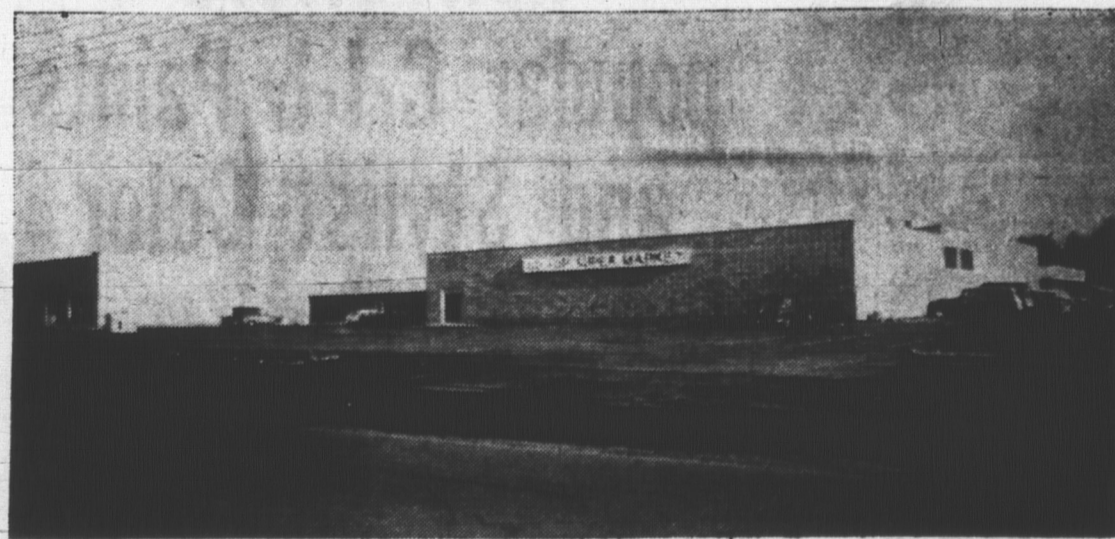
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On Their Opening



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- more people saved at the Co-op.
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Here are actual Dividend Figures :

Spend Weekly	Total Spent on 50 week basis	Total Rebate
\$25.00	\$1,250.00	\$62.15
\$20.00	\$1,000.00	\$50.00
\$15.00	\$750.00	\$37.50
\$10.00	\$500.00	\$25.00

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Just \$25.00 makes you a shareholder in the Co-op. Inquire at the office about the easy payment plan, \$5.00 down and four payments of \$5.00 each. 6% interest is paid on your share capital. Your dividends start when you make your down payment.

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