

Meat Preparation Fascinates Viewers



ALL MEAT IS PREPARED AND PACKAGED WITHIN VIEW OF SHOPPERS

Whole Operation Is Visible As Huge Variety Featured

The whole operation of providing the largest assortment of fresh meats on Prince Edward Island is conducted in full view of the public in the mammoth, spotless meat department at the new Holman's Foodland.

The meat preparation room is a scene of bustling activity, and everyone is free to watch it, for the room is glass enclosed, so customers may see the full process of cutting, weighing and packaging of choice meats as the cuts are made ready to go on display.

Gleaming white is the prevailing color in the meat preparation room, which is maintained in spotless condition.

At every stage in meat handling, attention is concentrated on keeping it in perfect condition so that it goes on sale when it is just right for the table. On arrival at Foodland, meat is moved

along conveyer tracks which carry it overhead to a huge walk-in refrigerator.

It is from this refrigerator that the meat is taken, at the peak of condition, to the preparation room, where it arrives in quarters. After packaging and preparation are complete, the meats are placed in the refrigerated display counters merely by opening the sliding windows.

Pius Hughes, with some eight years experience in the meat business in Charlottetown, is in charge of Foodland's meat department. He is confident that the extremely wide variety of top quality meat and poultry on display, as well as the way in which meat preparation is handled in full view of the public, will attract crowds of interested shoppers.

It is the aim of the department, Mr. Hughes explained, to come

as close as is possible to providing 100 per cent self service for patrons, with cuts of meat of all kinds displayed and packaged in the refrigerated counters. However, in any case in which a special cut is desired, butchers are on duty at all times and will prepare orders of this kind at a special service counter.

The department features a full range of fresh and frozen fish, along with fresh poultry and frozen poultry, in addition to meat.

In every feature of its operation, the department offers inducements to "Shop Holman's for the largest assortment of fresh meats on P.E.I."

Robert Tinson Holman who was destined to establish what is now "the world's largest small town store" was born in Saint John, N.B., March 13, 1833. He was the eldest son of James Holman, a native of Plymouth Rock, England, who came to Canada at the age of twenty-one and built up a successful mercantile business in the New Brunswick port city of Saint John.



MEAT IS SUPPLIED DIRECTLY FROM COUNTERS FROM SPARKLING PREPARATION ROOM



PIUS HUGHES

Shoppers at Holman's new Foodland will be assured of the utmost quality and value in the meat department, whether in the self serve or personal service sections. Mr. Pius Hughes, Charlottetown, who has had over eight years experience in all phases of the meat business, and is well known in the city and province, is the manager of this department.

Today's nutrition-conscious mothers and homemakers, who are aware of the importance of getting only the best quality meat no matter what price cut they are buying, will appreciate what this wealth of experience means to them in terms of health and economy. Mr. Hughes has a family of two children, Brenda Lee and Danny. His hobbies are baseball and fishing.

MODERN AS TOMORROW

Youthful Vigor Shown By Firm Born In 1857

It is a far cry from the year 1857 and the era of the small general store to the great departmental stores and supermarkets of today. In the province of Prince Edward Island the firm of R. T. Holman Limited has successfully spanned those years. The opening of the new Holman Foodland at Belvedere Corner on St. Peter's Road brings the whole story up to date—makes it as modern as tomorrow.

Through Foodland the Holman Company marks yet another step forward and ushers in a new era for the firm in this part of the Island.

Over one hundred years ago, 102 to be exact, this proud Island firm was founded in Summerside by Robert Tinson Holman. The grandsons of the founder are beguiling the destiny of the firm today and keeping pace with the times, conditions and methods of carrying on business.

A century ago conditions were much different than they are today. It was a day when the rugged individualists such as Robert Tinson Holman could rise or fall on the tide of free enterprise

which engulfed a whole new world. And the founder of this great mercantile business built on solid foundations. How well he laid the groundwork can be judged today.

Some three hundred souls made up the population of Summerside when young Holman hung out his shingle over the one-room, wooden building on Water Street which was the forerunner of the store which today is the leading retail firm in the Province and one of the largest in the Maritimes. The tradition of service which characterizes the Holman's of today was established by the founder.

The one-room store flourished because of the business principles carried out by the founder. Business expanded rapidly and in 1895 Mr. Holman built a new and much larger store.

EXPANSION

When he died in 1906 at the age of 73, he had two sons trained and ready to take over the business. These two sons, Harry and LeRoy Holman, inspired by the leadership of the founder

carried the Holman banner to new heights.

The firm flourished under their policies and soon it became evident that additional space would have to be provided if progress was to be made.

In 1914 the two Holman brothers converted a large brick warehouse belonging to the store and adjacent to it into a new store. This building still stands today and was the final accomplishment from the one-room store of 1857 to a full department store. It occupied almost a whole block in the heart of Summerside's business district.

It was during the regime of Harry T. and LeRoy Holman that the firm undertook what might have been considered a bold venture by a small town store. It started Canada's first mail order catalogue which was an object of wonder and an interesting reading piece for families throughout the Maritimes.

The first issue came out in 1909. It brought a flood of mail orders from all parts of the province including a letter from a hinterland settlement in New Brunswick, the



EVEN CHANGE-MAKING IS AUTOMATIC (MRS. ROY CLARK AT REGISTER)

writer of which was apparently a bit confused. The address on the envelope was merely, "Old Man, Summerside, P. E. I." The letter reached its destination thanks to the ingenuity common in members of the postal service.

BRANCH OUT

Not many years after launching the big store in Summerside, the firm of R. T. Holman, which had been keeping tabs on the fast growing mercantile market in Charlottetown, decided to branch out. A store was opened in Charlottetown. It was only a small store and was located on Richmond Street. But when the premises of Beer and Weeks, furniture dealers, became available soon after, the firm of R. T. Holman moved to Grafton Street and the site it now occupies.

It was no overnight jump to the position now occupied by the firm in the capital city. The growth was steady, but sure and came about by rental and final purchase of several adjoining business premises. Today the Charlottetown store occupies the prominent part of a city block on Sunnyside and the store runs through the entire block from Grafton to Kent Street.

OLDER THAN CANADA
Holman's store in Summerside is ten years older than Confederation. Its progress has kept pace with that of the province. It is doing the same adequate job today serving the town's vast, increased population as its founder did when there were only 30 inhabitants. But it serves more than the town's population as its trading area stretches from Humber River to Murray Harbour in the southeast and Elmira in the northeast.

This old Island firm is as modern in its merchandising methods as the newest shopping centre which are mushrooming outside the larger cities of North America.

A progressive group of directors and departments are always alert for the latest and best merchandise which is imported to serve the wants of their myriad of customers. Holman customers are protected by a century-old guarantee of service and satisfaction. Holman's have a proud boast that they will never knowingly be undersold.

Imbued with the same spirit and resourcefulness which was shown by their father, R. T. Holman, his two sons, J. LeRoy and Harry T. Holman, did not wait for business to come to them. They went out to meet it—and they went out more than half way. This today might be called the "grass roots" approach.

Another Modern Service For Prince Edward Island

HOLMAN'S FOODLAND MARKET

"The Most Modern Supermarket In The Maritimes"

Buildings come and buildings go . . . we've seen quite a few of them over the years. One thing we know though . . . you'll enjoy shopping at Holman's Foodland. No expense has been spared to make it a veritable shoppers dream. Just look at the many features that have been incorporated to help make a your shopping a pleasure . . . automatic change computers, wide self serve shelves that hold over 5000 food items . . . soft music . . . spacious parking lot for 500 cars, free delivery . . . phone orders . . . In short it adds up to a "one stop shopping centre" that will ease your shopping burden and save you money. We are indeed proud to have been general contractors for this, the most modern supermarket in the Maritimes.

M. F. SCHURMAN CO. LTD.

GENERAL CONTRACTORS

Summerside

Charlottetown