

New Co-op Super Market Opens Today in Summerside

Latest Facilities To Aid The Busy Shopper

Today sees the culmination of plans that have been in progress for over three months in the opening of the Co-op Supermarket by the Summerside Co-operative Association Ltd. This store, located in the west wing of the Smallman building, is owned by upwards of 300 members in Summerside and the surrounding rural area. The co-operative movement is a growing one all across Canada and in Prince Edward Island in the past year stores of this type did over five million dollars of business, according to an official of the movement.

The Summerside Co-operative was organized after meetings have been held in various school districts and later a joint meeting was held in Summerside. Mr. Brenton Clark is president of the company and during the past several weeks has devoted most of his time in helping to get the store under way. New Reuben Large of Wilmet Valley is vice-president, Mr. Harold Rodd, Summerside, is the secretary, and Mr. Vernon Matthews of Summerside is the treasurer.

Other members of the board of directors are: Kenneth MacLean, Lot 16; Victor Inman, St. Eleanor; Edmund Gallant, Miscouche; Harry Linkletter, Linkletter Road; Joseph Martin, Read's Corner; Allison Profit, Freetown; James Tuplin, New Annan; Edward Gillis, Summerside; Eric Madson, Sherbrooke. While the purpose of the store is to save money for its members, the intention is to sell everything at prevailing market prices and not to attempt to under-sell competitors. The profits of the business will be paid back to the members in rebates on their purchases. This is done as the end of the year when members turn in their sales slips to show the amount of their purchases during the year. New members will be accepted at the store at any time. Shares are valued at \$26.00 each.

Mr. Rod MacNevin, an Island man, who has previously managed co-op stores at O'Leary and Alberton, is the store manager. Under him as assistant manager is Mr. Julian Gallant who formerly held that position with Smallman's Ltd.

The staff of 15 are all local people. The Meat Department will be in charge of Mr. James Loneragan, formerly assistant manager of this department in the Charlottetown Co-operative. The public are welcome to inspect this modern, new meat plant and see the arrangements for cutting and processing meat. All varieties of meats and fish, including fresh meat will be carried and kept under sanitary conditions. The cuts of meat will be kept in a walk-in refrigerator and the meat and fish on sale will be displayed in refrigerated showcases. The meat department is at the rear of the store.

Eye-appeal is the dominant note in the fruit department and an effort will be made to bring to Summerside everything available in foreign and domestic fruits and vegetables. The fruit department is on the right of the main entrance to the store.

A feature of the grocery department is a reach-in dairy display case where different kinds of cheese will be featured at all times. There will also be a large magazine counter where periodicals and newspapers will be on sale. All articles of merchandise will be clearly priced tagged so that the customer will know exactly what he or she has to pay when their order is being checked through by the cashier. The latest and most

modern type cash registers will be used and all cashiers will have taken a course in their operation to ensure the public of accurate and efficient service.

The store presents a very attractive appearance to the customer. An asphalt tile floor has been laid and the shelving is of the latest type. The shelves are deep and hold enormous quantities of merchandise and the lowest shelf is raised from the floor so that a minimum of stooping on the part of the customer is required. The construction and installation of shelving and fixtures was done by Mr. Ross D. Chapman, of Amherst, a specialist in this line. New type baskets and carts are available to make shopping easy.

The walls are of a soft green shade and the shelving is white with chrome trim. Lighting fixtures were installed by Mr. Clarence Landry of Summerside and the refrigeration was supplied by Mr. Wes. Storey of Charlottetown. Customers may come in the store by way of the main entrance on Water Street or directly from the spacious free parking lot at the rear of the store. Parcel boys will be available to carry customers' purchases to cars. Phone orders will be accepted and delivered C. O. D. The delivery service is free. For persons not used to this new way of shopping, clerks are available on the floor to help them assemble their purchases.

Borden and Vicinity

O. S. Francis Westhaver of Charlottetown spent the week end at his home in Borden.

Master Donnie Constable of Charlottetown spent the week end with friends at Borden.

Mrs. W. S. Jardine and Mrs. Maurice Lodge of Borden were visitors to Amherst on Friday.

Mr. Norman Allan, town councillor of Borden who has been quite ill at his home here, is now improving.

Mrs. Keneth MacDonald and Mrs. George Burch who were visitors to Charlottetown last week returned to Borden on Saturday evening.

Mr. Willard Pickering who has been ill at his home here for some time returned to work on the M. V. Abegweit on Wednesday.

Mrs. Russell Bell of Borden who has been seriously ill with double pneumonia in the P. E. I. Hospital is now gradually improving.

Mrs. Urville Leard of Borden was a visitor to Charlottetown on Sunday where she visited her daughter Joan and son Gerald in the Provincial Sanatorium.

Mrs. Norman Oatway and son Allie of Borden motored to Charlottetown on Sunday to visit Mr. Wendall Oatway who a short time ago underwent an operation at the Provincial Sanatorium.

New residents of Borden this week are Mr. and Mrs. Robert Dalziel, formerly of Charlottetown. They are occupying the apartment recently vacated by Mr. Forbes Seeley. Mr. Dalziel is an employee on the M. V. Abegweit.

Thinking back to the rigorous

WESTERN GUARDIAN

—SEVEN MILE BAY Parish Play in Parish Hall, March 16th, 8.15.

—RECOVERING FROM ILLNESS —Many friends of Mr. W. A. Pooley will be pleased to learn that he is on his way to recovery. Mr. Pooley has spent the winter in Summerside under the treatment of Dr. Moyle. All will be glad to see him return soon and take up his duties at the Fooley's Service Station, North Tryon.

—MISSION BAND ORGANIZED. —On Friday afternoon, March 9th, an important meeting took place at the home of Mr. and Mrs. Avalah MacCallum, Carleton, when a Mission Band was organized as a branch of the Cape Traverse Auxiliary of the W. M. S. There were twenty-two children present. There was a worship period conducted by Mrs. Ralph MacCaull, President of the W. M. S., who organized this Band, this was followed by a short program, after which a treat was passed to all present. The W. M. S. are very fortunate in having two very capable leaders, Mrs. Albert Craswell and Mrs. Avalah MacCallum who will take charge of this Band. The meetings will be held once a month and will be at Mrs. MacCallum's.

winters of some years ago, it seems that the weather also is changing. On March 8th some children playing in the garden at Mr. Norman Allen's home picked up a caterpillar crawling around on a green leaf. It was quite lively and seemed to be enjoying our mild winter.

Social Club met last week at the home of Mrs. Reginald Rodgers with twelve members and one visitor present. Worship period was in charge of Mrs. John Nightingale. Routine business was carried out with members crocheting, knitting and making pillow cases in preparation for the Easter bazaar.—A.

Piusville and Vicinity

Mr. Dale Gorocovan was a train passenger to O'Leary on Tuesday.

Mr. and Mrs. Warburton Murray and son Kevin were visitors to Summerside on Tuesday.

Miss Claire Buchanan who had been visiting at the home of Mr. and Mrs. Phillip Gallant has returned to her home in U. S. A.

Mrs. William O'Brien and son Gary, St. Louis recently spent a few days with Mr. and Mrs. John Crooran.

Mrs. Halson Goff, Roxbury, recently spent a few days visiting relatives in Piusville.

Mr. Wilfred Gallant has returned to his home in Piusville after having been employed in New Brunswick for the past few months.

Mr. Eric Gallant, Summerside recently spent a few days with his parents, Mr. and Mrs. Phillip Gallant.

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of the

CO-OP SUPER MARKET

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OF

CLARENCE LANDRY

ELECTRICIAN & PLUMBER
Phone 2575

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At Corner of Elm. Ave. and Euston Street

THE SUMMERSIDE

CO-OP SUPER MARKET

IS ONE OF THE FINEST STORES OF ITS KIND IN CANADA

I wish to extend my congratulations to the people of Summerside and the surrounding area who have formed a co-operative company for the purpose of establishing a modern grocery and feed store. I am sure that this fine super market will be, for many years, a monument to their vision, their initiative and their willingness to work together for their common welfare.

I AM PROUD

TO HAVE HAD THE CONTRACT FOR BUILDING AND INSTALLING THE FIXTURES FOR THIS FINE NEW STORE

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