

Big Expansion Sale Opens Today At Ellis Bros., Central Royalty

Modernly Equipped For Easy Shopping

Ellis Brothers self service general store, situated less than two miles from the centre of Charlottetown will open the doors of its new store to the public today.

On November 19, 1946, Harold and Bill Ellis started a grocery business on the St. Peters Road near Belvedere corner and since that time have given satisfactory service to a large number of customers.

Through their courtesy and business thrust they have been able to enlarge the original store space by 190% of its former floor space and when customers enter Ellis Bros. new self service general store today they will be seeing one of the largest and most modern of its kind in the Province.

Gleaming white walls and ceiling, white counters and a floor covering of inlaid linoleum tile give the place an air of cleanliness that makes it a most desirable centre for shopping. A generous distribution of fluorescent lighting also adds to the attractiveness of the store.

A complete line of groceries, meats, frozen foods, pines, small hardware, electric appliances, mens work clothes, boots and rubbers will be sold. In addition to these, Ellis Bros. will continue to handle feeds and seeds in their adjoining warehouse.

The most modern equipment has been installed for the convenience and protection of the customer. The meat is stored and cut in a walk in refrigerator. Gleaming new refrigerated display cases, self service coolers and a self service deep freeze unit are some of the features which go to make this business most convenient and modern.

Shoppers will be pleased with the latest design in counters which are within easy reach of the customer and are arranged in such a manner as to give a clear view of the goods on the bottom shelves without stooping to read the labels.

Ellis Bros. during their eight years of catering to the public have always had an eye to the customer's needs which are completely incorporated in this beautiful business establishment.

The large crowd which will be on hand for the opening, will have little difficulty in moving about on the 60 x 65 floor space. Two cashiers will be on hand at the two book counters to keep business moving smoothly.



Ellis Bros. Self-Service General Store, one of the largest and most modern of its kind in the Province.

When shopping at this fine store today, include

in your order a carton of

PEERLESS BEVERAGES

Our Best Wishes to you on your re-opening.

J. & T. MORRIS LTD.

75 Water St.

Dial 3745

Congratulations

ELLIS BROS.

In modernizing your popular Grocery business into an Up-To-The-Minute

— SELF SERVICE MARKET —

We join with other suppliers in wishing you

Success

P. W. TURNER

SUPPLIERS OF FOOTWEAR

83 Queen St.

Dial 6842

HAPPY GREETINGS

and

SINCERE CONGRATULATIONS

to

ELLIS BROS.

upon the opening of their new and enlarged Business Premises.

The improved facilities will mean prompt and efficient service to their many Customers.

DeBlois Bros. Ltd.

On the opening today of your new SELF SERVICE FOOD MARKET

we wish to extend BEST WISHES

for your continued success.

Sidney T. Green & Co.

WHOLESALE CONFECTIONERY

51 Queen St.

Charlottetown

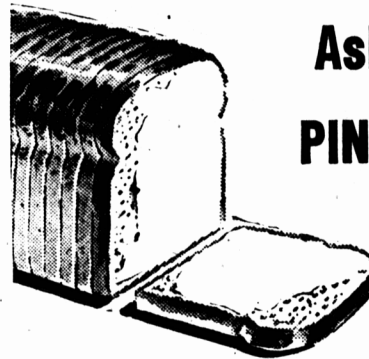
Dial 5588

We Congratulate

ELLIS BROS.

On The Remodelling Of Your Store

For the BEST BAKED GOODS in town



Ask For PINEAU'S

Try PINEAU'S Enriched Bread with its creamy white color, its yum-yum flavor all the way through and a golden brown crust that is so good.

PINEAU'S HOME BAKERY

219 Queen St.

Dial 5174

Extending

Congratulations

To

ELLIS BROS.

ST. PETERS ROAD

On the Renovation of their

New Self-Service Market

which should be a great convenience to the community which they have served for a number of years.

ATLANTIC WHOLESALERS LTD.

WHOLE GROCERIES, FRUITS AND VEGETABLES

Pownal St.

Charlottetown

Dial 6506 - 6507

Congratulations

ELLIS BROS.

ON THE COMPLETION OF THE REMODELLING OF THEIR STORE.

It was our pleasure to supply the Hardware necessary for the expansion.

THE ROGERS HARDWARE CO. LTD.

We Extend A Hearty...

To Both

HAROLD & BILL ELLIS

Their Initiative and Enterprise Points To...

BEATONS WHOLESALE

50 Queen St.

DRY GOODS CHARLOTTETOWN

Dial 6625

Congratulations

ELLIS BROS.

On Your Expansion

J. C. Montgomery & Co.

WHOLESALE CONFECTIONERS

79 Queen St.

Dial 8221

ANOTHER STEP FORWARD IS RECORDED TODAY BY

ELLIS BROS.

When shopping at this modern self-service Food Market take home a carton of drink made by—

Seaman's Beverages

57 Water St.

Dial 4222

We Congratulate

ELLIS BROS.

on their recent expansion and join in wishing them

Every Success

MICHAEL BROS.

JOBBERS

240 Dorchester St.

Dial 8585

It Is Our Pleasure To Extend

Congratulations

TO

ELLIS BROS.

St. Peters Road

On their splendid modernization program which will mean better service to the public.

KEEFE DRUG CO.,

WHOLESALE DRUG & SUNDRIES

86 Queen St.

Dial 3189

