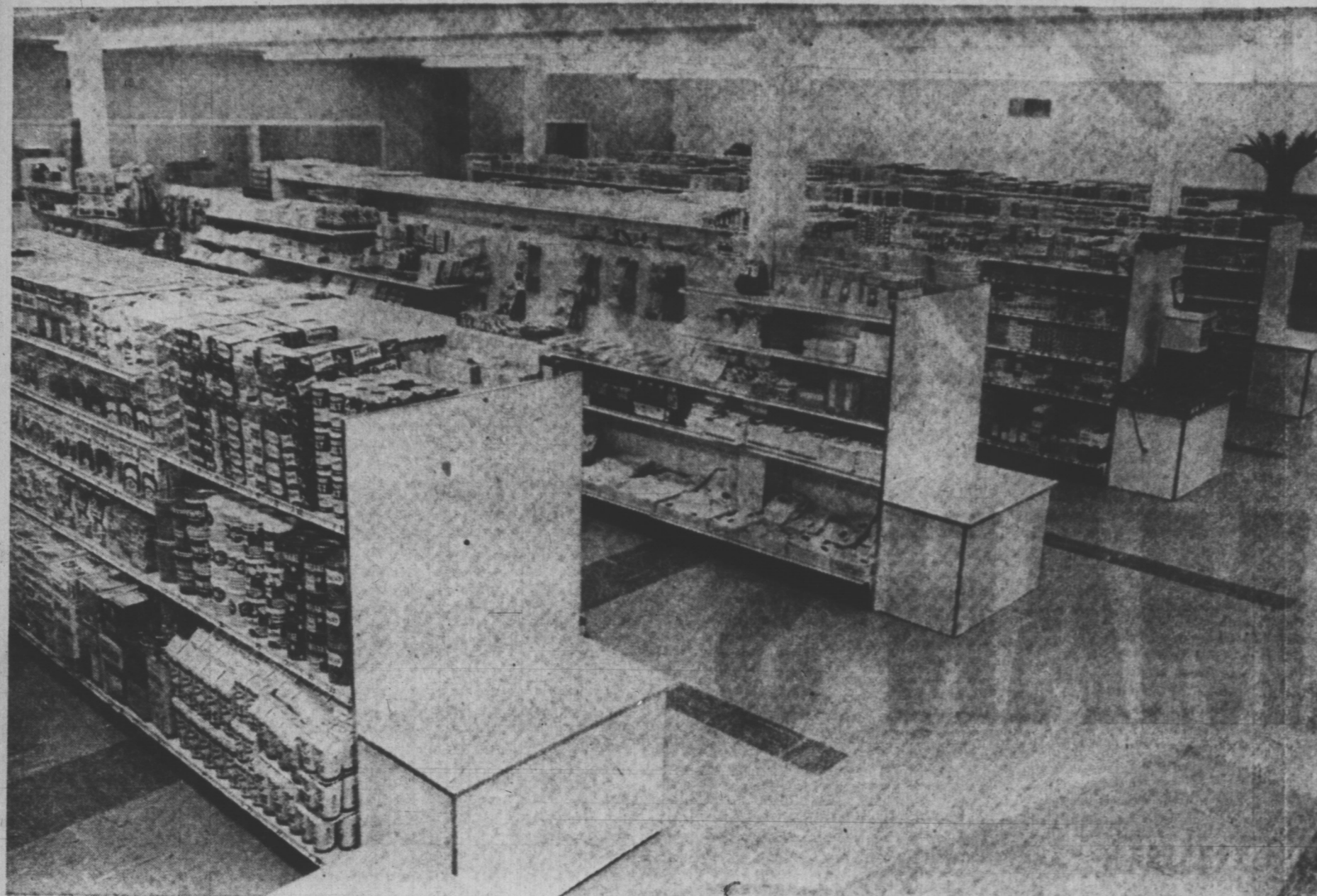


# Holmans' \$400,000 "Foodland" Opens



WIDE AISLES MAKE IT EASY TO REACH MORE THAN 5,000 ITEMS ON DISPLAY

## WELCOME TO FOODLAND

"On behalf of R.T. Holman Limited it gives me much pleasure to extend a very hearty invitation to one and all to visit Holman's Foodland at Belvedere Corner on St. Peter's Road.

"Holman's Foodland incorporates all the latest in super-market requirements designed to meet the convenience of the shopper. Our store stress sanitation in the handling of food products. It is equipped with the best in refrigeration. In design and layout it reflects the experience of today people, in shopping, are mobile and Holman's Foodland has a large car park to take care of this mobility. There will be no lost moments looking for parking space.

"Food merchandising is not new to Holman's. For many years we have operated a food market in Summerside and we believe Holman's Foodland will fill a much needed want in this community and area, and may you



ALAN HOLMAN

and ourselves benefit, mutually, as we confidently look forward to new horizons."

## Every Feature Is Provided For Shopping Convenience

A new \$400,000 supermarket—the latest and most modern in P. E. I. — officially opens Wednesday morning at 10 o'clock. Built by Holman's Foodland this 8,000 sq. ft. super deluxe store houses the latest in modern shopping conveniences.

The revolutionary new building, latest in supermarket planning, is located on St. Peter's Road at the corner of Falconwood Road. It has a 26,814 sq. ft. parking lot capable of handling 1,000 cars a day. It is illuminated with mercury vapor lighting. The entrance is situated convenient to the parking area complete with the new automatic exit doors.

The exterior of the Holman Foodland building is constructed of concrete blocks, large windows set off the store in an attractive setting allowing lots of daylight to penetrate into the interior.

**WARM FRIENDLY**

The ceiling is of soft-white tile board which creates a warm and friendly atmosphere.

On the ceiling, at intervals, is the sprinkler system for fire protection.

A soft lighting arrangement tends to enhance the merchandise and allows each item to be clearly seen without eyestrain.

Fluorescent fixtures — eight rows of them illuminate the 4,000,000 cubic inch display space.

Each department is set off with large distinguishable wall signs to help the customer locate the section required.

For shopping comfort in summer and winter, the Foodland Market has a \$20,000 oil fired heating and conditioned-air system designed especially for the market by Enterprise Foundry Co.

The refrigeration of freezing and cooling compartments, in various parts of the store, is controlled from the basement.

Fourteen compressors work frequently to keep the varied perishable products at a constant temperature to safeguard their freshness. These units operate independently and the freezing

## New Peak Is Reached In Selection, Services

The merchandising of food and relative products has become a highly scientific process. In the olden days when mail and newspapers were slow to arrive, when salesmen and politicians travelled by horse and buggy, the main meeting place was the general store.

There around the cracker or pickle barrel with the aroma of old cheese and coal oil to inspire small talk, the men of the village met for a hearty discussion of the day's affairs while the womenfolk selected gingham and linens and exchanged gossip.

People have said repeatedly, "Those were the good old days."

But now when we see what modern manufacturing and merchandising have done, very few of us would like to go back to those dear old days of memory. There is a certain nostalgic flavour to those memories just as there is to the swimming hole and the bamboo pole with which the kids of those days would fish.

**DEMAND VARIETY**

Times have changed. Gone is the horse and buggy, cracker barrel, aroma of old cheese and coal oil. Still remaining is the accustomed place to meet to discuss the day's events and exchange gossip. However, the meeting place of today is the friendly supermarket with its shining counters, controlled refrigeration, modernized checkout counters and thousands of attractive, appetizing items. There is no question that there is more delicious food, better prepared and more easily served than ever before.

This evolution in the merchandising of food products has come through the demand of the modern housewife to secure a greater variety of products that will arrive at her table with all their original flavour and freshness. While greater selection of product kept in an appetizing condition is her primary consideration, to-day's modern housewife also wants to shop in a store that has a homey and friendly atmosphere.

In order to meet the demand of to-day's modern housewife R. T. Holman Limited availed themselves of the most qualified and experienced people in the food industry to-day in launching the new Holman Foodland. The overall design of the store incorporates all the latest techniques in the merchandising of a modern food store to meet to-day's exacting requirements.

**INTERIOR DECOR**

Most people to-day are conscious of the effect that a proper color scheme can produce in their homes. In her selection of a rug, drapes, chesterfield, etc., to-day's modern housewife selects shades that are compatible to each other. This same effect has been created by R.T. Holman Limited in their new Foodland. The interior decor of the store was submitted by the J.M. Young Associates Company, Montreal, who are recognized as specialists in interior design.

There are several outstanding features you should look for when you visit this new ultra modern supermarket.

The Produce department is situated on one side wall of the store with adequate facilities to display all varieties of fresh fruits and vegetables in a most eye-appealing and appetizing manner. This fixture is kept under a controlled refrigerated temperature to ensure quality and freshness of the product at all times.

**LATEST METHODS**

As you continue along down the spacious aisles you will no doubt be attracted to the display of self service meat. Foodland has employed the very latest methods in the proper preparation and packaging of meats to be displayed in this self service counter.

From the time that the meat arrives at the store from the packing house, to the time that it is attractively displayed in the counter, it is kept under constant controlled refrigerated temperatures, to ensure the consum-

er of the utmost quality, tenderness and freshness.

The frozen meat fixture is located in the same lineup to handle those meat products which require sub-zero temperature. For the customer who wishes to have personal service two-service meat cases are provided. This meat department stretches completely across the rear wall of the store and will contain a wide variety of product to meet even the most discriminating shopper's requirements.

**DAIRY COUNTER**

The dairy requirements are contained in the spacious triple deck refrigerated dairy counter. Imported and domestic cheeses together with dairy products, in a variety that will delight both husband and wife, are attractively displayed in this same fixture.

Next to this attractive display are located the ice cream and frozen food products. Most of us

(Continued on Page 9)

## Five Automatic Change Dispensers Speed Service

Shopping is transformed from a chore into a delightful, satisfying experience by the marvels of modern merchandising service that have been put to work at every stage in the operation of the new Holman's Foodland.

Everywhere in the store there is automation to ease away what used to be the problems of shoppers. Ingenious mechanical and electronic devices take the work out of shopping. The shopper is left only with the pleasure of

selecting from the best range of choice products offered for her satisfaction.

**ANOTHER FIRST**

Even in the closing stage of shopping, at the five check-out counters, modern marvels, many of them new to the Island, are at work, all with the purpose of improving the service to customers, and adding to their satisfaction.

Automatic change dispensing units at Foodland score another "first on the Island" for Holman's in keeping with all the other "modern as tomorrow" features that are general at the establishment.

As the fine products that have been selected by the shopper are placed on the counter, the cashier touches a pedal which causes the order to move automatically past the cash register as she rings in each item. As this process is completed, the register arrives at the total cost automatically — just as automatically records the sum of money received in payment — and then automatically returns the correct amount of change.

As this swift operation proceeds, greatly shortening the time needed to pass through the check-out counters, efficient parcelling clerks are at work, preparing the completed order for the convenience of the customer.

**SHOPPING EASE**

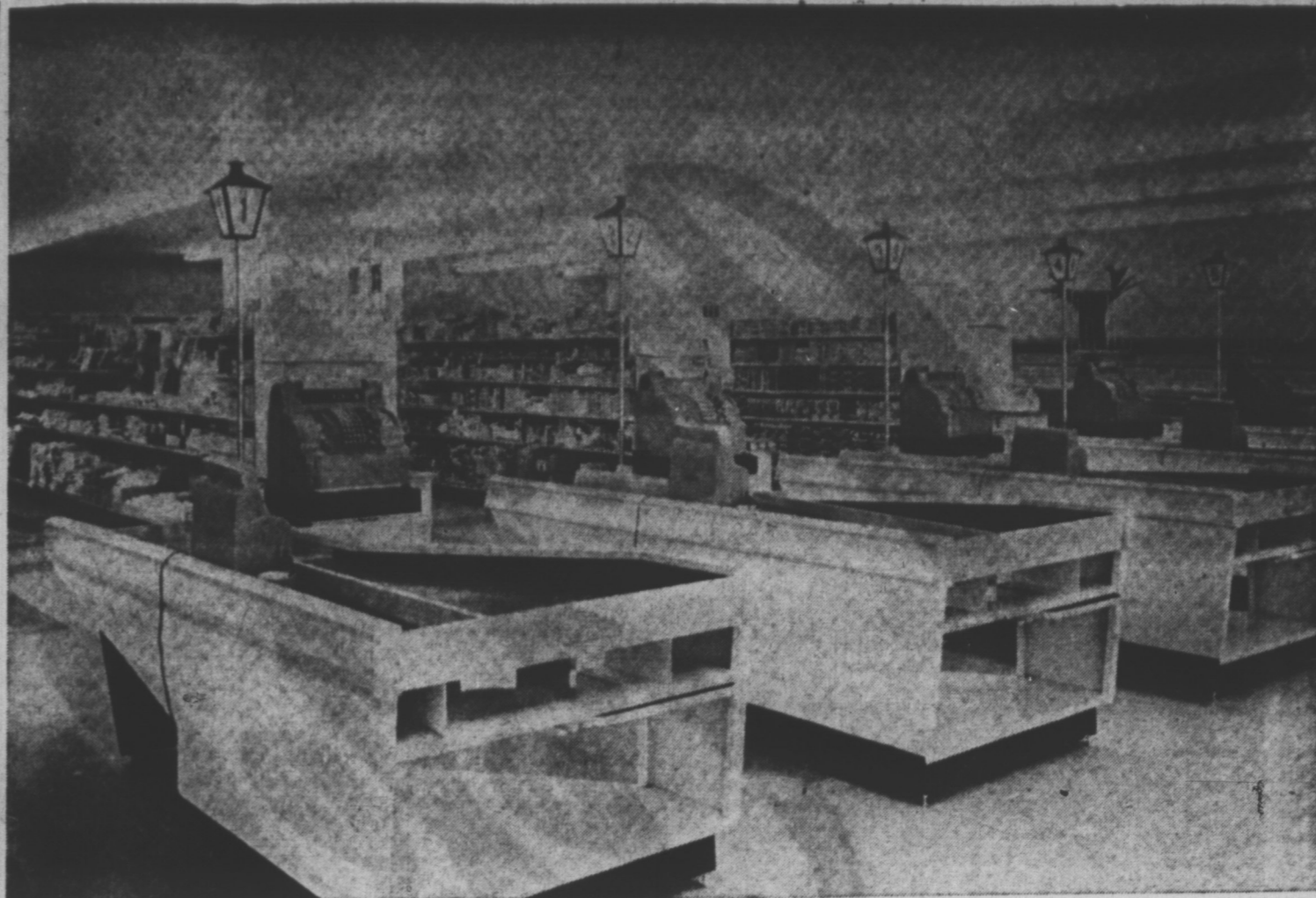
On some orders, the customers carry the packages away themselves. When it is more convenient, the parcelling clerks in attendance will transfer the packages to the car of the customer, or delivery of the order can be arranged.

Throughout the operation — packaging, payment and handing over of completed purchases — the customer benefits from automation and human consideration at their swiftest and best, as they combine to make shopping a pleasure.



SUPERVISOR

George E. (Ted) Mist, who has been two years with Holman's Foodland in Summerside and is well known in many parts of the province is also in charge of operations of the new Foodland at Belvedere Corner on St. Peter's Road, Borg in Lindsay, Ont. Mr. Mist, has 12 years experience, eight of which were spent with a large corporate chain. He is married and has two children, Kenneth and Susan. His hobbies are golf fishing and wood-working.



AUTOMATION SPEEDS SERVICE AT FIVE CHECK-OUT COUNTERS

## Coffee Bar Is Inviting

It is typical of the sparkling modernity of the new Holman's Foodland that it features a fine coffee and service bar—another contribution to making shopping a relaxed, enjoyable experience rather than a tiresome chore.

The tastes of young and old are satisfied here, with a choice of coffee, do-nuts, ice cream, soft drinks, and a variety of refreshment items, along with cigarettes, etc. The coffee bar offers a delightful invitation to relax briefly before moving on refreshed.

The service aspect of the coffee bar also provides a number of conveniences that most shoppers will find highly helpful. Family Allowance cheques are cashed there, for instance. There is also provision for handling the return of empty bottles, eliminating any need to stand in line at the cashier's counter.

The coffee and service bar at Holman's promises to quickly become a popular meeting place for Island shoppers.

## Groceries From Far And Near Assembled

The largest section devoted to baby food of any store in the Atlantic Provinces will be in the grocery department of Holman's Foodland. Everything that a modern mother would want covered by the shoppers who visit for the diet of the younger generation is to be found in the well-organized displays.

The grocery department is, of course, the main part of Holman's Foodland and occupies the central portion of the establishment, so that no steps need be wasted to select the family requirements when time is limited.

**SIX ISLANDS**

Six "Islands" are loaded with every kind of tinned and packaged food, all the every-day requirements, and also that unusual or exotic product which is wanted

to make a special occasion a memorable one.

Reg Bryan, location manager, assists in a supervisory capacity in all departments, but he makes the grocery department his special charge, as being the heart of Holman's Foodland. Mr. Bryan has had six years experience serving the grocery needs of the public in Holman's Summerside food department. He is keenly aware of the exacting requirements of the housewife and prepared to meet them.

**FAMILY TREAT**

Going shopping will be a thrill for the youngsters and a pleasure for mother because of "Nest-Karts," "Baby-Nesters," and "Nest-Karts Jr." The baby can be carried easily and safely so that he does not interfere with

the important business of careful shopping, while other children proudly push their own miniature shopping carts, "just like mummy."

Although everything is ready at hand, there are willing clerks ready to assist the shopper whenever assistance may be wanted.

Everything has been done to make a visit to Holman's Foodland a pleasure as well as an important duty of the member of the family responsible for getting the most value for the food dollar.

Selections made, the customer finds that delays are eliminated by the five-check outs which are the nearest thing imaginable to full automation. The housewife's time is regarded as a highly valuable commodity in Holman's Foodland.

# SHOP IN COMPLETE COMFORT In The Maritimes Most Modern Supermarket HOLMAN'S FOODLAND

OIL FIRED WARM AIR CONDITIONING HEATING SYSTEM . . . THE MOST MODERN AVAILABLE

Installed By

## ENTERPRISE FOUNDRY

Company Limited

Manufacturers of Appliances and Heating Equipment.

SACKVILLE, N.B.

• Air constantly changed, filtered and purified.