



RCA VICTOR Co. Ltd.

EXTENDS
BEST WISHES and CONGRATULATIONS
 R. T. HOLMAN LTD.
 on this their **100th SUCCESSFUL YEAR**

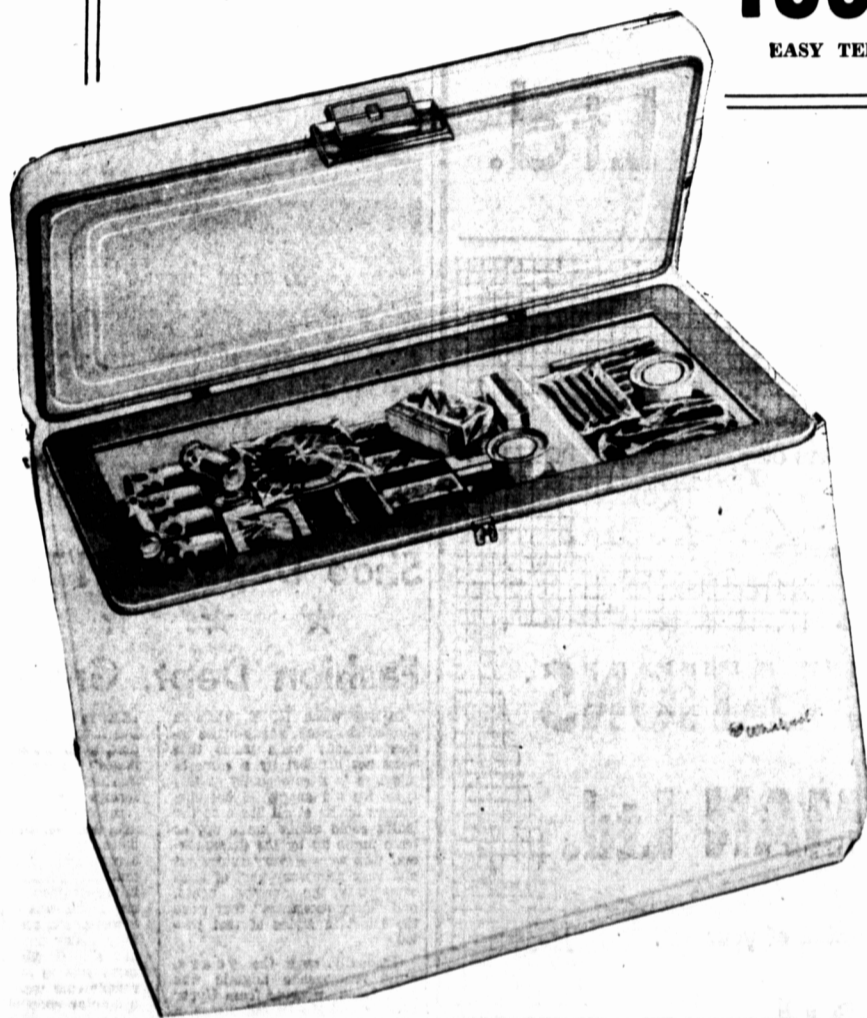
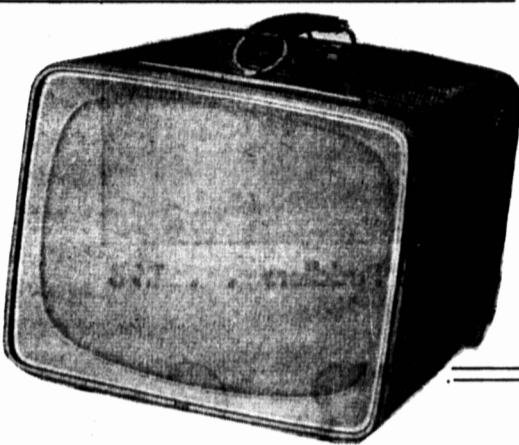
The WAYFARER RCA VICTOR TELEVISION

Ready to go where you go—the finest in television portables! The "Wayfarer" brings you outstanding RCA Victor Special TV features in a compact, easy-to-carry cabinet with sturdy leather handle. "All-Clear" Silverama aluminized picture tube gives "living image" performance; convenient side tuning; telescoping V-type antenna. Here's an ideal TV companion . . . an ideal second set for your home.

14 Inch Special
 Model 14S707

189.⁹⁵

EASY TERMS



Deluxe FOOD FREEZER

Here's really big capacity; 15 cu. ft. Holds 522 pounds of frozen food. Freezing coils are scientifically spaced around all 6 inside surfaces, insuring flavor saving temperature throughout.

This handsome freezer is available in Gleaming White or Dawn Pink with color-keyed interiors. A 5 year warranty on the freezing system; a 3 year warranty on loss of food due to spoilage PLUS a 1 year warranty on the entire freezer! You owe it to yourself and to your family to see the "RCA WHIRLPOOL" first!

399.⁰⁰

EASY TERMS

HOLMAN'S HARDWARE . . . Both Stores

Food Market - S'SIDE

There's something for everybody at Holman's. For food there's the food market. The Summerside store boasts a modern, clean, efficient, supermarket — one of the finest of its type in the province. It's a housewife's delight. The wide choice of items makes shopping here a pleasant outing.

Of course, food goes right back to the little, one-room building where the Holman business was born in 1857. Summerside families in the early days got their crackers from a barrel in the store run by R. T. Holman. They got their molasses there too. And their tea and other food items.

The grocery department has travelled down the years with the Holman store. The Holman "pipe organ," the story of which appears elsewhere in this issue, was one of the fixtures in the grocery department quite a number of years ago. But this old system has since been replaced by modern methods of packaging.

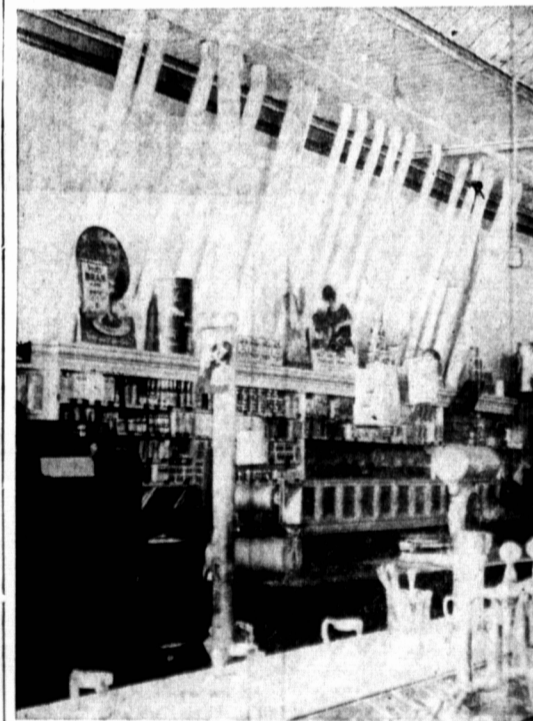
CHANGE CAME
 But for all its size the Holman store operated its grocery department along the same lines as any other small town grocery store. Orders were taken by phone, boxes filled with food items, and deliveries made to the door.

However, all this was changed two years ago—and changed for the better.

The supermarket was brought into being so that customers would get better service. Then it was decided to stop taking phone orders and to eliminate free deliveries. Holman's gambled on this move. Some members of the firm thought business would drop. But by doing away with this "supposedly" free service, prices could be cut back by the store.

The store was astounded by the response to this new policy. One lady came to the front office to say that, despite the fact she had been buying her groceries at Holman's for ten years, she had never been into the store before. The cutting out of phone orders brought her in and she was glad.

Others must have felt as happy about the new deal because within six months the grocery section had to be enlarged and re-located in an area twice its size. Fresh meat was added to the food market.



Unusual "Pipe Organ"

No music came from Holman's famous "pipe organ" but it played a happy tune for the many customers in the old grocery department in the Summerside store.

The so-called pipe organ was a source of constant wonderment to strangers in the grocery department when this venerable system did yeoman service many years ago. Actually it was no more than an efficient method of packaging bulk barley, rolled oats, sugar, flour, etc. And it got its name from the pack that a row of pipes from the ceiling down to the rear of the counter was visible and resembled closely the tubes of a pipe organ.

INTO THE BAG
 These three-inch pipes were connected with large bins on the second floor, just over the grocery department. The lower end of the pipes were fitted with receptacles into which clerks dipped with a scoop to get whatever the customer needed. These scoops were then emptied into a paper bag which usually was sitting on a weighing scale. When the desired amount registered on the scale the bag was then tied with string and handed to the waiting customer.

The old "pipe organ" system seems like a primitive method of packaging compared with the many new devices of the present day. But it did its work well and brings back nostalgic memories to some of Holman's old customers who remember watching it as it dispensed with the various products from the bins above.

CONGRATULATIONS! . . . R. T. Holman Ltd. on your 100th YEAR!

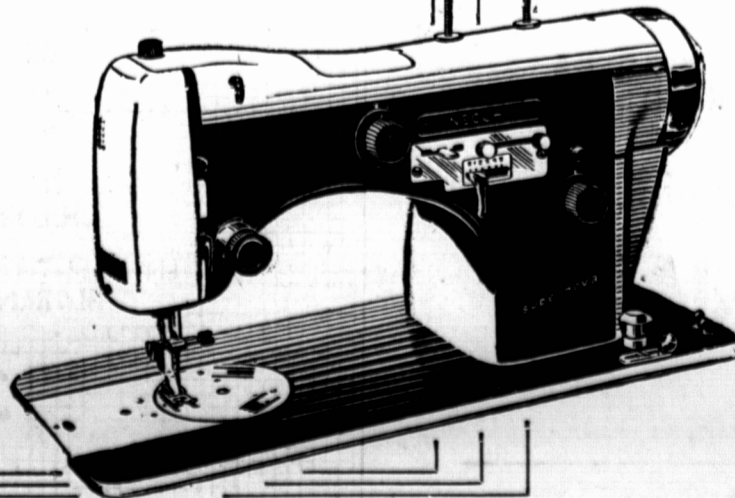
NECCHI

Who would have dreamed ten years ago that sewing machines would do the wonders they can do today! NECCHI dreamed it—and Necchi has been pioneering the field ever since. Now, today, with the amazing WONDER WHEEL and MAGIC LEVER, Necchi is STILL the most amazing, most AUTOMATIC of them all. You can sew on buttons, make button-holes, mend and darn, make beautiful appliques and design dozens of new embroidery patterns. And wait till you see the superbly professional job you can make of STRAIGHT sewing. Don't miss the thrill of owning a Necchi!

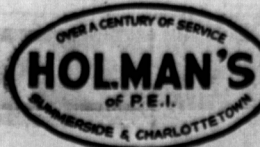
"Supernova" from **349.⁰⁰**

• OTHERS AS LOW AS 49.48

PARTS AND SERVICE AVAILABLE AT HOLMAN'S



HOLMAN'S FURNITURE . . . Both Stores



OVER A CENTURY OF SERVICE . . . 1857-1957