



we're playing SANTA to your



# Christmas FOOD Budget

## AT THE CO-OP SUPER MARKET

BUY HERE AND SAVE

STOCK UP FOR CHRISTMAS ON THESE MONEY-SAVING BUYS OF QUALITY FOODS AT LOWEST PRICES



**SWANS DOWN**  
CAKE FLOUR  
Per Pkg. 41c

CHOICE BULK FITTED  
DATES, 2 lb. .... 42c

DOMESTIC OR JEWEL  
SHORTENING ..... 28c

CARNATION  
MILK, 6 tins for ..... 87c

HOLLY HILL  
ORANGE JUICE, tin .... 42c

Place Your Order Now for your Case of Soft Drinks to be sure of delivery in time for Christmas.

Small Bottles (plus deposit)—  
Per Case ..... \$1.20

Large Bottles (plus deposit)—  
Per Case ..... \$1.50

YORK STUFFED  
OLIVES, 8 oz. .... 53c

HEINZ—15 oz.  
PLUM PUDDING ..... 59c

SILVER SEAL—2 oz.  
LEMON or VANILLA .... 25c

ROSE BRAND  
GHERKINS, 8 oz. .... 33c

CRISCO ..... 38c

WHITE SWAN  
TOILET TISSUE, 3 for ... 29c

When you are thinking of your pre-Christmas cleaning needs, don't forget we have everything to fill your requirements.

LARGE  
OXYDOL ..... 38c

LARGE NEW  
LUX ..... 38c

We accept Phone Orders and Deliver C.O.D.; we also deliver for Customers who are unable to handle their own orders.

PHONE 2807

**JELL-O**  
All Flavours  
3 Pkgs. 27c

SUNLIGHT  
SOAP, 2 cakes ..... 23c

ICING  
SUGAR, 2 pkgs. .... 23c

McCRHADY'S—24 oz.  
PICKLES, Sweet Mixed .. 31c

MIRACLE WHIP—16 oz.  
SALAD DRESSING ..... 42c

We have a complete stock of —

Christmas Wrapped  
CHOCOLATES  
BARLEY TOYS  
RIBBON CANDY,  
Etc.

KRAFT—½ lb.  
CHEESE ..... 29c

AYLMER TOMATO  
CATSUP, 11 oz. .... 20c

GRAVES CHOICE  
PEAS, 20 oz., 2 tins .... 35c

LIBBY CHOICE — (lge. tin 48 oz.)  
TOMATO JUICE ..... 29c

BLUE RIBBON  
MATCHES, 3 boxes ..... 23c

KRAFT  
DINNER, 2 for ..... 29c

LARGE  
RINSO ..... 38c

LARGE  
DUZ ..... 38c

### ANNOUNCEMENT

We announced last week that there would be a LUCKY CUSTOMER each day of our opening three day sale.

Check the Number and Date on your Purchase Slip for here they are:—

- \* DEC. 15th ..... 188
- \* DEC. 16th ..... 433
- \* DEC. 17th ..... 627

IMPORTANT—Retain your purchase slips as they must be produced not later than Saturday evening to obtain your refund. If not picked up at that date additional numbers will be announced.

#### IMPORTANT INFORMATION

This store is DIFFERENT!—  
It is OWNED by the members—  
It is CONTROLLED by them.  
You may become a member by buying one share.

BUT ANYONE MAY BUY AT THIS STORE WHETHER A MEMBER OR NOT.

The Customer buys at the prevailing price

BUT

at the end of the store year the MEMBER gets back his or her share of the net profit made.

The store is controlled by a Board of Directors elected annually by the members themselves, and each member has as much say in this election as any other, regardless of the amount invested in the business by each.

The store is supervised by the Co-operative Union of P. E. I. Limited. The store is operated according to the time-proven Rochdale Principles, formulated over 100 years ago.

(Ask for pamphlet innumrating and explaining the Rochdale Principles).

The Management and Staff want you to have every convenience at your Modern Store. . . . In preparation for your coming, they've had food specialists order for you the things they have learned you like best. . . . Your favorite foods and your preferred brands. They have arranged cases, shelves and displays abundantly with wide assortments . . . and priced each food plainly to tell you in an instant what it costs. In departments where you are served with Meats, Fish and Poultry, Fresh Fruits and Vegetables. . . . Stalling girls will assist you in finding your needs . . . and if necessary will fill your order for you, which will save you time and trouble.



We are taking Orders for your CHRISTMAS DINNER NOW  
TURKEYS - GEESE - DUCKS CHICKEN at Budget Prices

SWIFT'S PURE PORK SAUSAGE ..... 39c SWIFT'S SAUSAGE MEAT ..... 47c

#### HAMS

SMOKED COTTAGE ROLLS ..... 67c SWEET PICKLED PICNIC HAM ..... 41c

FRESH BEEF TONGUES ..... 33c FRESH PICNIC SHOULDER PORK ..... 39c

DELICIOUS RINDLESS BACON ..... 69c PRIME SHOULDER BEEF ..... 47c

#### FRUITS and VEGETABLES

GRADE NO. 1 POTATOES, 10 lbs. .... 23c CRISP IMPERIAL SPINACH, 2 lbs. .... 23c

SWEET POTATOES, 2 lbs. .... 29c EMPEROR GRAPES, 2 lbs. .... 29c

WASHED PARSNIP, 2 lbs. .... 19c MONTELLO CRANBERRIES ..... 19c

LARGE FIRM LETTUCE ..... 21c VINE RIFE TOMATOES ..... 29c

LARGE CRISP CELERY ..... 21c PINK 96's GRAPEFRUIT, 2 for ..... 21c

288's ORANGES, 2 doz. for ... 79c 163's APPLES, 2 doz. for .... 75c

We have a complete line of Christmas Fruit at attractive Prices — including Fresh Mushrooms, 8 oz. pkg. 39c

PHONE YOUR FOOD ORDERS  
Best Quality - Best Prices



WE DELIVER - PHONE 2807

#### STORE HOURS

THUR. and FRI. open until 9:30 P.M.  
SATURDAY this store will close at 6 P.M.  
and will remain closed until Wed. morn-  
ing.



BUILD



BUY

THE DIRECTORS, SHAREHOLDERS AND STAFF JOIN IN WISHING EVERYONE A JOYOUS CHRISTMAS AND A PROSPEROUS NEW YEAR.