

# GRAND OPENING *of*

# 50 Lucky Dollar STORES

## A Statement Regarding Lucky Dollar Policy

In this advertisement for the GRAND OPENING SALE of the P. E. I. LUCKY DOLLAR group we wish to state the LUCKY DOLLAR policy which has brought sound food values to millions of residents of Canada and the UNITED STATES.

By adoption of the LUCKY DOLLAR plan, your neighbour owned food stores, working in close co-operation with his supply house, is able to sell nationally known quality merchandise at competitive prices . . . and still give shoppers the personal attention of the owner, a man vitally interested in the affairs of his town and community. LUCKY DOLLAR is serviced by the largest wholesale food distributor in Eastern Canada. LUCKY DOLLAR is associated with the largest voluntary group in the world, operating in Canada, United States and lately EUROPE. LUCKY DOLLAR stores in this district are . . . equipped to provide a complete food service . . . to keep their happy customers completely satisfied . . . all stocked with a wide range of Island and National Foods . . . all geared to sell at competitive prices. Visit your nearest LUCKY DOLLAR store (listed below) and see for yourselves the splendid values being offered by them during the GRAND OPENING SALE . . . values that will be offered week in week out in the years to come.

THURSDAY JUNE 26th is MOM'S DAY: The first 25 ladies visiting a Lucky Dollar store on Thursday will receive absolutely free 1/2 lb. of Canada Packers bacon.

FRIDAY JUNE 27th is DAD'S DAY: The first 25 gentlemen visiting a Lucky Dollar store will receive a free Lucky Dollar souvenir.

SATURDAY JUNE 28th is FAMILY DAY: CLOVIE THE CLOCK WILL BE RINGING IN LUCKY DOLLAR STORES.

Clovie the Clock will be hidden in various places throughout the store. When Clovie rings the customer nearest the clock will receive a free grocery hamper for answering a simple question.



YORK—20 OZ.

**FANCY CORN**  
CREAM STYLE

2 TINS **39c**

TALISMAN RASPBERRY  
OR STRAWBERRY

**JAM**

24 oz.  
BOTTLE **49c**

SHOP WITH CONFIDENCE WHERE  
YOU SEE THIS SIGN

**PERFECTION MILK**

... AN ISLAND PRODUCT

6 TALL  
TINS . . . . **89c**

**MONARCH CAKE MIXES**

WHITE OR CHOCOLATE

TWO  
PACKAGES **49c**

**SHREDDED WHEAT**

NEW TRIPAK FOR FLAVOR AND FRESHNESS

2 PKGS. **39c**

**JOHNSON'S PASTE WAX**

One Pound Tin Plus 1-3 F-R-E-E

Special,  
Tin . . . . **59c**

## PRINCE COUNTY

**Mark Gaudet & Sons**  
141 Granville St. Summerside  
Phone 2123

**Alvin Costain**  
West Cape, O'Leary R. R. No. 1  
Phone 32-22

**Neil MacKay**  
Coleman Phone O'Leary 60-12

**Jenkins Groceria**  
Summerside Phone 2184-2185

**Gaudet's Grocery**  
Miscouche Phone 7411

**W. S. McLean**  
Kensington Phone 25

**Bernard's Grocery**  
St. Eleanor's Phone 2321

**E. S. Hardy**  
Cape Traverse Phone 28-2

**Claude McNeill**  
O'Leary Phone 3

**W. M. Bowness**  
Bedeque Phone 1-2

**Thomas Nisbet**  
Tyne Valley Phone 4-1

**McWilliams & Turner  
Ltd.**  
O'Leary Phone 5

**Brown & Baalole**  
Richmond Phone 13-3

**J. A. Noonan**  
Alberton Phone 39

**Myricks (Alberton)  
Ltd.**  
Alberton Phone 16

**L. A. Burleigh**  
Eggleston Phone 11-12

**H. E. Phillips**  
Freeland Phone 15-112

**Albert Saunders**  
Bloomfield Phone 34-3

**Ralph R. Burns**  
Freetown Phone Bedeque 18-11

**MacCaull's Limited**  
Eggleston Phone 11-2

**F. J. Shea & Son**  
St. Louis Phone Tignish 16-3

**Athol Cotton**  
Kensington Phone 78

● THE ABOVE STORES CARRY GENERAL MERCHANDISE ●

## QUEEN'S COUNTY

**Manuel's Food  
Market**  
Elm Avenue Charlottetown  
Phone 6580-6589

**Ralph Dickieson**  
New Glasgow Phone 30-2

**Waldon Duggan**  
French River  
Phone New London R1-23

**Pierce's Cash &  
Carry**  
Charlottetown P. E. I.

**Ellis Bros.**  
St. Peter's Road  
Central Royalty Phone 3223

**A. J. Zakem**  
Cor. Grafton & Weymouth Sts.  
Charlottetown, P.E.I. Phone 8589

**Olin Ellis**  
Hunter River Phone 19

**W. I. Bowman**  
Hunter River Phone 2

**Frizzell's Grocery**  
New Haven Phone 4-31

**Rutherford Cotton**  
New London Phone 7-4

**Ed. Murphy & Sons**  
Seaview Phone 46-3

**McLean's Grocery**  
Winsloe Phone 7478

## KING'S COUNTY

**Clark Bros.**  
Mount Stewart Phone 3

**R. J. MacDonald &  
Co.**  
Cardigan Phone 6

**D. R. Cummings**  
Vernon Phone 2-3

**Wm. MacKenzie**  
Flat River Phone Eldon 8-12

**Dingwell & Rossiter  
Ltd.**  
Morell Phone 1

**McGowan's Ltd.**  
Kilmuir Phone 121-3

**John F. Dixon**  
East Battle

**McKenna Bros.**  
48 Road Cardigan Phone 12-12

**C. H. Horton**  
Murray River Phone 4-2

**Percy Poole**  
Souris, P.E.I. Phone 39

**S. D. Hugh**  
Murray Harbour Phone 19-14

**Ray's Groceria**  
Georgetown

**P. I. Kingsbury & Sons**  
Dundas Phone Dundas 12-33

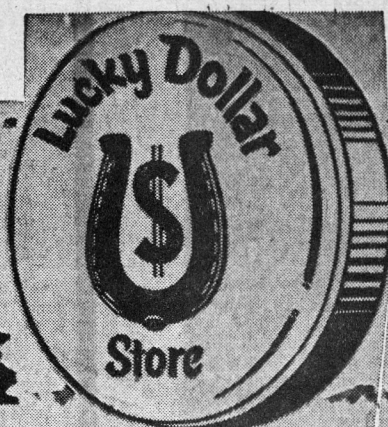
**N. H. Richards & Son**  
Souris Phone 39

**MacCallum's  
Grocery**  
St. Peter's Bay Phone 5-3

**Wightman's  
Super Market**  
Montague Phone 8

● THE ABOVE STORES CARRY GENERAL MERCHANDISE ●

THERE IS A



NEAR YOU!