

"How can DOMINION sell it's own brands for

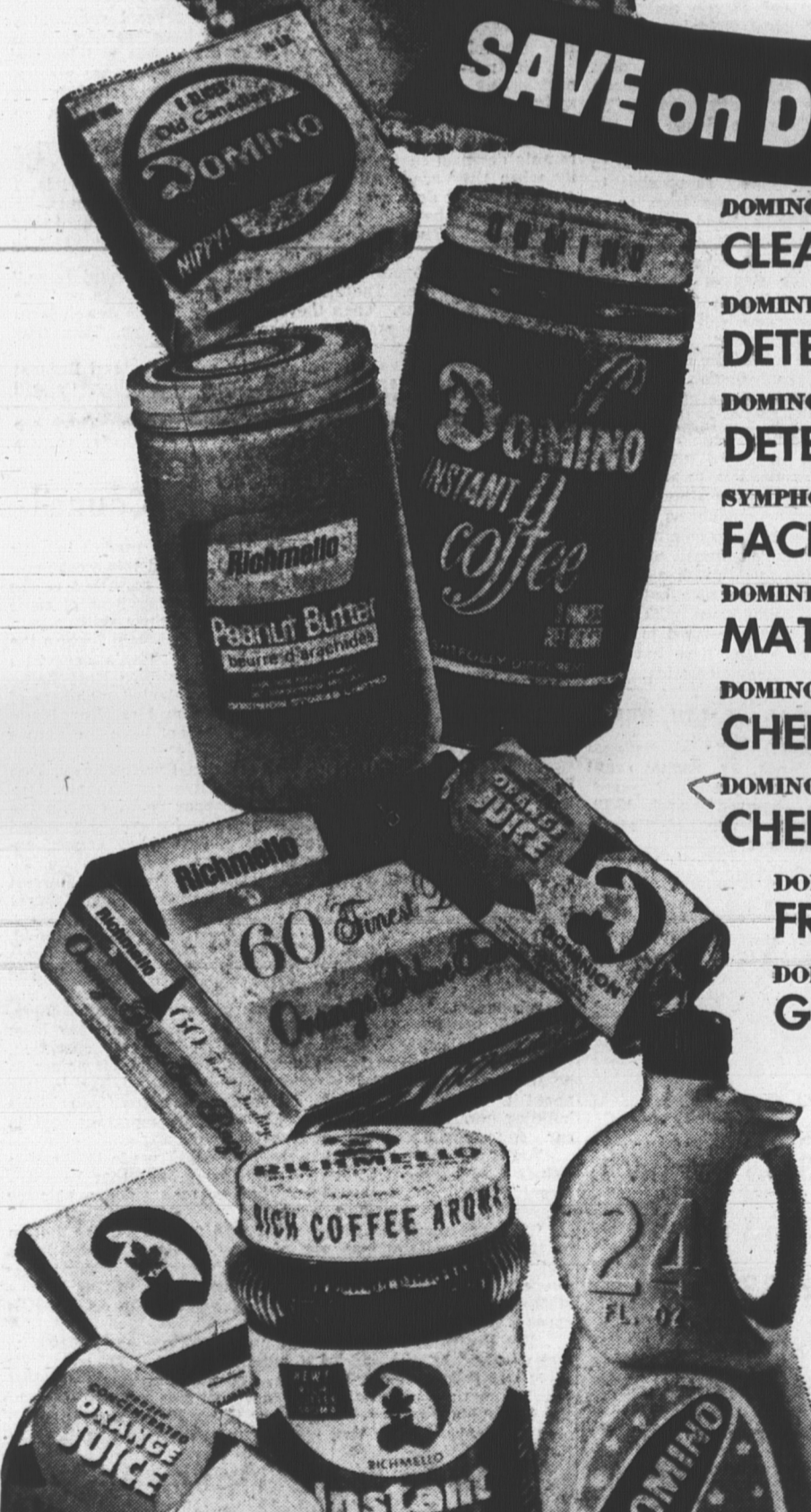
So Much LESS?"



Your neighborhood Dominion store regularly features an outstanding variety of Dominion's Own Quality Brands... familiar labels bearing such well-known names as "Domino", "Richmello", "Hilltop", and others. Ever wonder why these popular products are lower-priced? Here's why! First, Dominion neither manufactures nor processes any of these products. But, because these Dominion brands are bought directly from the makers of leading national brands in tremendous quantities for hundreds of stores from coast to coast, — with the controls of quality established by Dominion... many economies are made in selling costs... national advertising is eliminated! The savings resulting from this method of distribution are automatically passed along to you! Stock up on Dominion's own products this week and Cut Food Costs!



SAVE on DOMINION'S-OWN QUALITY BRANDS



- DOMINO ALL PURPOSE CLEANER 32 OZ. PLASTIC 49c
- DOMINION LIQUID DETERGENT 12 OZ. PLASTIC 30c
- DOMINO POWDERED DETERGENT 2 LB. PKG. 65c
- SYMPHONY ASSORTED COLORS FACIAL TISSUE 400's PKG. 29c
- DOMINION BOOK MATCHES PKG. OF 50's 25c
- DOMINO CHEESE SPREAD 16 OZ. JAR 59c
- DOMINO PLAIN OR NIPPY CHEESE SLICES 8 OZ. PKG. 37c
- DOMINO FRESH MADE FRUIT CAKE 4 LB. 1.99
- DOMINO GINGER ALE 2 30 OZ. BTL.S 39c Plus Deposit
- RICHMELLO INSTANT COFFEE 16 OZ. JAR 1.50
- COUNTRY CLUB VACUUM PAK COFFEE 1 LB. TIN 99c
- DOMINO FANCY TOMATO JUICE 48 OZ. TIN 39c
- DOMINION CHOCOLATE BUDS 12 OZ. PKG. 59c
- RICHMELLO SALAD DRESSING 16 OZ. JAR 39c

SAVE 60c CASH—PURITY ALL PURPOSE

FLOUR With Each \$5.00 Purchase 25 LB. BAG 1.89

SAVE 14c CASH—RED ROSE ORANGE PEKOE

TEA BAGS 60 COUNT PKG. 79c

SAVE 8c CASH—K. Y. BRAND FANCY

PEACHES 15 OZ. TIN 19c

SAVE 34c ON FOUR PIES—YORK, TURKEY, BEEF, CHICKEN

MEAT PIES 4 8 OZ. PKGS. 99c

FRASER VALE FRESH FROZEN RHUBARB 2 LB. BAG 49c

DOMINION'S OWN DOMINO FRENCH FRIES 2 LB. POLY 58c

EAST PAK HADDOCK FILLETS 1 LB. PKG. 45c

GOVERNMENT GRADED MEATS

FRESH KILLED FOR FRYING OR ROASTING **CHICKEN** ALL SIZES UP TO 4 LBS. LB. 37c

FRESH CUT DAILY—BREAST BONE REMOVED **CHICKEN IN THE BASKET** LB. 43c

FRESH, CUT FOR BAKING OR BARBECUING, PORK **SPARE RIBS** LB. 77c

SAVE ON TOYS - GIFTS PLUSH TOYS - CARDS - GIFT WRAP - SEALS DECORATIONS

SWIFT'S PREMIUM FANCY RINDLESS BACON 1 LB. PKG. 89c | SWIFT'S PREMIUM SKINLESS WIENERS 1 LB. CELLO 49c

FRASER BRAND BONELESS CHICKEN 3 7 OZ. TINS \$1.00 | SCHWARTZ SEEDLESS RAISINS 15 OZ. PKG. 35c

ALLEN'S VITAMINIZED APPLE JUICE 48 OZ. TIN 29c | PURITAN IRISH OR BEEF STEW 24 OZ. TIN 39c

FRESH FRUIT AND VEGETABLES

- END A MEAL WITH AN APPLE—CANADA FANCY McINTOSH **APPLES** 5 LB. BAG 39c
- INDIAN RIVER PINK OR WHITE **GRAPEFRUIT** SIZE 48 6 FOR 49c
- LOCAL GROWN, GREEN, TENDER **BRUSSEL SPROUTS** PINT 29c
- NOVA SCOTIA HOTHOUSE TOMATOES LB. 35c | NEW CROP WASHED CORELESS CARROTS 4 LB. BAG 33c
- ROBIN HOOD POUCH PAK ASSORTED CAKE MIXES 3 5 OZ. PKGS. 45c | ROSEDALE CHOICE CREAM STYLE CORN 2 15 OZ. TINS 35c
- SOLE MARGARINE 2 1 LB. PKGS. 55c | KON TIKI SLICED PINEAPPLE 2 20 OZ. TINS 49c

GENERAL MERCHANDISE

- St. Peter's Road EXTRA SPECIAL! COKE **TUMBLERS** 6 FOR 29c
- NEW SIZE—JI FOAM **OVEN CLEANER** 8 OZ. TIN 98c
- COLORFUL—FOR YOUR YULE TREE, GLASS **ORNAMENTS** 12 LGE. 98c | 12 REG. 59c

VALUES EFFECTIVE TO CLOSING SATURDAY, NOV. 20th WE RESERVE THE RIGHT TO LIMIT QUANTITIES



DOMINION St. Peters Rd. DOMINION STORES Queen Street