



'We said:

'THANK YOU'

75 million times!"

Yes, the 2,725 pretty Dominion cashiers from coast to coast rang the cash register, smiled and said: "Thank You" a total of 75,285,632 times over the past fiscal year. Over 75 million customers is a record number for Dominion, and they established an all-time record of \$312 million in purchases... an increase of more than \$40 million over the previous year.

Imagine how many thousands of shoppers must have switched to Dominion to pile up an increase of \$40 million in sales! And more and more are switching to Dominion every week. Why? Because you can cut food costs at Dominion, that's why!

You don't save on every item, of course. Nor do you save a large amount on any one item. But you save a penny here and a penny there. And those pennies add up to a really worthwhile saving—enough to buy lots of other things you would otherwise have to do without.

Why don't you try Dominion this week... and cut food costs.

There's a Steady Swing to DOMINION... Join in!

OUR "THANK YOU" FEATURES

CANADA PACKERS GRADE "A"

LARGE EGGS

DOZ. CARTON

45^c

1st GRADE ISLAND WILTSHIRE

CREAMERY BUTTER

LB.

65^c

ISLAND PRODUCT—FLAVOUR PAK TENDER

GREEN PEAS

2

20 OZ. TINS

29^c

FOR SALADS OR SANDWICHES—FRASER'S

BONELESS CHICKEN

5 OZ. TIN

33^c

AUNT SALLY ORANGE & GRAPEFRUIT

MARMALADE

24 OZ. BOTTLE

37^c

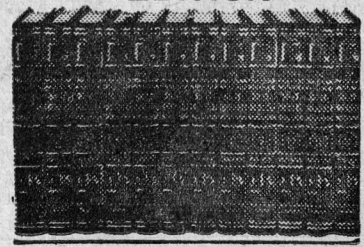
ALL MERCHANDISE SOLD AT YOUR DOMINION STORE IS UNCONDITIONALLY GUARANTEED TO GIVE YOU—

100% SATISFACTION

Save Time! Save Money! ILLUSTRATED DO-IT-YOURSELF ENCYCLOPEDIA POPULAR SCIENCE EDITION

VOL. 7 ON SALE THIS WEEK ONLY

99^c



IT'S HEINZ WEEK AT DOMINION

- IN TOMATO SAUCE! HEINZ SPAGHETTI 2 15 oz. tins 33^c
- HEINZ FRESH CRISP CUCUMBER PICKLES 16 OZ. BOTTLE 33^c
- HEINZ SANDWICH SANDWICH SPREAD 8 OZ. BOTTLE 27^c
- 3 TOMATO SOUP, 2 VEGETABLE SOUP HEINZ SOUP DEAL HEINZ ALL FOR THE NEW FAMILY SIZE TOMATO KETCHUP 20 OZ. BOTTLE 65^c 39^c

EVERY DAY LOW PRICES

CREAM OF THE WEST FLOUR

25 lb bag 1.49

- RICHMELLO CHEESE SLICES 8 OZ. PKG. 32^c
- ALL GOOD FRUIT COCKTAIL 28 OZ. TIN 44^c
- KITTY KAT CAT FOOD 4 8 OZ. TINS 19^c
- CHRISTIES DAINTY SODAS 15 OZ. PKG. 33^c

100% GUARANTEED MEATS

"SWIFT'S PREMIUM", "SHANK REMOVED" SMOKED

HAM Shank or Butt End LB. 63^c

SPECIAL PACK RINDLESS Breakfast BACON LB. 49^c

FRESH SLICED TENDER MEATY PORK STEAK LB. 69^c

SPECIAL BUDGET VALUE, FRESH TENDER VEAL STEW LB. 29^c

VALUES EFFECTIVE THURS., FRI., SAT. UNTIL MAY 31st

155 QUEEN STREET

FRESH FRUITS & VEGETABLES

HEALTH BRAND RED RIPE TOMATOES 18 OZ. PKG. 23^c

FIRM GOLDEN RIPE CARROTS LB. 19^c

NEW CROP CORELESS BANANAS 2 1/2 LB. BAG 19^c

IMPORTED Cucumbers 2 FOR 29^c SUNKIST JUICY Oranges SIZE 180 2 DOZ. 79^c

CHARLOTTETOWN, P. E. I.

DOMINION STORES LIMITED



BETTY CURRIE Vancouver, B.C.



EVELYN KILBACK Calgary, Alta.



MYRNA MARTIN Lethbridge, Alta.



LUCY EADIE Sudbury, Ont.



CATHY BROWN London, Ont.



DONNA CARBONSEAU Hamilton, Ont.



DORIS WICKS Toronto, Ont.



YVETTE LOYER Ottawa, Ont.



LINA GAREAU Montreal, Que.



PAULINE NADEAU Quebec, Que.



DENISE RAIL Trois Rivieres, Que.



DOMINION

TRULY CANADIAN · MORE FRIENDLY · EVERYTHING GUARANTEED



GENEVIEVE COMEAU Halifax, N.S.



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CAMELLA SMITH Fredericton, N.B.



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