

LORD'S LORD'S LORD'S LORD'S LORD'S LORD'S LORD'S LORD'S

"TOTAL" DISCOUNT PRICING HITS P.E.I.

GRAND OPENING

ITEMS ON SALE THURSDAY, FRIDAY & SATURDAY

OPEN 10 a.m. to 9 p.m. THURSDAY and FRIDAY

DON'T MISS THIS GREAT EVENT THURSDAY - 10 A.M.



KEN & EDDY

P.E.I.'s FAVOURITE FOLKSINGERS

These talented entertainers help us celebrate our big new record department! Hear your favourite songs, see your favourite singers on our 2nd floor, Thursday and Saturday.

Rx LORD'S

DISCOUNT DRUG DEPARTMENT STORE

CORNER OF KENT & GREAT GEORGE CHARLOTTETOWN

With great pride we announce that Mayor W. J. Cox will officially open Lord's Discount Drug Department Store at 10 a.m. - Thursday, July 28th.

DON'T MISS THIS GREAT EVENT!!



HUNDREDS & HUNDREDS OF FREE VALUABLE GIFTS To be given away to Lord's Opening Day Customers.

Expect to miss out on the cosmetic samples, shaving gifts, free pepsi, candy, gum, balloons, and hundreds of other surprises!

LORD'S DISCOUNT RECORD BAR

INTRODUCING P.E.I.'s LARGEST & MOST COMPLETE RECORD DEPT.

FREE 100 BEST SELLING L.P. ALBUMS

Win one of the hundred L.P. record albums to be given away throughout "Opening Week". Nothing to buy, absolutely free, just fill in entry blanks available in our record bar. Anyone can win!

'Top Ten Record Riot' L.P. Record Albums

Including "Whipped Cream", "Going Places", "What New My Love", and "South of the Border" by the Tijuana Brass, "How's that Grab You" by Nancy Sinatra, "Aftermath" by the Rolling Stones, and many more of your favourites. REG. PRICE, 4.20 ea.

2.99

DOOR CRASHERS

FIRST COME - FIRST SERVED - LIMITED QUANTITIES

THURSDAY, 10 A.M., JULY 28

CARTON NAME BRAND CIGARETTES

Limit one per customer, 200 only.

\$3.44

THURSDAY, 10 A.M., JULY 28

1st. Quality Seamless Mesh NYLONS

Size 24-34. Limit 1 per customer, 200 pr. only.

Comp. **19c**
59c pr.

Open Saturdays 9 a.m. to 6 p.m.

FRIDAY, 10 A.M., JULY 29

COLGATE TOOTH PASTE

Large size. Limit 1 per customer, 200 only.

Comp. **10c**
39c

SATURDAY, 9 A.M., JULY 30

GALLON 1ST QUALITY WHITE EXTERIOR OIL BASE PAINT

1 gal per customer, 200 only. COMP. \$8.99

\$2.99

THE WONDERFUL WORLD OF

BOOKS

GRAND OPENING BIG 1/2 PRICE SALE

COMPLETE POCKET BOOK SELECTIONS - OVER 1000 TITLES TO CHOOSE FROM

Buy any paperback book of your choice (thousands to choose from) and receive another of the same value at

1/2 PRICE

CHILDRENS' BOOKSALE Golden Pictureland Story Books

Enter the world of fantasy! Beautifully illustrated, hours of enjoyment for the little ones (and big ones too!) 12 titles to choose from.

2 for 97c

COMP. WITH 98c EACH

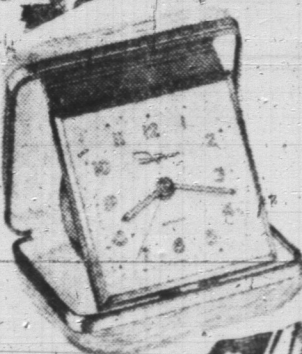
SAVE

IDEAL TRAVEL COMPANION

INGRAHAM TRAVEL ALARM

Attractive gilt trim case. Fully luminous dial, folds compactly. COMP. \$6.95

\$3.59



SUPERVALUE!

Opening Day "Time Specials"

Thurs. 1 P.M.

3 1/2 lb. Tin Blue Star CHICKEN

1 per customer, 100 only. COMP. \$1.59

89c

Thurs. 3 P.M.

G.E. 60 Watt LIGHT BULBS

1 pkg. per customer, 400 pkgs. only. COMP. 55c

19c

PACKAGE OF 2

Thurs. 7 P.M.

WILKINSON STAINLESS STEEL BLADES

Limit 2 pkgs. per customer, 500 pkgs. only. COMP. 75c EACH

2/79c

CRUNCH

BITE IN! DELICIOUS! 5 PKGS. FAMOUS

PEEK FREEN BISCUITS

Caramel Crunch, Digestive, Ginger Crisp, Goldenweat, Nice, Shortcake, Small Rich Tea... mmm Delicious!

Comp. 33c pkg. SAVE 65c

5/\$1.

save

DISCOUNT PRICES EVERYDAY!

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