



**CONSUMER'S CORNER**

Dear Mr. and Mrs. Consumer:

We put up quite a fight against gadgets, gimmicks, contests and games. Recent extensive tests in our supermarkets indicate that these "consumer incentives" have a place in today's marketing. We feature them, therefore, because popular consumer demand has made them necessary. They will never consistently dominate our advertising or substitute for the real value that has made SAVE-EASY the supermarkets of honest values.

Thank you for making SAVE-EASY the largest group of its kind in the Maritimes. We intend to continue to merit your patronage.

Now, maybe there is something more we can do for you. We'd welcome your suggestions.

PLEASE WRITE: SAVE-EASY Supermarkets  
P. O. Box 347  
Sackville, N.B.



**CHANGE TO SAVE-EASY and SAVE MORE CHANGE**

# Live Better for Less



**BETTER LIVING BEGINS WITH THESE FINER FOODS from...**

**FROZEN FOODS**  
McCAINS  
**CHICKEN CHIPS**  
FRASER VALE  
**FRENCH FRIES**

22 Oz. Pkg. **79c**  
2 Lb. **39c**



Your SAVE-EASY SUPERMARKET is constantly searching for new ideas to please your family at mealtime. Good quality is the first requirement of the foods we select. Quality at a low price assures you the best value in food. Here are a few of our Better Living Specials. Stop and shop where quality is high and prices are low everyday.



VALUES TO CLOSING SATURDAY JAN. 15th

**ALLEN'S—ASSORTED FRUIT DRINKS**  
3 48 OZ. TINS **89c**

**FRESH PRODUCE**  
FIRM, YELLOW **BANANAS** 5 Lbs. **89c**

Bick's Sweet Mixed Mustard  
**PICKLES**  
3 15 Oz. Jars **1.00**

Flavor Pak  
**PEAS**  
5 20 OZ. TINS **89c**

MACINTOSH **APPLES** 5 Lbs. **53c**  
ISLAND **CARROTS** 4 Lbs. **35c**

LEAF **SPINACH** Pkg. **29c**

SUNSPUN INSTANT **MILK** 3 LB. BOX **99c**

VALU-PAK MEDIUM **PRUNES** Lb. **33c**  
SAVE EASY ORANGE PEKOE **TEA BAGS** 60's Gauze **79c**

ROBIN HOOD **FLOUR** 25 Lb. Bag **1.79**

ONTARIO CHOICE **TOMATOES** 28 Oz. **29c**  
CATELLI READY CUT **MACARONI** 2 16 Oz. Pkg. **39c**

YORK **Assorted Vegetables** 8 10 OZ. TINS **1.00**  
SALTED OR PLAIN CHRISTIE'S **SODAS** 3 LBS. **\$1.00** | OLD FASHIONED **Mild CHEESE** Lb. **59c**

**GOVERNMENT INSPECTED MEATS**  
FRESH SHOULDER **PORK ROAST** Lb. **59c**

BILLY BEE CREAMED **HONEY** 16 Oz. **35c** | WELCHES PURE **GRAPE JAM** 24 Oz. **49c**  
ATLAS—DAISY **BROOMS** 4 String **99c** | **ELLIS BROS. YOUR SUPER EASY BINGO STORE**

WHITE SWAN BATHROOM **TISSUE**  
2 Roll Pkg. **25c** *Consistently Lower Check-out Total*

**SAVE-EASY** PORK **STEAK** Lb. **65c**  
BUTT PORK **ROAST** Lb. **61c**

SCHWARTZ CREAMY **PEANUT BUTTER**  
15 Oz. Jar **45c** *Consistently Lower Check-out Total*

DOMESTIC **SHORTENING**  
Lb. **39c** *Consistently Lower Check-out Total*

LAMB **FRONTS** Lb. **29c**  
SHOULDER Lamb Chops Lb. **49c** | SLICED Beef Liver Lb. **39c**

ROBIN HOOD **ROLLED OATS**  
5 Lb. Bag **69c** *Consistently Lower Check-out Total*

CHASE & SANBORN INSTANT **COFFEE**  
6 Oz. Jar **\$1.09** *Consistently Lower Check-out Total*

FRESH—WHOLE **HADDOCK** Lb. **39c**  
GREEN GABLES **SMOKED SHANKLESS PICNICS** Lb. **49c**

GRAVES IN TOMATO SAUCE or MOLASSES **BEANS** With Pork  
2 20 Oz. Tins **39c** *Consistently Lower Check-out Total*



161 St. Peters Rd. **Sherwood**  
OPEN THURS. FRIDAY, SATURDAY NIGHTS  
GRADE A LARGE **EGGS** 5 doz. Carton **\$2.51c**  
Per Single Doz.

SUNSPUN **ICE CREAM** 1/2 GALLON **79c**  
HATFIELDS **POTATO CHIPS** 1 Lb. Box **49c**  
While Supply Lasts