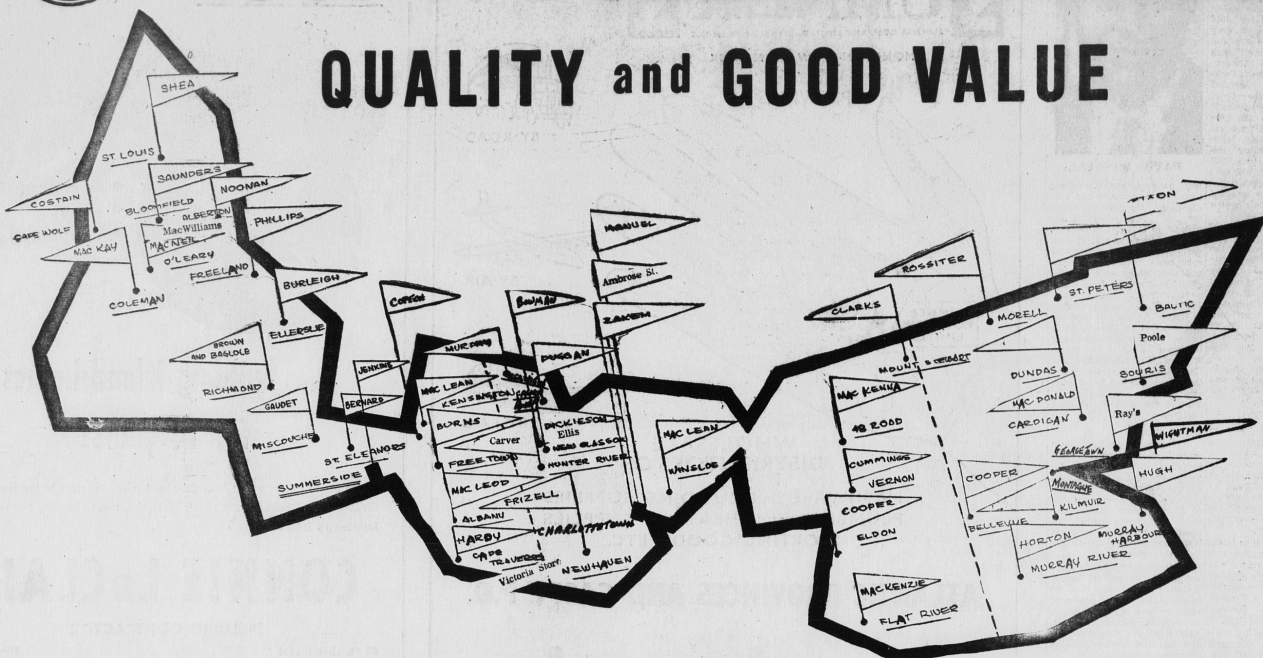




LUCKY DOLLAR STORES

QUALITY and GOOD VALUE



REPUTATION

... is a fragile thing

The finest reputation can fall or break overnight. Which means in OUR BUSINESS that a food store just can't afford to coast along on past achievements. Yesterday's laurels wither fast. It's what we do today that counts. In fact, the better one's reputation, the more one has to work to maintain it.

... It isn't easy to live up to our reputation of being "First with the finest in foods". In the grocery business, it's much easier and cheaper to follow the leader and see what the other stores are displaying and selling. BUT SOMEONE must take the lead . . . and we like to feel that LUCKY DOLLAR STORES are LEADERS . . . even if it means that our buyers have to comb the country to bring you the finest of pure foods, fresh produce and top quality meats.

Yes, you the CUSTOMER AT LUCKY DOLLAR, calls the tune . . . You have told us through your patronage, comments and criticism. You see, we are more than just a grocery store, more than just a place to buy quality foods . . . with our courteous, friendly service, we are budget advisers and a true friend of "the-keeper-of-the-larder." Do we like it? We certainly do. It's a challenge that keeps LUCKY DOLLAR STORES on their toes . . . That's why we are proud of our growth and expansion in Prince Edward Island.

45 STORES TO SERVE YOU BETTER

- Athol Cotton
Lucky Dollar Store
Kensington
- Waldon Duggan
Lucky Dollar Store
French River
- Ed Murphy
Lucky Dollar Store
Sea View
- Jenkins' Lucky Dollar Store
Summerside
- Hardy's Lucky Dollar Store
Cape Traverse
- Gordon S. Manuel
Lucky Dollar Store
Charlottetown
- Ambrose Street
Lucky Dollar Store
Charlottetown
- Zakem's Lucky Dollar Store
Charlottetown
- MacLeod's Lucky Dollar Store
Albany
- Victoria Lucky Dollar Store
Victoria
- McIver's Lucky Dollar Store
Kinkora
- Frizzell's Lucky Dollar Store
New Haven
- E. B. Bernard Lucky Dollar Store
St. Eleanor's
- H. E. Phillips Lucky Dollar Store
Freeland

- Alfred Gaudet
Lucky Dollar Store
Miscouche
- Brown & Baglole
Lucky Dollar Store
Richmond
- J. W. Burleigh
Lucky Dollar Store
Ellerslie
- Neil Mackay
Lucky Dollar Store
Coleman
- Arthur Saunders
Lucky Dollar Store
Bloomfield
- McWilliams & Turner
Lucky Dollar Store
O'Leary

- Claude MacNeill
Lucky Dollar Store
O'Leary
- J. A. Noonan
Lucky Dollar Store
Alberton
- Alvin Costain
Lucky Dollar Store
O'Leary
- D. R. Cummings
Lucky Dollar Store
Verona
- Sandy's Lucky Dollar Store
Bellevue
- Cooper's Lucky Dollar Store
Eldon
- C. H. Horton Lucky Dollar Store
Murray River

- William MacKenzie
Lucky Dollar Store
Flat River
- R. J. MacDonald & Co.
Lucky Dollar Store
Cardigan
- Ray's Lucky Dollar Store
Georgetown
- Wightman's Lucky Dollar Store
Montague
- S. D. Hugh Lucky Dollar Store
Murray Harbour
- McKenna Bros.
Lucky Dollar Store
St. Road
- Clark Bros.
Lucky Dollar Store
Mt. Stewart

- Dingwell & Rossiter
Lucky Dollar Store
Morell
- Percy's Lucky Dollar Store
Souris
- F. J. Shea & Son
Lucky Dollar Store
St. Louis
- Est. John F. Dixon
Lucky Dollar Store
East Battle
- MacLean's Lucky Dollar Store
Winnalo
- W. I. Bowman
Lucky Dollar Store
Hunter River
- Ralph Dickieson
Lucky Dollar Store
New Glasgow
- Olin Ellis
Lucky Dollar Store
New Glasgow
- Lloyd Carew
Lucky Dollar Store
Hunter River
- Ralph R. Burns
Lucky Dollar Store
Freelton
- W. S. MacLean
Lucky Dollar Store
Kensington

