

# SIXTY YEARS OF DEPENDABILITY

WHAT YOU CAN ALWAYS DEPEND ON.

We couldn't have chosen a more appropriate theme than "Sixty Years of Dependability" for our Diamond Anniversary Year. Because if there's one thing that stands out about Dominion Stores over the years, it's the fact that shoppers can always depend on us. First and foremost, you can always depend on the more than 26,000 men and women at Dominion Stores; each and every one, dedicated to satisfying the needs of almost three million shoppers every week. That is the kind of people we've always employed, and always will. You can always depend on Dominion to encourage a dialogue between our staff and customers, to welcome both criticism and compliments.



You can always depend on Dominion for innovations and improvements whenever and wherever possible.

Now, to understand and appreciate just how far food shopping in general and Dominion Stores in particular have progressed since 1919, let's look back.

Sixty years ago, there were no supermarkets as we now know them; only corner stores selling just canned goods and other pre-packaged products. Because of the limited selection in these grocery stores, shoppers had to go from one type of food store to another to complete their shopping.

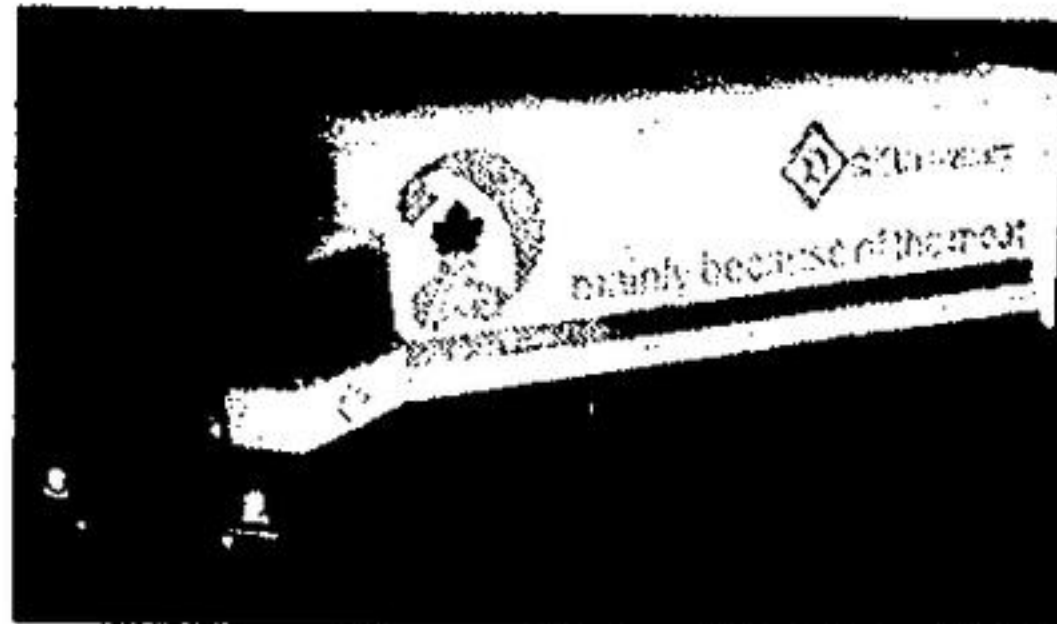
Leading the revolution in food shopping way back then was Dominion. We pioneered the "all foods



under one roof" concept, including meat and fresh fruit and vegetables. By the 1930's, we launched the chain-store operation for food stores. The first self-serve, large-size food store was opened by Dominion, with helpful staff to help shoppers serve themselves.

Strategically-located central warehousing and distribution facilities were first opened by Dominion in the 1930's; in fact, we have traditionally operated one of the most advanced distribution systems in Canada, guaranteeing overnight delivery to every store in our chain, which in turn guarantees full shelves and foods as fresh as can be.

In the years since the end of World War II, Dominion's innovating spirit continued, with us in the forefront of introducing larger-than-ever



supermarkets as the hub of the new "shopping centres."

The parking lots adjacent to our stores, that we take for granted today, were also revolutionary when Dominion began providing them for shoppers' convenience.



Our representatives in Canada and around the world buy the best fruit and vegetables wherever in the world they are grown, and when they're at their best.

That's why, at Dominion, "The World Is Our Garden."

The list of Dominion Stores' innovations is almost endless. So now that we've taken a brief look at our past, let's take a quick look at some of the things you can always depend on at Dominion in 1979.

With a beef-aging program most other supermarkets don't match, with skilled butchers helping you select the exact size and cut you want, with a money-back guarantee of quality, taste and tenderness, no wonder "It's Mainly Because Of The Meat" at Dominion.



Also at Dominion Stores, you'll always find the largest selection of products, including more in-store bakeries; the lowest prices possible on your overall food order; hundreds of special buys every week on things you need and can really use; a money-back guarantee of quality, value and satisfaction covering everything we sell; and last, but certainly not least, the convenience of a Dominion Store in more neighbourhoods, and getting closer to more of you every year.



# Dominion

DOMINION STORES LIMITED.



1919-1979