

Dominion Guarantees **LOW PRICES** on everything in the store

For some time now some of our major competitors have been offering so-called special deals, allowances, etc. by a variety of names and slogans. No doubt they'll continue to come up with new slogans and names.

Don't be fooled... Dominion has been constantly discounting selected items and prices for over 11 years, and we're so confident that not one of our major competitors can develop anything more meaningful to you, the consumer, in low pricing that we're prepared to pay:

TRIPLE THE DIFFERENCE IN CASH

Here's our Guarantee

Buy at least 25 different regular price items at Dominion, having a total retail value (excluding Provincial Sales Tax) of \$20.00 or more. Then compare the regular prices on the same items of the same size, grade and quality at any of our major competitors in your area. If their total retail value is lower than Dominion's, bring your itemized Dominion receipt for your purchase and proof of the other supermarket's regular prices to

TRIPLE THE DIFFERENCE

your Dominion Store Manager and he'll pay you **THREE TIMES THE DIFFERENCE IN CASH.**

The list of our major competitors in your area is available from your local Dominion Store Manager. This offer applies to items purchased until Tuesday, November 3, 1981.

* regular means non-special retail price.

PLUS: As further proof of our low pricing leadership:

DOMINION REDUCES BEEF PRICES

Not only do we have tremendous beef specials this week on famous Dominion Quality Meat, but we've also reduced our regular beef retails by 20¢/lb.* reflecting lower market prices.

* All beef except ground beef.

You'll love our beef price reduction and our low prices.



WE RESERVE THE RIGHT TO LIMIT QUANTITIES. DOMINION STORES LIMITED.