



our promise is good as gold.

Dominion customers deserve more quality, service and value. That's the promise our shoppers have been proving for the past fifty years.

We're not going to celebrate the past. No! Starting today, Dominion's going to have "A Jubilation" to re-dedicate our promise for the next fifty—and they're the years that count! We extend to you our warm invitation to share with thousands of satisfied Dominion shoppers in an unprecedented "Jubilation of Golden Dividends." Dominion lays it on the line with "Super-Dividend Values" and loads of "Regular Low Price Jubilation Specials." Collect "Dominion Golden Dividend" coins, awarded free at the check-out counter each

time you shop. They're itty bitty golden

coloured paper discs, and they've

got promise...

\$50 Cash Dividend

Save each and every "Dominion Golden Dividend" coin you're awarded. Inside each, there

is a year printed, one year for each of the fifty that Dominion's kept its promise to you, the shopper. Collect any four years in a row, 1919 through 1942 and Dominion will award you Fifty Dollars cash! Just see the simple details at your Dominion Store. And here's more...



\$500 Cash Dividend Get four consecutive years in

a row, 1943 through 1969 inclusive, and Dominion will award you Five Hundred

Dollars in cash! Truly a Golden Dividend! Wait! That's not all...

ONE

One Dollar Bonus Cash Dividend

Thousands of Dominion shoppers will receive \$1.00 bonus cash dividend coins.

Here's all you do: tear it open (from top as shown) and see what's printed inside! You win a \$1.00 bonus cash dividend on the spot, whenever you collect these special bonus coins. And — if a bonus dividend coin you don't find, there's bigger cash dividends in store for you! Hang on to those free itty bitty golden coloured paper discs...



Automobile Awards

Even if you don't collect any four years in a row hang on to those "Dominion

Golden Dividend" coins right to the end of Dominion's "Golden Dividend Days" Jubilation! You'll still be eligible for one of five beautiful 1970 air-conditioned Ambassador automobiles! Check the details and follow the simple

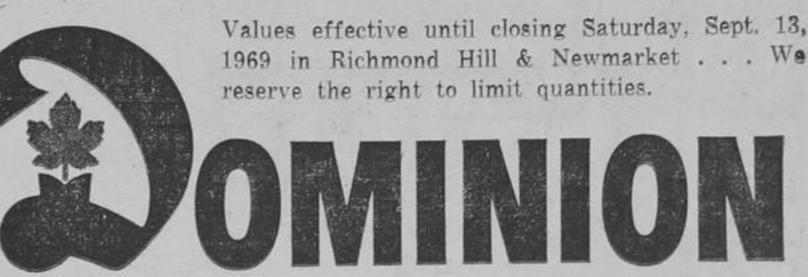
instructions — at your neighbourhood Dominion supermeatmarket, right now.

Air-Conditioned Ambassador What do you do when you reach 50?

Dominion goes on about the serious business of providing shoppers with an ever-widening variety of top quality produce and products, at prices that promise best value. We'll continue to explore and develop ideas that will speed the distribution of groceries to ensure the freshness even of packaged goods. We'll find newer and more efficient ways of doing those things that modern shoppers want. More quality, service, value and facilities for the next fifty years. Only Dominion promises you, the shopper, so much! Only Dominion will deliver the big promise. Prove our promise to yourself, today.

*GOLDEN DIVIDEND DAYS COPYRIGHT @ DOMINION STORES LIMITED (1969)

GARDEN FRESH PRODUCE! THIS WEEK'S BEST MEAT BUYS FRESH FROM THE TROPICS! Boneless Round CABANITA SOFT RITE AQUA, PINK, WHITE DOMINION'S OWN BRAND TRIPLE PACK CHICKEN OR YELLOW - 1 PLY BATHROOM DOMINO FANCY FROZEN 7 Oz. LB. 15 Free - Mother Parker's 8 Varieties Coffee Cake Meaty Full Cut Dominion's Own Brand Brazilian Sweet Richmello Blueberry or and Fancy Bread Orange Pekoe RUMP CHERRY Mary Miles Rindless Ontario No. 1 Grade Dominion's Own Brand - Richmello York Fancy Whole Lancia KERNEL BACON 1 lb. pkg. Fresh Ground Minced BUY ONE - GET ONE FREE! Ontario Grown With Pork in Tomato Sauce Parkay Coloured Cordon Bleu Whole Potatoes & STEAK



the large economy size supermeatmarket