

ANNOUNCING A JUBILATION OF GOLDEN DIVIDEND DAYS

CASH AWARDS!
FOR THOUSANDS OF
DOMINION SHOPPERS! \$1...\$50...\$500!
...AND THAT'S NOT ALL!

CAR AWARDS!
SHARE IN THIS GOLDEN OPPORTUNITY.
YOU COULD BE AWARDED ONE OF FIVE
AIR-CONDITIONED AMBASSADORS!



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 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...



Air-Conditioned Ambassador 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.

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
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THIS WEEK'S BEST MEAT BUYS		SUPER DIVIDEND		SUPER DIVIDEND		SUPER DIVIDEND		GARDEN FRESH PRODUCE!	
Boneless Round STEAK or ROAST LB. 89¢		SOFT RITE AQUA, PINK, WHITE OR YELLOW — 1 PLY BATHROOM TISSUE 4 2 Roll Pkgs. 1.00		TRIPLE PACK CHICKEN SHAKE & BAKE 7 Oz. Pkg. 69¢		DOMINION'S OWN BRAND DOMINO FANCY FROZEN RASPBERRIES 2 15 Oz. Pkgs. 79¢		FRESH FROM THE TROPICS! CABANITA BANANAS LB. 9¢	
Meaty Full Cut RUMP ROAST lb. 89¢		15 Free — Mother Parker's Orange Pekoe TEA BAGS Pkg. of 75 79¢		Dominion's Own Brand Richmello Blueberry or CHERRY PIES 24 oz. Size 49¢		8 Varieties Coffee Cake and Fancy Bread PILLSBURY MIXES Pkg. Each 55¢		Brazilian Sweet JUICY ORANGES Dozen Size 113's 69¢	
Mary Miles Rindless BREAKFAST BACON 1 lb. pkg. 89¢		Dominion's Own Brand - Richmello BEAN COFFEE 1 Lb. Bag 69¢		York Fancy Whole KERNEL CORN 12 oz. Tin 19¢		Lancia SPAGHETTI or MACARONI 2 lb. Pkg. 38¢		Ontario No. 1 Grade BARTLETT PEARS 4 Quart Basket \$1.09	
Fresh Ground Minced ROUND STEAK lb. 89¢		BUY ONE — GET ONE FREE! Cordon Bleu Whole Potatoes & MEAT BALLS 2 15 oz. Tins 49¢		With Pork in Tomato Sauce YORK BEANS 4 19 oz. Tins 89¢		Parkay Coloured SOFT MARGARINE 1 lb. Pkg. 49¢		Ontario Grown PEPPER SQUASH 2 for 35¢	

Values effective until closing Saturday, Sept. 13, 1969 in Richmond Hill & Newmarket... We reserve the right to limit quantities.

DOMINION
the large economy size supermeatmarket