

A Definite Difference at Dominion.

Meat Difference:

At Dominion, we have a "beef aging program" that our major competitors just don't match.

Fruits and Vegetables:

The difference is freshness! Dominion delivers to its stores every shopping day of the week.

Variety of Products:

At Dominion, you'll find the largest selection of national brand products.

White Label "generic products":

We've got a full line of **WHITE LABEL** products that you use every day... and at savings up to 40% below national brands.

Anniversary Products:

All of Dominion's Anniversary Products are made with only the very best ingredients available.

Dominion's "Food Coupon" Difference:

Only Dominion redeems competitive supermarkets' newspaper coupons for 10% more.

In-Store Bakeries:

No other major food chain has as many in-store bakeries as Dominion (149) where the pies, cakes, and breads are baked fresh - right in the store.

Locations:

Because we have more stores (379), shopping Dominion is more convenient for more people.

Dominion's Number One Club:

Your membership card is your instant personal identification card that will let you pay for your weekly food order with a personal cheque at any Dominion Store.

100% Guarantee:

Every item you buy at Dominion is guaranteed 100% for quality and satisfaction, or your money cheerfully refunded.

Dominion's Cash Tape Plan:

Every day... schools, hospitals, charitable and community groups have been helping individuals and non-profit organizations to obtain valuable and needed items by saving and sending us their Dominion cash register tapes.

Dominion's Weekly Specials and Low Prices:

Dominion is committed to help you save money on your weekly food bill. One way is offering you the lowest prices possible on your everyday needs. Another way is with Dominion's weekly specials.

26,000 other Definite Differences at Dominion:

All our staff is expertly trained to serve you better and to make your shopping a little more enjoyable.

SEE A DEFINITE DIFFERENCE IN WEEKLY SAVINGS AT DOMINION FOR YOURSELF.



DOMINION STORES LIMITED.