

# In 1919 we started up, 50 years from now we'll still be the upstart.

...and it's the next 50 years that count!

Somebody once asked: "What do you do when you reach 50?"

**You could look back;** why have Dominion Stores become the largest most successful supermarket chain in Canada? The answer's simple: we started up with a promise; that Dominion shoppers deserve more quality, service and value in the most pleasant and convenient shopping environment. Then we consistently lived up to our promise. A pretty upstart idea, 50 years ago!

**You look ahead to the next 50 years.** As our modern, fast-paced, complex society

becomes more demanding, other supermarket chains are beginning to promise you, the shopper, more of everything. Not a very upstart idea, considering that Dominion customers in ever increasing numbers have been fulfilling their needs with our promise for the past fifty years!

**You re-dedicate your promise for right now!** Dominion Stores will maintain that day to day dialogue with shoppers, and effectively reflect those needs and desires in everything we do in our stores

and company. We will continue to find new and more efficient ways of doing those things that modern shoppers want. Explore and develop bright ideas that will expediate the distribution of groceries to ensure peak freshness of even packaged goods. To make available to Dominion customers an ever widening variety of top quality produce and products at prices that will promise best value. To build the most pleasant and efficient new supermarkets and to continually update our older establishments.

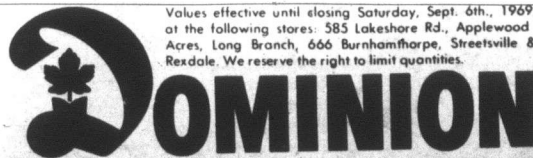
We re-dedicate our unique urge to out-perform our fulfilled promise of yesterday.

**You share a Jubilation:** we extend a warm invitation to you other shoppers, to join the thousands of Dominion customers who prove our promise everyday.

**What do you do when you reach 50?** You go on about the serious business of making your promise ring true for the next 50 years. That's what you do if you're Dominion. More quality, service and value. Prove our promise to yourself. Today! Join the upstart!

THIS WEEK'S BEST MEAT BUYS		SUPER DIVIDEND		SUPER DIVIDEND		SUPER DIVIDEND		GARDEN FRESH PRODUCE!	
Flamingo Brand Grade A Eviscerated Roasting or B.B.Q. 5.7 lbs. Average	<b>45¢</b>	Cudney Reconstituted	<b>APPLE JUICE</b>	Heinz Cooked in Tomato Sauce	<b>SPAGHETTI</b>	Dominion's Own Brand Domino Liquid	<b>BLEACH</b>	Fresh From The Tropics!	<b>CABANITA BANANAS</b>
lb		48 oz Tin	<b>27¢</b>	19 oz Tins	<b>1<sup>00</sup></b>	128 oz Cont	<b>59¢</b>	lb	<b>9¢</b>
Fresh Chicken Cuts! Ideal for B.B.Q.	<b>59¢</b>	Heinz In Tomato Sauce	<b>VEGETARIAN BEANS</b>	York Frozen	<b>TURKEY PIE</b>	Dominion's Own Brand Domino Frozen Slender Sliced	<b>FRENCH FRIES</b>	Washington No. 1 Grade Tasty	<b>PRUNE PLUMS</b>
lb		14 oz Tins	<b>89¢</b>	8 oz Pkgs	<b>79¢</b>	16 oz Pkgs	<b>89¢</b>	Heaping Quart	<b>35¢</b>
Swifts Premium Vac Pac Roasting or Barbecue	<b>99¢</b>	Stokely's Fancy Honey Pod Peas or Cream Style	<b>CORN</b>	Dominion's Own Brand Hilltop Black	<b>TEA BAGS</b>	Dominion's Own Brand Richmella Raisin or	<b>APPLE PIES</b>	Ontario Grown No. 1 Grade Firm Green	<b>CABBAGE</b>
lb		14 oz Tins	<b>89¢</b>	Pkg of 150	<b>79¢</b>	24 oz Pie	<b>39¢</b>	2 Large Heads	<b>29¢</b>
Swifts Premium or Lazy Maple Rindless	<b>89¢</b>	SeacLife Fancy Whole White	<b>POTATOES</b>	Powdered Orange Crystals	<b>RISE 'N SHINE</b>	Monarch Buttercup Coloured Soft	<b>MARGARINE</b>	Ontario Grown Ideal for Stuffing	<b>GREEN PEPPERS</b>
1 lb Pkg.		19 oz Tins	<b>59¢</b>	3 1/4 oz Pkgs	<b>89¢</b>	8 oz Cants	<b>39¢</b>	6 for	<b>49¢</b>
Swifts Premium Sliced	<b>65¢</b>							Ontario Grown No. 1 Grade Crisp	<b>CELERY HEARTS</b>
6 oz Pkg								Large Bunch	<b>28¢</b>

Values effective until closing Saturday, Sept. 6th., 1969, at the following stores: 585 Lakeshore Rd., Applewood Acres, Long Branch, 666 Burnhamthorpe, Streetsville & Rexdale. We reserve the right to limit quantities.



**DOMINION**  
the large economy size supermeatmarket