

Loblaws

LOBLAWS GIVES YOU LOW EVERYDAY PRICES PLUS SPECIALS

PRICES EFFECTIVE UNTIL MARCH 29 - MILTON ONLY

SPECIAL! CHOICE

CHICKEN LEGS or BREASTS LB. **49¢**

SPECIAL! 2 LB. PKG. OR OVER 2c PER LB. LESS

MINCED CHUCK BEEF LB. **69¢**

SPECIAL! BY-THE-PIECE - END CUTS
SWEET PICKLED BACK BACON LB. **89¢**

SPECIAL! LOBLAWS
3 Little Pig PORK SAUSAGE 1 LB. PKG. TRAY PAC **59¢**

SPECIAL! McQUAIDES
STEAK PIES 3 2 PIE PKGS. **89¢**

SPECIAL! VANCOUVER BRAND
UKRAINIAN SAUSAGE 8 OZ. PKG. **79¢**

SPECIAL! MOUNTAIN BREEZE BRAND
RAINBOW TROUT 10 OZ. PKG. **55¢**

SPECIAL! MARY MILES BRAND
RINDLESS SIDE BACON 1 LB. PKG. VAC PAC **75¢**

SPECIAL! CHOICE
BEEF LIVER SLICED LB. **45¢**

SPECIAL! ALORO BRAND 11 OZ. PEPPERONI AND 9 OZ. CHEESE
PIZZA PIES BOTH FOR **89¢**

SPECIAL! BLUE WATER BRAND
COOKED FISH FRIES 8 OZ. PKG. **41¢**

SPECIAL! FRESH
COD FILLETS LB. **49¢**

SPECIAL! LOBLAWS KITCHEN PRIDE

APPLE PIE DEEP FILLED 24 OZ. **39¢**

LOBLAWS MAJESTIC
BREAD WHITE SLICED 24 OZ. LOAF **21¢**

SPECIAL! SUNFRESH INSTANT POWDERED
SKIM MILK 3 LB. POLY BAG **89¢**

SPECIAL! SOMERDALE CHOICE FROZEN POTATOES
FRENCH FRIES 9 OZ. PKG. **10¢**

SPECIAL! WITH PORK IN TOMATO SAUCE
VIVA BEANS 14 FL. OZ. TINS **12¢**

SPECIAL! GOLD REEF
SLICED PINEAPPLE 14 FL. OZ. TIN **15¢**

CANADA FIRST GRADE
BUTTER APPLE GROVE 1 LB. PRINT **68¢**

BEST CITRUS BUY! FLORIDA SEEDLESS SIZE 48

GRAPEFRUIT **BANANAS** LARGE SIZE LB. **10¢**

RED or WHITE

5¢ EACH

CHIQUITA & CABANA BRANDS!
THE BEST BANANAS ANYWHERE!

REGARDED EVERYWHERE FOR RENOWNED QUALITY AND FLAVOUR!
PRINCE EDWARD ISLAND
POTATOES NO 1 GRADE! 25 LB. BAG **77¢**

AN OPEN LETTER TO PRICE CONSCIOUS HOMEMAKERS

"I believe the public's enthusiastic response to our 'New Look' policy is based on three factors."

1) **EVERYDAY LOW PRICES** on items throughout our stores, items that you buy most often, which are priced the same every day of every week. A manufacturer's price change due to a change in his costs is the only reason we would change our price. If it is a price reduction we always pass it along to our customers.

2) **WEEKLY FEATURES**—are "opportunity buys" you see listed in Loblaws weekly ads. Every item is chosen with you in mind. These features are top quality, well accepted brands—excellent value. By shopping wisely and "stocking up" on the specials you really need, you can give your food budget a tremendous boost.

3) **HONESTY IN ADVERTISING**—WE HAVE WHAT WE ADVERTISE. Loblaws never tries to lure you into our stores with "bargain" merchandise that you can't buy once you get there. At Loblaws, in most cases,

you will find adequate supplies of all our advertised items. In the one instance where we do run short, you are entitled to a Loblaws "Rain Check" from the Loblaws store manager. The "Rain Check" allows you to buy the advertised item at the advertised price within 10 days.

If you happen to find food shopping "fairly frustrating" may I suggest that you join the thousands of shoppers who have switched to Loblaws in recent weeks. I believe you'll appreciate the difference, and I'd like to have your comments. Just drop a card or letter to me at Loblaws Groceries Co., Limited, 545 Lakeshore Boulevard, Toronto 2B.

Thank you for taking the time to read this letter.

Sincerely,

Leon E. Weinstein

Leon E. Weinstein
President

SPECIAL! TWINKLE
CAKE MIXES 5 14 OZ. POUCH PACK **100¢**

SPECIAL! FANCY FROZEN
STOKELY'S PEAS 2 LB. POLY BAG **39¢**

SPECIAL! CHOCOLATE DRINK
NESTLE'S QUIK 2 LB. TIN **69¢**

SPECIAL! ASSORTED COLOURS-WHITE SWAN
PAPER TOWELS 2 ROLL PKG. **45¢**

SPECIAL! LIQUID BLEACH
JAVEX 64 FL. OZ. BOTTLE **43¢**

ALPINE CLUB CANNED
DRINKS 24 TIN CASE **167¢** 10 FL. OZ. TIN **7¢**

SPECIAL! ASSORTED COLOURS-CAPRI
BATHROOM TISSUE 4 ROLL PKG. **35¢**

SONNET COLOURED
MARGARINE 1 LB. PARCH PKG. **15¢**

CARNATION
EVAP. MILK 2 16 OZ. TINS **33¢**

SALAD DRESSING
MIRACLE WHIP 32 FL. OZ. JAR **59¢**

KRAFT
DINNER 2 7½ OZ. PKGS. **29¢**

KOUNTY KIST STANDARD
PEAS 14 FL. OZ. TIN **12¢**

SPECIAL! FRESHLY GROUND-PRIDE OF ARABIA
COFFEE 3 LB. BAG **1.99** 1 LB. BAG **69¢**

SPECIAL! BERRYLAND FARM FANCY FROZEN SLICED
STRAWBERRIES 15 OZ. PKG. **39¢**

SPECIAL! FANCY KITCHEN SLICED GREEN OR WAX BEANS, CREAM CORN, SMALL PEAS OR
VEGETABLES 10 FL. OZ. TINS **100¢**

HENZ OR GENBERS STRAINED ALL MEATLESS VARIETIES
BABY FOODS 4 4 OZ. JARS **53¢**

STORE HOURS:

- Monday - Tuesday - Wednesday 9 a.m. to 6 p.m.
- Thursday - Friday 9 a.m. to 9 p.m.
- Saturday 8.30 a.m. to 6 p.m.

THESE PRICES APPLY TO LOBLAWS IN THE

MILTON PLAZA