

PRICES EFFECTIVE UNTIL MAY 17 — MILTON ONLY
WE RESERVE THE RIGHT TO LIMIT QUANTITIES

Loblaws

GET THE BEST OF EVERYTHING FOR THE HOLIDAY & SAVE MONEY TOO

SPECIAL! SWIFTS PRESSED CANADA A GRADE

BUTTERBALL TURKEYS UNDER 30 LBS. **43¢**

SPECIAL! PRESSED CANADA A GRADE

TURKEYS UNDER 10 LBS. **35¢**

SPECIAL! IMPORTED SHORT SHANK, WHOLE OR HALF

LAMB LEGS **49¢**

SPECIAL! MARY MILES BRAND HINDLESS

SIDE BACON 1-LB. PKG. VAC. PAC. **79¢**

SPECIAL! SWIFTS PREMIUM MACARONI & CHEESE, TIKES & PINEAPPLE, SOUP, CHICKEN & NOODLES

Cooked MEATS SLICED 4-OZ. PKG. EACH **27¢**

SPECIAL! BOOTH BRAND

COD FILLETS 1-LB. PKG. **41¢**

IMPORTED SHOULDER

LAMB CHOPS 1-LB. PKG. **45¢**

SIMCOE & NIAGARA BRAND HINDLESS

SIDE BACON 1-LB. PKG. VAC. PAC. **73¢**

SHOPY'S

CORNER BEEF 4-OZ. PKG. **89¢**

SWIFTS LAZY MAPLE

Pork SAUSAGE 1-LB. PKG. TRAY PAC. **67¢**

YENDERFRESH BRAND FRESH FROZEN

Chicken Breasts TRAY PAC. **59¢**

SPECIAL! MARY MILES BRAND

WIENERS 1-LB. PKG. VAC. PAC. **49¢**

SPECIAL! PENNYWISE

BEEF BURGERS 1-LB. **65¢**

SPECIAL! FRESH

COD FILLETS 1-LB. **55¢**

CHOICE SLICED

PORK LIVER 1-LB. **29¢**

IMPORTED — CELLO WRAP

SMOKED KIPPERS 1-LB. **39¢**

MINGED

CHUCK BEEF 1-LB. **69¢**

ALORO BRAND PEPPERONI

PIZZA PIES 12-OZ. TACH. **89¢**

SHENANDOAH BRAND BONELESS

TURKEY ROASTS 1-LB. **99¢**

SPECIAL! TASTY TREAT

ICE CREAM 1/2 GALLON CARTON **79¢**

SPECIAL! CHOICE ASSORTED

AYLMER PEAS 14 FL. OZ. TIN **15¢**

ALPINE CLUB

CANNED DRINKS 6 10 FL. OZ. TINS **45¢** 24 TIN CASE **1.79**

SPECIAL! CHOICE CREAM STYLE

AYLMER CORN 14 FL. OZ. TIN **15¢**

SPECIAL! TRUMPET

INSTANT COFFEE 10 OZ. JAR **99¢**

HOLIDAY WEEKEND SPECIAL! LARGE SIZE

BANANAS 2 POUNDS **25¢**

BEST VEGETABLE BUY! FROM CALIFORNIA!

FRESH BROCCOLI LARGE BUNCH **39¢**

FROM FLORIDA! THIN-SKINNED! LARGEST VALENCIA

JUICE ORANGES DOZEN **59¢**

BCK'S ALL VARIETIES

RELISHES 4 12 FL. OZ. JARS **1.00**

BRIGHT'S FANCY

TOMATO JUICE 19 FL. OZ. TIN **17¢**

LOBLAWS MAJESTIC

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

FANCY WHOLE KERNEL

NIBLETS CORN 12 FL. OZ. V.P. TIN **21¢**

SPECIAL! KELLOGG'S CEREAL

SPECIAL K 11 OZ. PKG. **49¢**

GOLDEN SEAS SOLID WHITE MEAT

TUNA FISH 7 OZ. TIN **39¢**

ASSORTED FLAVOURS POWDERED DRINKS

KOOL-AID 5 PKGS. **29¢**

SPECIAL! **PRIDE of ARABIA COFFEE** 1 LB. BAG **69¢**
3 LB. BAG 1.99

SPECIAL! DELSEY ASSORTED COLOURS **BATHROOM TISSUE** 4 2 ROLL PKGS. **1.00**

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

SPECIAL! WHITE OR ASSORTED COLOURS **WHITE SWAN SERVIETES** 250'S PKG. **49¢**

SPECIAL! LOBLAWS KITCHEN PRIDE **APPLE PIE** 24 OZ. **39¢**

HILDA'S COLUMN



"Weekend Specials" in Loblaws ads just don't happen by accident. Very often, the items that are singled out for "Special" attention are really chosen for you, our customers who write and ask for them.

In fact, your letters are responsible for the mammoth Health and Beauty Aid sale this week.

This again is proof that writing to Hilda helps you get what you want, and that at Loblaws you're the Boss!!!

If you have a shopping problem, a suggestion or a complaint, Hilda wants to hear from you. Write to her at Loblaws Groceries Co., Limited, 545 Lake Shore Blvd. West, Toronto 2B.

Hilda Wilson
Director of Consumer Relations